

EQUITY RESEARCH

Style Guide for HTML Research Reports

June 30, 2017

Amended

Changes

Typography

Header 1

Font: Roboto
Weight: Medium
Size: 32px (2em)
Line Height: 1.5
Color: #e44125

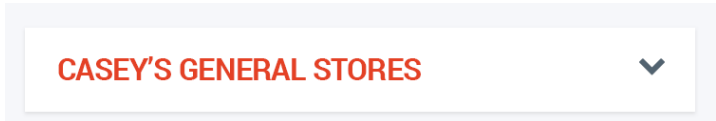
Report H1 color changes to Orange Red. This color change applies to any titles appearing close to this color.

Header 3

Font: Roboto
Weight: Regular
Size: 22px (1.375em)
Line Height: 1.5
Color: #333333
Bar Color: #e44125

The Long View H3 color bar changes to same Orange Red as report title.

Interactive Elements



Dropdown style changes within Multi Company report

Icons



Report Content

The clipboard icon for “Disclosures” becomes the icon for “Report Content.”



Disclosures

“Disclosures” has a new “Scales of Justice” icon.

Typography

Header 1

Font: Roboto
Weight: Medium
Size: 32px (2em)
Line Height: 1.5
Color: #e44125

Use: Report Title

Header 2

Font: Roboto
Weight: Bold
Size: 24px (1.5em)
Line Height: 1.5
Color: #0e1a35

Use: Report Section Titles
(Insights, Valuation, etc.)

Header 3

Font: Roboto
Weight: Regular
Size: 22px (1.375em)
Line Height: 1.5
Color: #333333
Bar Color: #e44125

Use: Long View sections

Header 4

Font: Roboto
Weight: Medium
Size: 20px (1.250em)
Line Height: 1.5
Color: #0e1a35

Use: Paragraph Headers

H5

Font: Roboto
Weight: Bold
Size: 18px (1.125 em)
Line Height: 1.5
Color: #333333

Use: Rating/Price
Box data

Paragraph

Font: Roboto
Weight: Regular
Size: 16px (1em)
Line Height: 1.5
Color: #333333

Use: All Body Copy

Special Header Classes

Company Shortname

Font: Roboto
Weight: Medium
Size: 24px (1.5em)
Color: ##0e1a35

Key Takeaway

Font: Roboto
Weight: Bold
Size: 24px (1.5em)
Line Height: 1.5
Color: #ffffff
Background: #00b3e4

EQUITY RESEARCH

Font: Montserrat
Weight: Semi-Bold
Size: 18px (1.125em)
Letter Spacing: 2px
Color: #00b3e4

Callouts

Font: Roboto
Weight: Bold
Size: 20px (1.250em)
Line Height: 1.3
Color: #0e1a35
First Letter: 36px
Align: Left

Note Info Text

Font: Roboto
Weight: Regular
Size: 14px (.875em)
Color: #666666

Color Palette

Background

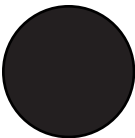


Light Gray

f6f7fa

246, 247, 250

Menu Background



Black

#000000

0,0,0

Menu Button Selected



Marine Blue

#013467

1, 52, 103

Tabs



Gray Blue

#64708b

100, 112, 139

Note Type BG

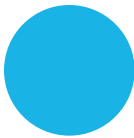


Steel

#888f9e

136, 143, 158

Call to Action BG



Azure

#00b3e4

0, 179, 228

Accent Colors



Light Blue

#cee7fd

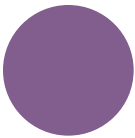
206, 231, 253



Midnight Blue

#34394d

52, 57, 77



Purple

#815e8d

129, 94, 141



Orange Red

#e44125

228, 65, 37

Chart Colors

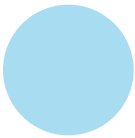
Use colors for charts in the order listed below, starting with Dark Blue and ending with Light Green, depending on number of colors needed for chart.



Dark Blue

#0e3f70

14, 63z, 112



Light Blue

#a8dcf0

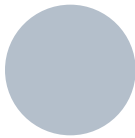
168, 220, 240



Dark Gray

#4a5f73

75, 95, 115



Light Steel

#b4bfcb

180, 191, 203



Tomato

#de5a49

222, 90, 73



Birch

#ddcc9d

221, 204, 157



Blue Green

#45b29d

69, 178, 157



Light Green

#c8eae3

200, 234, 227



Logos



Investicons and Callouts

Investicons are used to support analyst callouts. They are 50px in diameter.



Good Idea



Bad Idea



New Idea



Cash In

Example:



We estimate incremental margins could improve from ~16% in a slow growth environment to ~23% in a recovery.

Iconography

Nav bar Icons: #00b3e4, 18px wide

Key Takeaway

The Long View

Insights

Financials

Valuation

Report Content

Estimates

Analyst Contacts

Risks

Disclosures

Tab Icons: #63708c (on), #ffffff (off), 35px height

On StateOff State



Market Data



Financial Summary



Price Performance

Rating Indicators

Upgrade

Downgrade

FontAwesome
25px
fa-arrow-up
#19a323
26, 163, 36

FontAwesome
25px
fa-arrow-down
#ce2024
206, 32, 36

Additional Icons

Calendar
FontAwesome
Color: #888f9e
Size: 14px

Envelope (Contacts)
Color: #40576e
Size: 17px wide

Search
FontAwesome
Color: #0e1a35
Size: 24px

Phone (Contacts)
Color: #40576e
Size: 17px wide

Open New Window
FontAwesome
Color: #40576e
Size: 16px

Audio
Color: #0e1a35
Size: 17px

Tables

Basic Table

1	Label	2	Label	Label	Label	Label
3	Title	1.3x	1.3x	1.3x	1.2x	
	Title	10.1x	10.3x	9.7x	9.3x	
	Title	17.4x	16.0x	14.8x	13.4x	4
						5

Exhibits

6												
Exhibit 1: Annual Income Statement												
USD	2009	2010	2011	2012	2013	2014	2015	2016E	2017E	2018E	2019E	2020E
Sales	0	0	0	0	0	0	0	0	0	0	0	0
Gross Profit	33	98	33	98	33	98	33	98	33	98	33	98
Selling Gen. & Admit	66	35	66	35	66	35	66	35	66	35	66	35
Research & Dev.	21	10	21	10	21	10	21	10	21	10	21	10
Operating Profit.	19	31	19	31	19	31	19	31	19	31	19	31
Interest Expense	70	80	70	80	70	80	70	80	70	80	70	80
Pretax Income	12	28	12	28	12	28	12	28	12	28	12	28
Taxes	93	77	93	77	93	77	93	77	93	77	93	77
Basic EPS.	96	94	96	94	96	94	96	94	96	94	96	94
EBITDA	80	47	80	47	80	47	80	47	80	47	80	47
EBITDA Margin	20.0%	17.4%	19.2%	20.0%	19.2%	28%	18.3%	20.0%	19.2%	19.2%	18.3%	1.1%

1. All Table Cells

Border: 1px
Border color: #adb7ca
Text Alignment: Left
Padding: 10px

2. Top Row

Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #ffffff
BG color: #526370

3. Left Column

Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #333333
BG color: #d6dae7

4. Alternating Row A

Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #333333
BG color: #d6dae7

5. Alternating Row B

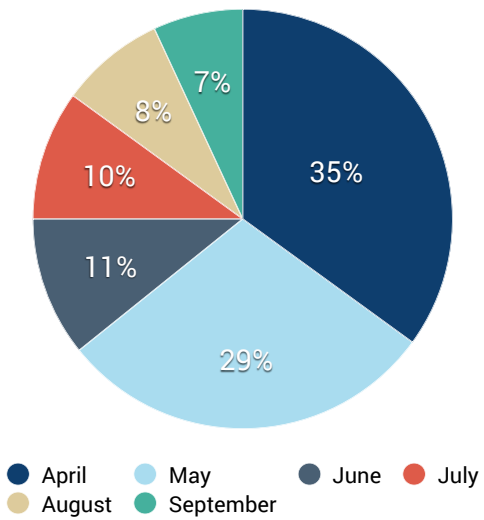
Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #333333
BG color: #ffffff

6. Exhibit Header Row

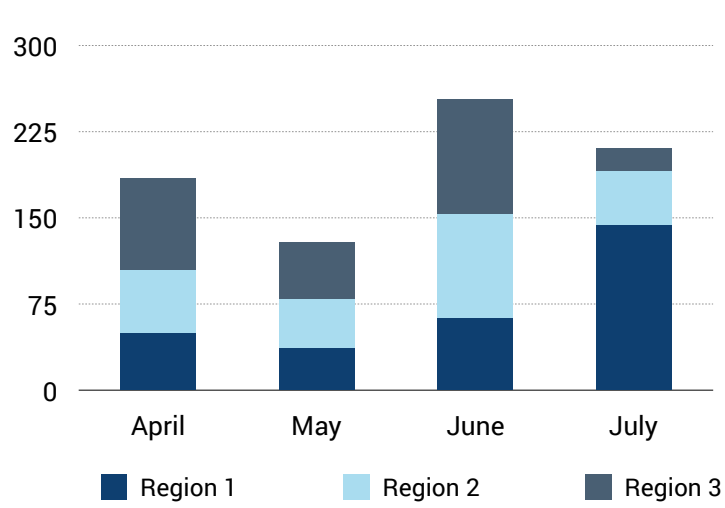
Font: Roboto
Weight: Bold
Size: 20px (1.250em)
Text Color: #000000
BG color: #a8dcf0

Charts

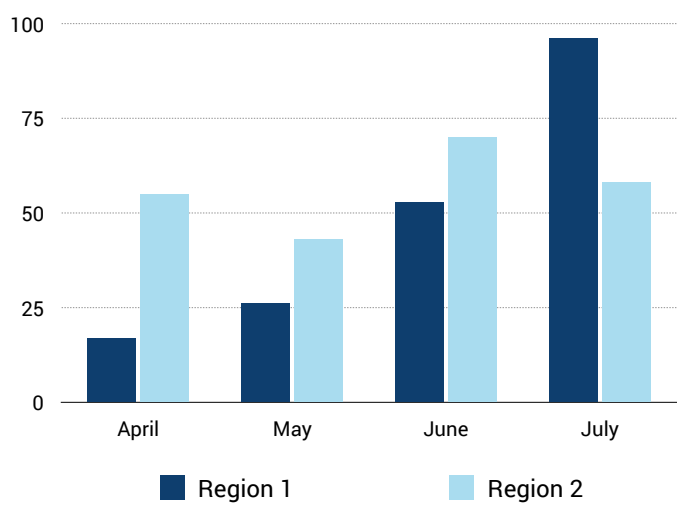
Pie



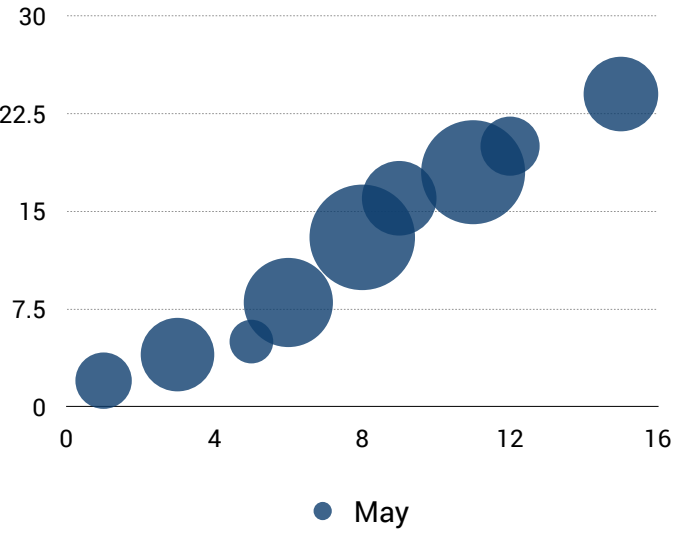
Stacked Column



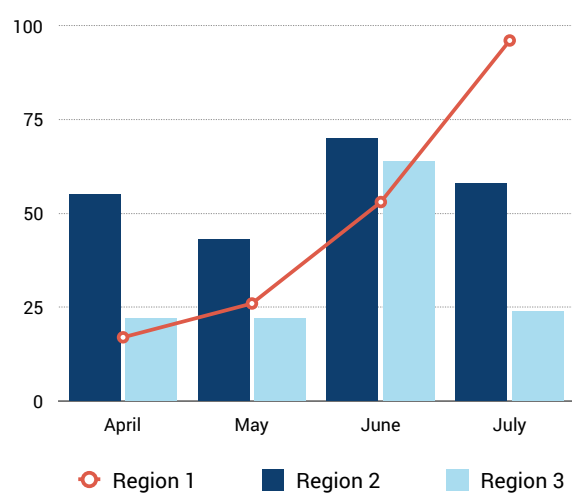
Basic Column



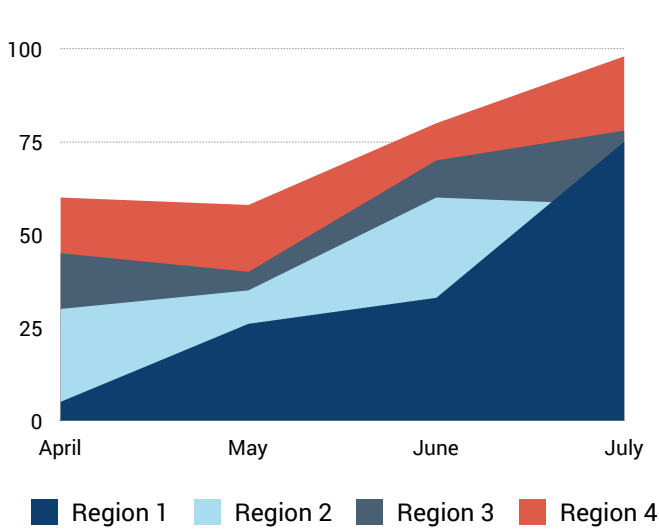
Bubble Chart



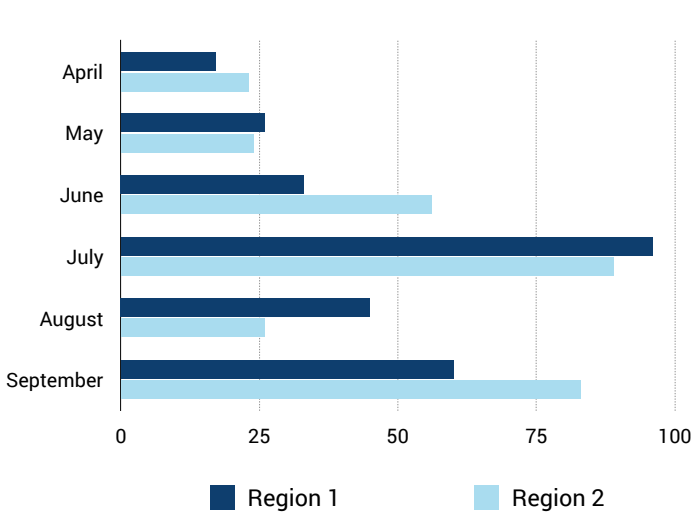
Mixed



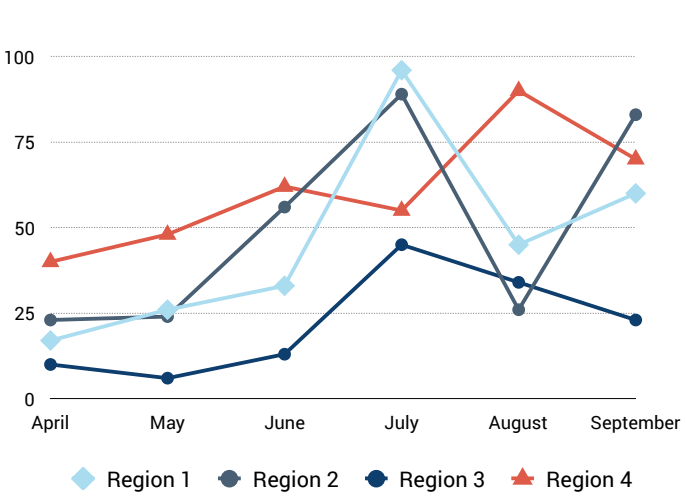
Area



Bar



Line



Labels and Axes Text

Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #000000

Colors

Dark Blue
Light Blue
Dark Gray
Tomato
Birch
Blue Green

Interactive Elements

Links

Inactive

Font: Roboto
Weight: Regular
Text Color: #4783b5

Hover

Font: Roboto
Weight: Regular
Text Color: #4783b5
Style: Underline

Back to Top Button

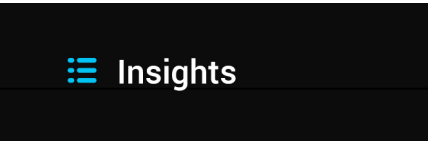


Size: 40px
Color: #4a5f73
Icon: FontAwesome
Icon Size: 30px, centered
Icon Color: #ffffff

Menu Navigation, Desktop



Active/Hover
Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #ffffff
BG color: #013467
Left Light Blue Bar: 7px, #00b3e4
Size: 224px by 71px



Inactive
Font: Roboto
Weight: Regular
Size: 16px (1em)
Text Color: #ffffff
BG color: #000000
Size: 224px by 71px

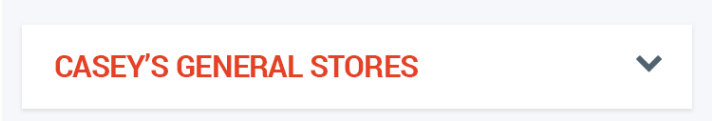
Buttons



Main CTA
Font: Roboto
Weight: Regular
Size: 18px (1.125 em)
Text Color: #ffffff
BG color: #00b3e4
Padding: 14px, 26px, 14 px, 26px
Rounded Corners: 22px

Icon
Font: FontAwesome
Size: 20px (1.250 em)
Color: #000000
Padding: 10px

Dropdown



Text
Font: Roboto
Weight: Regular
Size: 18px (1.125 em)
Text Color: #e44125

Background
BG color: #ffffff
Padding: 10px
Width: 290px
Height: 35px

Arrow
Provided Image Icon
Width: 13px
Align: Right
Color: #666666