

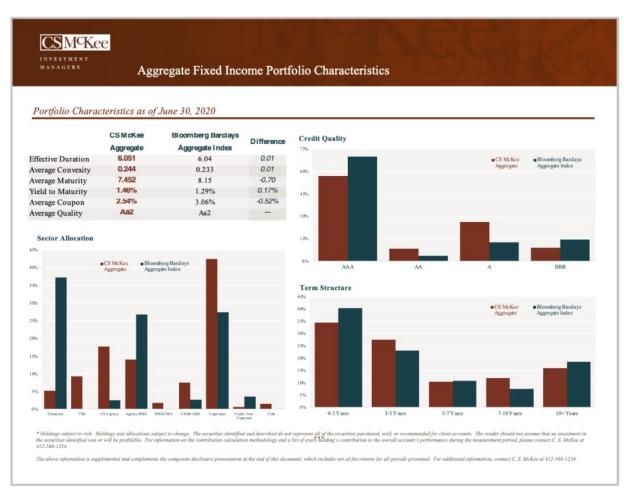
# Brand Refresh CS McKee

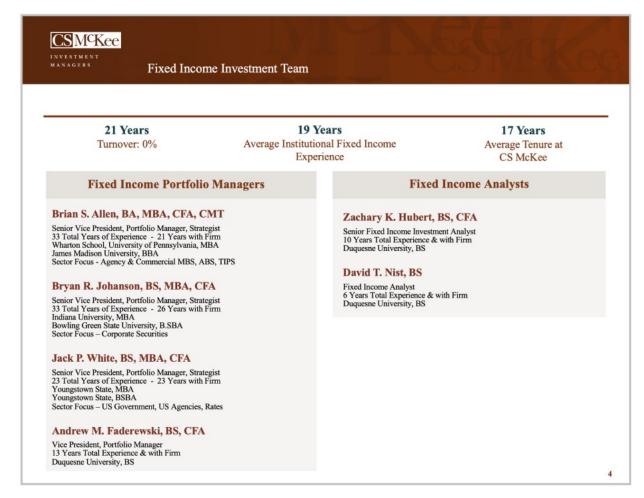
by Manda Szewczyk

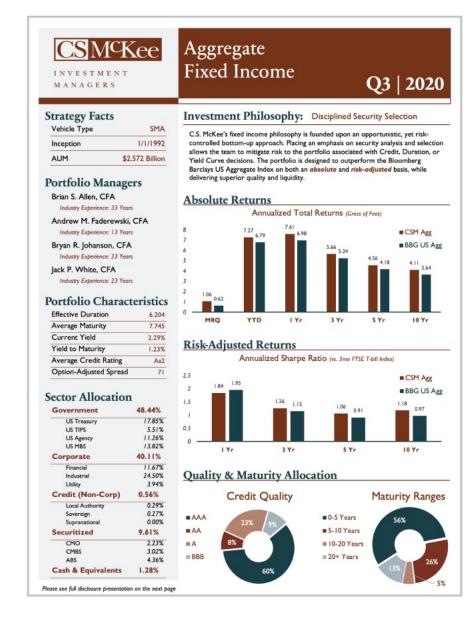
# Original Materials

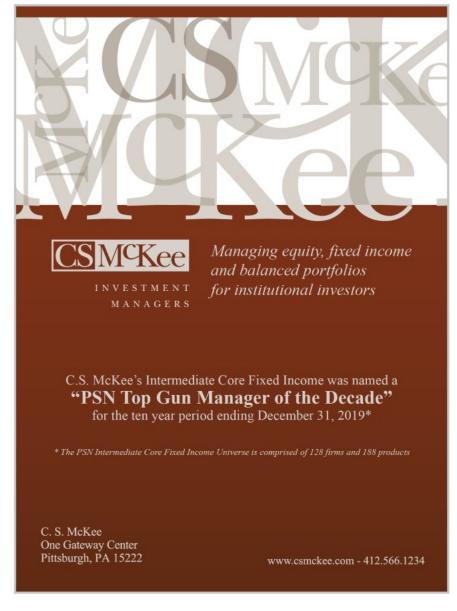
CS McKee's materials looked like they were last updated in the 70s. Nobody on the team liked them, and the portfolio management team was embarrassed to show them during prospect and client meetings. They were ready for a complete change.





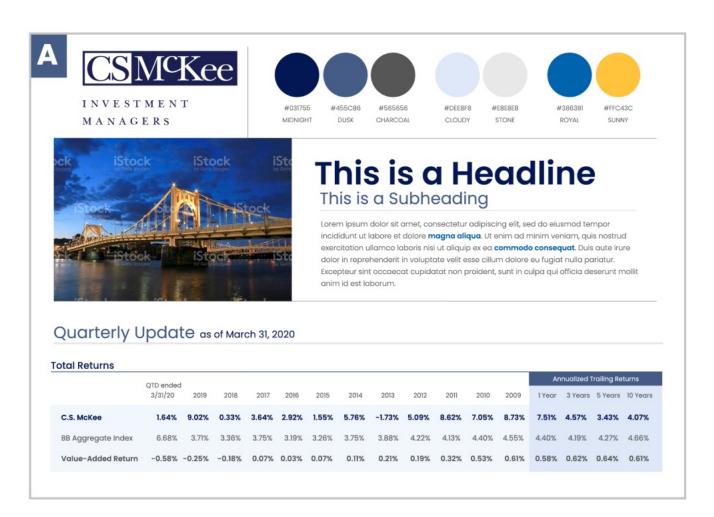






### New Visual Brand

I started the process with mood boards so we could all get on the same page and choose a visual direction. I asked the team how they'd like to be perceived by their clients and used that feedback to guide my font and color decisions.



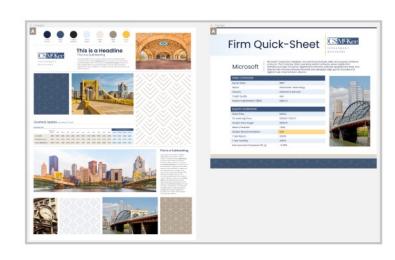




Located in Pittsburgh, they chose option A – with the accent yellow to match Pittsburgh's bridges and athletic teams.

We did a second round of mood boards to narrow down the imagery and feel of the new brand.

As an established 90-year old company, they wanted to keep their logo, but we modernized the language and font. Special care was taken to make sure the new fonts would work well in financial tables.









# Pitchbooks

I worked one-on-one with the portfolio managers to reinvent their pitchbooks – not just from a design perspective – but from a content and usability perspective. All tables and charts are connected to a back-end spreadsheet and are easy to update quarterly.



























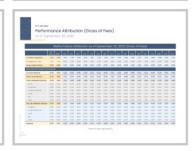
















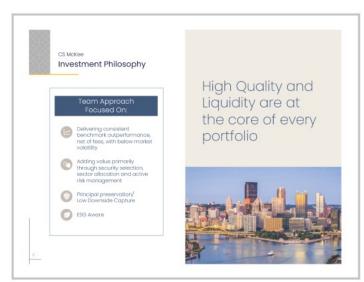


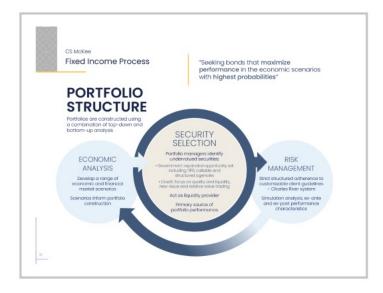












### New Materials

I worked with various CS McKee teams to redesign all of their printed materials – creating new ad templates, trade show booth displays, quarterly commentary, security spotlights, quarterly market outlook, business cards, and letterhead. On the digital side, I created new PowerPoint presentation templates and email templates.



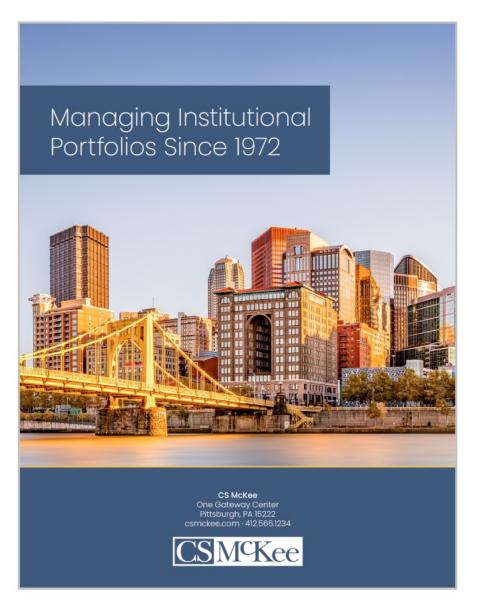




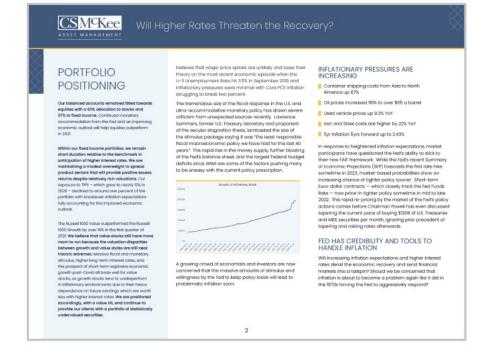


A Responsible

Corporate Citizen







# Team Headshots

Without the budget for new headshots, I modernized the existing headshots in Photoshop. Newer employees took their own headshots on their phones and sent them to me to be edited to match the others.













#### Original Photos









# ESG Presentation

I worked with the ESG team to create new presentation materials – including a detailed pitchbook and a one-pager they use as a leave-behind for presentations and conferences.









































CS McKee seeks to consistently exceed the performance of the stated benchmark both on an absolute and risk-adjusted basis while maintaining superior portfolio quality and liquidity. Active and disciplined management of all risk exposures allows us to meet these goals. Our fixed income methodology incorporates a largely bottom-up approach that is opportunistic, yet risk-controlled. The focus on security analysis and selection is designed to mitigate risk to the portfolio associated with credit, duration, or yield curve decisions.

At the same time, our organization is committed to making a difference in our society by contributing to the greater good. We do this by adhering to and implementing a set of Environmental, Social, and Corporate Governance (ESG) policies; whether we are managing investment portfolios, managing our business and its responsible use of resources, or engaging in the communities in which our employees live.

#### A Signatory to the UN-Supported Principles for Responsible Investment

As a sign of our firm's commitment, in 2020 C.S. McKee became a signatory to the United Nations-supported Principles for Responsible Investment (PRI). The PRI is recognized as the leading global network for investors who



#### Our ESG Investment Philosophy

We believe we have the resources, investment expertise, and core investment process to seamlessly blend sustainable goals with our history of superior risk-adjusted performance:

- Delivering consistent net of fee benchmark outperformance, with below-market volatility and superior sustainability characteristics.
- Adding value primarily through security selection, sector
- allocation and active risk management.

  Applying rigorous internal and/or client-directed ESG metrics
- combined with portfolio-level scoring targets.
- Building on the long-term efficacy of our quality and liquidityfocused investment philosophy.
- Emphasizing principal preservation.

#### Incorporating ESG Considerations into our Investment Process

With a focus on sustainable factors, we seek bonds that maximize performance in the highest-probability economic scenarios. At the heart of our ESG offering are our core principles, listed here by increasing level of impact:

- Initial Screening Eliminate issuers with the lowest ESG scores.
- Align Values Identify client values and refine the investable
- Identify Leaders Analyze fundamentally attractive bonds with quality ESG practices.
- Seek Impact Identify attractive impact bonds for potential portfolio inclusion.

#### Firm's Sustainability Initiatives

We are very proud of the steps our firm has taken to develop, promote and further sustainability. As a means of implementing firmwide sustainability initiatives we have established committees for Corporate Responsibility, including Sustainability, and ESG Investment. To that end, we have established eco-friendly initiatives to reduce exaste and energy use and reduce commuter emissions. We also plan to put into practice policies further reducing our waste and energy use while increasing our community involvement. When we put our ESG principles into practice, we get one step closer to achieving our mission statement for our clients and ourselves.

#### Our Proprietary Research Process

Tailored to help clients align their portfolio with their core values and sustainability goals, our ESG research process incorporates several factors including our proprietary quantitative scoring model, third-party data and the UN PRI's Sustainable Development Goals (SDG) alignment.

#### Determining Holistic ESG Scores

We determine ESG final scores for the securities in our portfolios by utilizing holistic analysis, which incorporates quantitative factors, transparency, and current events.







Our purpose: To be a trusted financial partner and a responsible corporate citizen; aligning our foundational principles with those of our clients. When we put our ESG policies into practice, we realize this objective for our clients, our firm and our employees.

#### Integrating SDG Alignment to Establish a Final Sustainability score

The PRI's Sustainable Development Goals address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice. After calculating the Holistic ESG scores for each company, we establish a Final Sustainability Score by applying a multiplicative factor, based upon each company's alignment to the UN PRI's 17 Sustainable Development Goals.



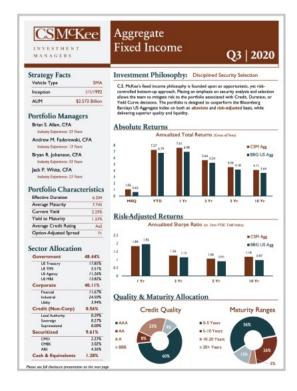
# Fact Sheets

I worked with the portfolio managers to update the fact sheets so they were easier to read, more user-friendly, and easier to update. I then worked with the data team to set up the documents in PowerPoint so that they could be automated, greatly increasing turnaround time during quarter-end.





#### **Original Fact Sheets**





# The Results



We have worked with Manda for the past six months to completely refresh our brand, a brand that has been in existence since the 1970s. She worked shoulder to shoulder with us to ensure that were we thrilled with our new look, and did so in an incredibly well-organized fashion.

Manda didn't force us into any decision. She educated and guided us every step of the way as we refreshed every part of our brand, including our website, pitch books, stationery, client reports, business cards, etc, etc.

Thanks to Manda, our clients, consultant partners, and employees love our new look.

Mark Gensheimer President, CS McKee