

Lazard Asset Management

Style Guide

Redesign 2016.

Purpose

This style guide is intended to serve as a guideline for creating consistent and high-quality style components.

Tigerspike XD Team.



Legend

A -----o B
(Also can be used as an indicator)



Hover Interaction

Default

Active

Hover

Hover States

1. Overview

Brand Essence

Brand essence is a set of thoughts and feelings expressed through the use of visual elements such as colors, type, and shapes. Brand essence provokes emotions through an intangible experience “How do I feel?” as opposed to a tangible experience “What it looks like.”

2. Visual Language

3. Typography Choice

4. Color Palette

2. Overview - Visual Language

Contemporary & Heritage

The juxtaposition of historical values within a modern context is what we refer to as Contemporary Heritage. **It is the evident contrast between the old and the new, in harmony with one another.** The photos we choose should be real-world examples (e.g. an image of an old part of a city in stark contrast to a new part of a city, and old street light in front of a glass skyscraper, a vintage light bulb within a modern house). The images should convey **the idea that the old is still relevant in modern (new) times.** Therefore, images of the old should be vital and suitable to the overall composition. All iterations of this concept should be explored whether in architecture, nature, or science; any area where the old may be juxtaposed with the new. In addition to embodying the Contemporary Heritage concept, images should also have a strong contrast in the form of composition, colors, and interplay between light and dark.

Ultimately, the images should be compelling and attractive to the viewer while communicating our Contemporary Heritage.



3. Overview - Typography Choice

Garamond, an old style-serif typeface, is selected to represent a “Heritage” tone. We recommend using this typeface for large promotional headers. This is used as Lazard Asset Management’s Brand tone

Garamond

STYLES

Regular

Italic

Bold

Roboto, a more modern typeface is used to convey a “Contemporary” impression. This typeface is generally used for descriptions relating to articles, general body paragraphs, labels, or system related text.

Roboto

STYLES

Light

Regular

Italic

Bold

4. Overview - Color Palette

Color Palette System

The color theme for our palette is consistent with the familiar hues of blue that is commonly associated with financial industries.

We've introduced yellow and teal to create contrast against the cooler blue tones, serving to act as highlights on the page. Gradients are used purposefully to create a 'promotional' feel.

This color combination is designed to incorporate a contemporary tone that is consistent with Lazard Asset Management's theme of 'Old' and 'New'.

Primary

laz-blue #175C89

When using a primary color, it should be the most widely used across all screens and components as the main CTA.

There should not be more than one main primary CTA on the page to not detract

Use this color for default system actions.

Secondary

laz-pale-blue #C7D4DD

This color should be used to indicate a related action or information.

Headers

laz-black #23283C

For all main text headers, use Laz-black as the text color to create contrast between the body text.

Body Text

laz-gray #4F4F4F

This color should be used for general body text all throughout the site.

Featured

laz-yellow #FFB500

This is an accent color that is meant to highlight 'featured' documents or articles. On a higher level, it can serve to act as a promotional color.

Research & Insights

laz-blue-green #00B0AF

This color is associated with Research & Insights and therefore, should not be used elsewhere.

Gradient 1

laz-blue-lighten-10 #1F7BB7

This gradient is a combination of laz-blue & laz blue-green. It is found on the Home landing page & the About section.

Gradient 2

laz-yellow #FFB500

laz-yellow-lighten-10 #FFD200

This is a gradient meant for promotional / featured content. You can find this color in the About page.

5. Elements

Basic Elements

Elements are basic blocks that are applied to web interfaces. Examples of elements include things such as button styles, radio, checklists, and other interface elements.

6. Icons

7. Button CTAs

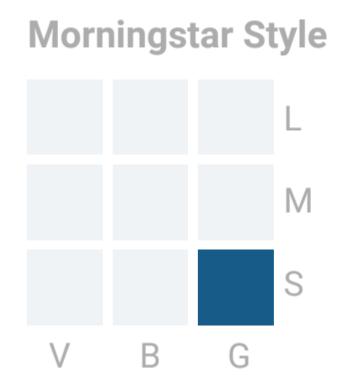
8. Filters, Sorts, & Tags

9. Forms, Radio & Checkboxes

10 Search & Dropdowns

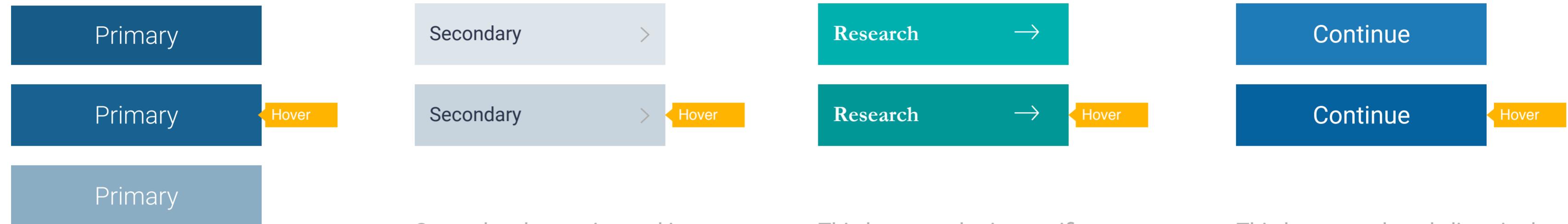
6. Elements - Iconography

We selected a set of icons from Ionicons to work in harmony with Lazard Asset Management's new visual language. Icons should be used sparingly or as a highlight indicator.



7. Elements - Main Button CTAs & Link Styles

GENERAL BUTTON STYLES



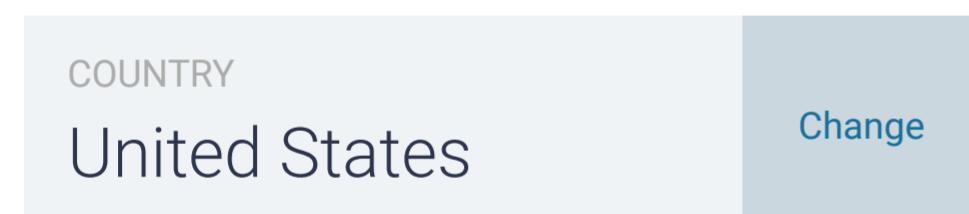
This is a primary action CTA that should be used for navigational purposes or user actions.

Secondary button is used in instances of needing to show a collection of link choices or general system actions.

This button color is specific to Research & Insights. Currently it only lives on the home page.

This button style only lives in the cookie banner.

CHANGE COUNTRY CTA



LINK STYLES

This is a standard link style

This is a standard link style

Secondary link style >

Secondary link style >

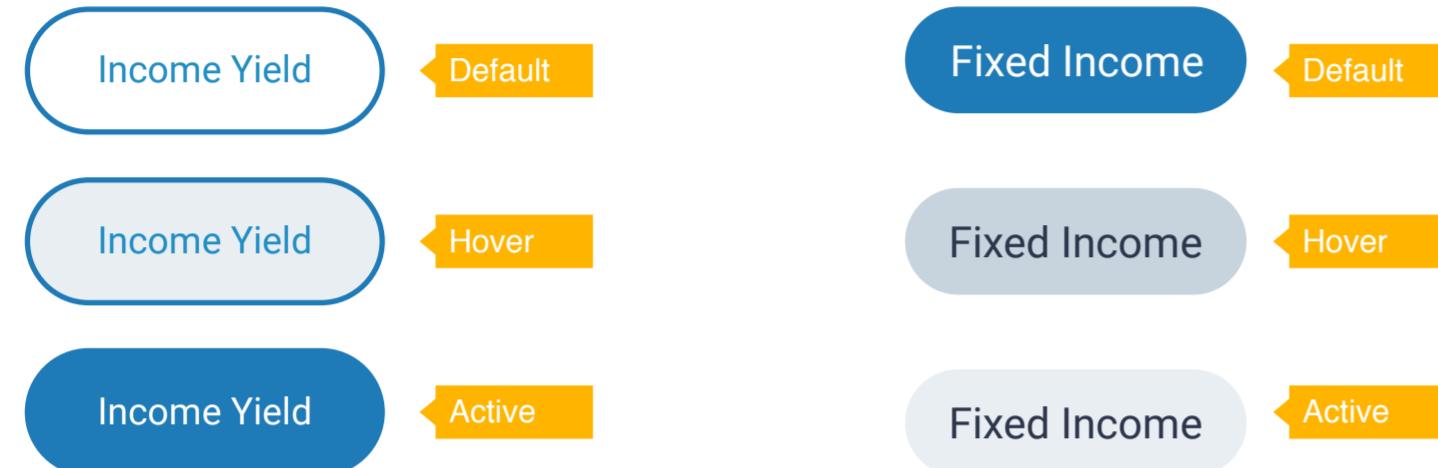
- ▶ This is a section title that acts as a page jump

This is a section title

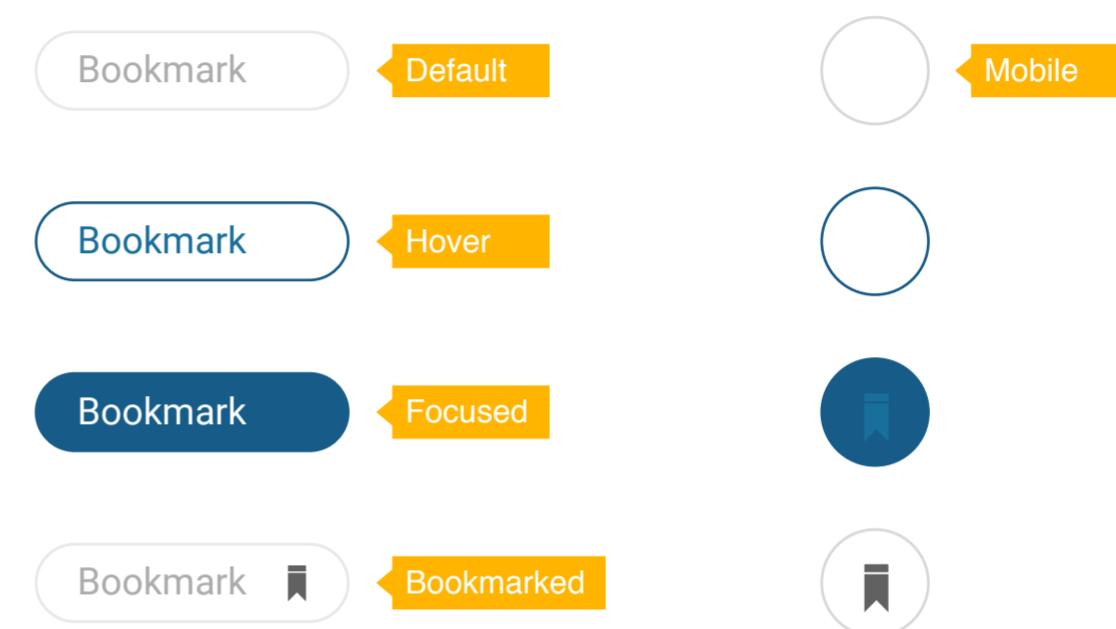
This is a section title

8. Filters & Sorts, System CTAs, Tags, Media, Pagination

FILTER & SORT



SYSTEM LEVEL CTAS



This button style is for Print, Email, & Bookmark. They can be found in detail pages.

MEDIA



BENCHMARK TAGS

FTSE All-Share Index

MSCI Emerging Markets Index

INVESTMENT TAGS

Emerging Markets X

US Equity X

PAGINATION



9. Forms, Radio buttons, Checkbox

FORMS

USERNAME

Enter your email address or username

Default

USERNAME

Enter your email address or username

Hover

USERNAME

Enter your email address or username

Clicked

USERNAME

This is a sample text input_

Clicked

USERNAME

This is a sample text input_

Error

Country *

Your country

This indicates that this field is required.

ERROR MESSAGE

Financial Advisors and Institutional Investors must provide a business or corporate email



The user will receive an error feedback message at the bottom of the forms to indicate what went wrong.

Your form has been submitted. We will respond to you as soon as we can.



The user will receive a success feedback message at the bottom of the forms to confirm user action.

RADIO



Item name



Item name Hover



Item name

CHECKBOX



Item name



Item name Hover



Item name

10. Search & Dropdowns

SEARCH

The search interface consists of a search bar and a dropdown menu. The search bar contains a magnifying glass icon and the placeholder text "Search Here". To its right is a blue "Search" button. A pink circular overlay highlights the area around the search button. The dropdown menu is open, showing the following options:

- Emerging Markets
- Emerging Markets Equity
- Emerging Markets Debt
- Emerging Markets Strategy
- Emerging Markets Core

Examples: Emerging Markets

Examples: Emerging Markets

Examples: Emerging Markets

STANDARD DROPODOWN

The standard dropdown interface shows two examples. On the left, a dropdown menu is open, showing a list of items with "Institutional – DIS" highlighted. A yellow "Hover" callout points to this item. The dropdown menu has a placeholder text "Placeholder Text" and a "▼" icon. On the right, another dropdown menu is open, showing a list of items with "Emerging Markets" and "US Equity" checked. The dropdown menu has a placeholder text "Choose a Platform to add" and a "▼" icon.

Multi-selection dropdown version

11. Components

Building Blocks

Building blocks are group of elements composed together to form a larger component that is re-usable.

12. Page Tabs

14. Accordion

15. Cards

21. Tables

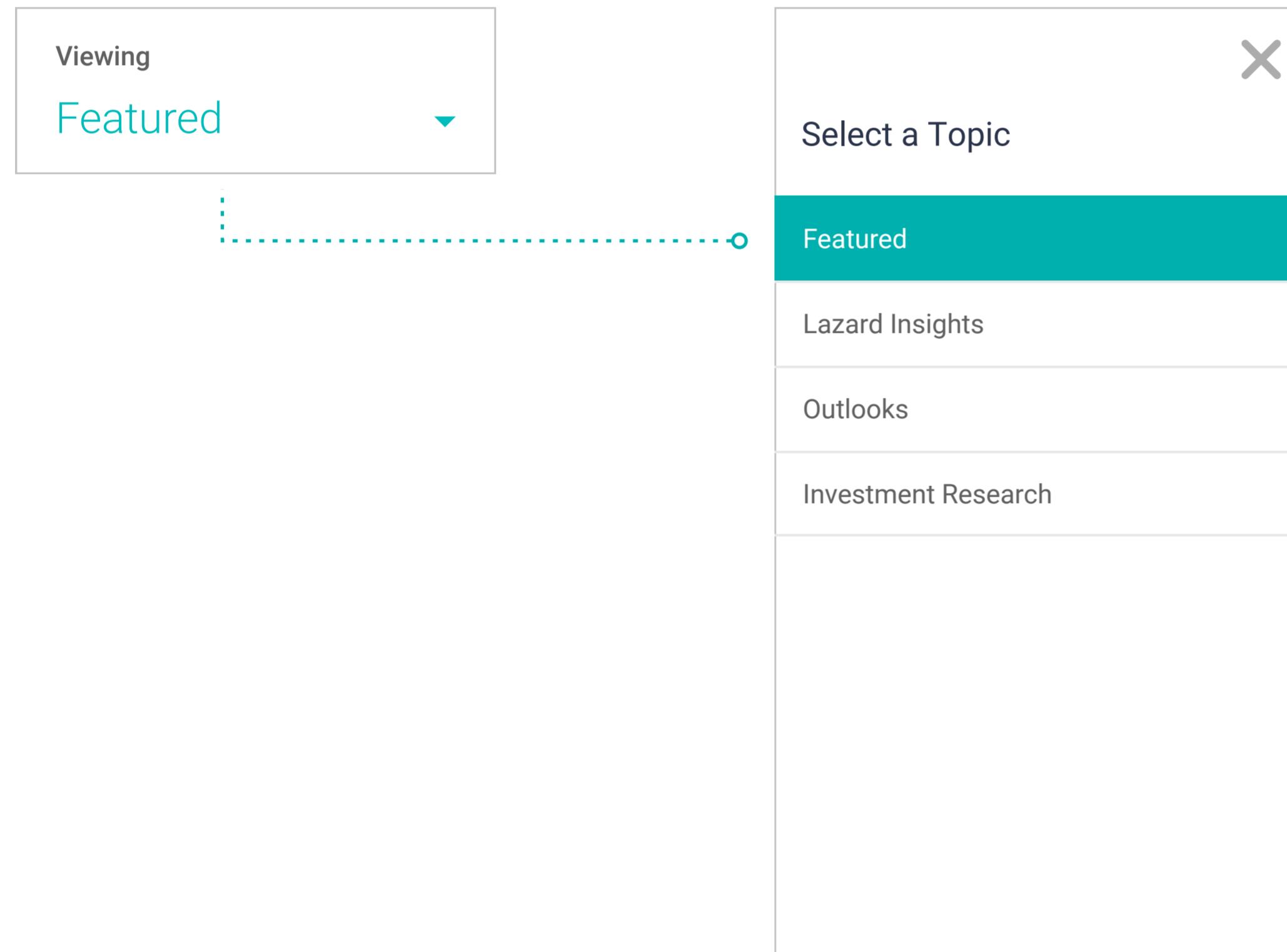
24. Charts

12. Page Tabs

DESK



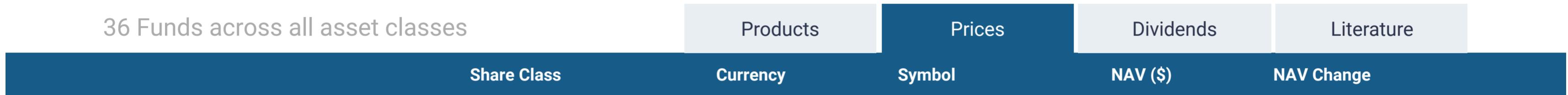
MOBILE



This is a white overlay at 95%.

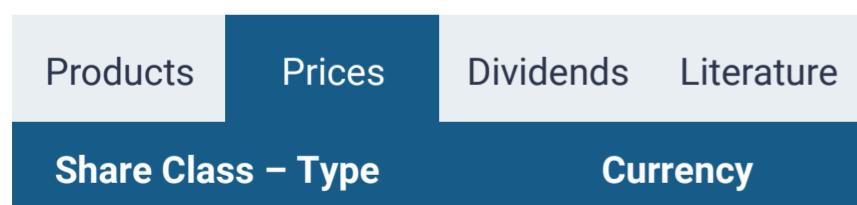
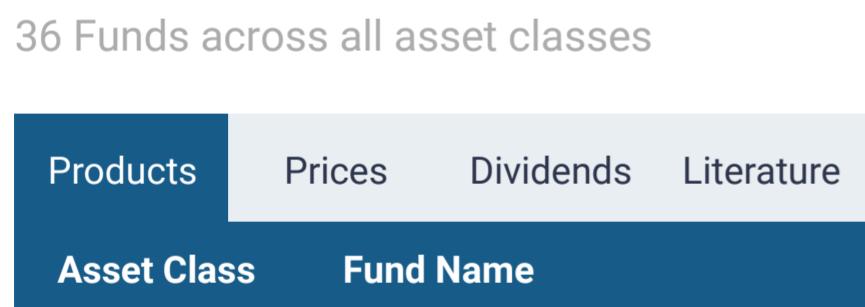
13. Components - Page Tabs

DESK SUBNAVIGATION



These are labels.

MOBILE VERSION



For tabs that have many labels, it will scroll horizontally to match accommodating tables

14. Accordions

ACCORDION - PLATFORM PAGES

Emerging Markets Debt

Lazard's Multi Asset team uses a macroeconomic viewpoint to invest in emerging markets. The team employs top-down, multi-asset approach in order to determine the most attractive investment entry and exit points as they believe different market conditions call for different portfolio configurations.

Emerging Markets Debt – Blend >

Emerging Markets Debt – Total Return >

Hide 3 more strategies ▾



Hide 3 more strategies ^

[Emerging Markets Debt – Local Debt](#)

[Emerging Markets Debt – Core](#)

[Emerging Markets Debt – Corporate](#)

ACCORDION - AI REGISTRATION

+ (iii) Employee Benefit Plans

+ (iii) Employee Benefit Plans

Hover

- (iii) Employee Benefit Plans

Expanded

- The Investor is an "employee benefit plan," within the meaning of Title I (whether or not subject to Title I), and the decision to invest in the Plan is made by a plan fiduciary (as defined in Section 3(21) of ERISA), which includes a savings and loan association, insurance company or registered investment advisor.
- The Investor is an employee benefit plan within the meaning of Title I (whether or not subject to Title I) and has total assets in excess of \$5,000,000.
- The Investor is a plan established and maintained by a state, its political subdivisions, or any agency or instrumentality of a state or its political subdivisions, or by its employees, and has total assets in excess of \$5,000,000.

15. Cards - Research & Insights featured

INSIGHTS | May 2016

Is the Market Setting Up for Value's Comeback? >

Over almost a decade, value investing has been out of favor globally. On the flip side, investors have piled into quality, growth, and low volatility stocks—driving the underperformance of value-oriented strategies and strong performance of momentum ...

FEATURED SPEAKER



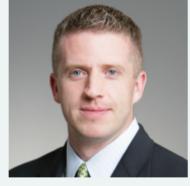
Jason Williams, CFA
Senior Vice President, Portfolio Manager/Analyst



April 2016

The Opportunity in US High Yield

In late 2015, investors' attention zeroed-in on US high yield markets as sentiment soured in connection with price drops in oil and commodities.



Jeffrey J. Clarke, CFA
Senior Vice President, Research Analyst

April 2016

Is the Market Setting Up for Value's Comeback? >

We discuss the historical merit of the value premium and identify the potential catalysts for its comeback



Jason Williams, CFA
Senior Vice President, Portfolio Manager/Analyst



INVESTMENT RESEARCH | April 2016

Market Update: Brexit's Implications for Financial Markets and Beyond >

Please be advised to keep this smaller card description to no more than 3 lines of text. Keep the description brief and clear.

INVESTMENT RESEARCH | April 2016

Example Title That Extends to 2 lines of text >

Please be advised to keep this smaller card description to no more than 3 lines of text. Keep the description brief and clear.

This card is found under the 'Featured' tab in Research & Insights page.

Please keep note that all research items will have the laz-blue-green top border color.

16. Cards - Research & Insights

ARTICLE COMPONENT FOR INSIGHTS

May 2016

Is the Market Setting Up for Value's Comeback? >

Over almost a decade, value investing has been out of favor globally. On the flip side, investors have piled into quality, growth, and low volatility stocks—driving the underperformance of value-oriented strategies and strong performance of momentum- and sentiment-oriented investment styles.

FEATURED SPEAKER



Jason Williams, CFA

Senior Vice President, Portfolio Manager/Analyst

Jason Williams is a Portfolio Manager/Analyst on Lazard's Equity Advantage team. Prior to joining Lazard in 2008, Jason was a Quantitative Portfolio Manager in the Pan European Active Equities group with State Street Global Advisors.



View Presentation

Download PDF

Bookmarking feature. Refer to pg.11 for interaction states.

Please be advised to keep a max of 2 CTAs

ARTICLE COMPONENT FOR OUTLOOKS & INVESTMENT RESEARCH

May 2016

Europe

Creditor concerns about a new wave of emerging markets sovereign defaults are beginning to surface as countries face negative ratings pressure and as economic growth remains muted. In order to evaluate the validity of these concerns, we examine the history of past defaults and their associated conditions.



17. Cards - Product level cards for fund, strategy & platform pages

Lazard International Equity Portfolio →

5 ★★★★★

Another Lazard fund rated 5 stars from Morningstar. Contra legem facit qui id facit quod lex prohibet.

Lazard International Equity Portfolio →

5 ★★★★★

Another Lazard fund rated 5 stars from Morningstar. Contra legem facit qui id facit quod lex prohibet.



The Low-volatility Equity Opportunity >

Equities and low risk are rarely mentioned in the same sentence. The recent regular and extreme bouts of volatility have increased the questions raised about the risk/return profile of the asset class.

This promotional card style only lives on the home page. There must be a minimum of 2 and a max of 3 cards. On hover, the drop shadow size increases.

ANNOUNCEMENTS & UPDATES

2015 Capital Gains are now available for [Lazard Funds](#) and the [Lazard Retirement Series](#). Hover

June 8, 2016

This announcement card lives under the promotional cards on the home page. It should be used to announce one update to a fund, strategy, or platform product (tablet size)

Total Assets Under Management
\$167.8 billion →

This is not a product level button, but it is using the established 'laz-yellow' as a feature color.

This is found only in the About page. On hover, a CSS linear-gradient() is applied for a darkened effect.

Total Assets Under Management
\$167.8 billion →

Hover

Fact Card

Fact Card Hover

Fact Card Bookmarked

Quarterly Holdings

This is an instance of 2 lines

18. Cards - Product Level

INVESTMENT CARDS

How to Invest

To invest in this fund, please download and read through the documents below and fill out the Application Form.

- [Financial Services Guide](#)
- [Product Disclosure Statement](#)
- [Additional Information](#)
- [Application Form](#)

This card style lives in product detail pages. Please keep the description to a minimum of 3 lines of text.

9 Strategies

Equity

- Global Equity > [Global Small Cap](#) > Hover
- Emerging Markets Equity > Emerging Markets Small Cap >
- Non-US Equity > US Equity >
- European Equity > European Small Cap >
- Asia ex-Japan Equity >

This card style lives in the investments goal page.

Alternative Investments

30 Strategies

Alternative Investments

30 Strategies

This is a card style that is special to the Investments page. These buttons link to its following platform page.

FUND BUTTON STYLE

Emerging Markets Equity Portfolio >

Emerging Markets Equity Portfolio > Hover

Button style specifically for Fund related items that link to its following detail page.

DOCUMENT BUTTON STYLE

[Key Investor Information](#)

[Key Investor Information](#) Hover

[Key Investor Information](#) Bookmarked

This is a non-featured document style button that is also bookmarkable. This only exists in the fund, strategy, and platform pages

19. Cards - Fund / Strategy level

FUND PRODUCT

EQUITY	Emerging Markets Equity	
EQUITY	Emerging Markets Core Equity	
EQUITY	Emerging Markets Portfolio	
EQUITY	Developing Markets Core Portfolio	

This is a button style that is unique to the funds product page found under the 'Product List' tab.

FUND LITERATURE

EQUITY	European Alpha Fund			
LIQUID ALTERNATIVES	European Smaller Companies Fund		 	

This is a button style that is unique to the funds product page that is found under the 'Literature tab'.

FUND LITERATURE - MOBILE

EQUITY	Emerging Markets Fund
	Sales Aid
	Insights
	Investment Outlook

20. Employee Bios

TEAM BIO MODULE - Fund/Strategy/Platform page

Management Team



James Donald, CFA

Managing Director, Portfolio Manager/Analyst

Curabitur blandit tempus ardua ridiculus sed magna. Gallia est omnis divisa in partes tres, quarum. Quisque placerat facilisis egestas cillum dolore. Morbi fringilla convallis sapien, id pulvinar odio volutpat.

TEAM BIO MODULE - Fund/Strategy/Platform page

FEATURED SPEAKER



Ronald Temple, CFA

Managing Director, Co-Head of Multi Asset and Head of US Equity

Ronald Temple is a Managing Director and Co-Head of Multi Asset and Head of US Equity. Ron has developed a reputation as an authority on the global financial crisis and the secular changes under way in the global economy.

FOR CONTACT



Mohit Pandya

Managing Director, Head of Institutional Sales

Tel +1.912.374.8102

Email joanne.durham@lazard.com

SMALL VERSION



Laura Somers-Edgar, CFA

Vice President, Client Portfolio Manager

21. Tables - Fund List

PRICES TABLE

EQUITY	Retail C – Acc	GBP	GB00B84D0885	79.37	-1.13 ▼
US Equity Concentrated	Retail C – Dis	GBP	GB00B84D0885	79.37	+0.20 ▲
	Retail – Acc	GBP	GB00B84D0885	79.37	-1.13 ▼
	Retail – Dis	GBP	GB00B84D0885	79.37	-1.13 ▼
	Institutional – Acc	GBP	GB00B84D0885	79.37	+1.08 ▲
	Institutional – Dis	GBP	GB00B84D0885	79.37	+0.80 ▲

This table is found under the 'Mutual Funds' page under the 'Prices' tab.

DIVIDENDS TABLE

EQUITY	Retail C – Acc	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986
Emerging Markets Equity Fund	Retail C – Dis	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986
	Retail – Acc	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986
	Retail – Dis	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986
	Institutional – Acc	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986
	Institutional – Dis	GBP	GB00B84D0885	30/09/15	30/11/15	0.5648	0.3986

This table is found under the 'Mutual Funds' page under the 'Dividends' tab.

22. Tables - Fund & Strategy

This table style has the option to tab over to view more information.

Similar to the table style above, this table component allows for a toggle to view a different benchmark. Please be advised to keep the toggle to a max of 3.

This is a smaller table style that spans 4 columns on the responsive grid.

Dividends (2016 Q2)

Record Date	05/08/2016
Pay Date	06/30/2016
Dividend Rate	11.3
Income Equalization Rate	8.9

[View or Download Historical Data](#)

Date | Data Disclaimer Lorem Ipsum Candetea, in pictura est puella nomine, Cornelia

Performance Review

	Annualized Returns	Calendar Year Returns	Statistics
Type		Institutional	Benchmark 1
Standard Deviation (3 Yr) (%)	7.49	7.49	7.49
Alpha (3 Yr) (%)	7.49	7.49	7.49
Beta (3 Yr) (%)	7.49	7.49	7.49
R-Squared (3 Yr) (%)	7.49	7.49	7.49
Correlation to Benchmark (3 Yr) (%)	7.49	7.49	7.49
Number of Securities	7.49	7.49	7.49

Date | Data Disclaimer Lorem Ipsum Candetea, in pictura est puella nomine, Cornelia

Allocation

Sector	Geographic	Market Cap	Quality Distribution	Yield Curve Exposure
Sector ▾	Lazard (%) ▾	Benchmark 1	Benchmark 2	Overweight/Underweight ▾
Sector	8.50	1.00	+7.50	
Sector	6.26	4.26	+2.00	
Sector	6.26	4.26	+2.00	
Sector	3.97	2.17	+1.80	
Sector	2.89	2.49	+0.40	
Sector	3.52	5.32	-1.80	
Sector	5.46	8.96	-3.50	

Date | Data Disclaimer Lorem Ipsum Candetea, in pictura est puella nomine, Cornelia

[Download Complete Composition](#) 

23. Tables - Fund & Strategy -

This is an example of a table with 2 columns



Top 10 Holdings

Holdings	Lazard (%)	Sector
Alphabet	25.2	Information Technology
Zoetis	25.2	Healthcare
Cisco Systems	25.2	Information Technology
Kellogg	25.2	Industrials
Advance Auto Parts	25.2	Consumer Staples
<Company>	25.2	<Sector>

Date | Data Disclaimer Lorem Ipsum Candetea, in pictura est puella nomine, Cornelia

This is an example of a table with 3 columns. Please be advised to not exceed 3 columns as it will affect the responsiveness of the table.



Top 10 Holdings

Holdings	Lazard (%)	Sector	Geographic
Alphabet	25.2	Information Technology	<Region>
Zoetis	25.2	Healthcare	<Region>
Cisco Systems	25.2	Information Technology	<Region>
Kellogg	25.2	Industrials	<Region>
Advance Auto Parts	25.2	Consumer Staples	<Region>
<Company>	25.2	<Sector>	<Region>

Date | Data Disclaimer Lorem Ipsum Candetea, in pictura est puella nomine, Cornelia

24. Charts

Performance Review



Viewer may switch view by clicking on the tab links.

Viewer can hide or show the type by clicking the label or color.

Although this table is a separate component, it goes together with the chart above. Please be advised to keep the data columns to a max of 7 for responsive purposes.

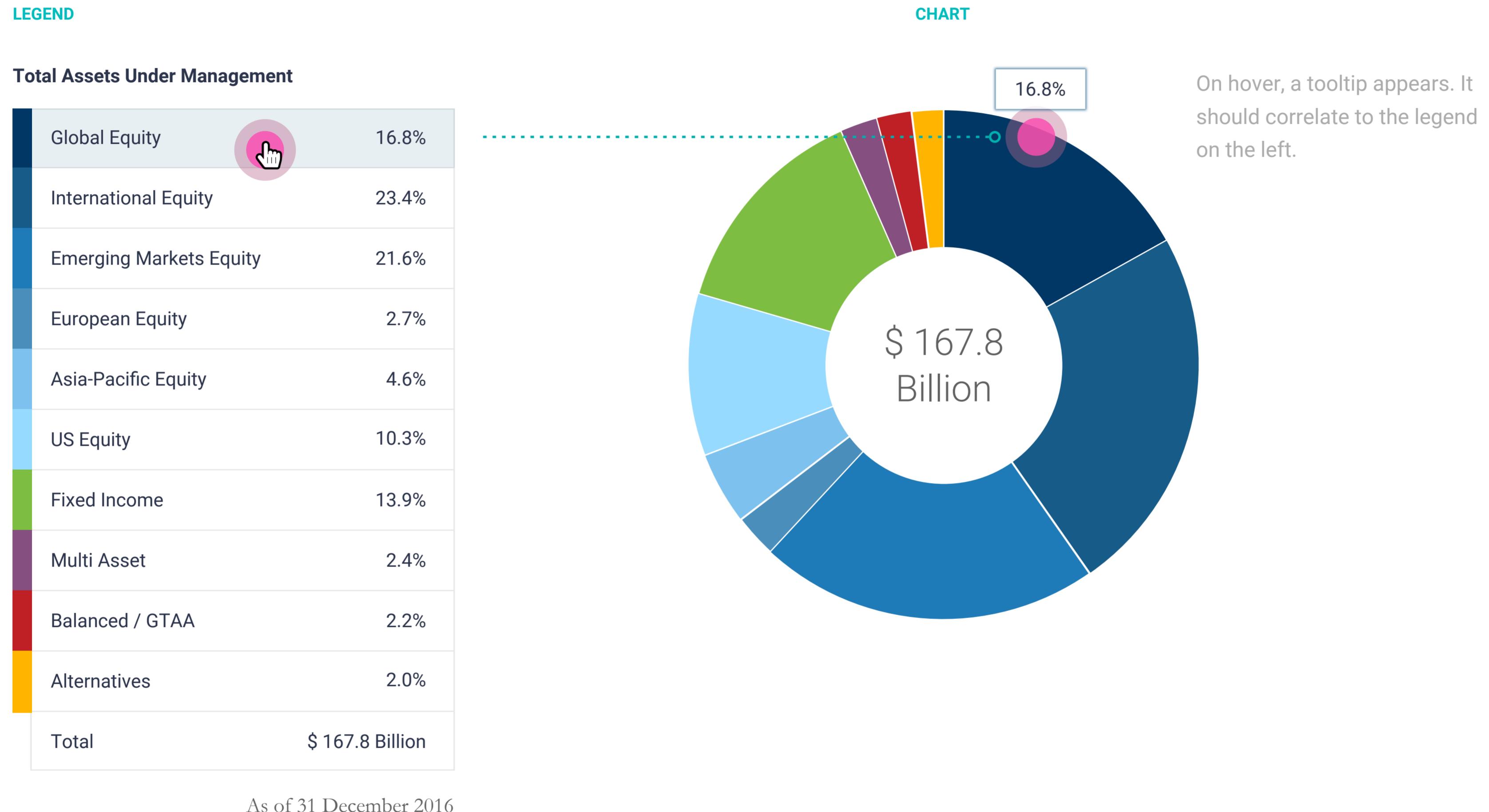
For 'Lazard' benchmarks, use #EFF3F5 for the background container.

% net of fees as of February 29, 2016

The performance quoted represents past performance. Past performance does not guarantee future results. Net-of-fees performance is measured from inception. Mutual fund performance fluctuates and currently may be... [View All](#)

Disclaimer style with an option to expand to full description.

25. Charts



26. Guidelines

Guidelines & Templates

Refer to this section for general guidelines on type, color, margins, navigational behavior, & photo selection.

27. Page Tabs

28. Color System

29. Margins & Grid

30. Navigation Behavior

33. Header Templates

35. Photo Selection Guidelines

27. Typography

FONT FAMILY

Garamond

Page Heading Serif

Section Heading Serif

Large Serif

Paragraph text. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

- At vero eos et accusamus et iusto odio dignissimos
- Voluptatum deleniti atque corrupti quos dolores et quas
- molestias excepturi sint occaecati cupiditate

Small Serif. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

FONT FAMILY

Roboto

Page Heading Sans

Section Heading

Section Heading Small

Small Heading

Small Heading Bold

Regular Sans. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa.

Regular Sans bold. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

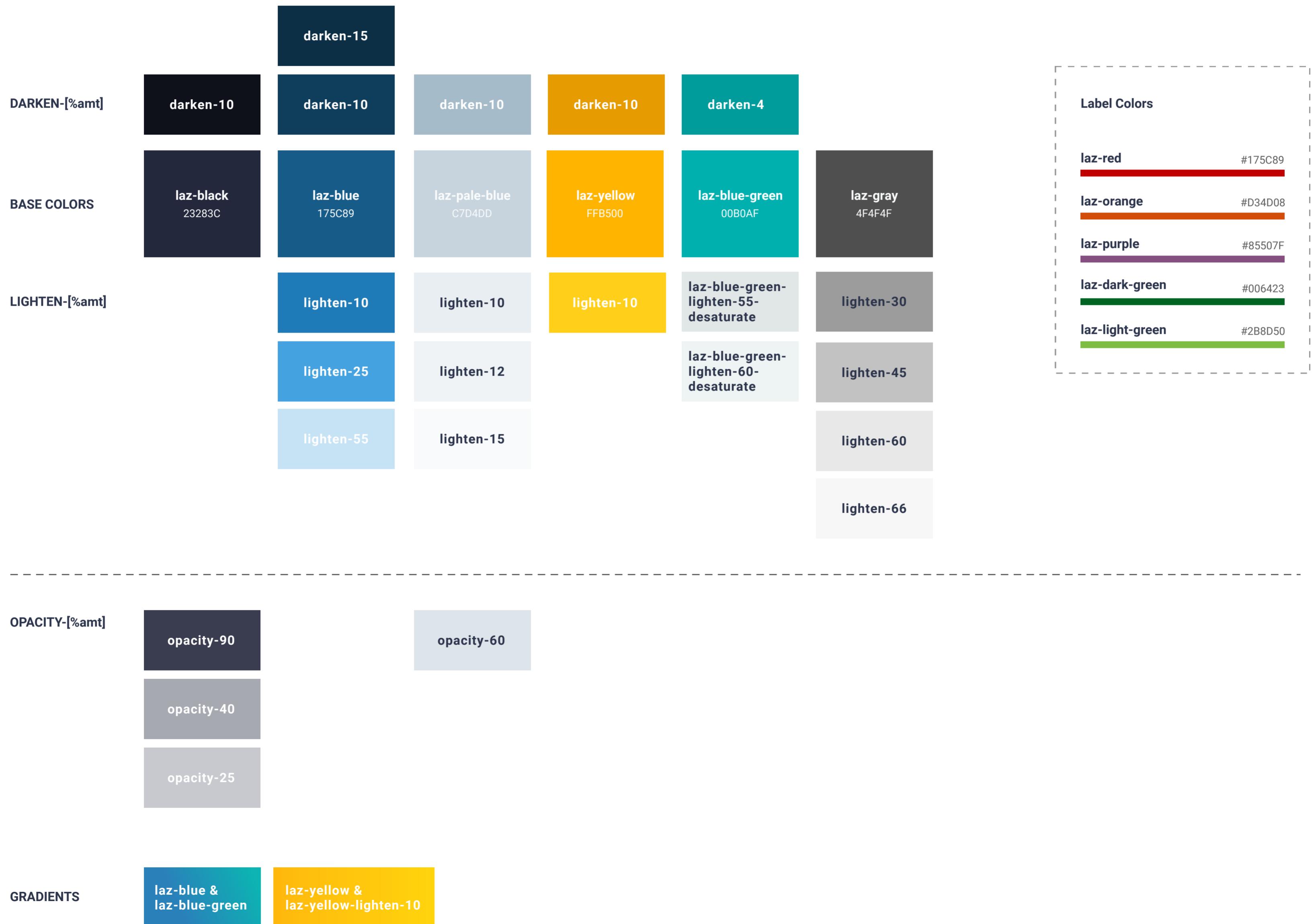
Small Sans bold. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

Small Sans bold. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

Small Sans bold. Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae. Excepтуре sint obcaecat cupiditat non proident culpa. Magna pars studiorum, prodita quaerimus.

28. Color System

We created a flexible color system that incorporates a set of base colors to produce variations of values. This system helps to establish a naming convention for development purposes.



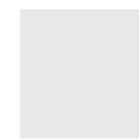
29. Margins & Grid

8 PT MARGIN SYSTEM - LARGE SPACERS



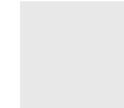
56

(L) This used as a spacer in-between big components that are typically different from each other. (ex: in-between two table components).



48

(M) This is used in instances of a big paragraph and a media / photo component.



40

(S) This is another spacer size.



32

(XS) This is a common spacer for similar big components (ex: feature documents & regular documents).

		DESK
		TOTAL WIDTH: 1120px
		OFFSET: 80px
		NUMBER OF COLUMNS: 12
		GUTTER WIDTH: 27px
		COLUMN WIDTH: 69px

		TABLET
		TOTAL WIDTH: 736px
		OFFSET: 16px
		NUMBER OF COLUMNS: 12
		GUTTER WIDTH: 18px
		COLUMN WIDTH: 45px

8 PT MARGIN SYSTEM - SMALL SPACERS



24

This is for spacing in-between main title header and body paragraph.

		MOBILE
		TOTAL WIDTH: 288px
		OFFSET: 16px
		NUMBER OF COLUMNS: 6



16

This is a spacer between stacking elements such as buttons.

NUMBER OF COLUMNS:	6
GUTTER WIDTH:	14px



12

This for general button padding.

COLUMN WIDTH:	36px
----------------------	------



8

This is used as a spacer for small captions / tags.

30. Main Navigation

GLOBAL ENTRY

The screenshot shows the top navigation bar of the Lazard Asset Management website. On the left is the Lazard logo. To the right are links for "Select Country" (with a globe icon), "Access My Content" (with a briefcase icon), "Client Login" (with a lock icon), and a search bar labeled "Search Site". Below the main menu, there is a secondary navigation bar with links: "About", "Investments", "Funds" (which is highlighted with a blue underline and a pink circular overlay), "Research & Insights", and "Document Library".

This is the default global view where the user can select their country to view catered content. Clicking on 'Access My Content' will prompt an account creation modal that is separate from Client Login. If the user clicks on 'Client Login', they will be re-directed to another page to login.

COUNTRY SELECTED

The screenshot shows the same top navigation bar as above, but with the "United States" flag and the word "United States" selected. The secondary navigation bar now includes dropdown menus for "Financial Advisors", "Institutional Investors", and "Individual Investors".

This is the view the user lands on after they have selected their country from a popup modal. We've introduced curated navigational dropdowns that are targeted for specific roles: Financial Advisors, Institutional Investors, & Individual Investors.

BOOKMARKING

The screenshot shows the same top navigation bar and secondary navigation bar as the previous screenshots. A red circular badge with the number "7" is displayed next to the "My Content" link in the top bar, indicating the user has saved 7 items. The "Financial Advisors", "Institutional Investors", and "Individual Investors" dropdowns are still present in the secondary navigation bar.

This is the view after the user lands on after they have created an account (separate from Client Login). The user may bookmark content that consists of literature, product level documents, and articles. A counter will appear on the navigation to track how many bookmarks the user has saved. On navigating to 'My Content' page, the counter will disappear.

31. Audience Navigation

AUDIENCE ROLE DROPODOWN

All 3 roles use the same dropdown template to maintain consistency and to create a smoother transition when clicking through the roles.

This right section is meant for quick & useful links.

This left section is meant for featured research or documents.

This bottom section is meant for additional links.

The screenshot shows the Lazard Asset Management website's navigation bar and a dropdown menu for 'Institutional Investors'. The navigation bar includes links for About, Investments, Funds, Research & Insights, Document Library, Financial Advisors, Institutional Investors (highlighted with a pink circle), and Individual Investors. The 'Institutional Investors' dropdown menu contains sections for 'View Our Product Offerings' (with links to Mutual Funds, Closed End Funds, Retirement Series, and Separately Managed Accounts), 'Featured Research' (with a thumbnail image of hands holding money), and 'Market Update: Brexit's Implications for Financial Markets and Beyond' (with a link to 'INVESTMENT RESEARCH | April 2016'). Below the main content area, there is another 'Institutional Investors' section with links to 'View Our Product Offerings' (Investments), 'Featured Research' (with a link to 'INVESTMENT RESEARCH | April 2016' and 'European Elections and Their Effects on Local Equity Markets: An Update on Volatility'), and 'Market Update: Brexit's Implications for Financial Markets and Beyond'.

32. Mobile Navigation

The image displays three mobile navigation screens for Lazard Asset Management, connected by dashed arrows indicating a flow from the main menu to a sub-section and then to a language selection screen.

Screen 1: Main Navigation

- X Lazard ASSET MANAGEMENT
- About 
- Investments >
- Funds >
- Research & Insights
- Document Library
 - Financial Advisors >
 - Institutional Advisors >
 - Individual Investor >
- Germany: Change 
- Language: English >
- Client Login 

Screen 2: About Sub-Section

- X Lazard ASSET MANAGEMENT
- < About
- Overview
- Our History
- Assets Under Management
- Contact
- Careers

Screen 3: Language Selection

- X Lazard ASSET MANAGEMENT
- < Select A Language
- English
- Deutsche

Annotations:

- User can click on the dismiss icon to close the menu
- Default: Inactive 
- Active 
- Sprache: Deutsche > 

On tapping a language, the user should automatically be taken back to the main screen. Change should be reflected.

33. General Header styles

General Header Style

This header style is typically used for secondary level pages that includes the following: Assets Under Management, History, Research & Insights, and Fund list & index. Please be advised to keep text description brief and under 2 lines of text.

Tab Header Style



This header style is for page navigational purposes that is currently found in Research & Insights page, Contact, & My Content. The page description is placed below to make room for the tabs. Ideally there should be a minimum of 2 tab links and a max of 5.

Plain Header Style

This header style is typically used for general pages that are informational such as the History page or pages that act as a intermediary such as the Fund list page.

34. Product Header styles

CATEGORY NAME

Platform Name

A solid laz-blue-lighten-10 bar is used in all platform pages. This blue bar pattern is used in platform related buttons to reinforce the visual continuity. Please be advised to keep this description no more than 3 lines of text.

CATEGORY NAME

Fund Detail Name

Benchmarks

1st Benchmark

2nd Benchmark

3rd Benchmark

This description should be brief and straight to the point. Ideally the description should describe the goal or intent of the fund and what makes it stand out from the others. Please be advised to keep this description to no more than 4 lines of text.

STRATEGY

Strategy Detail Name

Benchmarks

MSCI Emerging Markets Index

The description for strategy pages is granted a longer summary since this information is more higher level than the funds description. Although please be advise to keep the description no more than 5 lines of text. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet.

35. Photo guide 1

This is a guideline for selecting images for the redesign of the Lazard Asset Management website. The visual direction and concept for the photo selection is dictated by the idea of “Contemporary Heritage” in an effort to communicate the traditional and historic aspects of the firm’s heritage alongside Lazard’s forward thinking insights and contemporary expertise.

Selection criteria for pages:

- Home Page
- Funds Index
- Investments Page
- History Page



Things to keep in mind:

“Contemporary Heritage”

Could be literally old and new, but more broadly a “heritage” image in a “contemporary” context. For example the overlays and color spots are contemporary even if the image is traditional. The Garamond font and de-saturation may also make a “contemporary” image feel more traditional. The tone should feel Powerful, Intelligent, Clear & Elegant.

Images work together

The images feel a part of the same family, related to each other in some way. Perhaps it's that they are all black and white, all of buildings, or all cropped a certain way.

Conceptually tied to content

For the home page we introduced the theme of Contemporary Heritage. For the Funds/Investments page we tried to tie the image to the content of the page in concept, even if broadly.

Ratio(s)

Image must work in the ratios available - relatively wide and short on desktop and square on mobile.

36. Photo guide

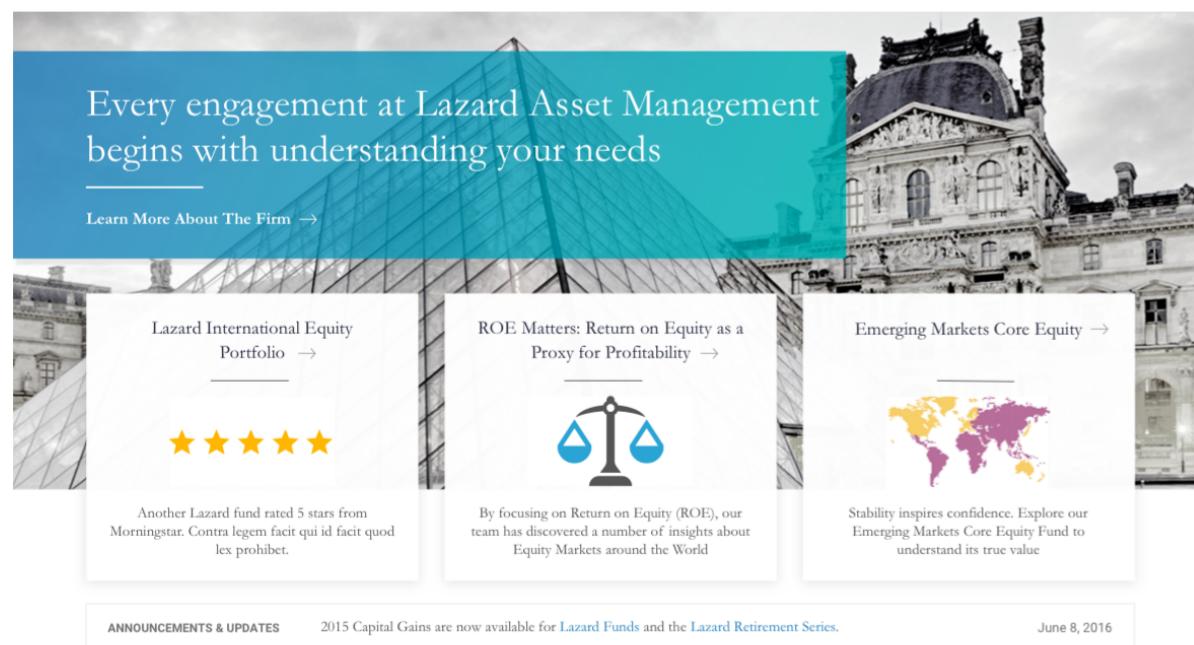
Basic Guidelines

- Images should be de-saturated / black and white.
- Avoid photos with a sunset ray shining through.
- Avoid photos taken during night (It may have distracting light sources)
- Select photos that have interesting structural details.
- Select images that have a sky or adequate white space.
- Avoid showing distracting objects (i.e.: people, phone lines, foliage / animals).
- Avoid extreme, or fisheye perspective. A frontal, upward perspective is ideal.
- Look for images that have clear skies / minimal clouds.

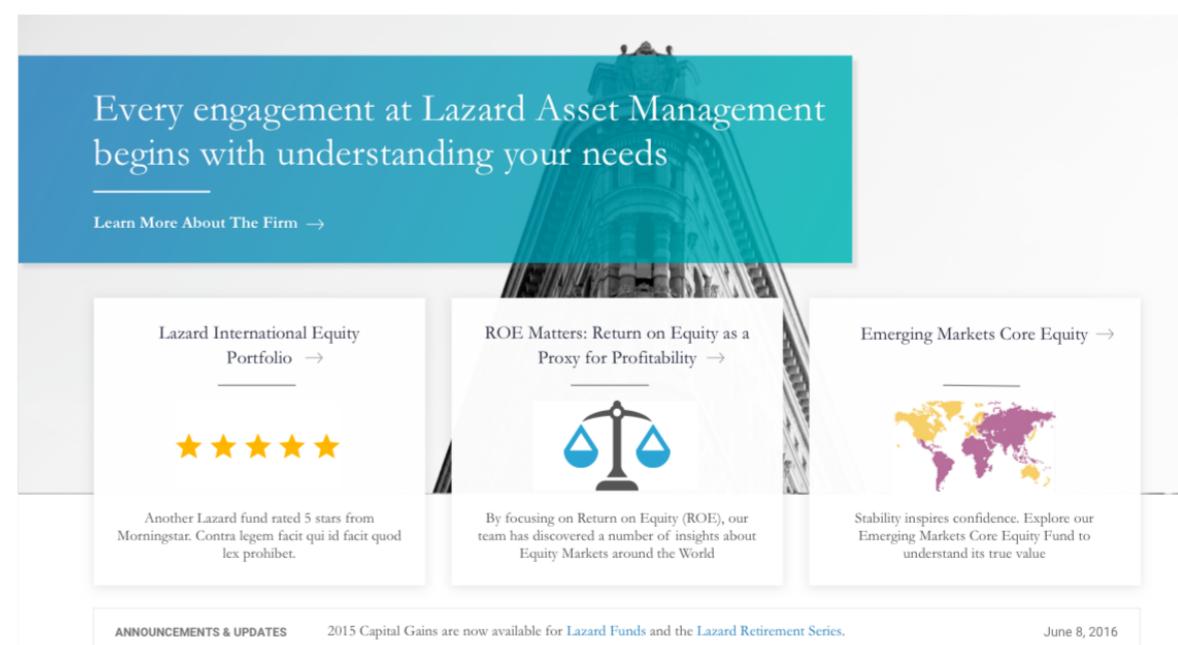
Home Page

The photo for Lazard Asset Management's home page should ideally show a historical building with a more modern structure. The idea is to visually represent the "Contemporary Heritage" theme by de-saturating photos and using the Garamond font to reflect a more traditional tone. The use of color in the UI (ie: gradient overlays, color highlights, white space) is meant to reinforce the contemporary element of the visual theme. The home page image should provoke a powerful presence on the page. The photo should feel like an interlude to the following content on the page.

Ideal Guidelines



Avoid



- Show a historic building of the office region (avoid monuments i.e: Statue of Liberty)
- Have the focal point to the right of the photo to give room for the content to exist on the left without distraction.
- Avoid buildings that are directly centered in the photo.
- Avoid showing a very modern structure as to keep within the heritage theme.

37. Photo guide

Fund Index Page

In selecting a photo for the Fund index page header, consider the architectural theme that is being used throughout the site in order to maintain visual consistency. The Funds header could incorporate people within a city setting to add some human element to the image collection.

Ideal Guidelines



- Select images that have the focal point on the right side of the photo.
- If showing people, find images that show movement. Avoid showing static closeups of people.

Avoid

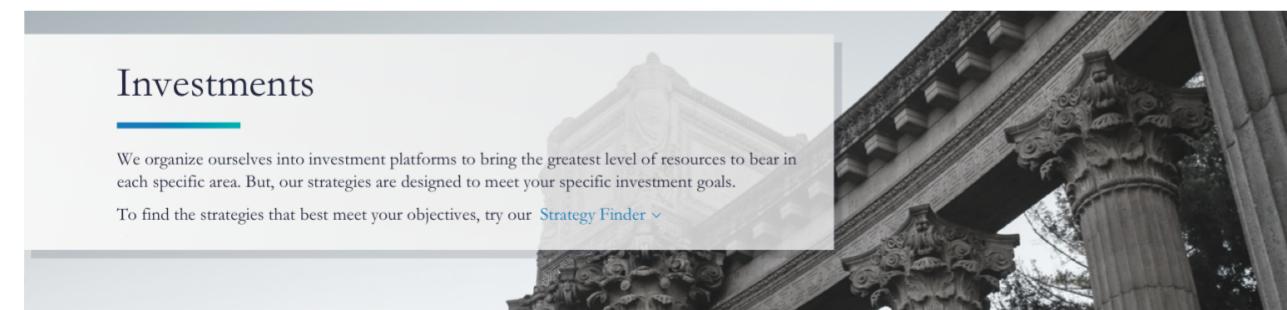


- Avoid having the left side of the photo be too busy.
- Avoid images that are of drawings or paintings.

Investments Page

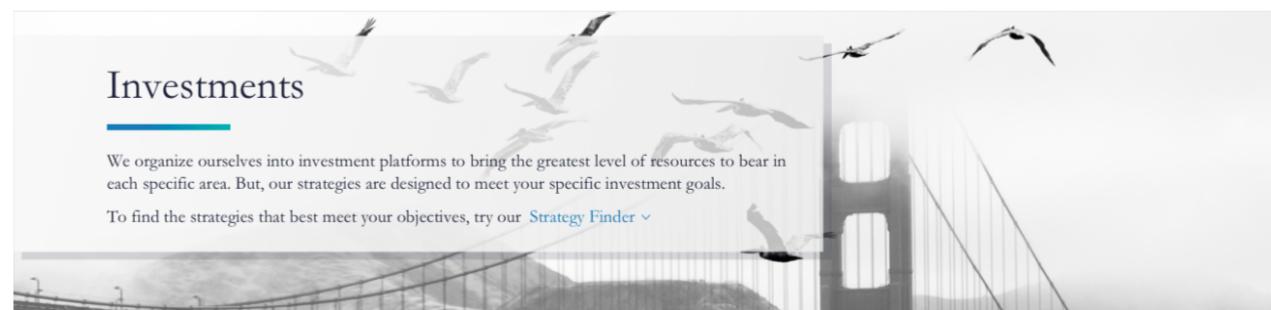
The image concept chosen for the Investments page is using bridges or structural elements (ie: columns, arches, pillars) as a metaphor for platforms in the sense that bridges require strategic engineering and design.

Ideal Guidelines



- Select images that have the focal point on the right side of the photo.
- Select images that have some contrast or interesting composition

Avoid



- Weather matters. Avoid foggy / rainy scene.
- Avoid having animals in the photo

38. Photo guide

History Page

The image for the history page should ideally reflect the setting of Lazard's origins such as New Orleans, or Paris.

Ideal Guidelines



Avoid



- Select images that have recognizable elements such as architecture or monuments.
- Find images that are not too busy and have adequate white space.

- Avoid gimmicky photographs that do not help the user identify the location of where the image was taken.

39. Thank You

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