

BCi

WEBSITE STYLE GUIDE bci.ca



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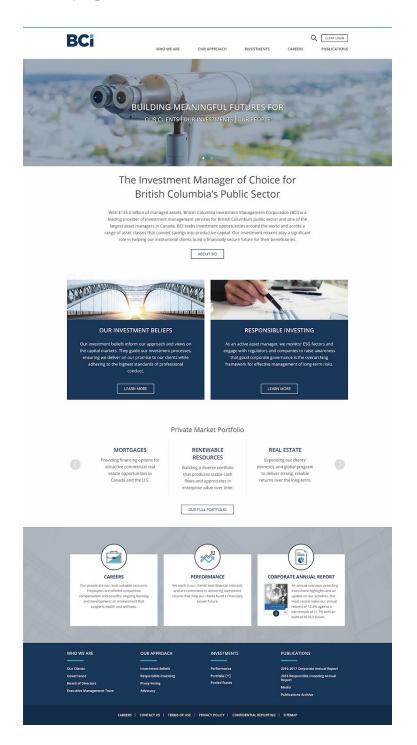
Keyline Separators Video Links Website Colour Palette 32 Typography 33

BCI WEBSITE - WEBSITE STYLE GUIDE



Page Templates

Homepage



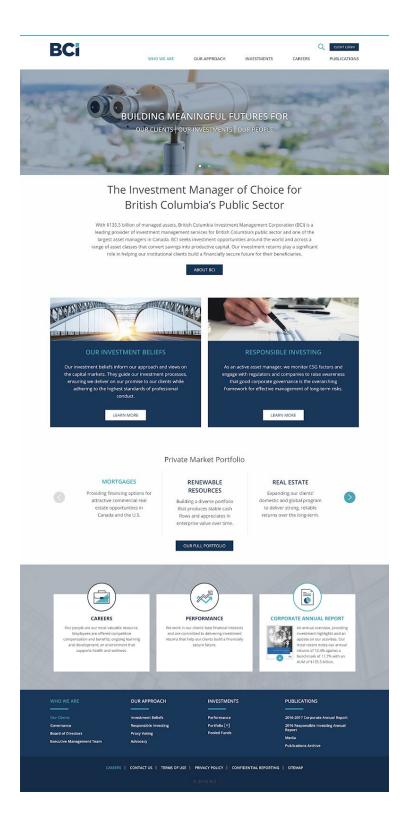
Slider Minimum Image Size 3840px X 1100px

50/50 Minimum Image Size 1328px X 380px

50/50 Character Count 280 characters



Homepage - Hover





Responsible Investing



50/50 Minimum Image size 1328px X 380px

50/50 Character Count 150 characters

Character Count 302 characters



Portfolio Pages - Real Estate



Asset Details Character Count 500 characters



Portfolio Pages - Infrastructure, Private Equity, Renewable Resources

These pages share a similar template as shown below.



Program Details Character Count 700 characters



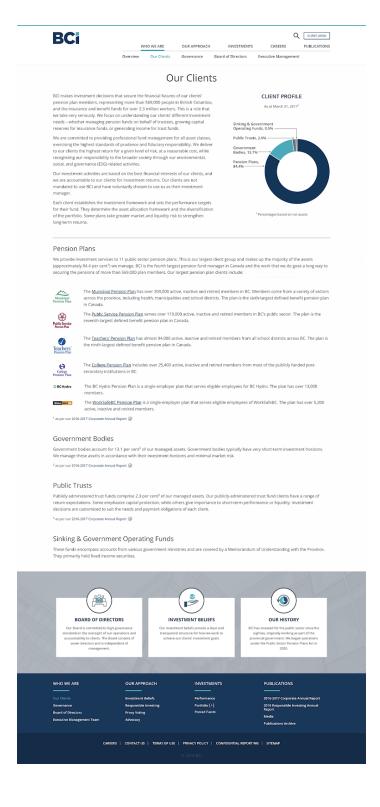
Portfolio Pages - Mortgages, Public Equities, Fixed Income

These pages share a similar template as shown below (with accordians).



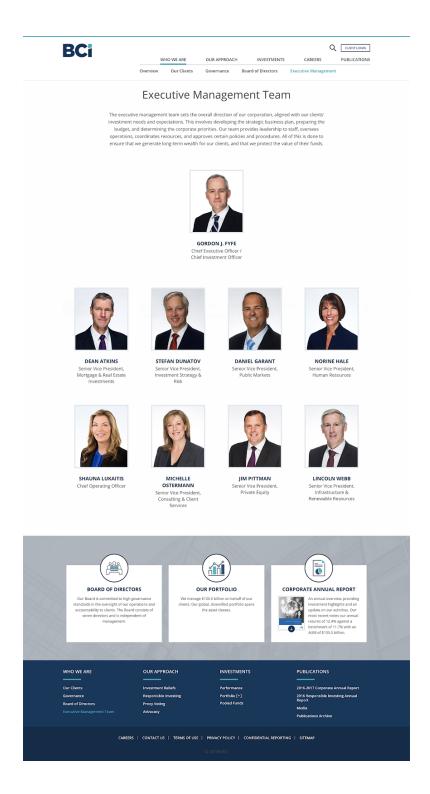


Our Clients



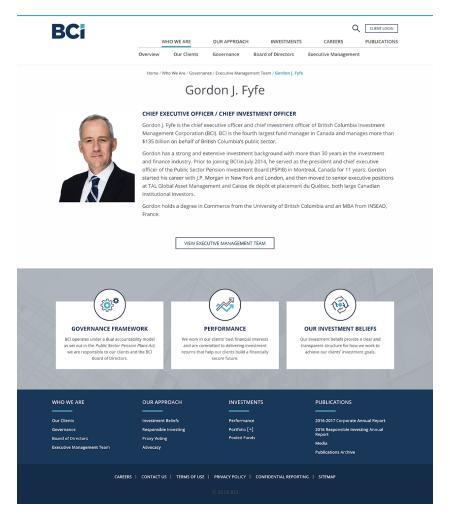


Executive Management





Profile Page

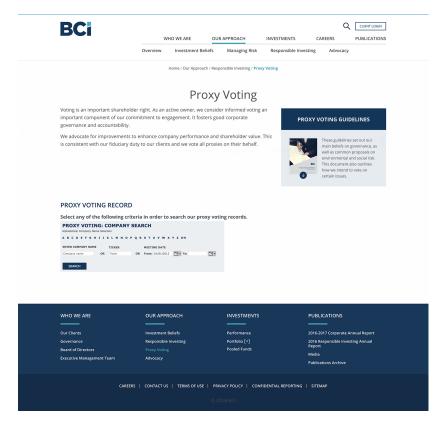


Profile Image Minimum Size 672px X 790px

Note: Thumbnails will automatically be created from the main profile image.



Proxy Voting



Proxy Voting Description Character Count 190 characters



Publications



50/50 Character Count 232 characters

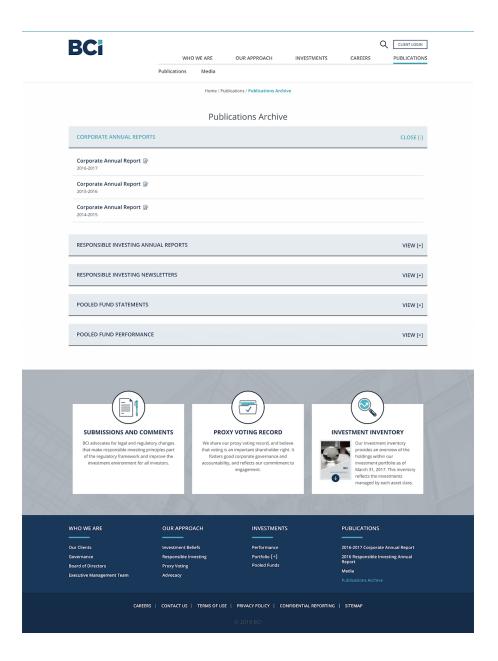
Publication Thumbnail Image Minimum Size 320px X 414px

Fact Sheet Character Count 130 characters

Fact Sheet Thumbnail Image Minimum Size 320px X 414px



Publications Archive





Who We Seek



Experienced Professional Character Count 525 characters



What We Offer



Minimum Image Size 824px X 384px

Character Count 520 characters



Opportunities





Q CLIENT LOGIN

PUBLICATIONS

CAREERS

Design Elements

Top Navigation/Header

Fixed Header/Navigation

BCi

WHO WE ARE

Sub-Navigation

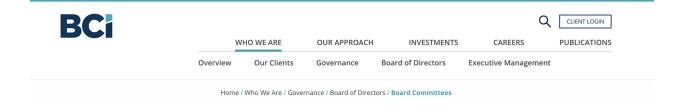
WHO WE ARE OUR APPROACH INVESTMENTS CAREERS PUBLICATIONS

Performance Portfolio Pooled Funds

OUR APPROACH

INVESTMENTS

Breadcrumbs



Scrolling/Sticky Navigation (login button reduces to icon)





Search Overlay



Footer



Expanded accordion menu





Button Types



Call to Action Button



Clickable Sections/Headlines

REAL ESTATE

Expanding our clients' domestic and global program to deliver strong, reliable returns over the long-term.

INFRASTRUCTURE

Acquiring equity positions in tangible assets to protect clients against inflation and public market volatility.

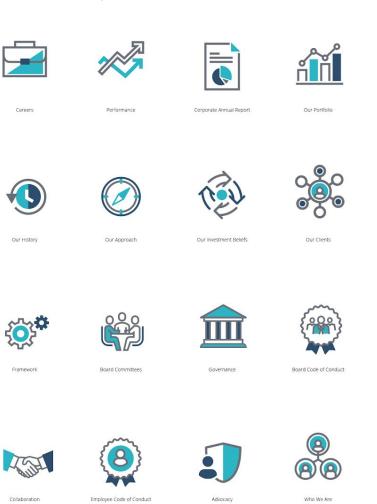
PRIVATE EQUITY

Investing globally with engaged capital in privately held companies and funds with high growth potential.



Icons

Approved icons for use in triplet teaser sections.





Proxy Voting



Investment Inventory



Submissions & Comment



Media Release



ESG Integration Fact Sheet



Pooled Funds





Accordions

CORPORATE ANNUAL REPORTS	CLOSE [-]
Corporate Annual Report @ 2016-2017	
Corporate Annual Report	
Corporate Annual Report	
RESPONSIBLE INVESTING ANNUAL REPORTS	VIEW [+]
RESPONSIBLE INVESTING NEWSLETTERS	VIEW [+]
POOLED FUND STATEMENTS	VIEW [+]
POOLED FUND PERFORMANCE	VIEW [+]



Content Boxes with Photos



Character Count 200 characters

Content Boxes with Document Links (PDF)



Cover Image Size 320 px X 414 px



Content Boxes with Document and Multiple Download Options

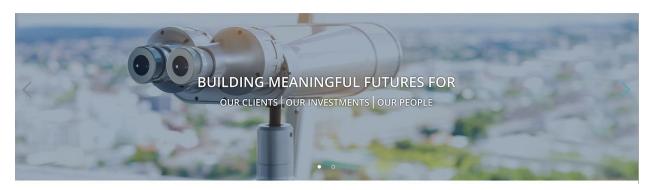


Cover Image Size 320 px X 414 px



Sliders

Homepage Slider



Text Sliders



RENEWABLE RESOURCES

Building a diverse portfolio that produces stable cash flows and appreciates in enterprise value over time.

OUR FULL PORTFOLIO

REAL ESTATE

Expanding our clients' domestic and global program to deliver strong, reliable returns over the long-term.



Media Releases LAUNCH OF RECOMMENDED CASH OFFER FOR ALL SHARES OF REFRESCO January 22, 2018 VERIFONE TO BE ACQUIRED BY FRANCISCO PARTNERS FOR \$3.4 BILLION April 9, 2018

MEDIA RELEASE ARCHIVE



Image and Text Slider



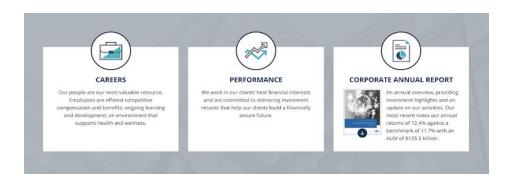
INVESTMENT PROFESSIONALS

Our investment professionals are drawn to work at BCI because of our scale, global presence, and opportunities in range of asset classes. Prior to joining us, they have gained investment experience with large corporations or other institutional investors, and often hold a Chartered Financial Analyst designation. Their roles here can vary from analyst, to portfolio manager, to senior associate, and more.



Triplet Teasers

Triplet teaser icons have a Midnight Blue keyline. On 'hover over' the keyline will switch to Ocean Blue.



Description Character Count Without image: 200 characters With image: 160 characters



Responsible Investing Content Boxes

INTEGRATION

We integrate ESG factors into our investment analysis and decision-making processes. These considerations are part of our due diligence and research recommendations, and it extends to our post-investment analysis. As responsible investing evolves, we'll continuously learn from our own practices and experiences.

ESG Integration 👺

ACTIVE OWNERSHIP

Where appropriate, we use our influence to encourage companies to manage and report on risks and enhance practices. Active ownership provides alignment of our interests through activities such as proxy voting, engagement with publicly traded companies, and board representation on privately-held

ESG Engagement &

Proxy Voting Guidelines 👂

Proxy Voting Record

ACTIVE PARTICIPATION

With the expectation that our efforts will lead to greater stability and integrity within the markets, we focus on submissions to regulatory bodies, participate in PRI committees, and work with like-minded investors and other organizations to address systemic risks, as well as improve the investment environment for all

Submissions and Comments

Collaborations

PRI Involvement

Character Count 302 characters

Content with SIdebar Section (with Document Link)

Our Investment Funds

BCI provides our clients the flexibility and efficiency of selecting the appropriate investment mix through our pooled funds that are diversified by asset class, region, and style. Like a mutual fund, a pooled fund combines our clients' contributions and is then invested in securities and other assets. This structure provides economics of scale, allowing clients to obtain a more diversified portfolio at a lower cost than investing individually.

BCI holds all assets in trust; clients do not own the individual assets within BCl's investment portfolios.

POOLED FUND PERFORMANCE



Performance results for the period ending March 31.



Content with Image Section

A Place to Develop



BCI attracts people who are experts in their field. Each person brings a wealth of knowledge and experience – but career development doesn't stop when they walk through our doors. One of our core investment beliefs is that "skill matters," and we put an emphasis on continuous learning. After all, our clients rely on our team's expertise to achieve their investment objectives. BCI encourages, supports, and facilitates ongoing training and development, so that you can excel in your chosen profession.

A Career with Purpose

Our activities help build financially secure futures for our public sector clients. We aim to consistently go above and beyond their expectations, and are guided by our mission. Our clients are at the core of everything we do, and we are committed to building meaningful futures for them. It's a unique work environment; we're not your average asset manager. BCI is a results-driven, fast-paced corporation with a global reach – and it's a place you can make a difference with fulfilling work.





Grid













Keyline Separators

Board of Directors

We have a seven-member Board of Directors. Our board is structured in accordance with the <u>Public Sector Pension Plans Act</u>. Our four largest pension plan clients each appoint a representative to our board. The other three are appointed by the Minister of Finance – two of which must represent our clients. The third appointee, who does not represent a client, is the Chair of the Board. All directors are appointed to a three-year term – this term is renewable.

BOARD OF DIRECTORS

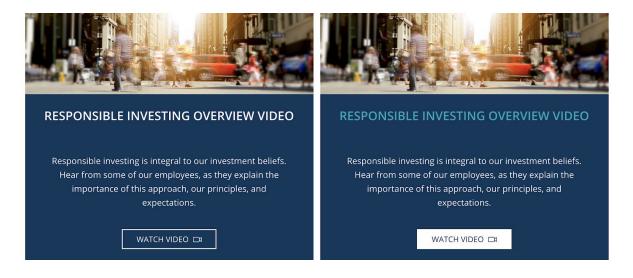
Code of Ethics and Professional Conduct

We are committed to acting in our clients' best financial interests. Our success and the continued trust of our clients depends on our collective adherence to BCl's Code of Ethics and Professional Conduct. Everyone at BCl is required to live the values and standards outlined in the Code.

EMPLOYEE CODE OF CONDUCT &



Video Links





Website Colour Palette

For the purpose of the corporate website, the colours are limited to the 2 core corporate colours.





Typography

Open Sans is the standard font used throughout the site. Depending on placement, it's used in Regular, Bold, upper and lowercase instances.

