

The image shows a desktop view of a website landing page. At the top, there is a navigation bar with 'Log In' and 'Contact Us' on the right, and a search bar in the center. Below the navigation bar is a horizontal menu with links: HOME, COMMITTEE, DIRECTORY, MEMBERS (highlighted), EVENTS, JOIN TODAY, and ABOUT. The main content area features the Edward Jones logo (a yellow box with 'Edward Jones' in black and 'MAKING SENSE OF INVESTING' in white below it). Below the logo is a paragraph of text: 'There's an advantage to working with a financial advisor who knows you – and your financial goals. Edward Jones financial advisors:'. This is followed by a bulleted list:

- Want to understand what's most important to you
- Use an established process to build personal strategies to help you reach your goals
- Will partner together throughout your life to help keep you on track

Below the list is another paragraph: 'For more information, contact one of these financial advisors:'. This is followed by three columns, each containing a headshot of a financial advisor and their contact information:

- Joseph Benson, AAMS®**: Financial Advisor, 127 Middleton St., Suite 211, Springfield, OH 45508, 937-477-2234
- Belinda Peterson, CRPC®**: Financial Advisor, 1634 Mansford Hills Blvd., Springfield, OH 45503, 937-611-2893
- Stanley A. Watersworth**: Financial Advisor, 4949 Harrison Ave., Suite 233A, Springfield, OH 45501, 937-577-2111

The image shows a mobile view of the same website landing page. The layout is adapted for a smaller screen. At the top, there is a hamburger menu icon on the left and a search icon on the right. Below the navigation bar is a horizontal menu with links: HOME, COMMITTEE, DIRECTORY, MEMBERS (highlighted), EVENTS, JOIN TODAY, and ABOUT. The main content area features the Edward Jones logo (a yellow box with 'Edward Jones' in black and 'MAKING SENSE OF INVESTING' in white below it). Below the logo is a paragraph of text: 'There's an advantage to working with a financial advisor who knows you – and your financial goals. Edward Jones financial advisors:'. This is followed by a bulleted list:

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Landing page design guidelines

- Place the Edward Jones logo at the top of the page.
- Choose from written content versions **A**, **B** or **C** (shown below).
- We recommend using a sans serif font to more closely match our overall branding.
- Headshots can be scaled down in size, but cannot be cropped or edited in any way.
- Arrange photos and financial advisor contact information similar to that shown or follow the website landing page specifications.
- Names should link to the financial advisor's home page on edwardjones.com.

Written content choices

- There's an advantage to working with a financial advisor who knows you – and your financial goals. Edward Jones financial advisors:
 - Want to understand what's most important to you
 - Use an established process to build personal strategies to help you reach your goals
 - Will partner together throughout your life to help keep you on track
- Whether you're new to investing or have been investing for years, you owe it to yourself to experience the difference of working with a financial advisor. Our firm is built to deliver personalized service, and we treat you with the respect you deserve. We've been doing it since 1922.
- You have specific financial objectives in mind – planning for retirement, creating a college savings strategy, perhaps opening your own business. We have the comprehensive suite of investment products and services you need to help turn your goals into reality.