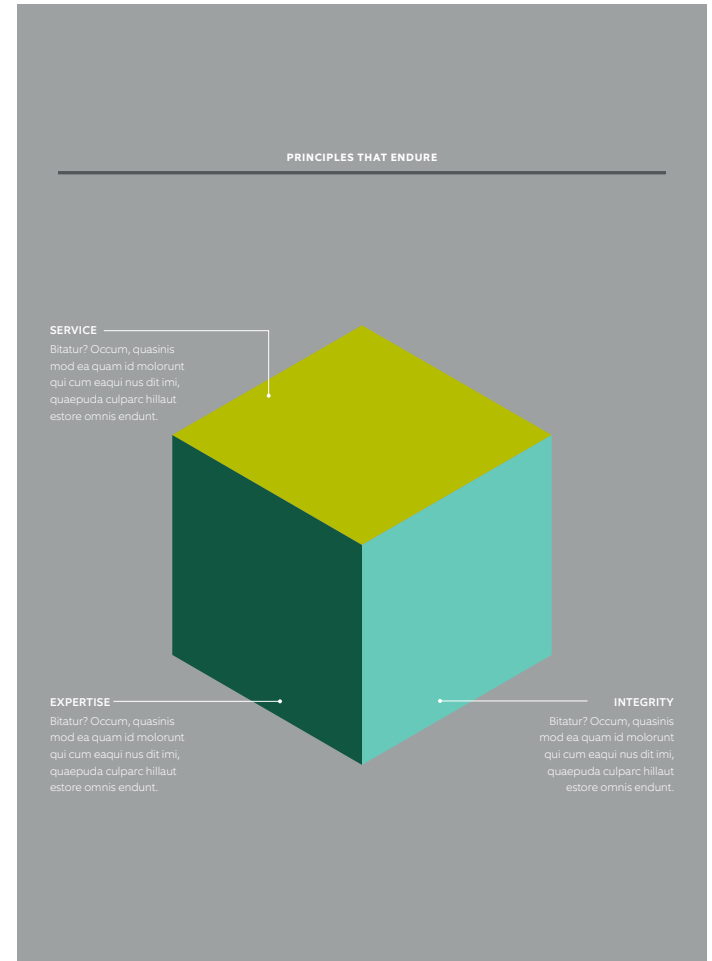

INFORMATION GRAPHICS

INFORMATION GRAPHICS SHOULD BE SIMPLE, BOLD AND EASY TO UNDERSTAND.

Simple and direct information graphics convey Northern Trust's straightforward and bold point of view. Well-designed infographics lend valuable context to the accompanying content, as well as visual pacing and interest.

When creating infographics remember these tips:

- Use simple shapes and harmonious color combinations.
- Clearly label diagrams in order to convey the intended message.
- Place infographics next to supporting body copy in order to create meaning for the reader.
- Don't be afraid of scale. Large graphics combine nicely with adjacent body copy.



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QUANTITATIVE ACTIVE EQUITY STRATEGIES AT-A-GLANCE

	Strategy	Objective
QUALITY DIVIDEND FOCUS	Invest in high-quality, dividend-paying securities to generate outperformance and additional income	Deliver 100 to 200 basis points of excess return over a full market cycle; generate 1.5 to 2.5 times benchmark yield
QUANTITATIVE ACTIVE SMALL-CAP VALUE	Capture the "small cap and value effects" by seeking reasonably priced, profitable small company stocks while avoiding those showing signals of distress in a disciplined framework	Deliver 300-450 basis points of excess return over a full market cycle; minimize uncompensated risks relative to the Russell 2000 Value Index
QUANTITATIVE ACTIVE SMALL-CAP CORE	Capture the "small cap effect" through a quality-oriented, disciplined, risk and cost-controlled investment in small- and micro-cap stocks	Deliver 200-300 basis points of excess return over a full market cycle; minimize uncompensated risks relative to the Russell 2000 Index
QUANTITATIVE ENHANCED LARGE CAP	Identify and exploit short-term market inefficiencies across large cap securities to deliver additional alpha through a consistent process	Deliver 150-200 basis points of excess return over a full market cycle through a diversified portfolio of high-quality, large cap stocks
QUALITY LOW VOLATILITY	Benefit from the "low volatility anomaly" by investing in high-quality securities in a risk-controlled framework	Deliver a diversified low volatility portfolio designed to generate outperformance over a full market cycle at significantly reduced levels of total risk

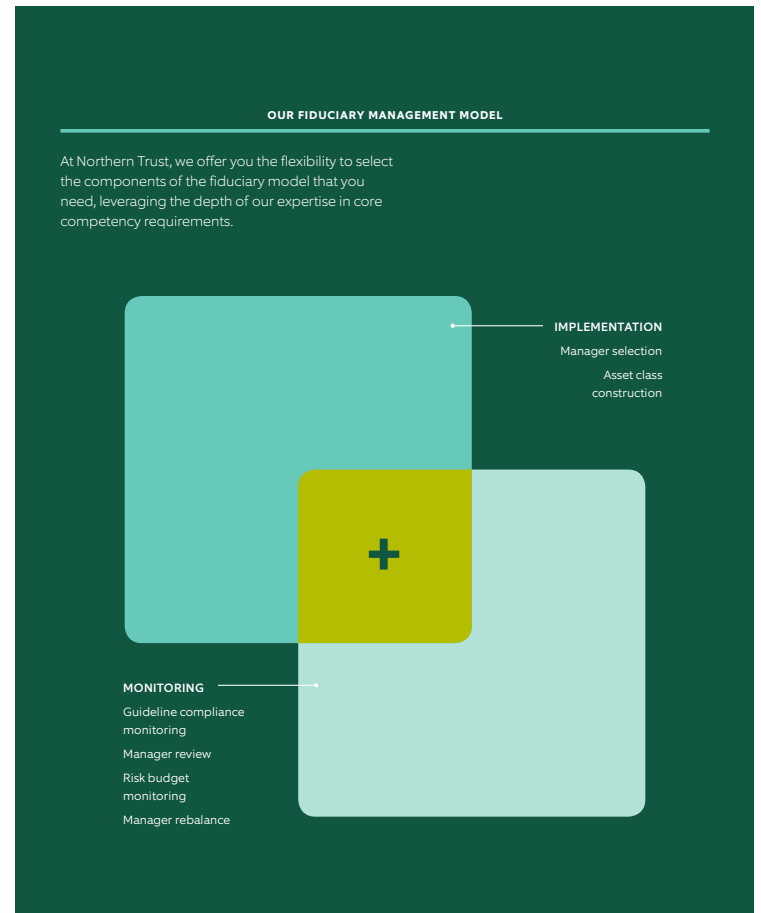
LOOK FOR OPPORTUNITIES WITHIN THE CONTENT TO VISUALIZE INFORMATION.

When reviewing and creating content, look for ways to visualize information. Copy that outlines structures or processes is often served well by interesting visualizations.

EXAMPLE COPY:

UNIQUE FIDUCIARY MANAGEMENT MODEL	
At Northern Trust, we offer you the flexibility to select the components of the fiduciary model that you need, leveraging the depth of our expertise in core competency requirements.	
IMPLEMENTATION	MONITORING
<ul style="list-style-type: none">• Manager selection• Asset class construction	<ul style="list-style-type: none">• Guideline compliance monitoring• Manager review• Risk budget monitoring• Manager re-balancing

VISUALIZATION:

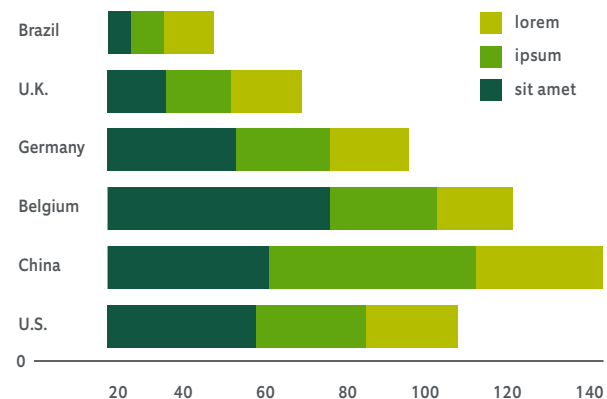
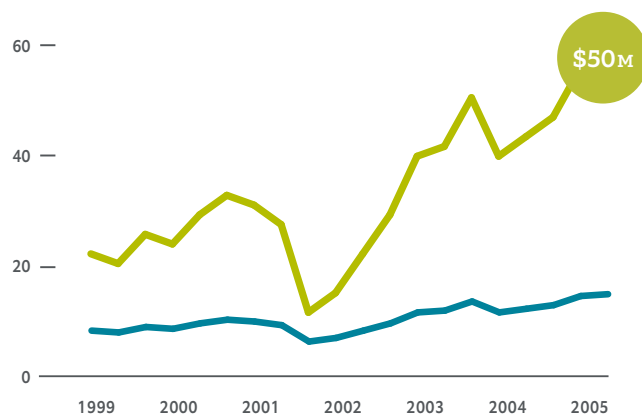
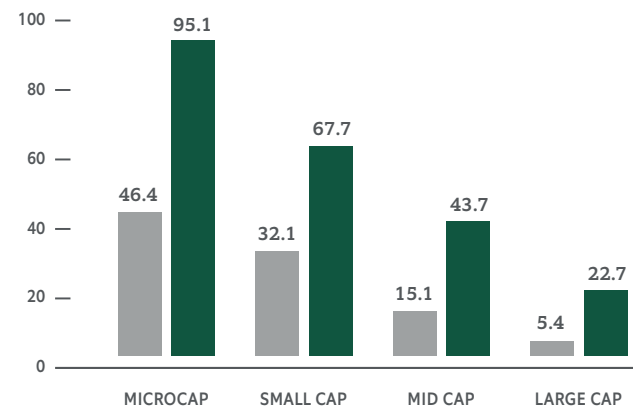
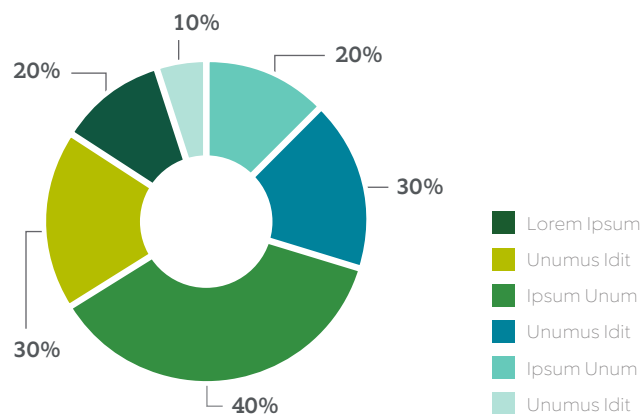


CREATE ENGAGING CHARTS AND GRAPHS.

Northern Trust is a data-driven company in a data-driven industry. It is important to create bold, clearly designed charts and graphs in order to communicate information.

Charts and graphs can take a variety of forms and can leverage any color from the palette. However, careful consideration should be used when combining colors in order to create a pleasing design.

For a visual example of displaying data within presentation templates, see page 40.



CREATE SIMPLE AND COMPELLING GRAPHIC CALLOUTS.

Use simple/sophisticated shapes, graphics and typographic treatments that succinctly showcase notable callouts at a glance.

These visual treatments can take a variety of forms and can leverage any color from the palette. However, careful consideration should be used when combining colors in order to create a pleasing design.

Named Best Private Bank in North America by Financial Times Group.

Named the Best Trust Company by Family Office Review.

Named among the world's most ethical companies by Ethisphere.

Ut apedit ipsae. Vit an damet et, quamus quu lom re ligedaet veria ventum. Apedit ipsae vit an..

25B+

IN MANGED ASSETS

16,000+

EMPLOYEES WORLDWIDE



Ranked among the World's Safest Banks by Global Finance.

Ranked among Top 10 Wealth Managers by Barron's.