



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

- A)** 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
- B)** 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.
- C)** 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.