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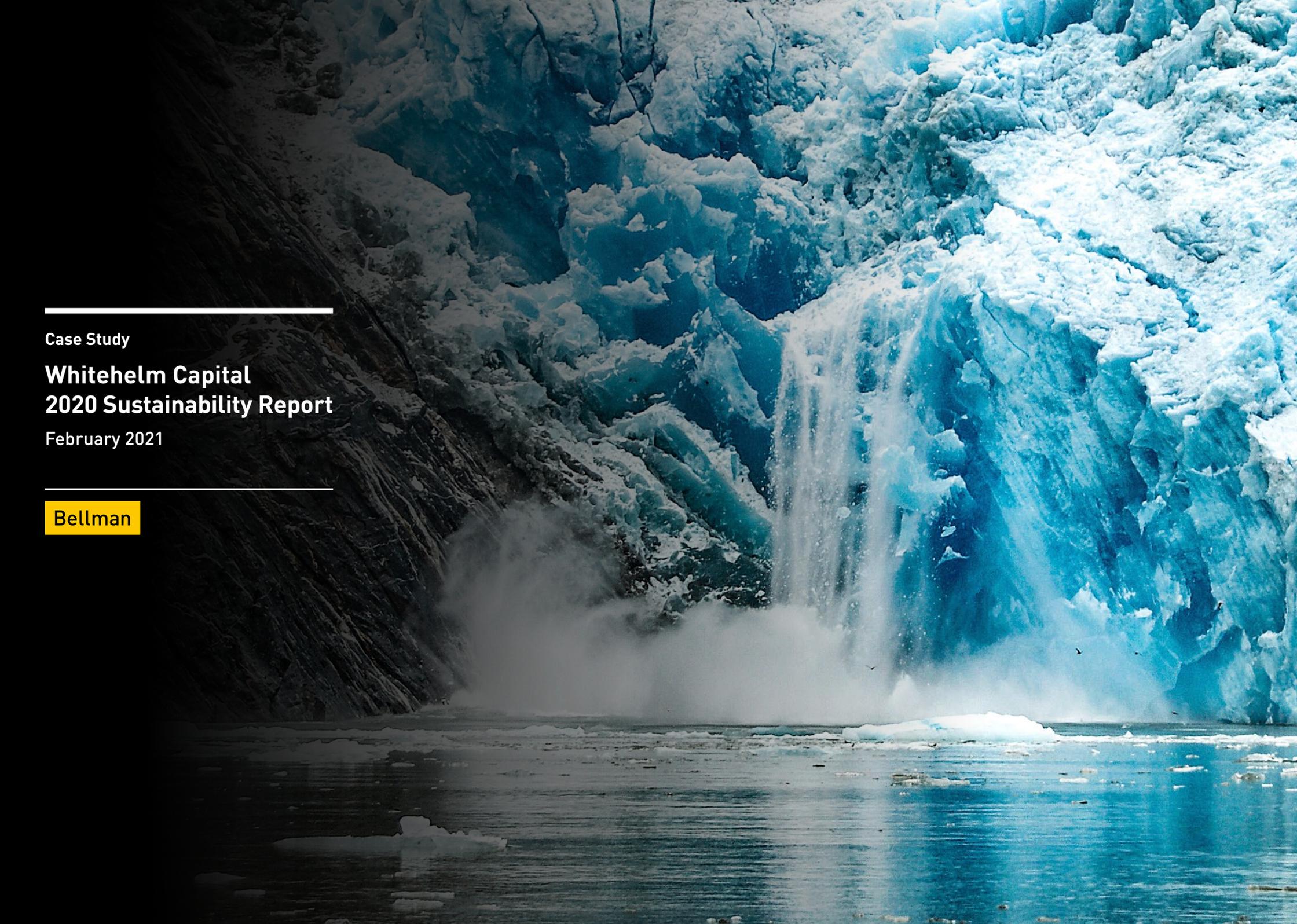
Case Study

# Whitehelm Capital 2020 Sustainability Report

February 2021

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# WHITEHELM CAPITAL 2020 SUSTAINABILITY REPORT

## THE CLIENT

Whitehelm Capital is one of the world's most experienced independent infrastructure investors and investment strategy advisers. Its portfolio covers a wide range of investments in infrastructure sectors including energy, transport, digital and social infrastructure. As a responsible investor, Whitehelm's approach is underpinned by setting and meeting the highest standards of environmental, social and governance (ESG) standards, delivering sustainable and customised investment strategies for clients.

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# WHITEHELM CAPITAL 2020 SUSTAINABILITY REPORT

## THE BRIEF

We were briefed by Whitehelm to design its Annual Sustainability Report for 2020. The purpose of the report was to reflect Whitehelm's sustainability approach and credentials. The aim was to create a new design approach for future reports that would reflect Whitehelm's position as a leading player in the infrastructure investment space.

## WHAT WE DELIVERED

We designed a report that was in synergy with the existing brand approach in terms of fonts and colour palette. Another key consideration was the use of imagery. We selected powerful, high impact images with nature being the key theme. This not only reflected the use of similar imagery used on the Whitehelm website, but also was sympathetic to the content matter. As the final report was to be viewed electronically, we designed it in a landscape format which would give the viewer the best possible experience.

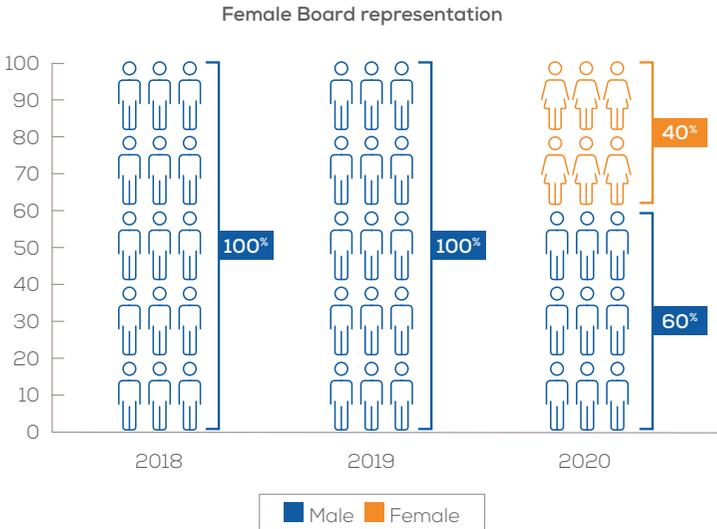
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## INFOGRAPHICS

There were some powerful facts and figures to be communicated and the natural choice was to highlight them using infographic themes. The use of orange helped with standout and added interest to the established colour palette.



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- 67** Total staff
- 42%** women / **58%** men gender split
- 17** Languages spoken
- 14** Nationalities represented
- 44** Investment professionals
- 959 years** combined experience
- 2020 UNPRI Score A+** Strategy and Governance

# WHITEHELM CAPITAL 2020 SUSTAINABILITY REPORT

## IMAGERY

Choice of imagery was extremely important to the design process. Selecting powerful images helped to create impact and we focused on using images that represent the beauty of the natural world to reflect the responsible actions being taken through Whitehelm's ESG strategies.



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## CLIENT FEEDBACK



As an investment manager, Whitehelm had worked with Bellman and Ruth before on the design and publishing of some of its more financial documents. They proved to be very capable to translate complex matters into clear visuals and design, so when we needed support on crafting a new approach to our more public sustainability reporting, it was only a natural choice to work together with their team again.

Their creative and collaborative approach to the topic of sustainability and adding strong visuals has enabled us to strengthen the direct communication with our clients as well as through our on-line presence.



Wessel Schevernels  
Senior Investment Director

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## THE AGENCY WHERE MINDS MEET

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Bellman Strategic Marketing is a full service, integrated, strategic marketing communications agency. We have a broad skill base and focus on high service levels and delivering solutions that work.

Our core strengths are strategic positioning, brand development, events and digital using the latest in leading-edge technology including responsive design, interactive kiosks and touch screens. We have invested heavily in our digital offering over the past 14 years and have a highly skilled and experienced team working on a wide range of digital projects from websites, presentations and online advertising to emarketing, mobile, 3D modelling and interactive infographics. We also offer SEO and social media consultancy and have in-house photographic and video capabilities, including retouching and image library management.

We have a broad client base across many industry sectors including Financial Services, Manufacturing, Charities, Travel, Pharmaceuticals and Retail many of these clients operating in a global or Pan-European market place.

For further information or to request further copies of this case study, please contact:

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