

STANCE CAPITAL



---

# PRESS KIT

Media resources for journalists, editors, and producers.

MEDIA CONTACT

[press@stancecap.com](mailto:press@stancecap.com)

# Company Overview

---

Stance Capital is a Boston-based quantitative investment manager founded in 2016. The firm was founded on the conviction that values alignment and disciplined portfolio construction can be pursued together, grounded in independent analysis of what companies do, not what they say. The firm operates two strategy platforms: Stance Strategies (systematic, rules-based) and Stance KB Biodiversity Strategies (PM-led, biodiversity-focused). Each strategy platform applies its own proprietary screening methodology, tailored to its investment approach. Stance Capital is an SEC-registered investment advisor.

## PRESS BOILERPLATE

Standard end-cap for press releases and media materials:

*About Stance Capital: Stance Capital is a Boston-based quantitative investment manager and SEC-registered investment advisor, founded in 2016. The firm operates two strategy platforms: Stance Strategies (systematic, rules-based) and Stance KB Biodiversity Strategies (PM-led, biodiversity-focused). For press inquiries: [press@stancecap.com](mailto:press@stancecap.com)*

## FAST FACTS

2016

Founded, Boston MA

125

Proprietary screening criteria

6,000+

Companies screened globally

Ceres

Bill Davis on the Ceres Board

UNPRI

UN Responsible Investment signatory

5

Distribution platforms

# Founder Biographies

---



**CO-FOUNDER, MANAGING DIRECTOR**

## Bill Davis

Bill Davis founded Stance Capital in 2016 to bring rigorous, data-driven investment portfolios to market that address material sustainability risks. Prior to Stance, he was co-founder and Managing Director of Empirical Asset Management, where he launched EAM Sustainable Equity in 2014. Earlier in his career he founded Ze-gen, a venture-backed renewable energy company, and held CEO roles at Database Marketing Corporation, Holland Mark, and Cambridge Brand Analytics. Bill serves on the Board of Ceres and leads Stance's participation in Climate Action 100+. B.A., Connecticut College.

---



**CO-FOUNDER, HEAD OF QUANTITATIVE RESEARCH**

## Kyle Balkissoon

Kyle Balkissoon co-leads portfolio management across all Stance strategies and heads quantitative research for the Stance strategy platform, applying machine learning and advanced portfolio construction methods to systematic sustainable equity. Before Stance he led Cognitive Forecasting at IBM and sustainability research at Corporate Knights Capital, the origin of Stance's data partnership. M.Sc in Financial Markets, EDHEC. Dual degrees in Mathematical Sciences and Economics, McMaster University.

---

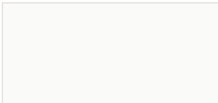
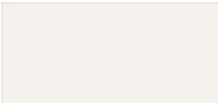
# Visual Identity

## LOGO



Primary logo: gold cross mark with wordmark. Use on white or near-white backgrounds only. Maintain clear space equal to the height of the letter S on all sides. SVG and PNG files in multiple variants are included in this press kit package.

## COLOR PALETTE

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| <b>Navy</b><br>#121E33                                                            | <b>Gold</b><br>#C9922A                                                            | <b>Near White</b><br>#FAFAF8                                                      | <b>Warm Sand</b><br>#F5F2EE                                                        | <b>Body Gray</b><br>#374151                                                         | <b>Mid Gray</b><br>#6B7280                                                          |

## TYPOGRAPHY

| Role              | Typeface         | Weight             | Usage                       |
|-------------------|------------------|--------------------|-----------------------------|
| Headlines / Names | Playfair Display | Regular / SemiBold | H1, H2, stat numbers, names |
| Body Copy         | Jost             | Regular (400)      | Paragraphs, descriptions    |
| Labels / Tags     | Jost             | Bold (700)         | Uppercase labels, tags      |
| UI / Links        | Jost             | SemiBold (600)     | Buttons, navigation, links  |



# Usage Guidelines

---

## DO

- Use on white or near-white backgrounds
- Maintain clear space (height of S) on all sides
- Use white-text version on navy backgrounds
- SVG and PNG files in multiple variants are included in the press kit

## DO NOT

- Stretch, skew, or distort in any direction
- Change the gold or dark wordmark colors
- Place on photographic or busy backgrounds
- Use the cross mark without the wordmark
- Recreate or approximate the logo in other software

## Press & Media Inquiries

---

### FOR PRESS INQUIRIES

Interview requests, story pitches, fact-checking, and background briefings:

**[press@stancecap.com](mailto:press@stancecap.com)**

We respond to all press inquiries within one business day.

### WEBSITE

**[stancecap.com](https://stancecap.com)**

---

Stance Capital LLC is an SEC-registered investment advisor. All information in this press kit is provided for informational purposes only and does not constitute investment advice. Brand assets may only be used for editorial coverage of Stance Capital. For asset licensing questions, contact [press@stancecap.com](mailto:press@stancecap.com).