

Bi-Annual Presentation

We have prepared this presentation to showcase the way we will use your brand and the different types of social media ads, and photography that will be utilized in Q1/Q2 2022.

Please note, some additional ad variations might come through Ziflow during Q1/Q2 2022 as one-off approvals due to new opportunities uncovered by trends.

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Brand Aspects

Features up-to-date branding guidelines our creative team uses as a reference, including logos, colors, graphics, and fonts, as well as brand-respective nuances.

University Logos

PRIMARY



REVERSE



UNIVERSITY LOGO SYSTEM

CLEAR SPACE

The Butler logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times.

PRIMARY VERTICAL LOGO CLEAR SPACE



PRIMARY HORIZONTAL LOGO CLEAR SPACE



MINIMUM SIZES

To ensure visibility and legibility, the Butler logos should not be presented in sizes smaller than the requirements shown on this page.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

PRINT



DIGITAL



PROFILE IMAGE: SOCIAL



PROFILE IMAGE: PAID



Main Fonts

SACKERS GOTHIC

ABCDEFGHIJKNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

DUKE

**ABCDEFGHIJKNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890**

SENTINEL

ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

LIBERATOR

**ABCDEFGHIJKNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890**

Main Colors

PRIMARY BRAND COLORS

PMS 2767C
C100 M90 Y10 K77
R19 G41 B75
Approved HEX:#13294B

PMS 299C
C86 M8 Y0 K0
R0 G163 B224
Approved HEX #00a3e0

PMS 621C
C12 M1 Y12 K2
R209 G224 B215
Approved HEX #d1e0d7

SECONDARY BRAND COLORS

PMS 213C
C0 M92 Y18 K0
R227 G28 B121
Approved HEX:#e31c79

PMS 395C
C9 M0 Y90 K0
R236 G232 B26
Approved HEX:#ECE81A

PMS 7479C
C56 M0 Y58 K0
R38 G208 B124
Approved HEX:#26d07c

PMS 124C
C0 M30 Y100 K0
R234 G170 B0
Approved HEX:#EAAA00

Main Colors

The following color combinations have passed ADA AA compliance based on the following rules:

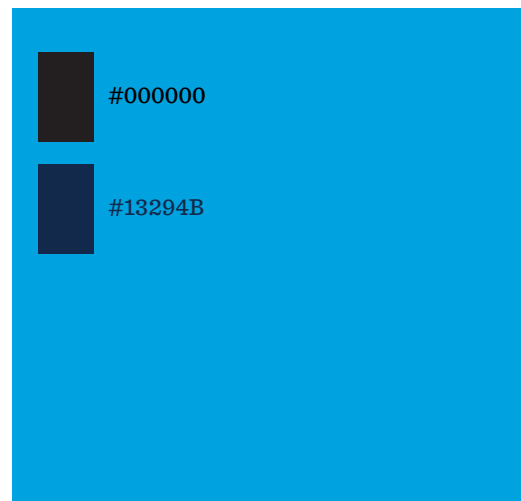
- For text with minimum font size of 18pt and bold, the contrast ratio needs to be at least 3.0
- For text with minimum font size of 18pt and regular, the contrast ratio needs to be at least 4.5
- For text with font size below 18pt, being either regular or bold, the contrast ratio needs to be at least 4.5

Certain colors are noted if they are only compliant above 18pt and Bold. If not noted then type is compliant any size Regular and Bold

#13294B Background



#00A3E0 Background



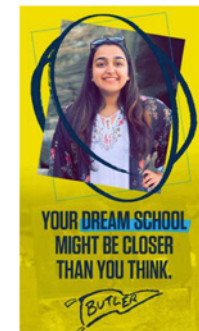
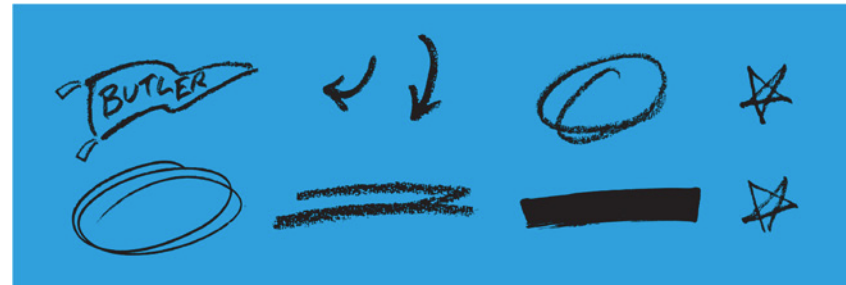
#D1E0D7 Background



Graphics

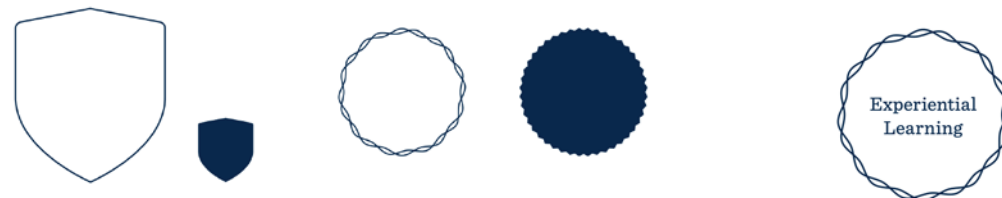
HAND-DRAWN GRAPHICS

These hand-drawn graphics support our conversational copy tone and can be used to draw attention to a piece.



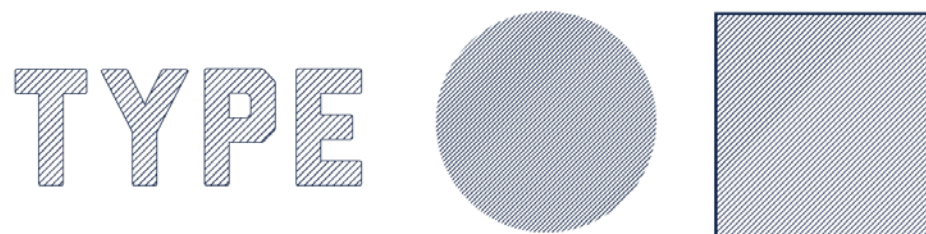
SHIELDS & BADGES

Large shields can be used to inset photographs or headlines, while smaller shields can be used as iconography. Badges can be used to hold icons or small amounts of type.



STROKES & HATCH PATTERNS

These are used as visual elements to separate, organize, and contain layout elements. They can be used in any of the brand colors.



Nuances From Previous Proofs

- Make sure we are using their pattern brand guidelines
- Images need to have cool filter (LP)
- Do not use skyline where the buildings represent a flag >>>
- No Native, must be branded
- No spaces around the em dash

Examples

No images with flags



Copy Variation for Testing

We have created new copy options to be able to exchange and test on all of the approved ad templates. By doing so, we will be able to run and change the creatives in a faster and more efficient manner.

Universal Value Props

- 1:1 Career Services support
- Part-time schedule—keep your day job
- Accelerated training
- Build a portfolio
- Engaging virtual experience
- Job planning assistance
- Personalized attention from industry experts
- Premier access to our employer network
- 24/7 on-demand support
- 1:1 career development opportunities
- Unlimited career development support
- Apply [*Today/Now*]!

Universal Value Props

The following is proposed copy to be able to go with any approved creative style and in any combination with each other.*

- Become a [*title*] in [X] [*weeks/months*].
- Learn [*topic*] in [X] [*weeks/months*].
- Gain Professional [*Topic*] Skills
- Start a New [*Job/Career*] as a [*Title*]
- Are you ready to become a [*title*]?
- Start a [*Topic*] Career Online in [X] [*Weeks/Months*]
- Launch Your [*Topic*] [*Job/Career*]. Learn How in [X] [*Weeks/Months*].
- Advance Your Career.
- Begin an exciting, rewarding career.

* Job/Career, Topic and Title will get replaced by one of the options on the following pages:

 = *JOB/CAREER*  = *TOPIC*  = *TITLE*

 = *Length of program 12 or 24 weeks / 3 or 6 months*

Job/Career List

- Web Developer
- Coding Professional
- Coder
- Full Stack Developer
- Data Analyst
- Cybersecurity Professional
- Cybersecurity Analyst

Topic List

- Code/Coding
 - Web Development
 - JavaScript, HTML5, CSS, jQuery, and Bootstrap
- Data Analytics
 - Python, JavaScript, SQL, HTML5/CSS, and Tableau
- Cybersecurity
 - Defensive and offensive cybersecurity, networking, systems, web technologies, and databases

Title List

Coding

- Full Stack Developer
- Back End Web Developer
- Technical Project Manager
- Software Developer
- Technical Business Analyst
- Front End Web Developer
- Product Manager
- QA and Test Engineer
- Application Development Manager
- Web Designer
- Web Producer

Data

- Data Analyst
- Data Engineer
- Data Journalist
- Business Analyst
- SQL Developer
- Data Architect
- Business Intelligence Analyst
- Computational Scientist

Cyber

- Cyber Network Defender
- Cybersecurity Analyst
- Vulnerability Assessment Analyst
- Cybersecurity Operations Specialist
- Network Security Administrator
- System Security Administrator
- Systems Security Analyst
- Information Assurance Specialist
- Digital Forensics Examiner
- Incident Response Analyst
- SOC Analyst

New Concepts for Branded Ads

These new concepts were achieved by researching both the brand advertising and the university brand guidelines.

Note: The content of each ad will change per program but the look and feel will remain consistent.

New Concepts for Branded Ads

Concept 1



Concept 2



New Concepts for Branded Ads

Concept 3



Concept 4



New Concepts for Branded Ads

Concept 5



New concepts For Native Inspired Ads

We have created new concepts of native inspired ads which have been successful on other universities. Relevant performance data for new concepts can be provided upon request.

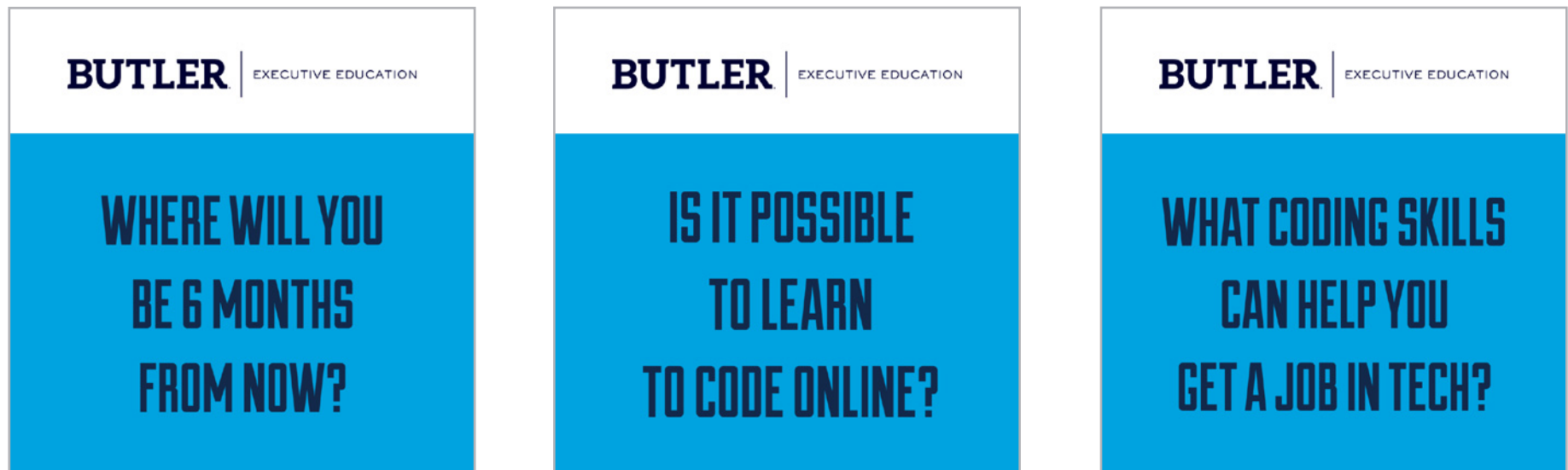
CTStyle1

This creative tests new call to action copy on the images. It utilizes a program-related graphic version and a text-centric version for A/B testing.



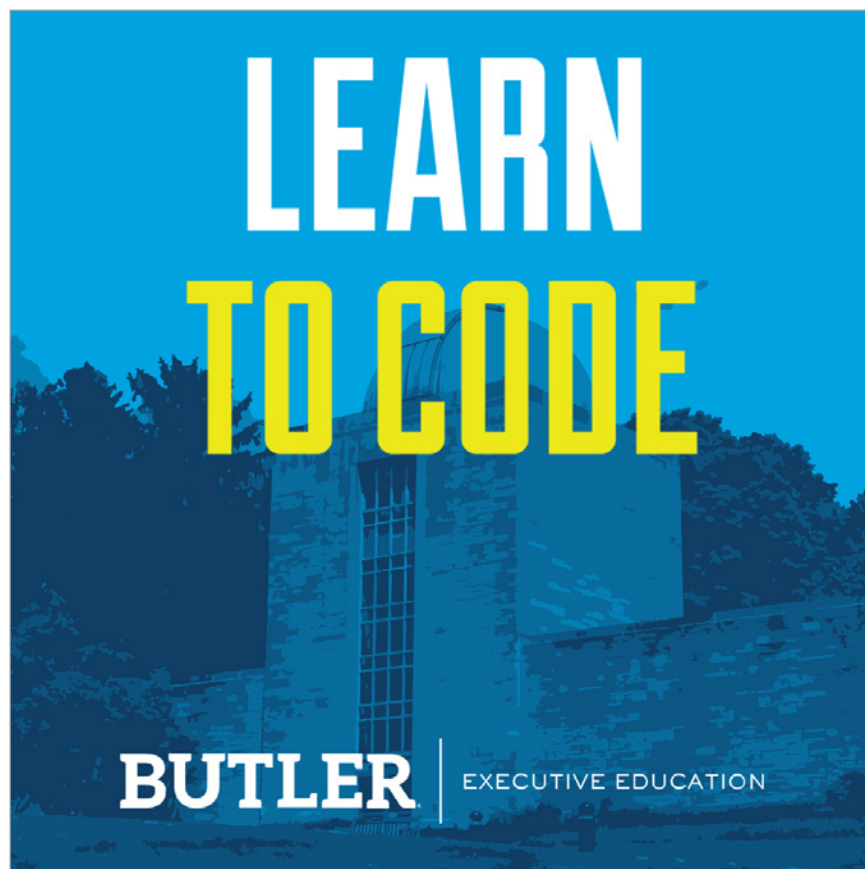
JumboStyle5

This creative is a fifth version of a high-performing style. It utilizes new CTA copy options posed in question form for A/B testing.



VectorStyle1

This style showcases skylines, popular location-specific landmarks, and regional elements like the majority of our top performing creatives, however this style is testing them through vector images.



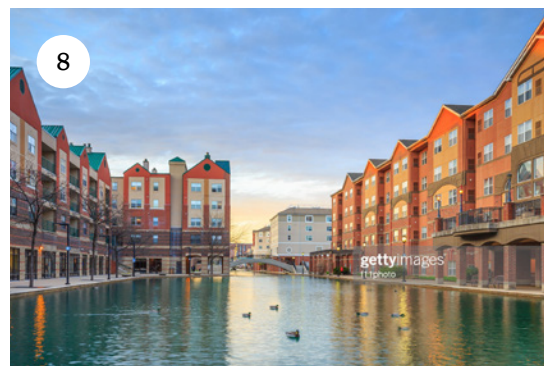
Photography

We have selected a variety of photography to be used during Q1 and Q2. The selection consists of skylines, campus shots, images of individuals using technology, graphics, and more. This photography will be used across all programs (note: graphics are dedicated to specific programs).

Please be aware, you might receive a second set of photography for approval if we feel it is necessary for Q2 assets.

We would appreciate any new photography that can be provided and/or access to a photo repository that would allow us to download photography as needed.

Skyline Photos



Students Photos

Female - Lifestyle



Students Photos

Male - Lifestyle

