



COLUMBIA | ENGINEERING
The Fu Foundation School of Engineering and Applied Science

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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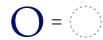
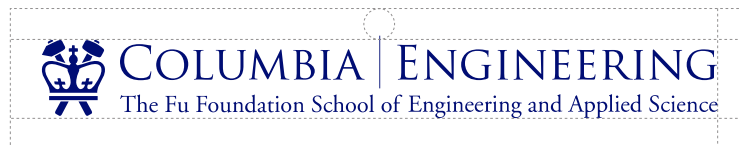
BRAND ASPECTS

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

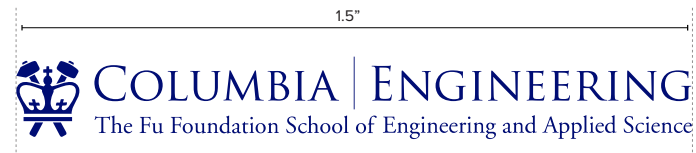


PROTECTED AREA



The o-height from the “o” in “Columbia” defines the minimum clear space, which should be maintained around the trademark to separate it from surrounding elements.

MINIMUM SIZE



The Columbia trademark must be large enough to be legible. In print, the trademark’s minimum width is 1.5 inches. On the web, the trademark cannot be smaller than 150 pixels.

PROFILE IMAGE: SOCIAL



PROFILE IMAGE: PAID



MAIN FONTS

TRAJAN BOLD

**ABCDEFGHIJKNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890**

PROXIMA NOVA BOLD

**ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890**

TRAJAN REGULAR

ABCDEFGHIJKNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

PROXIMA NOVA REGULAR

ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

MAIN COLORS

PRIMARY BRAND COLOR



SECONDARY BRAND COLORS



Hex: #C4D8E2
R196 G216 B226
C22 M7 Y7 K0



Hex: #75AADB
R117 G170 B219
C53 M22 Y0 K0



Hex: #6CADDF
R108 G173 B223
C55 M20 Y0 K0



Hex: #008EE0
R0 G142 B224
C77 M36 Y0 K0

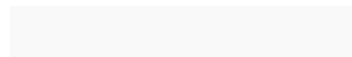


Hex: #2C6BAC
R44 G107 B172
C86 M58 Y6 K0

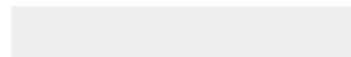


Hex: #0046A6
R0 G70 B166
C100 M83 Y0 K0

TERTIARY BRAND COLORS



Hex: #F9F9F9
R249 G249 B249
C2 M1 Y1 K0



Hex: #EFEFEF
R239 G239 B239
C5 M3 Y3 K0



Hex: #D2D2C0
R210 G210 B192
C17 M12 Y24 K0



Hex: #555555
R85 G85 B85
C64 M56 Y55 K31

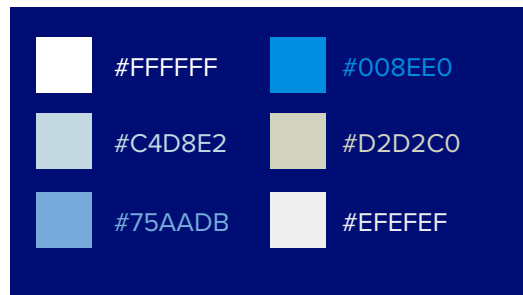
ADA/AA COMPLIANCE

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

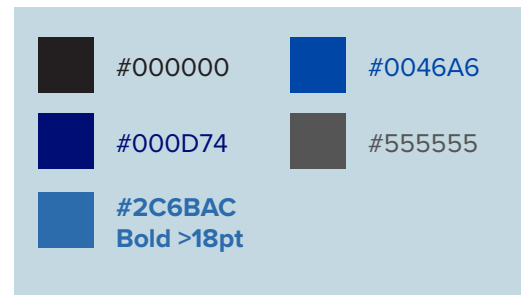
- For text with minimum font size of 18pt and bold, the contrast ratio needs to be at least 3.0
- For text with minimum font size of 18pt and regular, the contrast ratio needs to be at least 4.5
- For text with font size below 18pt, being either regular or bold, the contrast ratio needs to be at least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

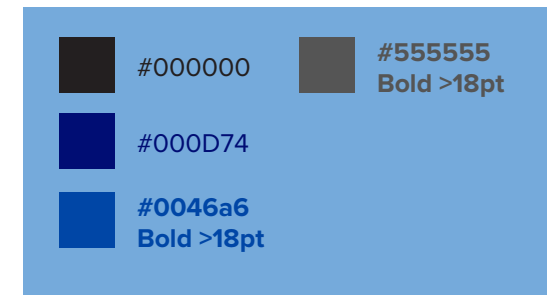
#000D74 Background



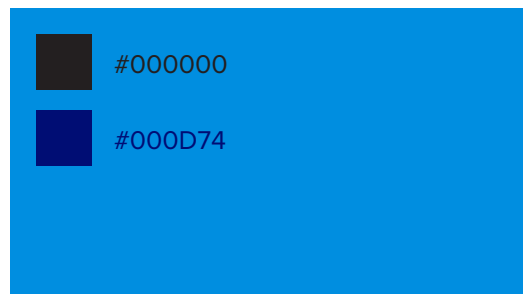
#C4D8E2 Background



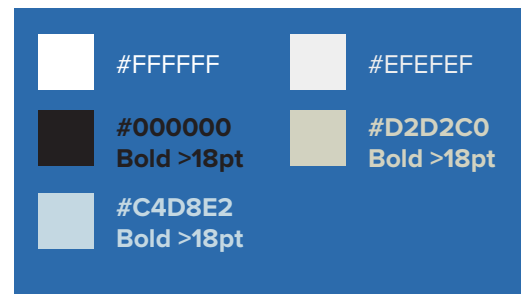
#75AADB Background



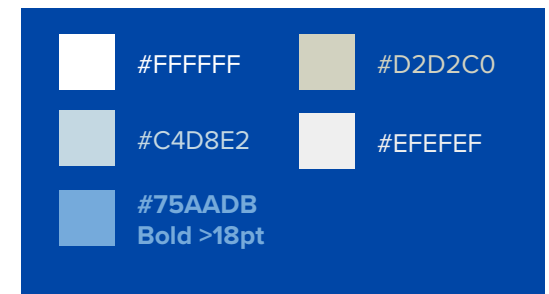
#008EE0 Background



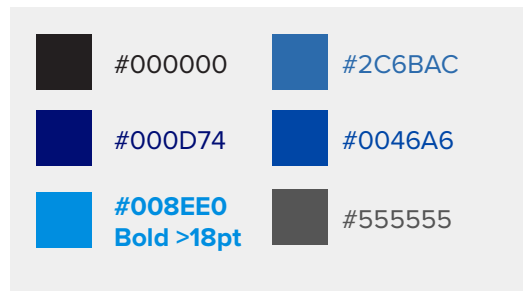
#2C6BAC Background



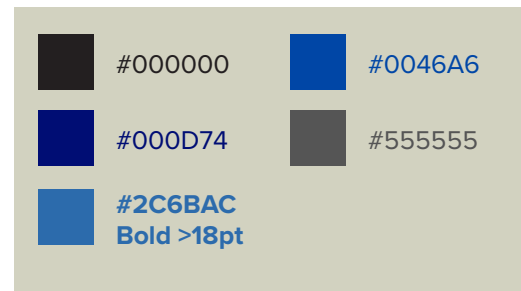
#0046A6 Background



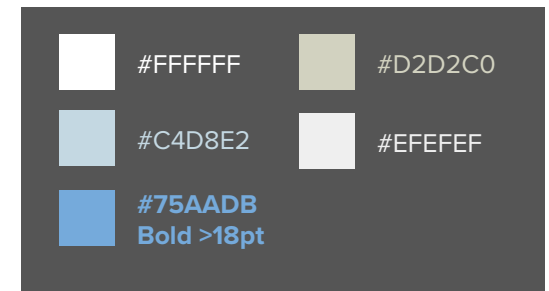
#EFEFEE Background



#D2D2C0 Background



#555555 Background

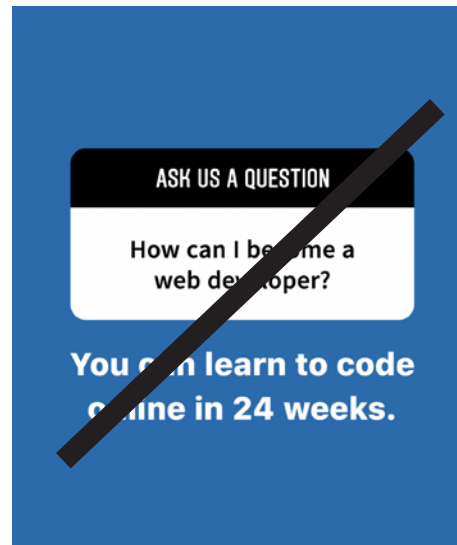


NUANCES FROM PREVIOUS PROOFS

Examples

- All images must include the Columbia logo
- No Animated Images
- Preferred logo usage (white logo on blue banner)
- No Native Fonts
- Can't say "Financial Technology" in social creative, copy changed to "FinTech"

Missing logo/No Native



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
- Access to our employer network
- 24/7 on-demand support
- 1:1 career development opportunities
- Unlimited career development support
- Apply [**Today/Now**]!

UNIVERSAL COPY

*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.

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

 = JOB/CAREER  = TOPIC  = TITLE

 = Length of program 12, 18, or 24 weeks / 3 or 6 months

Job/Career List

- Web Developer
- Coding Professional
- Coder
- Full Stack Developer
- Data Analyst
- Cybersecurity Professional
- Cybersecurity Analyst
- UX/UI Designer
- Digital Designer
- FinTech Professional
- Digital Marketer
- Digital Marketing Professional
- Technology Project Manager
- Product Manager

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
- **UX/UI Design**
 - Visual prototyping, wireframing, interface design, storyboarding, and user-centric design research
- **FinTech Technology**
 - Blockchain, Ethereum, Python programming, machine learning algorithms, and smart contracts
- **Digital Marketing**
 - Marketing strategy, campaign development, Google Ads, Facebook Ads Manager, and content marketing
- **Technology Project Management**
 - Scrum frameworks, resource planning, test plans, and traditional, agile, and hybrid methodologies
- **Product Management**
 - Market analysis, SQL, roadmap development, rapid prototyping, and data visualization

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	Digital Marketing • Digital Marketing Coordinator • Digital Marketing Manager • Growth Marketer • Social Media Specialist • Search Engine Optimization Specialist • Content Strategist • Digital Marketing Analyst • Paid Search Specialist • Paid Social Specialist
UX/UI • UI Designer • UI Developer • UX Designer • UX Researcher • UX Writer • UX Engineer • Information Architect • Visual Designer • Graphic Designer • Product Manager • Product Designer • Interaction Designer • Web Designer	FinTech • Financial Analyst • Risk Analyst • Investment Data Analyst • Financial Manager • Quantitative Trader • Technology Consultant • Financial Applications Developer • FinTech Product Manager • Smart Contracts Developer • Blockchain Project Manager • Blockchain Developer • Research Analyst • Software Engineer	Tech Project Management • Project Coordinator • Project Planner • Project Specialist • Project Manager • Technical Project Manager • Software Project Manager • IT Project Manager • Agile Scrum Master • Scrum Master	Product Management • Associate Product Manager • Product Manager • Product Owner • Business Analyst • Product Operations Manager • Senior Product Manager • Product Lead

NEW CONCEPTS FOR BRANDED ADS

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

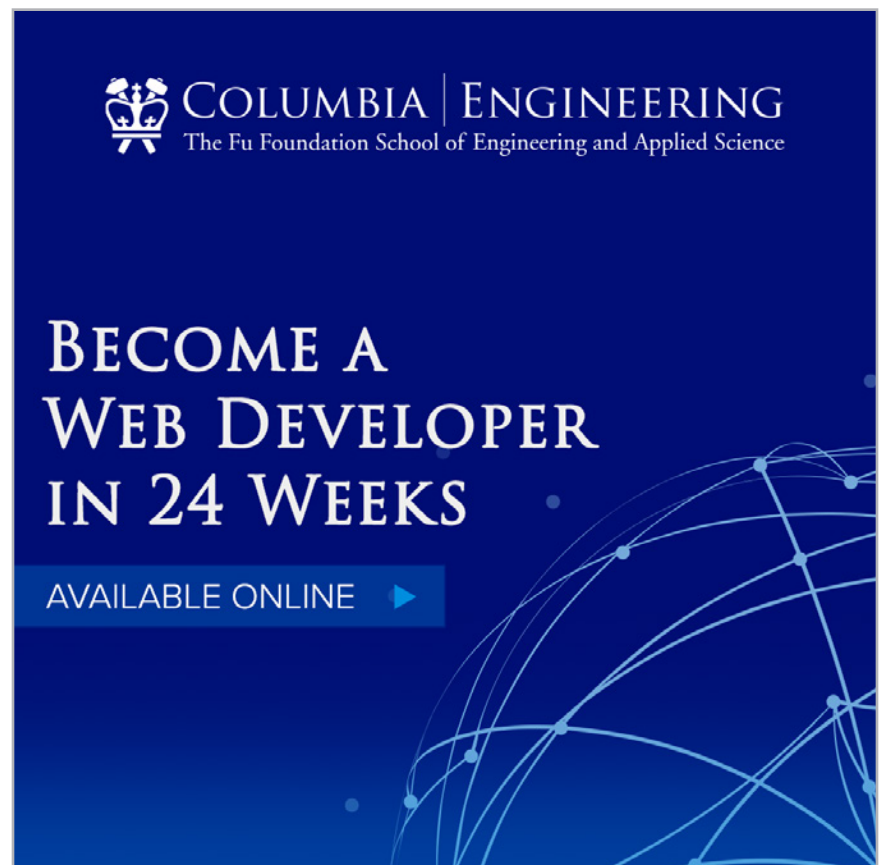
Note: The content of each ad will change per program but the look and feel will remain consistent.

NEW CONCEPTS FOR BRANDED ADS

Concept 1

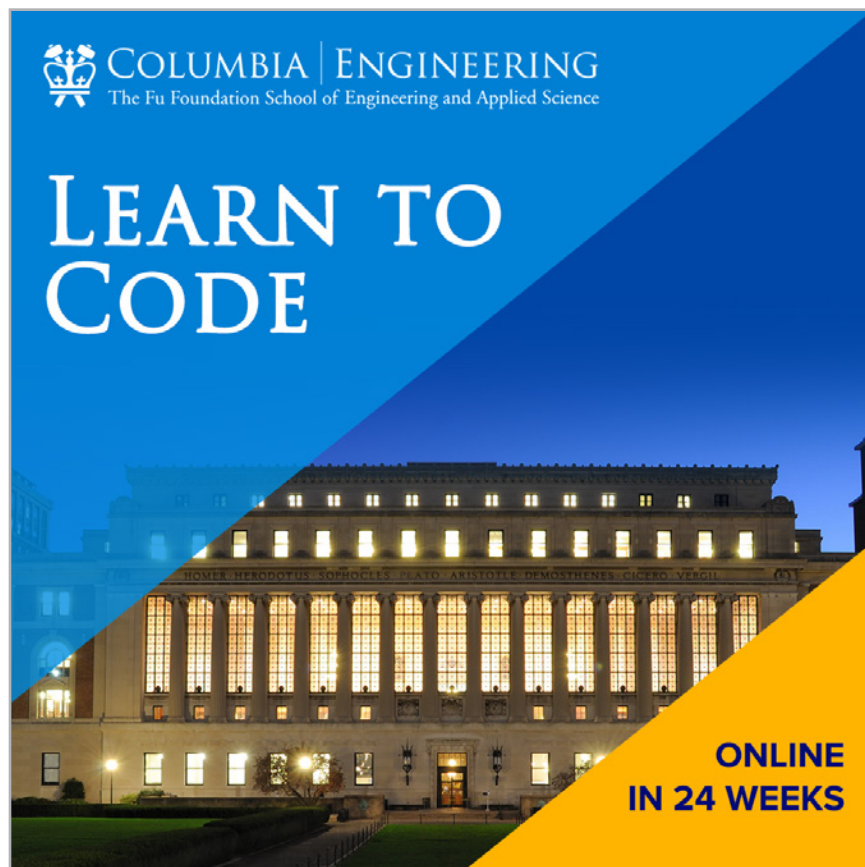


Concept 2



NEW CONCEPTS FOR BRANDED ADS

Concept 3

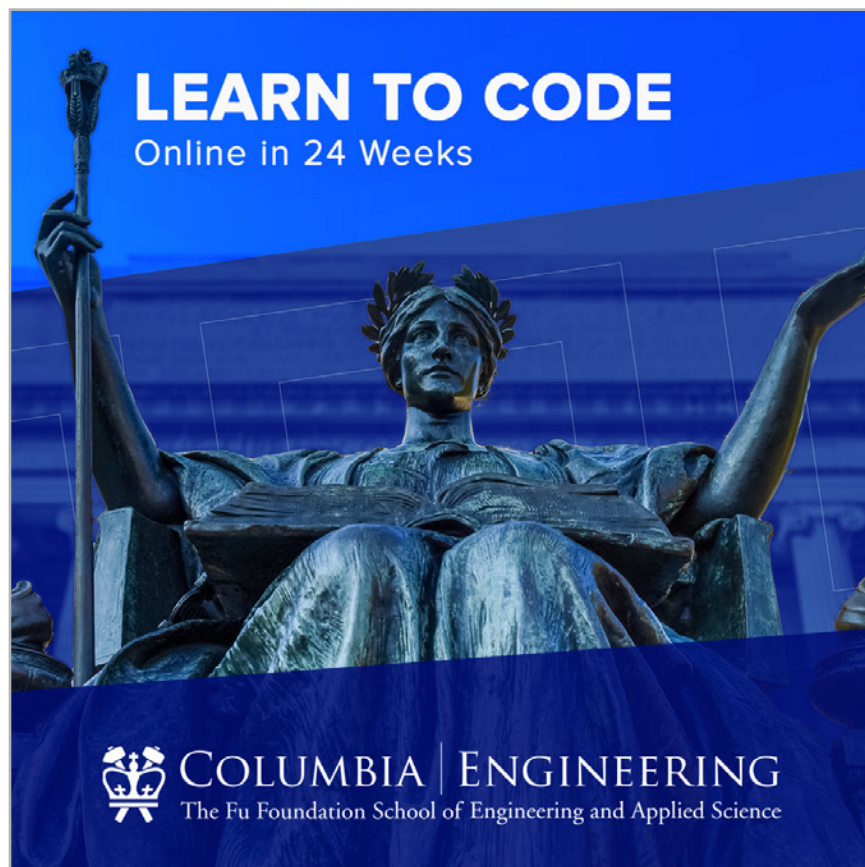


Concept 4



NEW CONCEPTS FOR BRANDED ADS

Concept 5



Concept 6

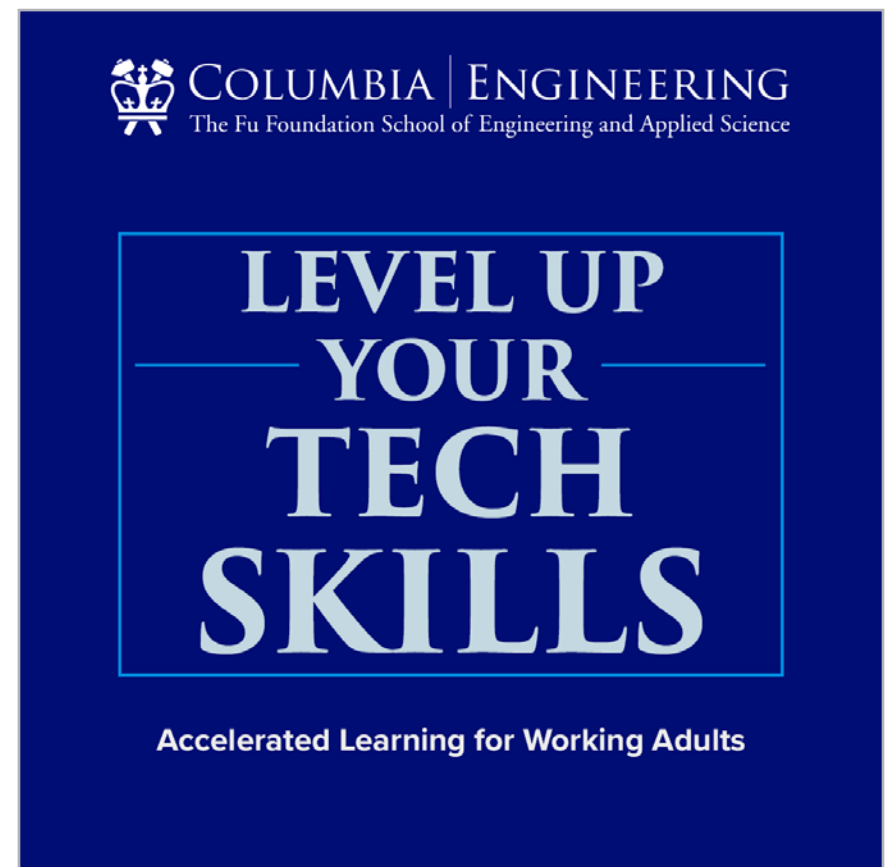


NEW CONCEPTS FOR NATIVE INSPIRED ADS

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.

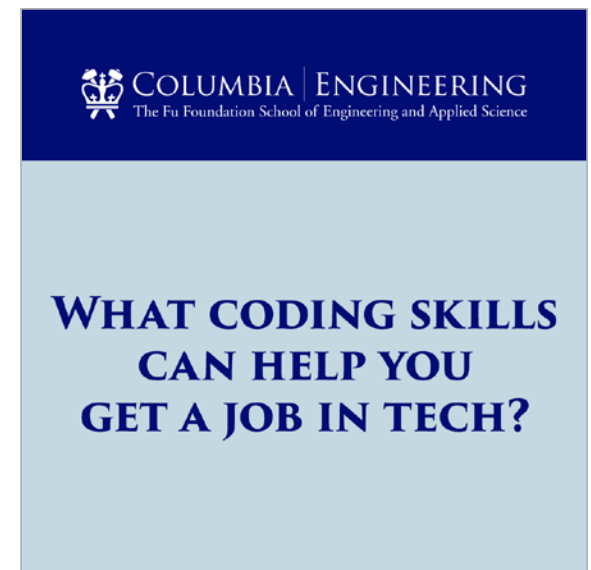
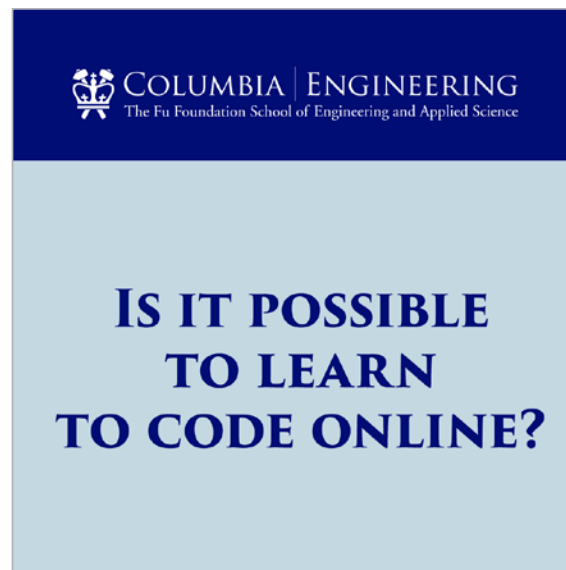
CTSTYLE1

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.



JUMBOTEXT5

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.



LIFE EVENT1

This creative resembles a life event update on Facebook for a new job and uses the native Facebook Style that has performed well for us while incorporating university branded elements. This style includes a version using a program related background and a skyline/campus image for A/B testing.



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**START A NEW JOB AS A
WEB DEVELOPER**

Learn to Code Online in 24 Weeks



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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).

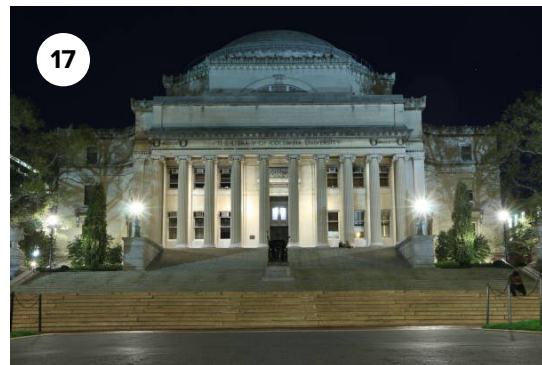
Please be aware, you might receive a second set of photography for approval if we feel it is necessary for Q2 assets.

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.

CAMPUS PHOTOS



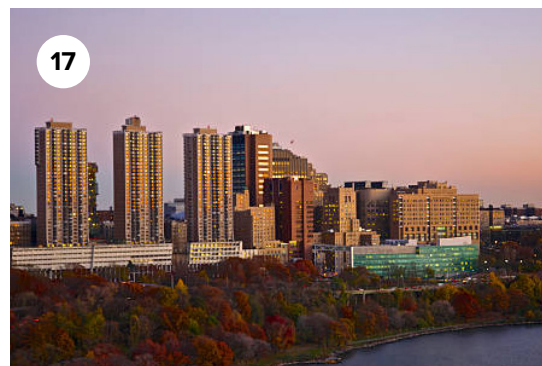
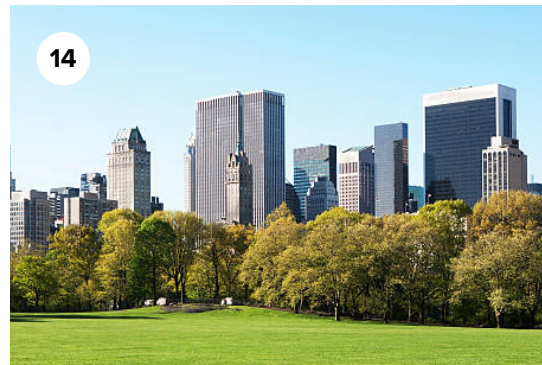
CAMPUS PHOTOS



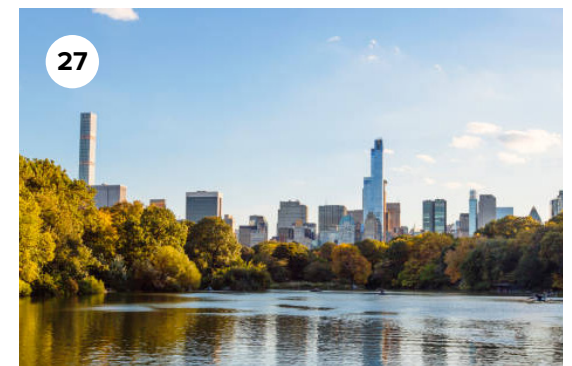
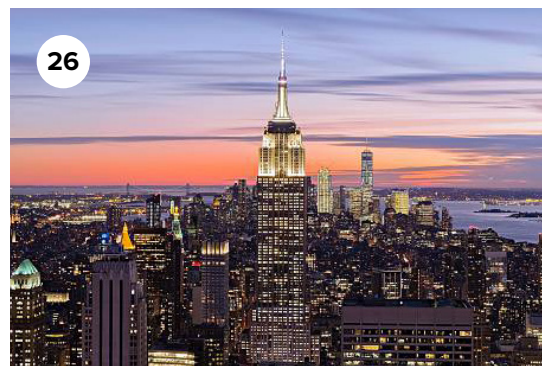
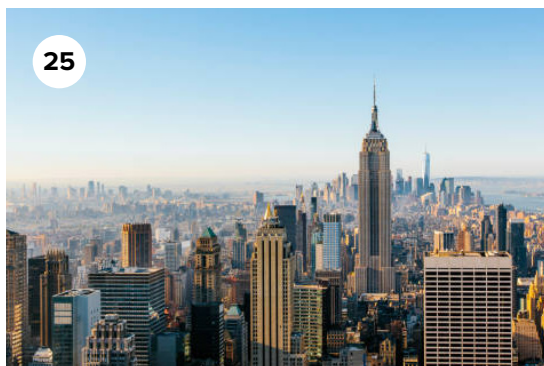
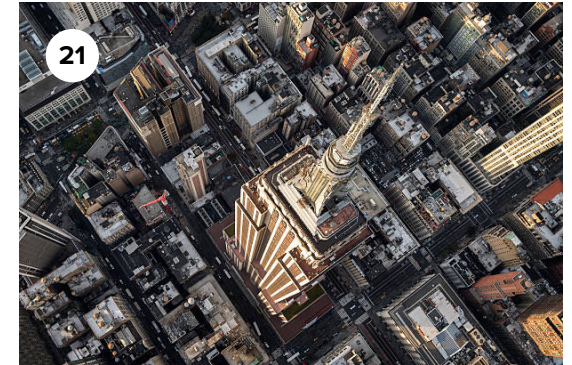
SKYLINE PHOTOS



SKYLINE PHOTOS



SKYLINE PHOTOS



STUDENT PHOTOS

Female - Lifestyle



STUDENT PHOTOS

Female - Lifestyle



STUDENT PHOTOS

Male - Lifestyle



STUDENT PHOTOS

Male - Lifestyle

