



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

ONE COLOR / GRAYSCALE

Emerson
COLLEGE

REVERSE



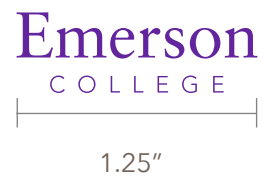
REVERSE COLOR



CLEAR SPACE



MINIMUM SIZE



PROFILE IMAGE: SOCIAL



PROFILE IMAGE: PAID



Main Fonts

AVENIR NEXT

ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

SABON

ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Main Colors

PRIMARY BRAND COLORS



PANTONE 267C	PANTONE WARM GRAY 11	White
CMYK: 76 97 0 0	CMYK: 52 53 59 24	
RGB: 98 38 158	RGB: 112 98 89	
HEX: #62259D	HEX: #706258	

SECONDARY BRAND COLORS

PANTONE WARM GRAY 2	PANTONE WARM GRAY 3	PANTONE WARM GRAY 4	PANTONE WARM GRAY 5	PANTONE WARM GRAY 6	PANTONE WARM GRAY 7	PANTONE WARM GRAY 8	PANTONE WARM GRAY 9	PANTONE WARM GRAY 10
C20 M20 Y20 K23 R205 G195 B187 #CDC3BB	C25 M24 Y28 K0 R193 G184 B175 #C1B7AF	C30 M28 Y32 K0 R183 G173 B165 #B6ADA4	C33 M33 Y37 K0 R174 G162 B153 #AEA198	C36 M35 Y38 K1 R167 G156 B148 #A79B94	C42 M41 Y45 K4 R151 G139 B130 #978B82	C45 M44 Y49 K7 R142 G130 B121 #8E8279	C47 M47 Y51 K12 R134 G120 B111 #85776F	C50 M50 Y54 K17 R123 G110 B102 #7B6D65

PANTONE 2695	PANTONE 286	PANTONE 526	PANTONE 3255	PANTONE 2995	PANTONE 1925	PANTONE 7731	PANTONE 382	PANTONE 116	PANTONE 1665
C87 M96 Y40 K44 R47 G26 B69 #2F1A45	C100 M75 Y0 K0 R0 G51 B160 #0033A0	C67 M98 Y6 K1 R117 G47 B138 #742F8A	C64 M0 Y32 K0 R76 G193 B187 #4CC1BA	C80 M12 Y1 K0 R0 G168 B225 #00A7E1	C2 M100 Y62 K0 R232 G25 B77 #E8194D	C79 M0 Y89 K22 R34 G136 B72 #228848	C29 M1 Y100 K0 R196 G214 B0 #C3D500	C0 M18 Y100 K0 R255 G205 B0 #FFCD00	C0 M73 Y98 K0 R252 G76 B2 #FC4C02

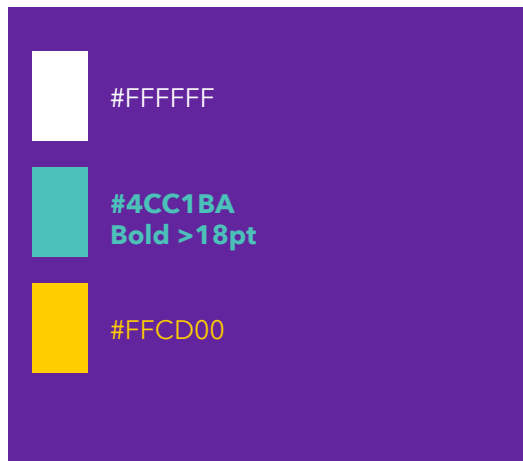
ADA/AA Compliance

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

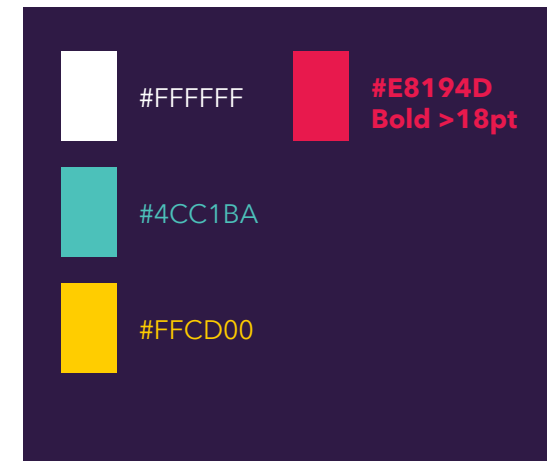
#62259D Background



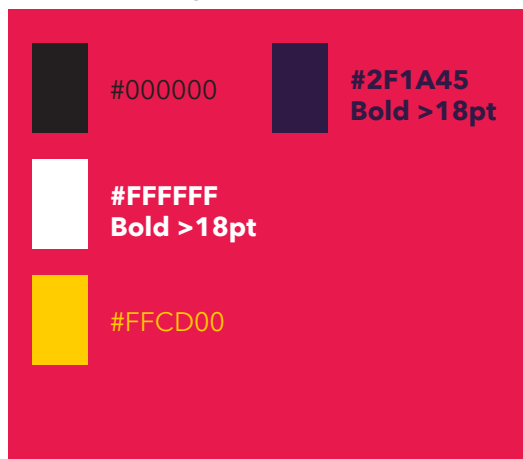
#706258 Background



#2F1A45 Background



#E8194D Background



#4CC1BA Background



#FFCD00 Background



Nuances from Previous Proofs

- Text on images need to be flush left
- No spaces before or after an em dash
- No drop shadows on fonts
- Emerson's logo preferred placement should be left justified.
- The Flourish Design is restricted and need permission by Emerson Brand Committee for use



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 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 18 weeks.
- Learn [**topic**] in 18 weeks.
- 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 18 weeks
- Launch Your [**Topic**] [**Job/Career**]. Learn How in 18 weeks.
- Advance Your Career.
- Begin an exciting, rewarding career.

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

 = JOB/CAREER  = TOPIC  = TITLE

Job/Career List

- Digital Marketer
- Digital Marketing Professional

Topic List

- Digital Marketing
 - Marketing strategy, campaign development, Google Ads, Facebook Ads Manager, and content marketing

Title List

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

New Concepts for Branded Ads

We have designed several ad concepts to align with the university's look and feel.

Note: Content changes per program but the look and feel will remain consistent.

New Concept Branded Ads

Concept 1



Concept 2



New Concept Branded Ads

Concept 3



Concept 4



New Concept Branded Ads

Concept 5

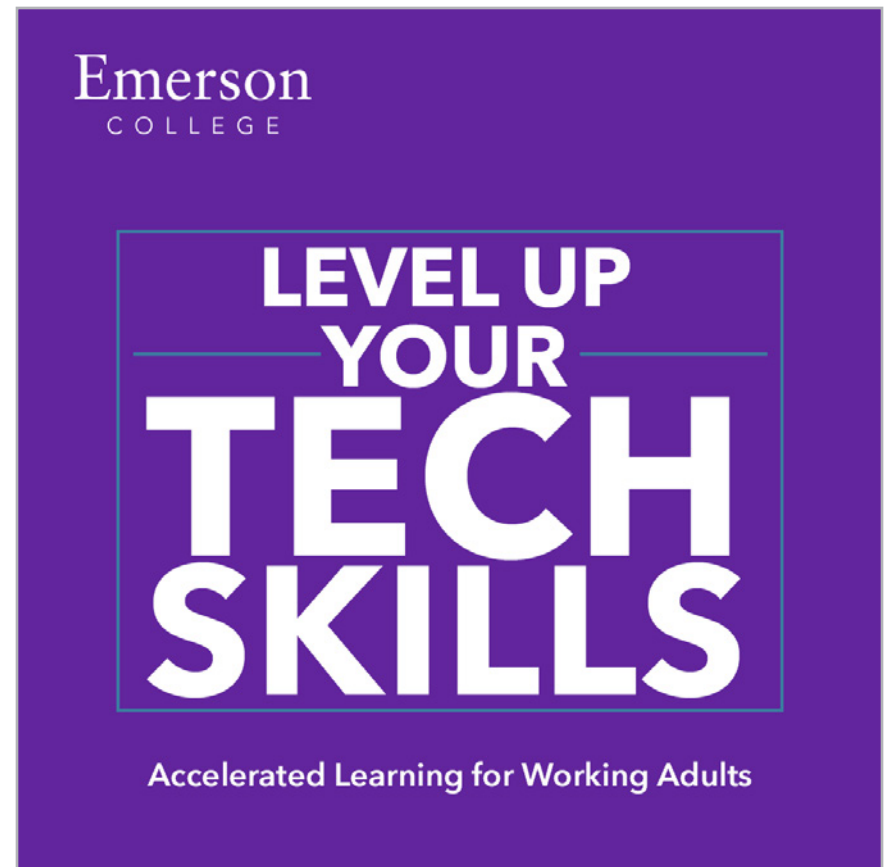


New Concepts for Native Inspired Ads

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.



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.



NativeFontMix1

This creative uses a mix of our top performing native font styles available to use on the Instagram platform. Native fonts such as this have produced great results for our other university partners. This creative includes two different styles for A/B testing.



VectorStyle1

This style showcases skylines and popular location-specific landmarks 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



Student Photos

Female - Lifestyle



Student Photos

Male - Lifestyle

