

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.

Table of Contents

Brand Aspects.....	3
Main Fonts	4
Main Colors	5
ADA/AA Compliance	6
Graphics.....	7
Nuances from Previous Proofs	8
Copy Variation for Testing.....	9
New Concepts for Branded Ads	13
New Concepts for Native Inspired Ads	17
Photography	21
Skyline Photos	22
Student Photos.....	25

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.

Main Fonts

PLAYFAIR DISPLAY
SECONDARY #F1D36D

**ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890**

GOTHAM NARROW

ABCDEFGHIJKNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Main Colors

PRIMARY COLORS

PANTONE 200 CMYK: 16 100 87 6 RGB: 153 0 0 HEX: #990000	PANTONE 281 CMYK: 100 91 32 34 RGB: 0 0 102 HEX: #000066
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SECONDARY COLORS

PANTONE 1495 CMYK: 5 50 100 0 RGB: 235 145 35 HEX: #EB9123	PANTONE 7578 CMYK: 9 69 92 1 RGB: 223 110 49 HEX: #DF6E31	PANTONE 7744 CMYK: 30 10 100 0 RGB: 190 197 49 HEX: #BEC531	PANTONE 576 CMYK: 60 25 100 8 RGB: 113 146 60 HEX: #71923C
PANTONE 325 CMYK: 63 0 32 0 RGB: 80 194 187 HEX: #50C2BB	PANTONE 7717 CMYK: 90 0 45 20 RGB: 0 147 138 HEX: #00938A	PANTONE 129 CMYK: 6 19 95 0 RGB: 241 200 41 HEX: #F1C829	PANTONE 7409 CMYK: 10 30 100 0 RGB: 230 177 34 HEX: #E6B122

NEUTRAL COLORS

PANTONE 7604 CMYK: 5 11 11 0 RGB: 239 224 217 HEX: #EFE0D9	PANTONE COOL GRAY 4 CMYK: 28 24 24 0 RGB: 186 182 181 HEX: #BAB6B5	PANTONE 7660 CMYK: 47 44 26 1 RGB: 144 136 158 HEX: #90889E	PANTONE BLACK 7 CMYK: 68 61 60 47 RGB: 64 64 64 HEX: #404040
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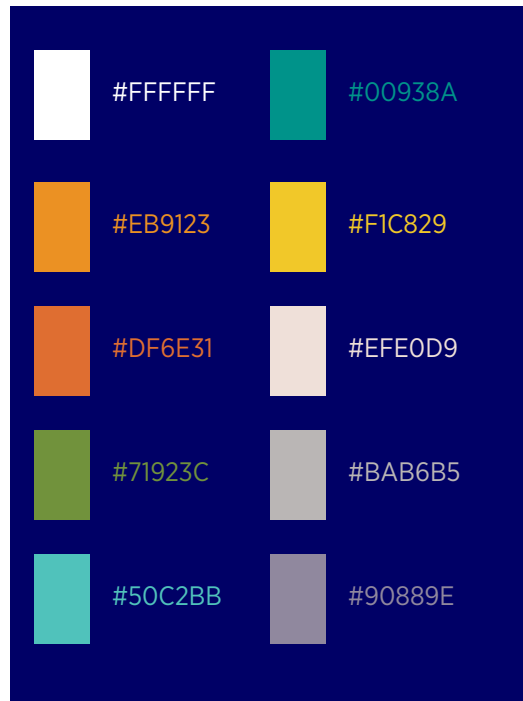
ADA/AA Compliance

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

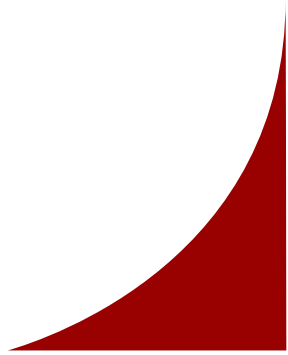
#000066 Background



#990000 Background



Graphics



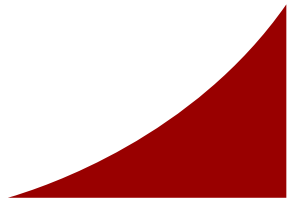
FULL SWEEP



BORDER SWEEP



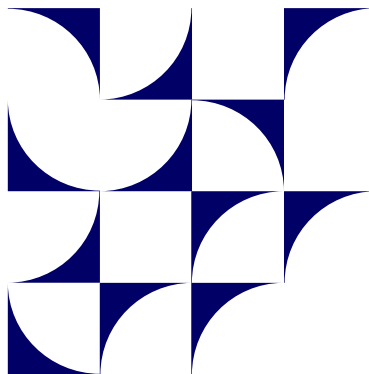
TALL SWEEP



LONG SWEEP



LINE SWEEP



SWEEP PATTERN



SWEEP FRAME



The shield sweep merges the arch of the logo shield with a right angle. As long as these two elements are present, it can be oriented and cropped as needed.



Because the curvature isn't perfectly circular, sometimes it's necessary to crop the element. Here are two examples, resulting in a tall sweep and a long sweep, each appropriate to use.

Nuances from Previous Proofs

Examples

- Do not use exterior shots of campus or business school building



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 [**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**]?
- Stat 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, 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

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.

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.

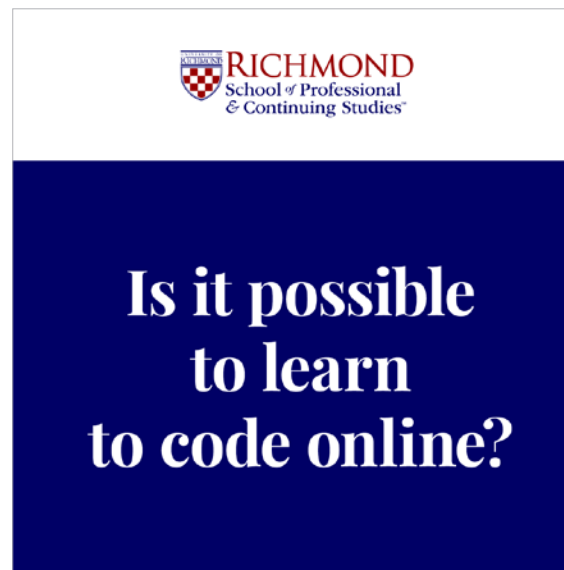
CTStyle1

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.



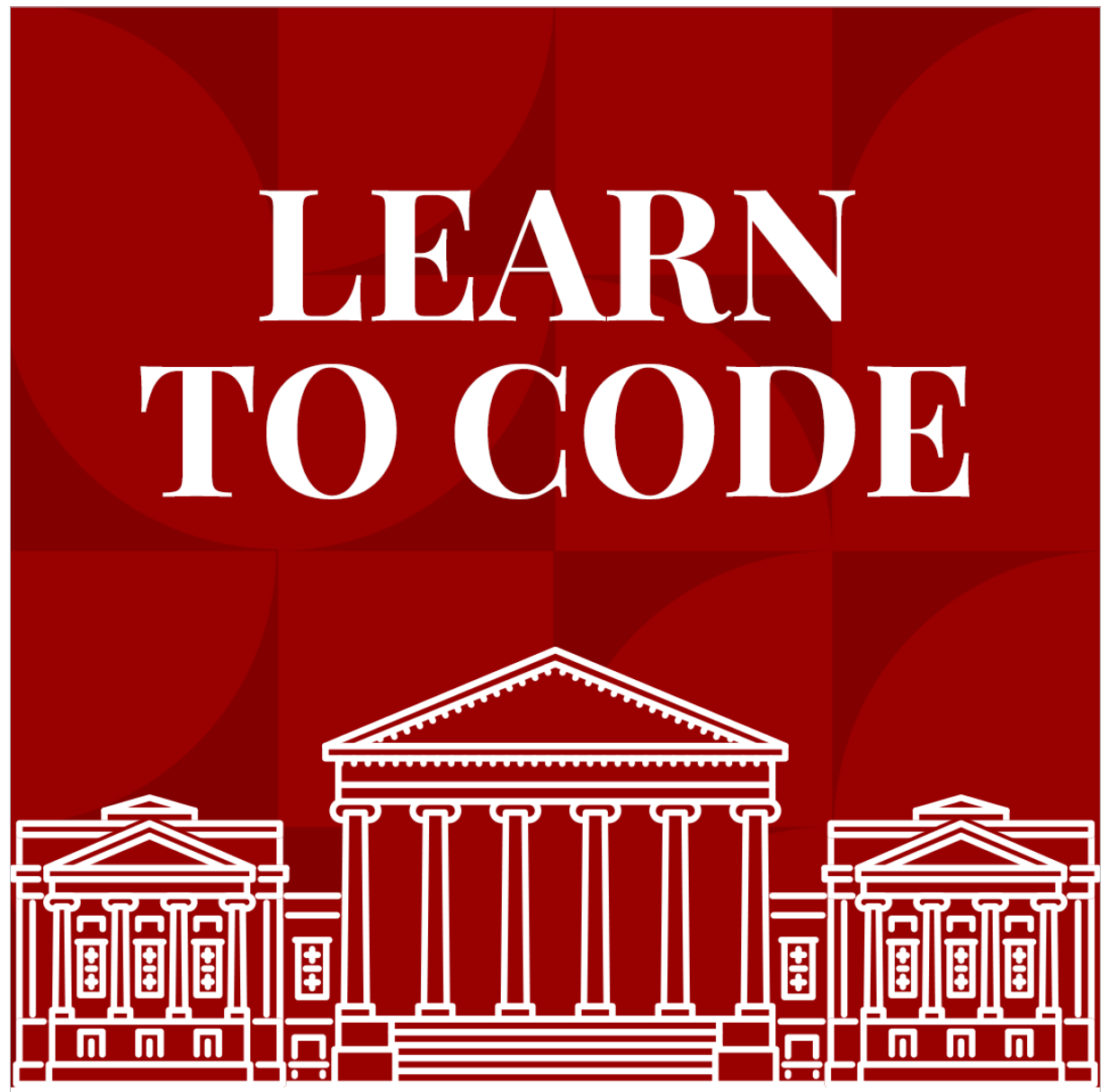
JumboText5

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.



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).

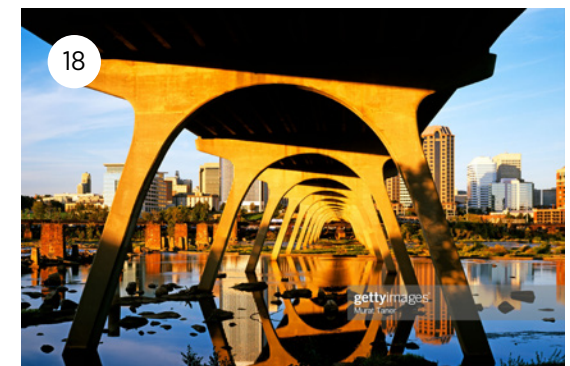
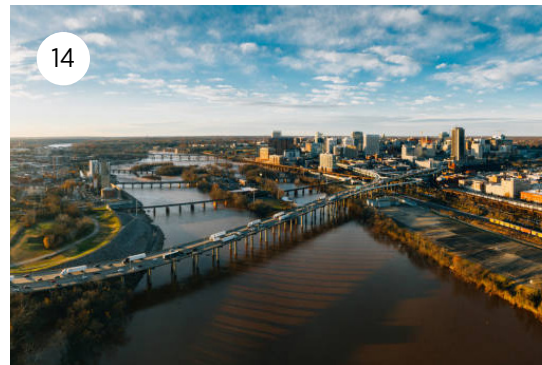
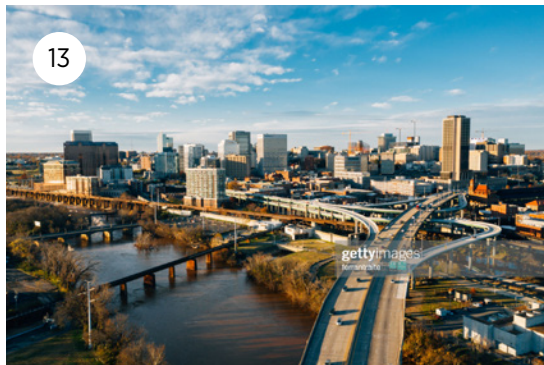
Please be aware, you might receive a second set of photography for approval if we feel it is necessary for Q2 assets.

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



Skyline Photos



Skyline Photos



Student Photos Female - Lifestyle



Student Photos

Female - Lifestyle



Student Photos Male - Lifestyle



Student Photos

Male - Lifestyle

