A future where everyone can live healthy and fulfilled lives.

We do good work with good people. We tell stories and create experiences that bring people together to help build the future we want to live in.

We achieve success with our partners by working together to solve complex challenges within any constraints.

We always work in their best interest because they enable us to do what we love each day.

We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

We can always improve.

Founded in 2009, Column Five is a B2B-focused creative agency that helps ambitious brands find and tell their best stories to drive real results. We believe that businesses can shape the world for the better, and they can do it with strong communities of people behind them. By using the power of story—one of the last competitive advantages—we help brands reach their lifelong customers, build meaningful relationships, and make choices that are good for people and profit.
## Capabilities + Services

### Brand Strategy
- Brand Heart
- Product and Brand Naming
- Logo Design
- Visual Identity Design Systems
- Brand Messaging
- Brand Guidelines

### Content Strategy
- Competitive research and analysis
- Discovery
- Persona development
- Customer Journey Map
- Search and keyword strategy (SEO)
- Channel Planning
- Content Roadmap
- Creative Recommendations
- Campaign Planning
- Measurement Approach

### Content Creation
- Annual Report
- Copywriting and copyediting
- Data Visualization
- Ebooks
- Explain Videos
- Infographics
- Interactive Content
- Motion Graphics
- Presentation Design
- Reports
- Social Media Content
- Microcontent
- Video
- White Papers
- Web Design & Development

### Distribution
- Audience Targeting
- Campaign Management
- Earned Outreach
- Media Planning
- Paid Social
- Reporting
Who we work with
Visual Identity + Language
UCI Branded Innovation
GloFit

**Logo Colors**

- GloFit Logo
- GloFit Logo with Tagline
- GloFit Brand Name

**Color Palette**

- Standard Colors
- Accent Colors
- Neutral Colors

**Pattern**

- Standard Patterns
- Accent Patterns

**Incorrect Usage - Compositional**

- GloFit Logo
- GloFit Wordmark
- GloFit Symbol

- DO NOT alter the logo or symbol
- DO NOT scale the logo or symbol
- DO NOT alter the size or proportion of the logo
- DO NOT alter the color of the logo
Nike
USA Today
Creative Content

Web Design + Development
VideoAmp

Measurement for **Data-Driven Advertising**

**Data That Delivers**

Setting a New Standard
ForeSee

Customer Experience with Certainty

Imagine a world where you know with certainty where your CX investments will have the biggest impact. Learn how to get there. Visit ForeSee.com.

Voice of the Customer

New Research

Upcoming Events
The Skoll Foundation

Can you envision a world without pandemics? We can.

We are working to detect, verify, and report outbreaks faster around the world.
Data Visualization
Northwestern University
The World Bank

World Bank Education Knowledge (since 2000)

World Bank Education Financing

Education Areas: Learn More
- Early Childhood Development
- Education Management Information Systems
- Education Resilience
- Engaging the Private Sector
- Equity and Inclusion
- ICT
- Teacher Development
- School Finance
- School Health and School Feeding
- Student Assessment
- Teachers
- Tertiary Education
- Workforce Development

TOTAL DOCUMENTS: 310
Inc. 500

The largest number of companies (106) call The Golden State home—more than Florida (45) and New York (43) combined.
Creative Content

Infographics
Microcontent
Dropbox

The future of work

Researchers at the University of Oxford studied the automation probability of various occupations, jobs that require creative and social intelligence fall near the center of the circle, and are least likely to be automated.

The way we work is evolving

Machine learning is changing how we do business, as activities become automated and jobs are restyled. But it doesn’t mean we’re going to be replaced by machines.

A need for knowledge workers

Amid the rise of automation, knowledge workers who use information to solve problems, collaborate, create, and make decisions will become more valuable than ever.

The future of work

Researchers at the University of Oxford studied the automation probability of various occupations, jobs that require creative and social intelligence fall near the center of the circle, and are least likely to be automated.

Get wise beyond your peers

Companies that optimize for the needs of modern employees will succeed in the changing workplace.
The History Channel
Creative Content

Ebooks
LinkedIn

Chapter 2

Millennials Taking on the Workforce by Storm
Salesforce

Next-Generation Advertising Sales

Moving Fast in a Rapidly Evolving Advertising Sales Market

67% of media executives think customer relationship management systems will differentiate themselves in the new digital era.

Salesforce logo and images
Annual Reports
Girls Who Code

The future is sisterhood

Letter from Reshma

One of the most powerful bonds a girl can have is the bond of sisterhood, the bond of a community that runs together.

Brave, Not Perfect podcast

In 2018, we launched "Brave, Not Perfect" with Reshma Saujani. The podcast features interviews with brave, not perfect changemakers including Congresswoman Alexandria Ocasio-Cortez, award-winning musician Uzo, Girls Who Code alums Nancila Ramirez, and author Allison Yarrow.

3rd-5th grade Clubs

Because we know that it's important to reach girls as early as possible, we expanded our after school programs to include 3rd-5th grade students. Through these clubs, girls can learn to code in an unplugged environment, using our bestselling book "Girls Who Code: Learn to Code and Change the World."
Krochet Kids Intl.

And we track each woman’s progress toward her goals over time.

Click through to see 12 program participants reflect on their year, and how they have taken ownership of their craft.

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we are launching our Open Studio Program, which offers crafters an opportunity to showcase their expertise and market their products to a broader audience.

Peru

As we expand our reach, we are committed to maintaining the highest standards of quality and ethical production, while empowering women and making a greater impact in the communities we work with around the world.

Take a peek at our Open Studio Initiative.
Pacific Life

ANNUAL REPORT 2016

Aviation Capital Group

Investments

$68.2B

$45.2B

$12.8B

SEE IT LIVE
Creative Content

Interactive Experiences
People for Periods
Huffington Post
Microsoft

Named Internet Marketing Association’s 2016 IMPACT – Best Infographic

Today’s biggest heists might not look like the movies.

For most consumers, a look at a bank or a home security system is what they envision when they think of computer security. But today, the heists are far more insidious. They target your customers, employees, and even entire organizations. So, how can you protect your company from these unseen threats?

**Phase 1: The Break-In**

- **4%** of all threats lead to a breach
- **$0** in transactional value

**Phase 2: The Honeypot**

- **$0** in transactional value
- **$0** in customer value

**Phase 3: The Long Con**

- **$1.57 billion** in potential harm
- **$0** in transactional value

**Phase 4: The Stolen Data**

- **$1.57 billion** in potential harm
- **$0** in customer value

**Phase 5: The Aftermath**

- **$0** in transactional value
- **$0** in customer value

I’m everywhere, with end-to-end defense for your network.
Creative Content

Live Action Video
Always a Fan, Ann
Microsoft
Creative Content

Motion Graphics
Connected Learning Alliance
Spotify

Spotify Launches “Singles” & “Live”

Spotify Reveals Programmatic Ad buying

Spotify is rolling out its programmatic advertising offering.

your audience is listening.

Spotify Launches Playlist Targeting
Stand Up To Cancer
The best stories are honest. They captivate. They sneak into your brain and stir things up, reshape your perspective, or rally you to action. They pick you up and drop you off somewhere new—but never leave you. Not all have happy endings, and they aren’t all easy to hear. But the best stories have one thing in common: They’re impossible to ignore.

*Best story wins.*