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.

We help brands find, tell, and share their best stories
## Capabilities + Services

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

### 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

Microsoft

NIKE

Red Bull

InVision

PACIFIC LIFE

zendesk

UNICEF

BILL & MELINDA GATES FOUNDATION

Entrepreneur

HUMAN RIGHTS CAMPAIGN

Mashable

LinkedIn

American Heart Association

American Stroke Association

WORLD BANK GROUP

HARVARD UNIVERSITY

UCI University of California, Irvine

UCLA

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

Marketo
Brand Strategy

Visual Identity + Language
UCI Branded Innovation
GloFit

**Logo Colors**

- GloFit
- White

**Color Palette**

- GloFit
- Black
- Yellow
- Red
- Pink
- Blue
- Green

**Correct Usage - Compositional**

- GloFit
- White
- Yellow

**Incorrect Usage - Compositional**

- GloFit
- Yellow
- White
Nike
USA Today

DIMENSIONS AND STYLING

EMPLOYMENT IN 2011

Monthly Change in Employment in Thousands

Multiple use and shades of the brand color can be used for color-coding purposes when it company is divided into subcategories, e.g., male and female positions are being shown separately for a year.

Maximum buffer between chart and borders: 8 px.

Use a single brand color for all bars in a chart.

Red should be used when displaying negative values.

SOURCE: The Times
Creative Content

Web Design + Development
VideoAmp

Measurement for **Data-Driven** Advertising
ForeSee

Customer Experience with Certainty

Imagine a world where you know with certainty where your Q4 investments will have the biggest impact. Learn more here. That’s ForeSee.
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.
Creative Content

Data Visualization
Northwestern University
The World Bank

World Bank Education Knowledge (since 2000)

World Bank Education Financing

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

Infographics
Creative Content

Microcontent
Zendesk

Improving the customer experience

How video can enhance self-service

A customer experience definition

Maximize customer service training

Building trust with automatic answers

Are proactive chat scripts the answer?

Deliver a seamless online customer experience
The History Channel
Creative Content

Ebooks
LinkedIn

CHAPTER 2

Millennials Taking on the Workforce by Storm

“We are not a generation of suits and ties, but rather creators and entrepreneurs.”

[Image of a busy city street with a man looking out into the distance]
Salesforce

Next-Generation Advertising Sales
Moving Fast in a Rapidly Evolving Advertising Sales Market
Annual Reports
Girls Who Code

The future is sisterhood

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

In 2018, we launched “Brave, Not Perfect” with Rashida Tlaib. The podcast features interviews with brave and perfect changemakers, including Congresswoman Alexandria Ocasio-Cortez, award-winning musician Lizzo, Girls Who Code alum Nadia Ramzan, and author Allison Varney.

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.

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we focus intensely on providing meaningful, market-ready products that can help improve our impact. We work with artisans to create culturally relevant products that are inclusive and thoughtfully designed.

Because of our Core & Fair Program, we were able to include our new program’s first batch of products. Our artisan partners have worked with us to create fair-wage, fair-trade, and fair-labor contracts and design, ensuring meaningful empowerment and income generation for artisans.

Take a look at our Core & Fair Initiative.
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.

...
Creative Content

Live Action Video
Always a Fan, Ann
Microsoft
Creative Content

Motion Graphics
Connected Learning Alliance
Spotify

hitting 5 Billion streams in the first three months

Spotify Reveals Programmatic Ad buying

your audience is listening.

Spotify Launches “Singles” & “Live”

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.**
THANK YOU.

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