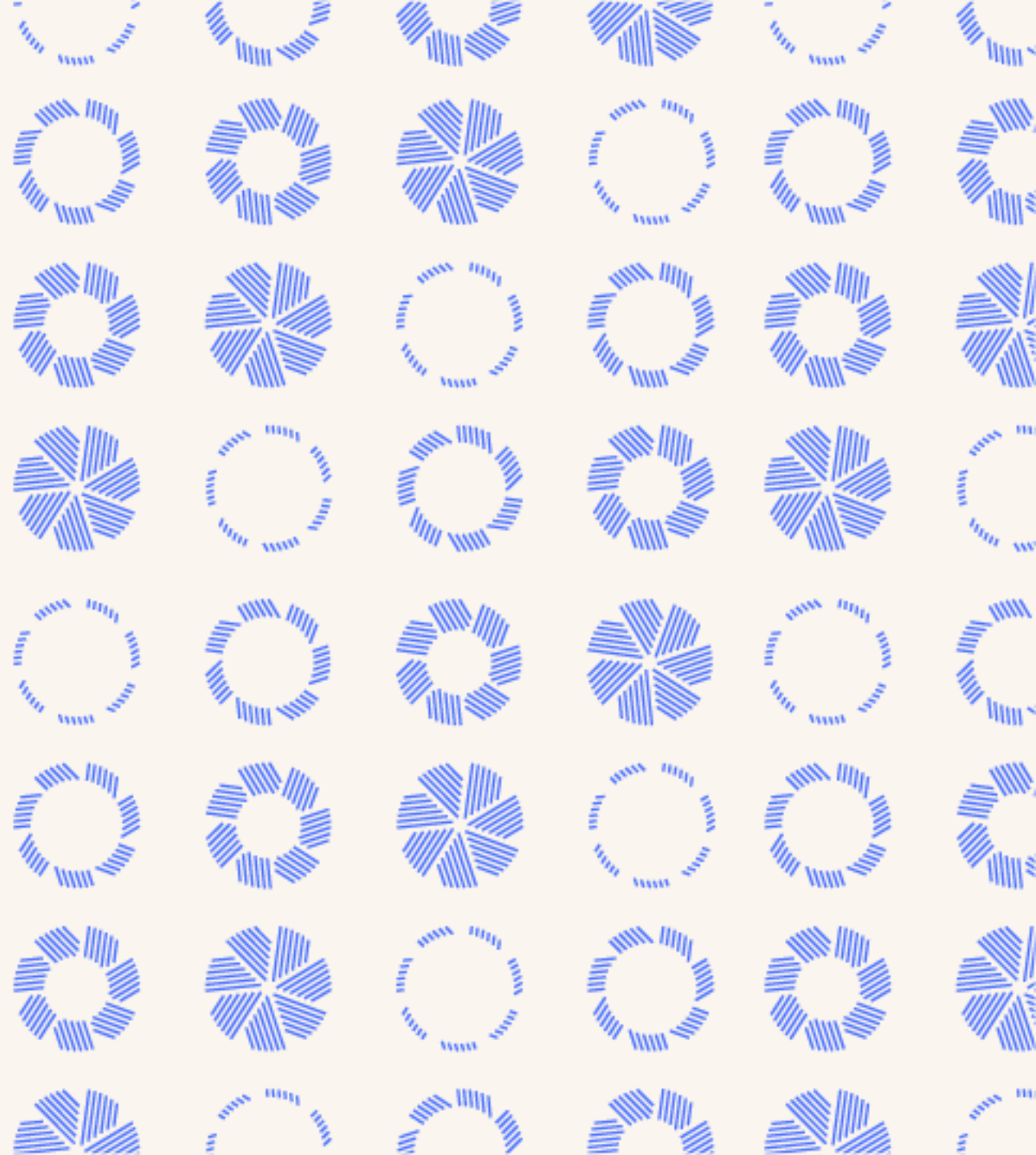




Set the standard.

Out of Home (OOH)





CFA Institute

Set the standard.

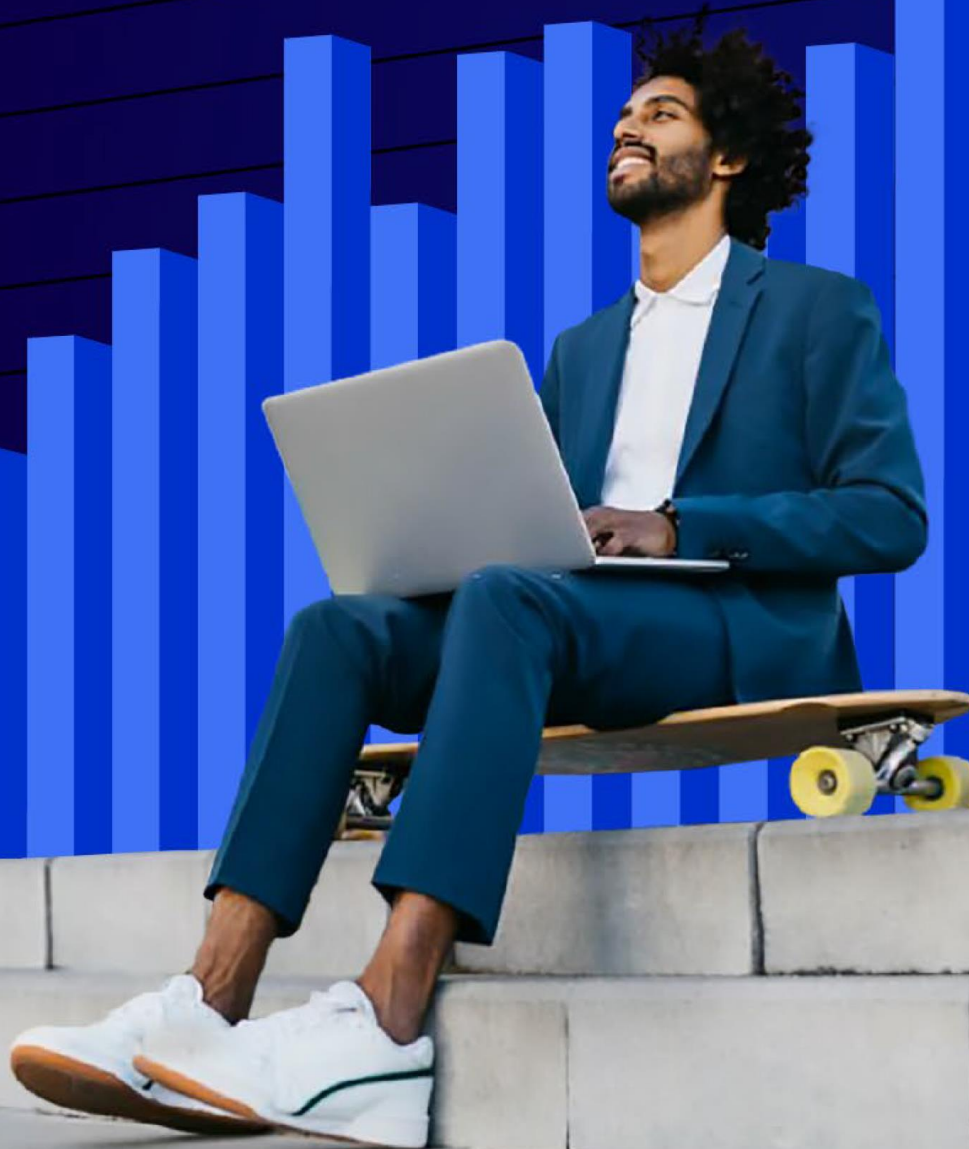
Join a global network of investment professionals setting the standard through performance with purpose.



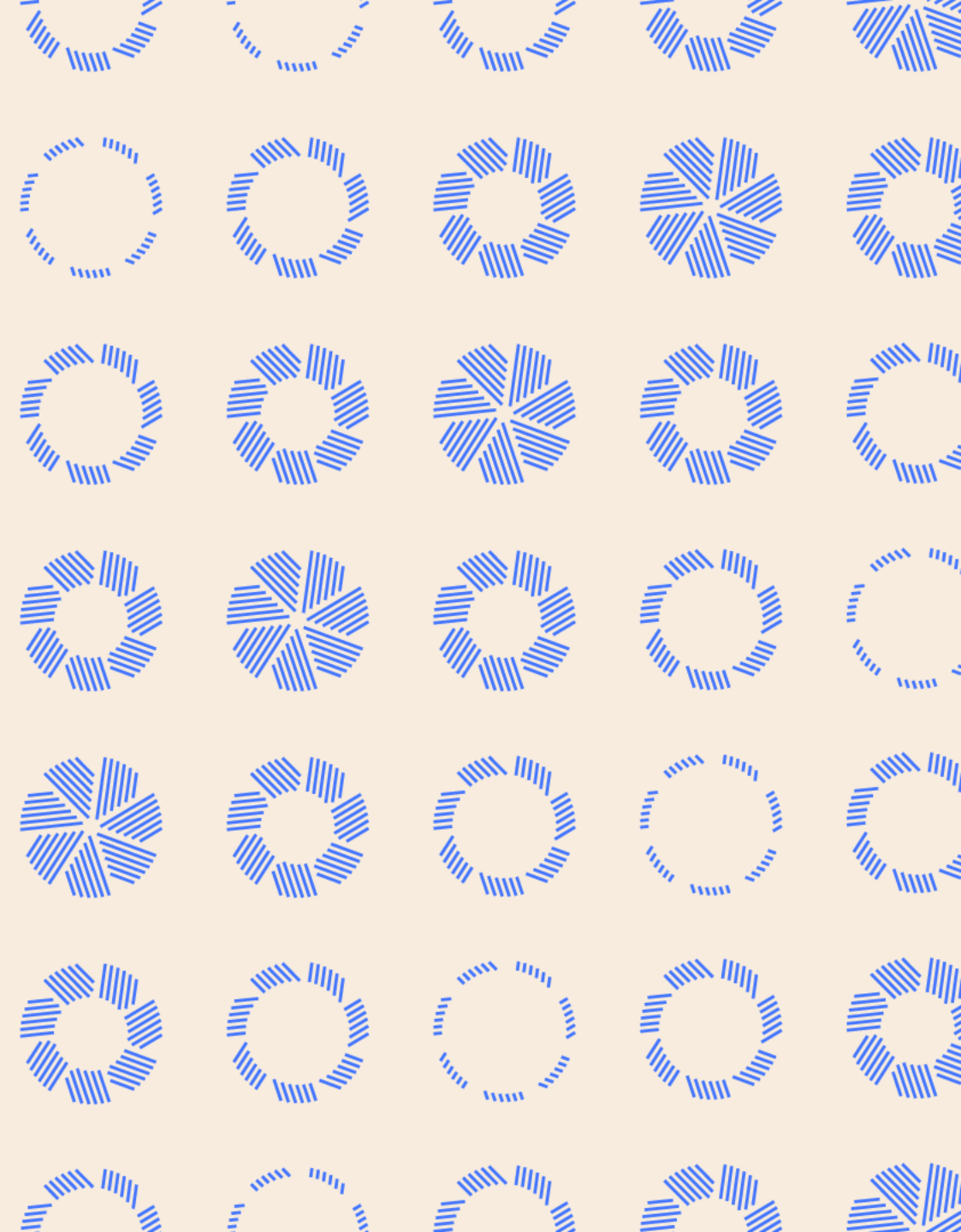


Set the standard.

Together, we are creating the investment profession of the future, where excellence is the standard.



Digital 00H



DOOH

Woman + candle graph

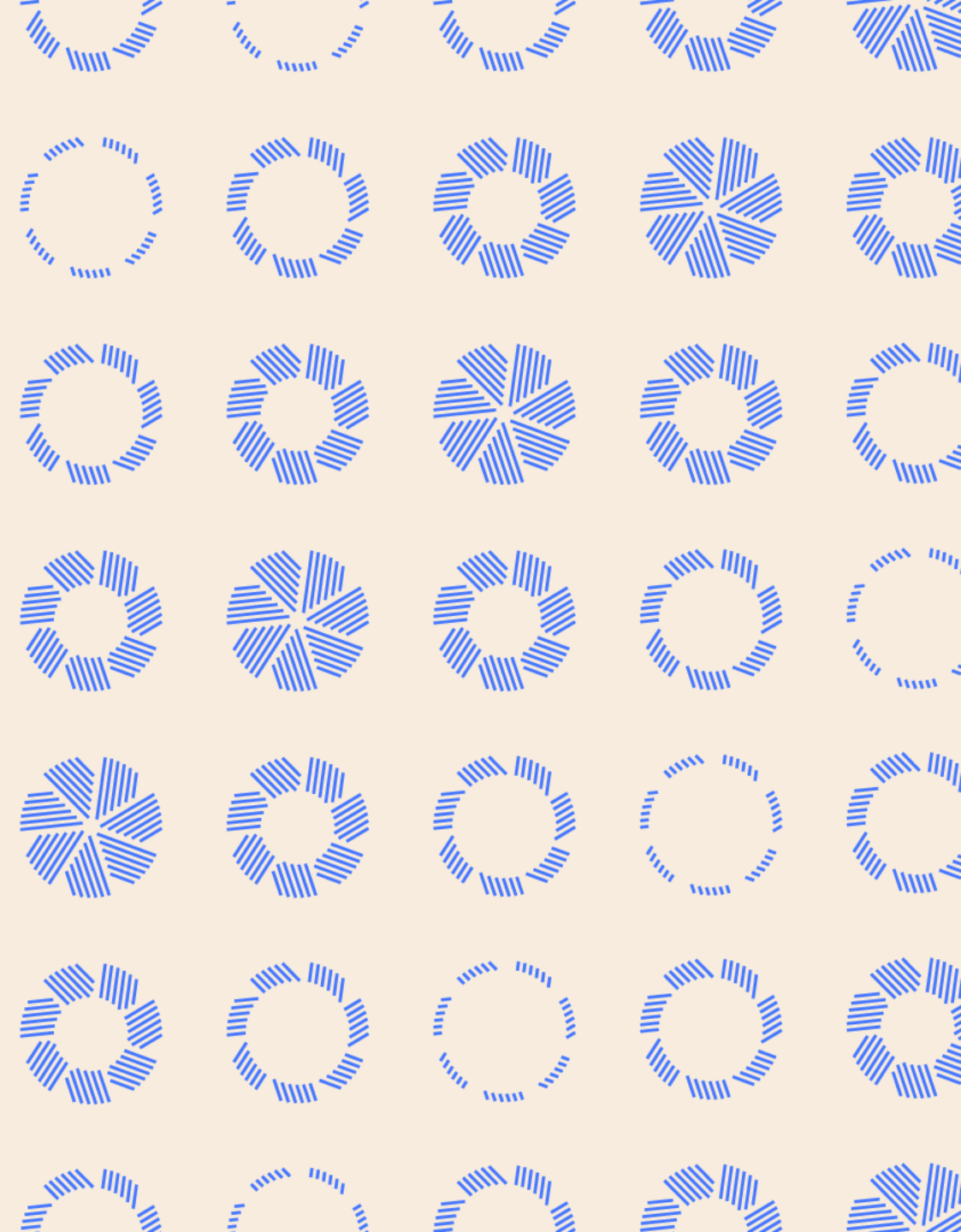
CFA Institute

Set the standard.

Join a global network of investment professionals setting the standard through performance with purpose.



Social



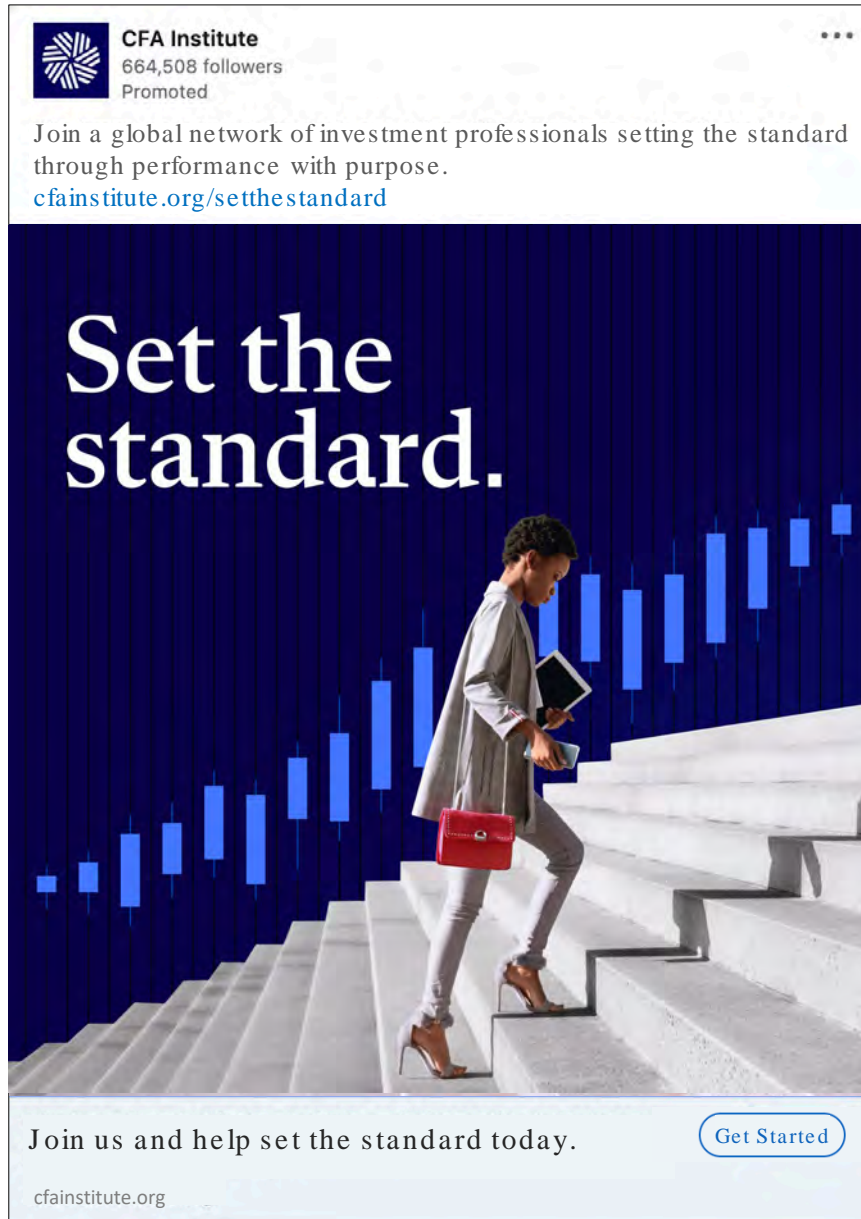
Social

Woman + candle graph

Post copy 1

Join a global network of investment professionals setting the standard through performance with purpose.

1200 x 1200



CFA Institute
664,508 followers
Promoted

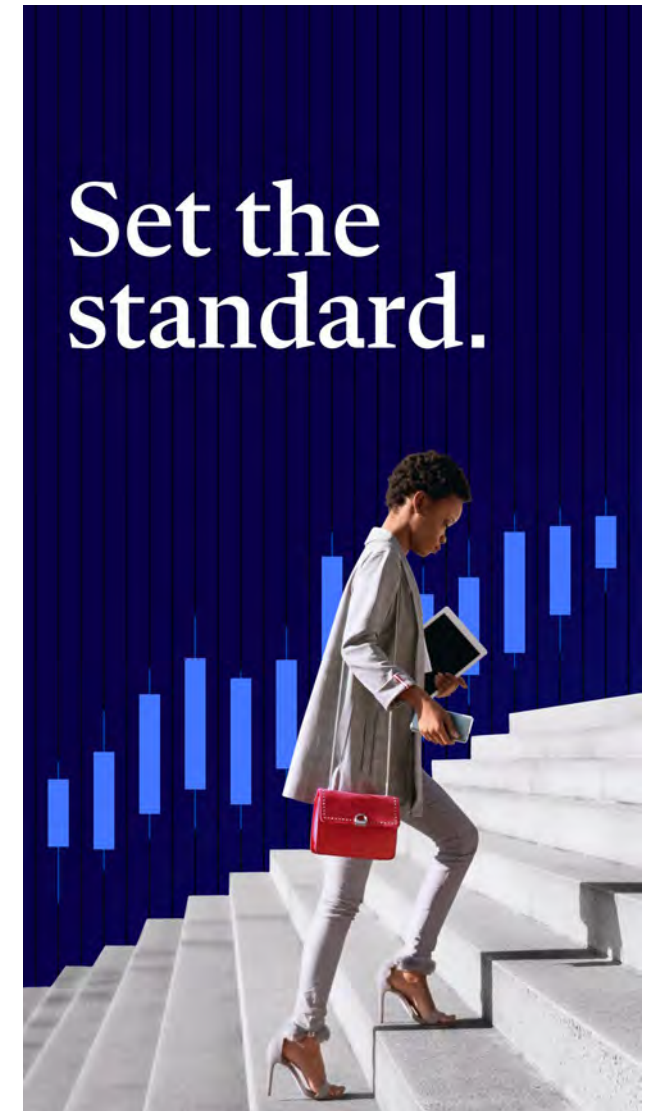
Join a global network of investment professionals setting the standard through performance with purpose.
cfainstitute.org/setthestandard

Set the standard.

Join us and help set the standard today. [Get Started](#)

cfainstitute.org

1080 x 1920



Set the standard.

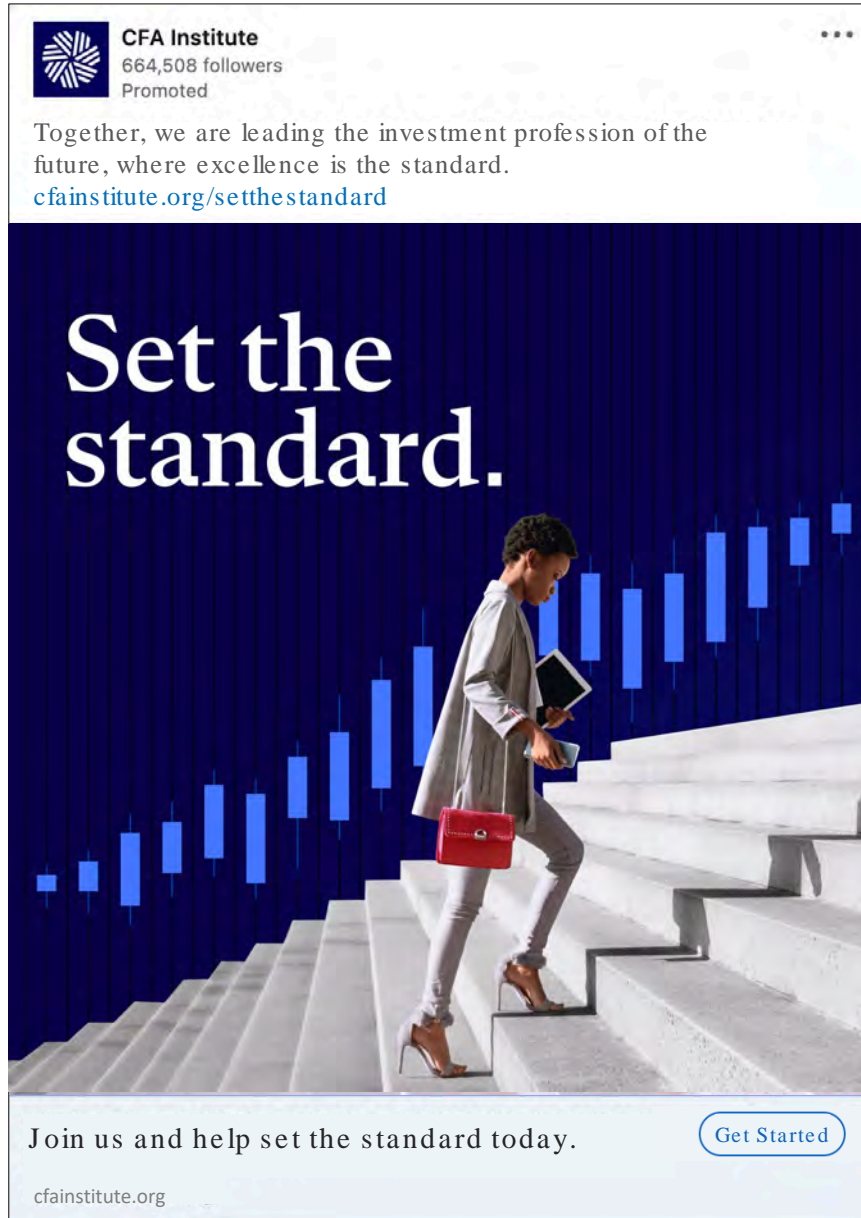
Social

Woman + candle graph

Post copy 2

Together, we are leading the investment profession of the future, where excellence is the standard.

1200 x 1200



CFA Institute
664,508 followers
Promoted

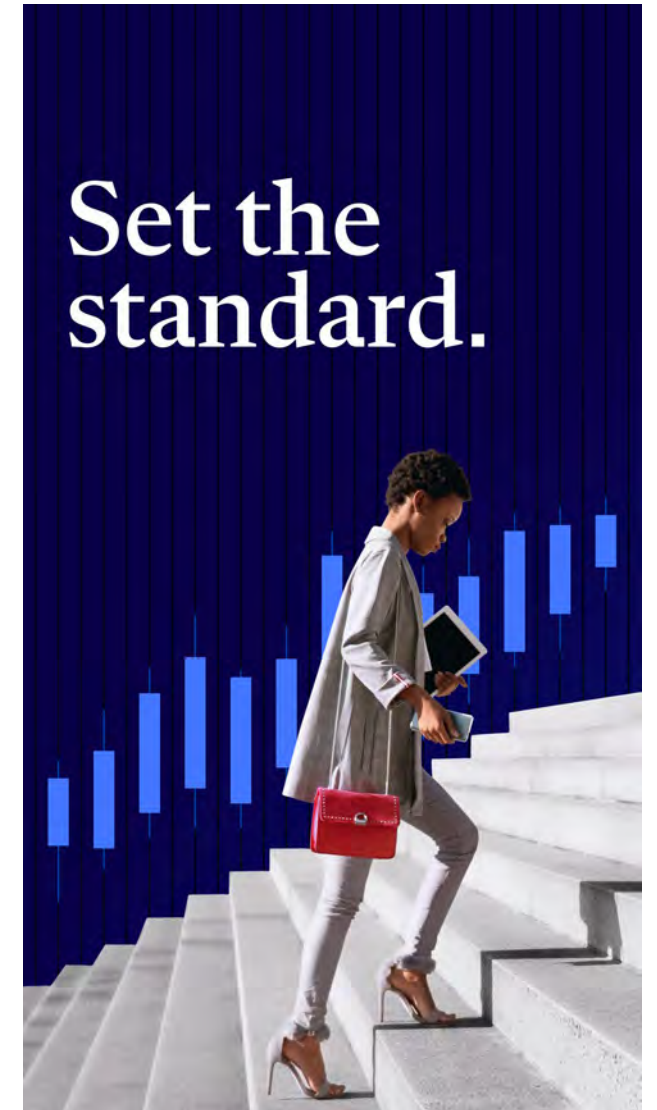
Together, we are leading the investment profession of the future, where excellence is the standard.
cfainstitute.org/setthestandard

Set the standard.

Join us and help set the standard today. [Get Started](#)

cfainstitute.org

1080 x 1920



Set the standard.

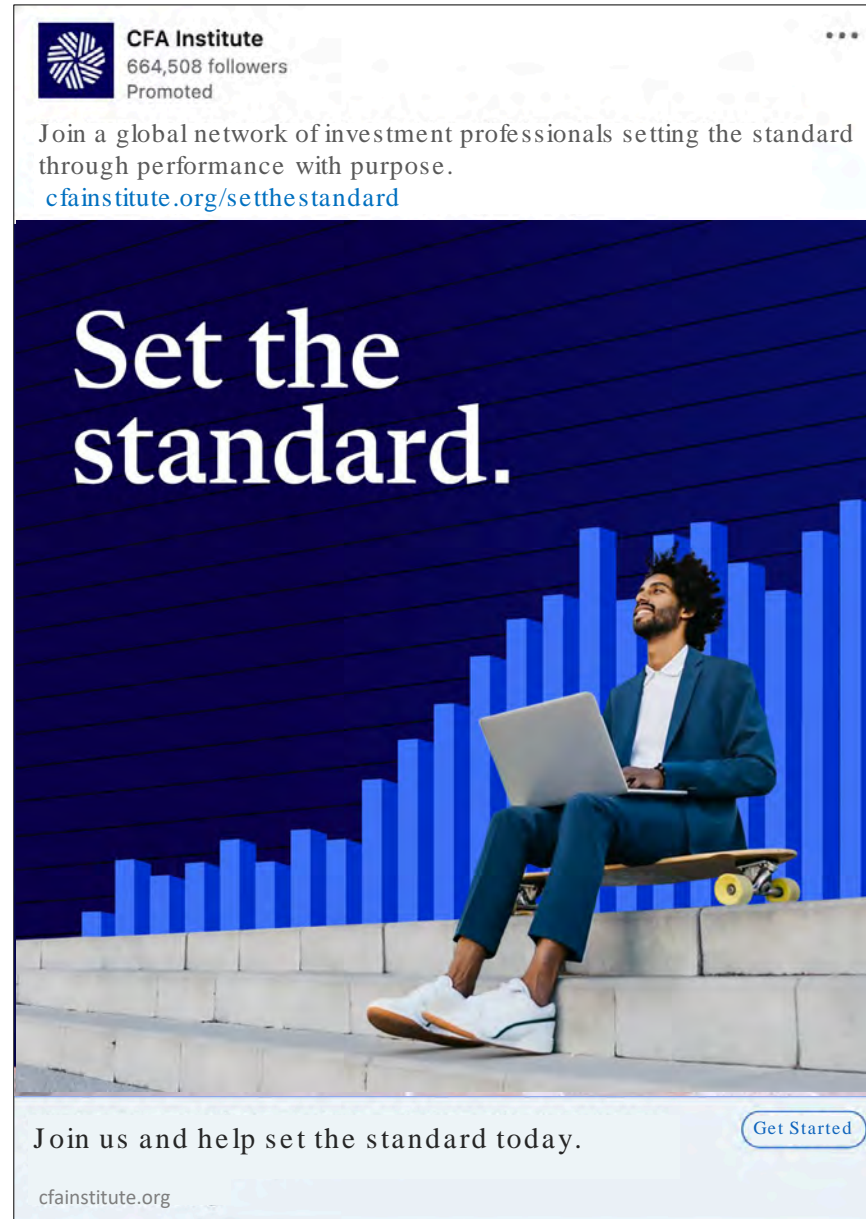
Social

Man + bar graph

Post copy 1

Join a global network of investment professionals setting the standard through performance with purpose.

1200 x 1200



CFA Institute
664,508 followers
Promoted

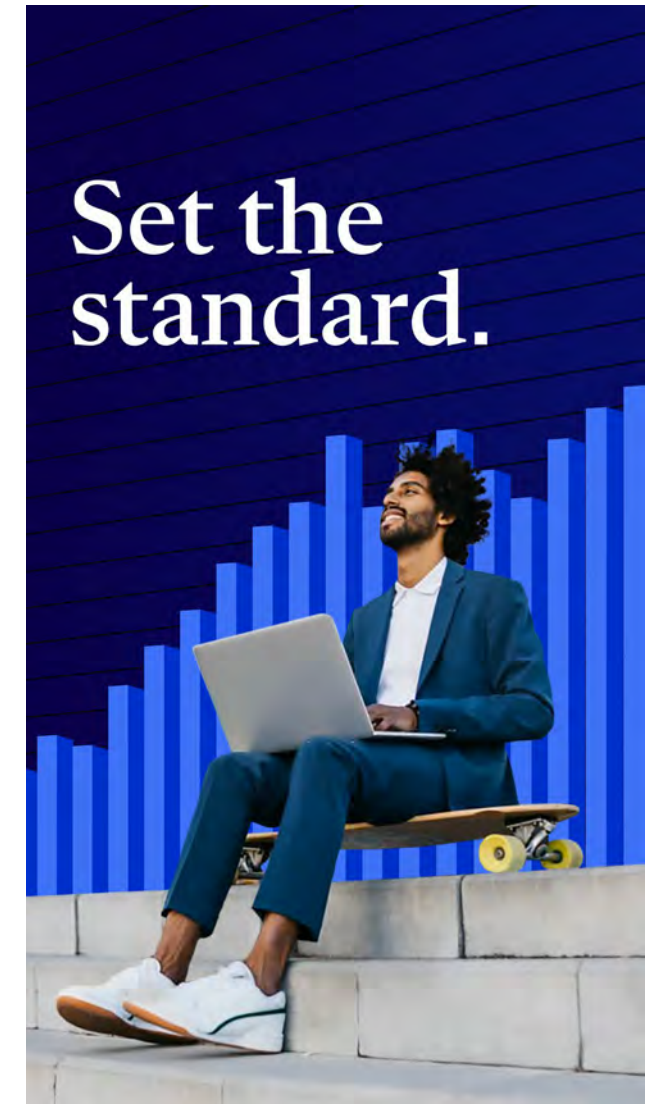
Join a global network of investment professionals setting the standard through performance with purpose.
cfainstitute.org/setthestandard

Set the standard.

Join us and help set the standard today. [Get Started](#)

cfainstitute.org

1080 x 1920



Set the standard.

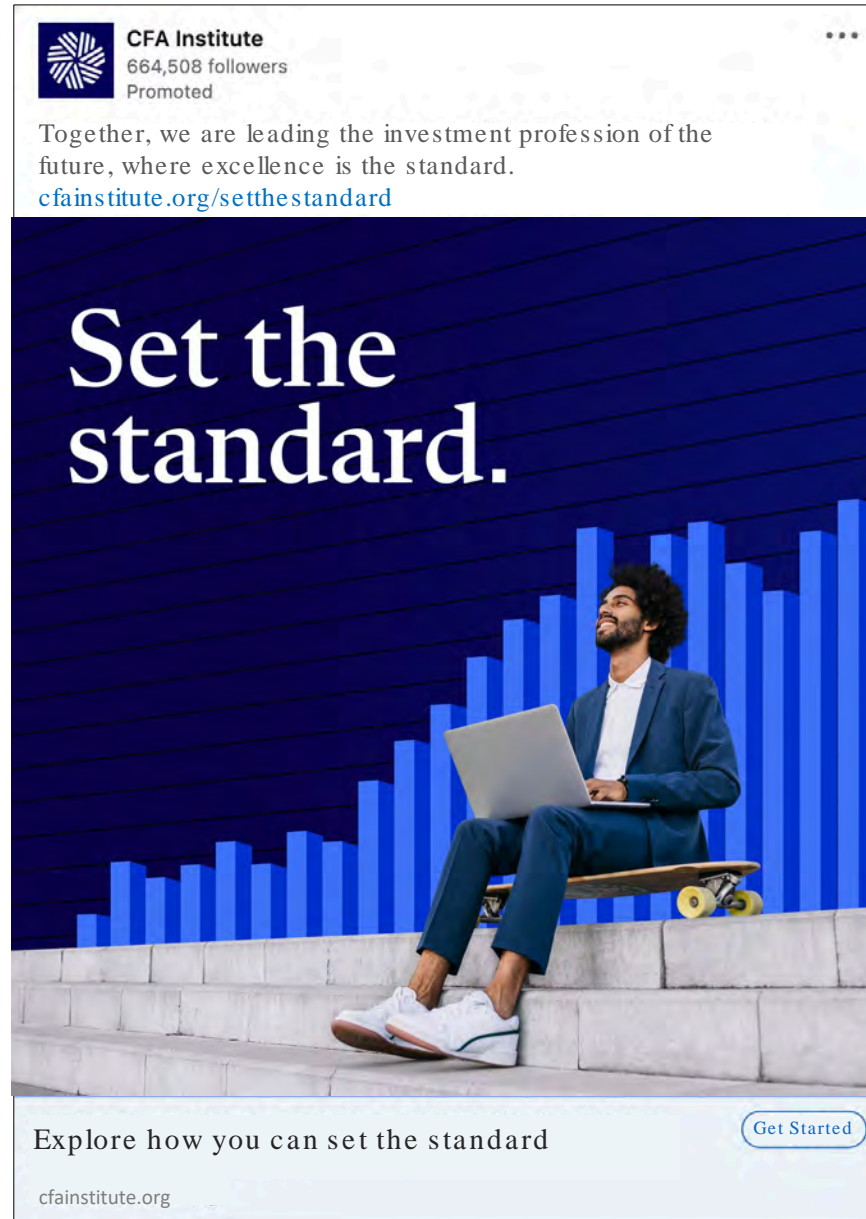
Social

Man + bar graph

Post copy 2

Together, we are leading the investment profession of the future, where excellence is the standard.

1200 x 1200



CFA Institute
664,508 followers
Promoted

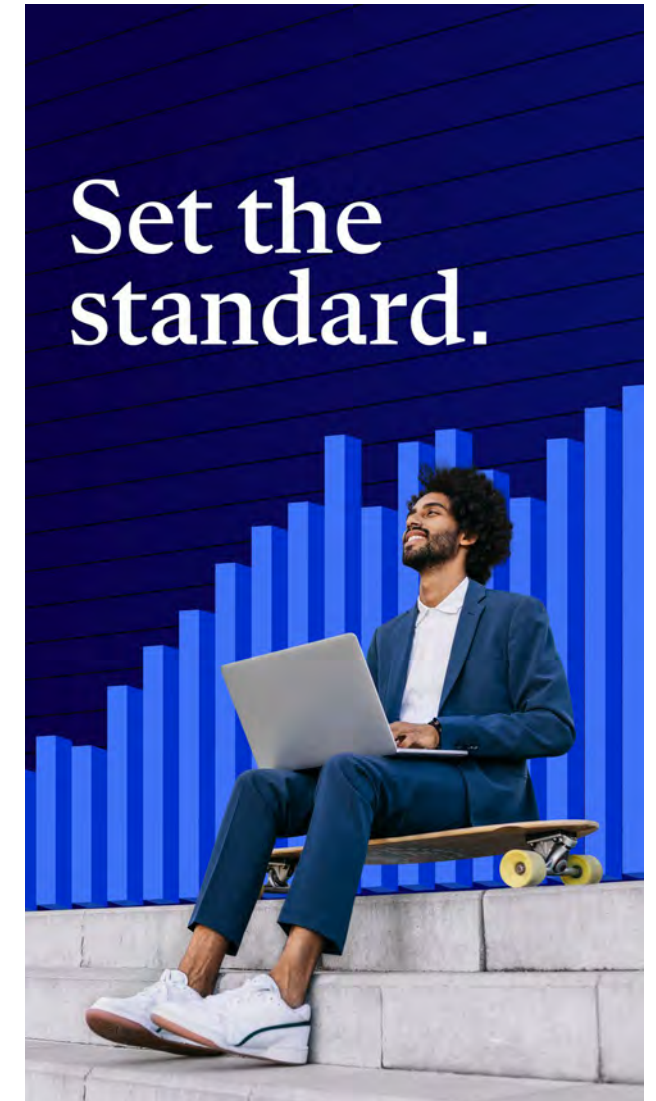
Together, we are leading the investment profession of the future, where excellence is the standard.
cfainstitute.org/setthestandard

Set the standard.

Explore how you can set the standard [Get Started](#)

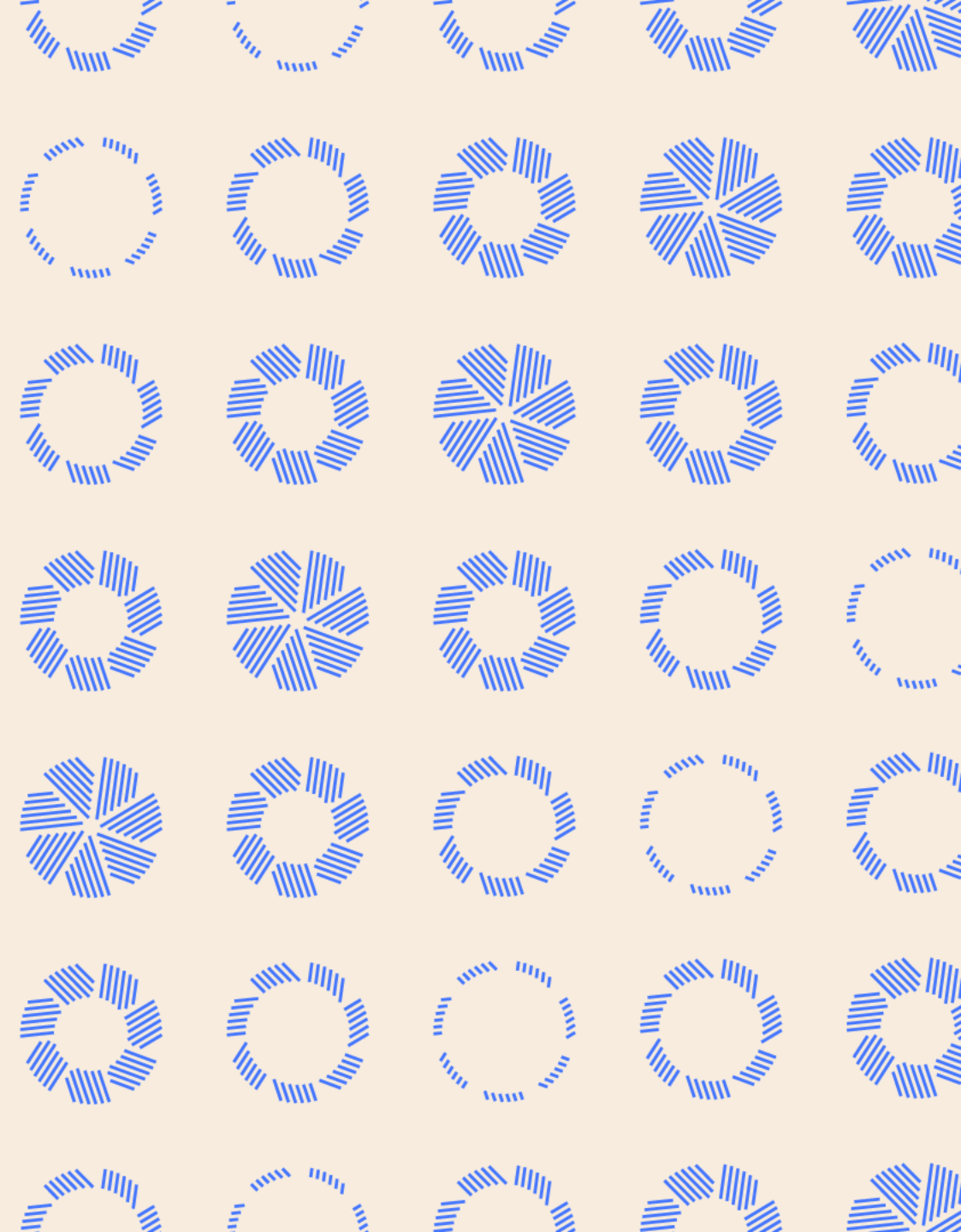
cfainstitute.org

1080 x 1920



Set the standard.

Landing page



Landing page

Desktop

The screenshot shows the CFA Institute website on a desktop browser. The page features a dark blue header with the CFA Institute logo and navigation links. The main content area is divided into several sections:

- Set the standard.** A hero section with a woman walking up stairs, accompanied by the text: "At CFA Institute we have a code of ethics that shows our standards for integrity are just as high as our standards for professional excellence."
- Setting standards for over 75 years** A section with a sub-header and a paragraph of text.
- The voice of ethics in our industry** A section with a sub-header, a paragraph of text, and a quote from Robert CFA Institute, Deputy. It includes a quote: "When COVID hit, I got the opportunity to talk to the government of Singapore to let them know that they were going to support our CFA Institute members."
- Educational excellence in finance** A section with a sub-header, a paragraph of text, and a quote from Paul Fung, CFA Institute and former Finance Executive, M&B Bank. It includes a quote: "My colleagues come up to me and say, 'You have the best credentials of any financial adviser I've seen.'"
- The ultimate mark of educational excellence and ethical professionalism** A section with a sub-header, a paragraph of text, and a quote from a CFA Institute member.

The footer contains contact information, a copyright notice for 2021, and social media icons for LinkedIn, Facebook, Twitter, and YouTube.

Thank you