



TODAY'S PROGRESS WAS YESTERDAY'S PLAN

Who would build a great lodge without first making sure he had enough trees to finish it?

NYC

2024

CODE NYC

BRAND EXCLUSIVELY

MEDIA KIT

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C O N T E N T S

NEW PROJECTS

MARCH - 2024

RECENT WORK

2X as likely to meet or exceed financial targets.

3X as likely to be high performing.

6X more likely to be innovative and agile.

8X more likely to achieve better business outcomes.

Commitment
Highly inclusive leaders are committed to diversity, equity and inclusion because these objectives align with their personal values and because they believe in the business case.

Your Brain and Bias
How does the brain close the tremendous gap between 11 million pieces of information and 40 things at a time?
98% of our mental processes are unconscious
ONLY 2% of our mental processes are conscious

- 1 Business Benefits of DEI**
You win the competition for talent.
- 2 Business Benefits of DEI**
You strengthen your customer orientation.
- 3 Business Benefits of DEI**
You increase employee trust, retention, engagement, satisfaction, and performance.

BCT PARTNERS, LLC
Video Presentation Graphics

AUGUST - 2023

TODAY'S PROGRESS WAS YESTERDAY'S PLAN

Who would build a great lodge without first making sure he had enough trees to finish it?

INTEGRITY
We place quality as high priority before quantity. Our focus is solution driven.

INNOVATION
We foster innovative ideas that create unforgettable experiences.

Total Rebates to Tenants
2021: \$15.4 million
2022: \$36.8 million
2022 rebates more than doubled

Property Tax Collection
2019: \$242.2 million
2020: \$240.4 million
2021: \$239.3 million
2022: \$235.4 million
UP \$1.77 MILLION (2022)

Collection of Special Taxes*
2019: \$92 million
2020: \$95.7 million
2021: \$75.6 million
2022: \$95.4 million
UP \$34 million (2022)

Making the Best Use of City-owned Property

PROPERTIES SOLD	TOTAL REVENUE
65	1.3 MILLION 2020
193	7.7 MILLION 2021
129	6.0 MILLION 2022

(In 2021 and 2022, Land was approved for transfer to the Land Bank.)

SOTC NEWARK, NJ
Cole Media
Bar Chart Graphics

APRIL - 2023

CODENYC, LLC
Company Rebrand Design

WHO WE ARE

CodeNYC® , LLC was established in 1994 out of a demand in the marketplace for original content, and has become a trusted resource in brand development for print and web based platforms.

The company offers creative design solutions for businesses that involves a combination of understanding the client's brand, its audience, and the goals they aim to achieve.

“As a solution builder, I enjoy problem-solving and finding innovative ways to address challenges hands-on.”



NINA Y. COCHRAN | President
CodeNYC®, LLC



DISCOVER
/ codenyc.net

GET IN TOUCH
/ creative@codenyc.net

SPECIALIZE IN STRATEGY,
BRAND DEVELOPMENT,
AND VISUAL DESIGN.

CORE VALUES

SERVICES THAT
CONNECT WITH PURPOSE



INTEGRITY

We place quality as high priority before quantity. Our focus is solution driven.

INNOVATION

We foster innovative ideas that create unforgettable experiences.

"There's more to birthing a vision... Transformation is taking place #inside-out #destiny #purpose" – CodeNYC, LLC

WHAT WE DELIVER

Projects are prioritized and built to meet targeted deadlines with focused attention to every detail. Setting the tone in developing a brand, we provide the concept, visual content and creative writing, that converts to the final product – e.g. advertisement, infographics, packaging, logo creation, website or whatsoever required for the task at hand.



BRAND IDENTITY

Developing the visual and verbal elements that communicate the essence of your brand, including logos, colors, typography, and brand voice.



PROMOTIONAL DESIGN

Brainstorm ideas for promotional campaigns that align with the brand's objectives. Includes designing visually appealing content for advertisements, social media posts, videos, infographics, etc.



PRINT DESIGN

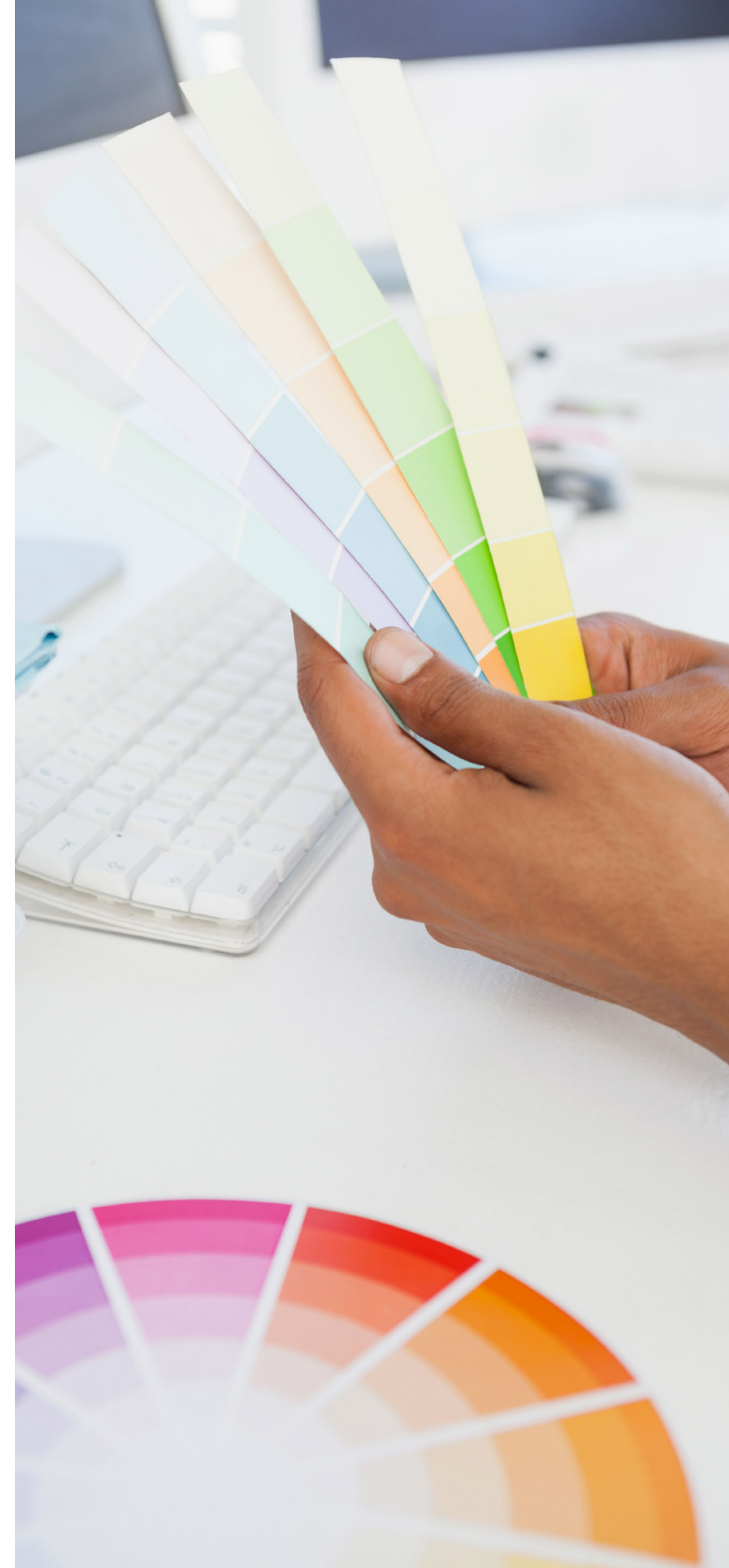
Brochures, posters, signage, displays, labels, packaging and other print materials for offline promotion.



WEBSITE DEVELOPMENT

1. Create user-friendly and visually appealing websites that reflect the brand's identity and values. 2. UI/UX Design that enhances the overall user experience by designing intuitive interfaces and user flows.

"What use are words without a vision?" – CodeNYC, LLC

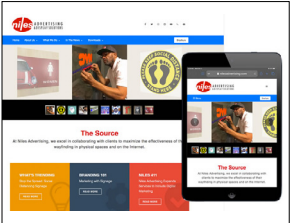


PRINT & WEB BASED SERVICES

We package brand solutions uniquely customized for each client to advertise their business. Displayed below are some samples of our works.



01



02



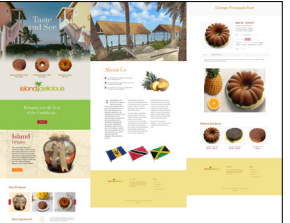
03



04



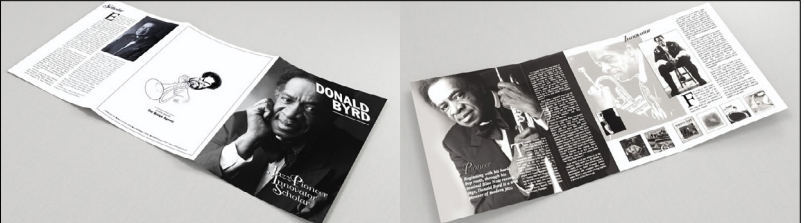
05



06



07



08



09



10

- 01 / Our Mobility Future
- 02 / Niles Advertising
- 03 / Clarisel Media
- 04 / Slammin Red
- 05 / A.C.T. Abatement Corp


- 06 / Island Delicious
- 07 / Brain Institute of America
- 08 / Donald Byrd
- 09 / Actor Victor Cruz
- 10 / Xotics Haircare


- Logo Design
- Website Design
- Custom Art
- Press Kit

TESTIMONIALS

We aim to provide excellent service. Read what satisfied customers are saying about CodeNYC, LLC and it's President. "The ultimate compliment are repeat clients." – Nina Y. Cochran

CONTACT US

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"Nina provides excellent service and was able to help us build our website from the ground up. It has been a big change from us trying to do it ourselves with website templates and the response has been noticeable. She continues to aid us with any updates we require."

Jemon Council
PROJECT MANGER
JAJ Contract Furniture, Inc.



"We've worked with Nina for many years. She excels in her designs and really gifts the client their vision."

Shera McFarlin
VICE PRESIDENT
McFarlin Design



"We are currently outsourcing our branding and outreach campaign to CodeNYC, LLC. The design initiatives inspired by the founder of CodeNYC, LLC, uniquely captures the initiatives developed by the Institute. We will continue to work with CodeNYC, LLC as we expand the Institute to develop unique logos, favicons, and branding initiatives for both digital and print media."

Brian D. Adams, PhD
PRESIDENT/CEO
Brain Institute of America



EXPERIENCE

Provide strong and clear vision for clients looking to establish an identity and communicate company message to broad audiences. Expertly facilitate all areas of production from graphic design to final output.



Nina Y. Cochran

Skilled and highly trained print media professional with 32+ years of experience and proven ability to provide print and digital designs within dynamic and fast-paced environments.

BACKGROUND



Effective in creating successful branding and marketing tools for various industries, executing design through layout, custom art, digital media, and logo/web development.

Develop advertising for digital and print; including websites, signage, banner ads, and print collateral.

PRESIDENT/CEO

CodeNYC, LLC

1994 - Present



Delivered highly successful production elements for several worldwide-recognized companies including Hilton, Proctor & Gamble, Dolce and Gabbana, Gucci, H&M, Reebok, and Pernod Ricard. Laid out designs for Anthem Blue Cross Blue Shield ensuring that client's standards and guidelines were appropriately followed.

PRODUCTION ARTIST

TAG WORLDWIDE INC.

2013 - 2016

SONY MUSIC

Anchored as a trusted graphic designer and prepress production specialist, producing packaging media for Sony Music Entertainment. Partnered with Art Directors and Production Managers in communicating through editing process and transmittals of final products to customer. Contributed design and technical expertise throughout.

PREMEDIA GRAPHIC ARTIST

SONY MUSIC ENTERTAINMENT

RR Donnelley/Vertis Inc.

2004 - 2010

REFERENCE

/ www.linkedin.com/in/nina-cochran-9179446

HELP BUILD BRANDS

PRODUCTION

CodeNYC takes personal interest in unifying businesses to obtain access to relevant services that help them successfully reach their ideal market.

For example, we're currently producing several logo brands, custom design work and press-ready art for Kingdom Tribe apparel (shown at right). The company owned by Alex Gonzales and Frances Hernandez, plan to officially launch their apparel line this coming Spring/2024.

Our partnering relationships include a network of printers, distributors, communications media, photo imaging resources, copy editors and the likes.

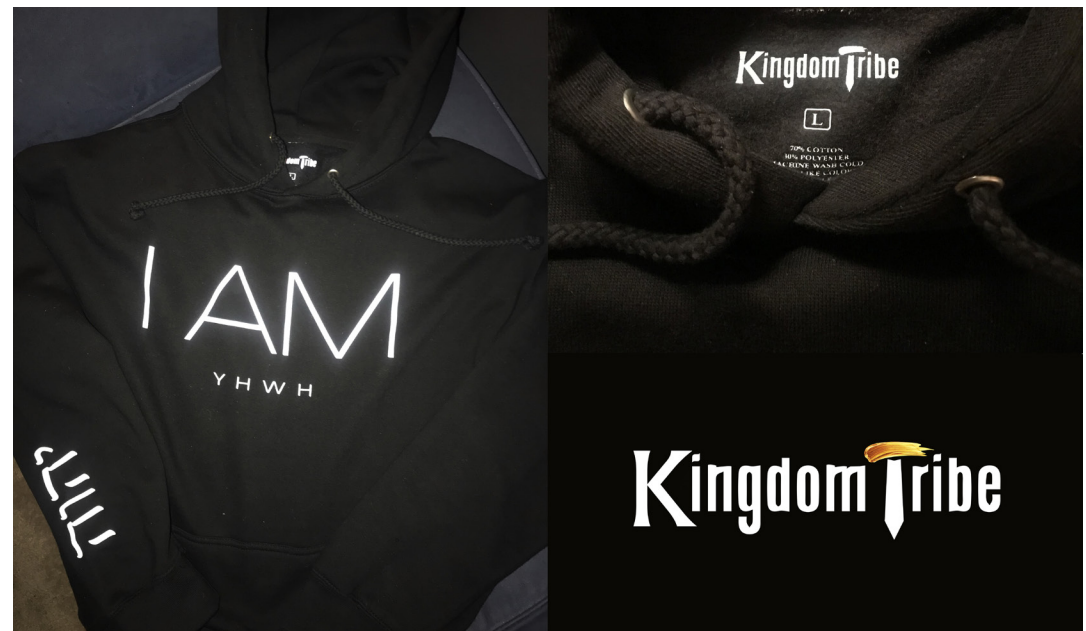
COLLABORATIVE VENTURES

Signage Distributor

Apparel Graphics

Entertainment Media

Print Production



FORMING BRIDGES THAT INTERCEPTS CULTURE

GOING AHEAD

CodeNYC's future projections is to continue creating collaborative business ventures, while generating skilled jobs that will help boost and revitalize the community.

"The Best is Yet to Come..."

**CODE
NYC**

BRAND EXCLUSIVELY

