



# CAFA HD

WWW.CAFAHD.COM

WEBSITE | WEB APP | MOBILE APP



# COMPANY PROFILE

CAFA HD is a web and mobile app designed to aid students through college admission and financial aid processes. It's managed by POM College Consulting and its team of college and student assistance experts.



# WHAT WAS THE CHALLENGE?

Many students waste money and time figuring out the processes for college admission and financial aid. There are thousands of colleges and universities in the US with their own procedures, hundreds of questions in financial aid applications, and many other important requirements like essays, interviews, and letters of recommendation to prepare for.

**After surveying over 1200 families who have a student in college, POM College Consulting found that:**



**1/14** students felt like they could rely on their guidance counselor as their best source of information for the college admission process.



**1/31** parents felt confident in filling out financial aid paperwork without help or guidance.

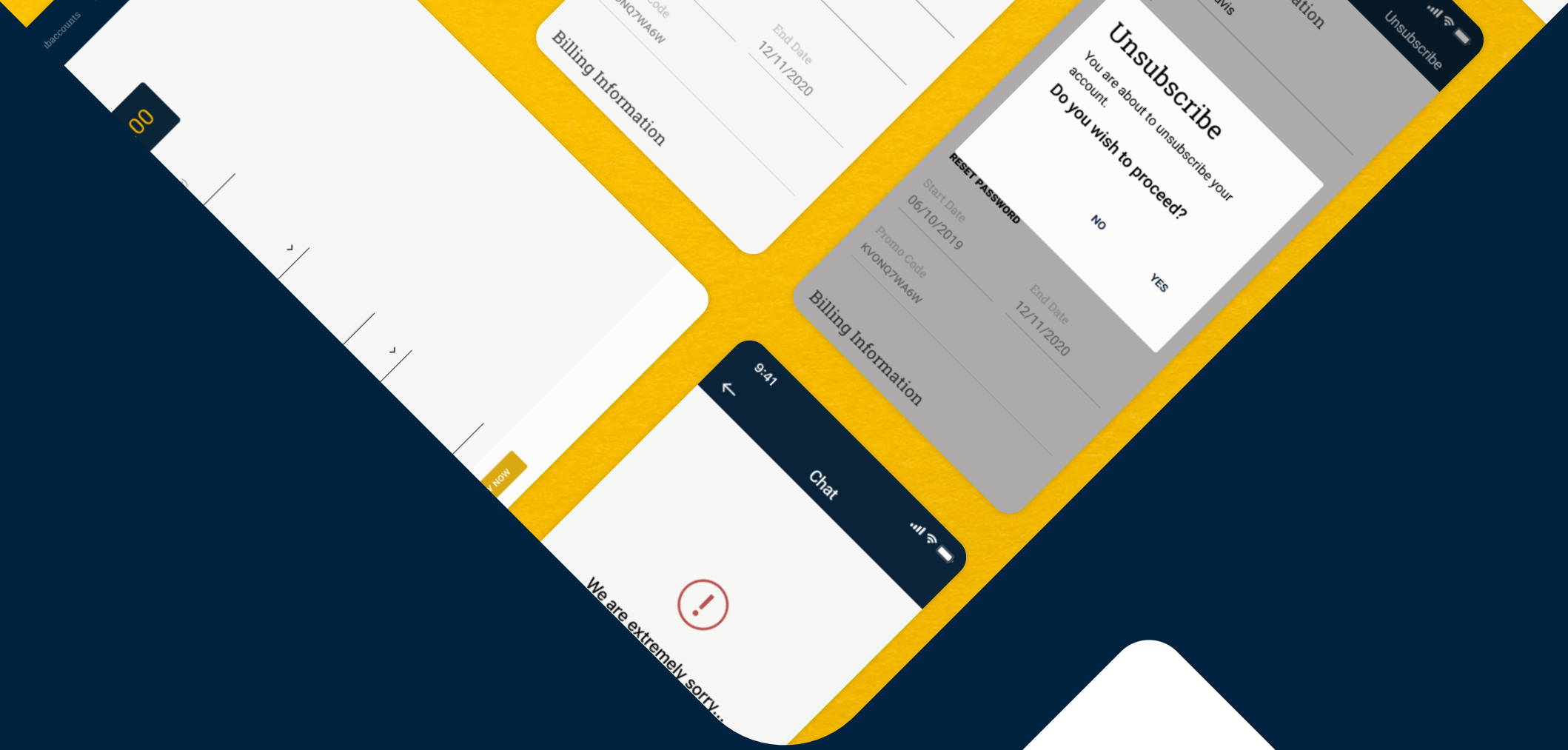
**0**

Families felt that they minimized their out of pocket expenses.

# WHAT WAS THE SOLUTION?

Project Assistant developed an electronic help desk that allows people to quickly connect with a financial aid or admissions expert.





# BRANDING

Project Assistant also handled its overall branding, creating the logo, color palettes, typography, and marketing collateral designs.

LOGO CLEARANCE AND VARIATIONS

25% 100% 8% 100%

CAFA HD

COLOR PALETTE

SECONDARY

PRIMARY

00 #0B253C #4983FF #D1A61F #6685BA #F06292

FONT CH

05

# ASSETS

Project Assistant also designed and created assets that are stylishly in theme with CAFA HD's collegiate work.



#EFAEUC

PRIMARY  
**Roboto**

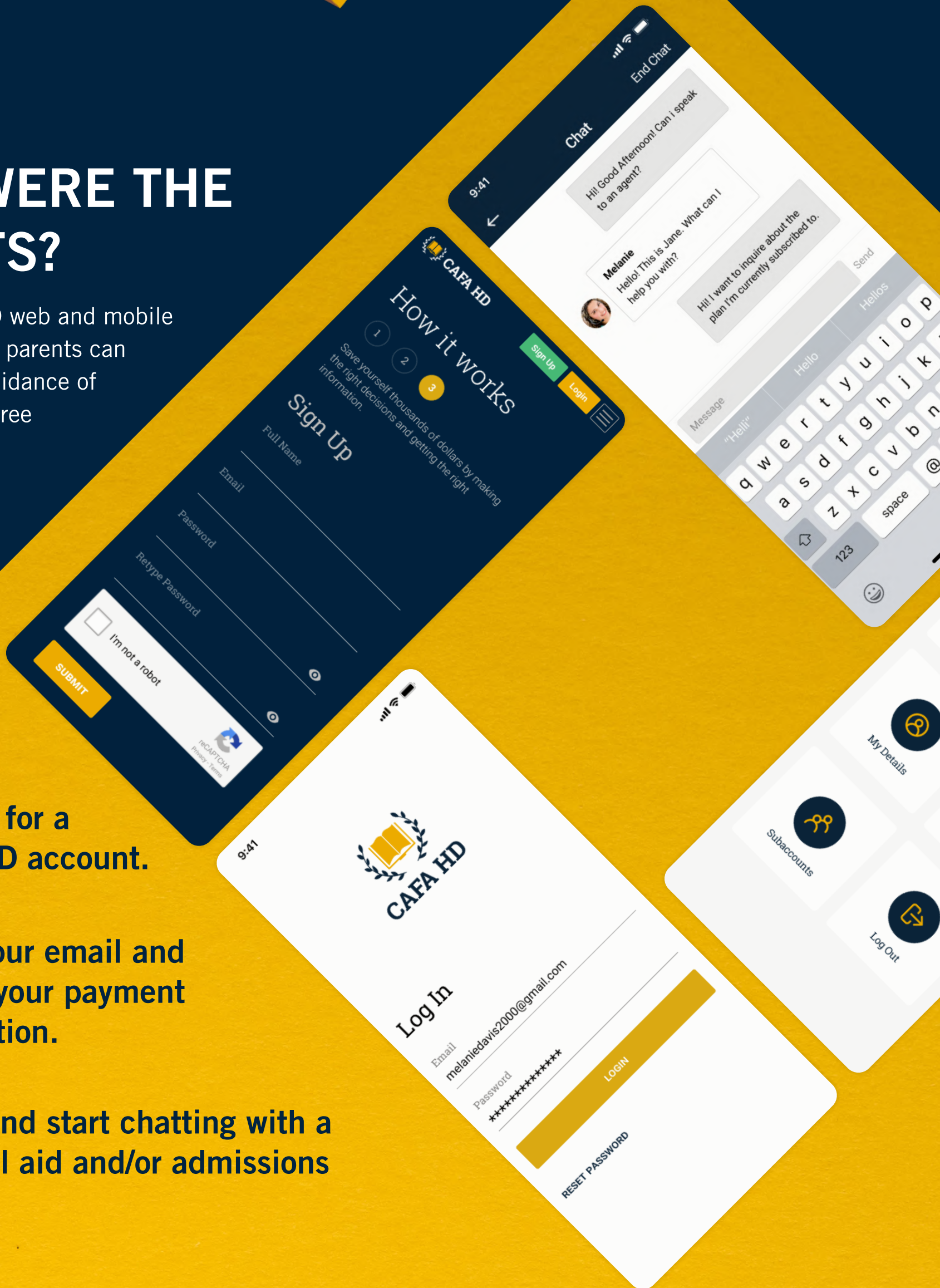
Thin  
Light



# WHAT WERE THE RESULTS?

With the CAFA HD web and mobile app, students and parents can now access the guidance of experts through three simple steps:

- 1 Sign up for a CAFA HD account.
- 2 Verify your email and submit your payment information.
- 3 Log in and start chatting with a financial aid and/or admissions expert!



By centralizing resources and information on all these college requirements, families can save valuable time, along with thousands of dollars. With CAFA HD, they can now access the right guidance through the very phones in their pockets!