

From Here to Anywhere

THE CHALLENGE Fully need-blind admission is a rare thing to offer, but Bowdoin College in Maine is one of the few institutions that does. Its \$500 million campaign needed to keep its alumni engaged in supporting these students and their tremendous ambitions. We set out to create a campaign brand that struck the right balance between future-forward and the familiar, highlighting new opportunities without straying from the Bowdoin feel alumni knew and loved. The result was the “From Here” campaign name and visual identity

system. The visually striking campaign invites donors to reflect on all Bowdoin has accomplished—and use this vantage point to see a world of opportunity. Bold but not boastful, the campaign was launched in early 2020, with a copy of the campaign brochure distributed to every contactable member of Bowdoin’s deeply engaged alumni base.

THE IMPACT A month after launch, Bowdoin had raised 66% of its \$500 million goal.

PROJECT COMPONENTS

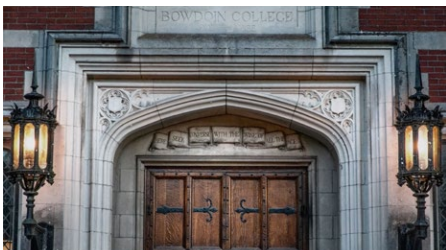
- Name/theme
- Logo/visual identity
- Manifesto
- Creative direction and strategy:
 - Insider’s launch brochure
 - Case brochure
 - Mini case brochure
- Website concept
- Social media concept
- Style guide
- Video



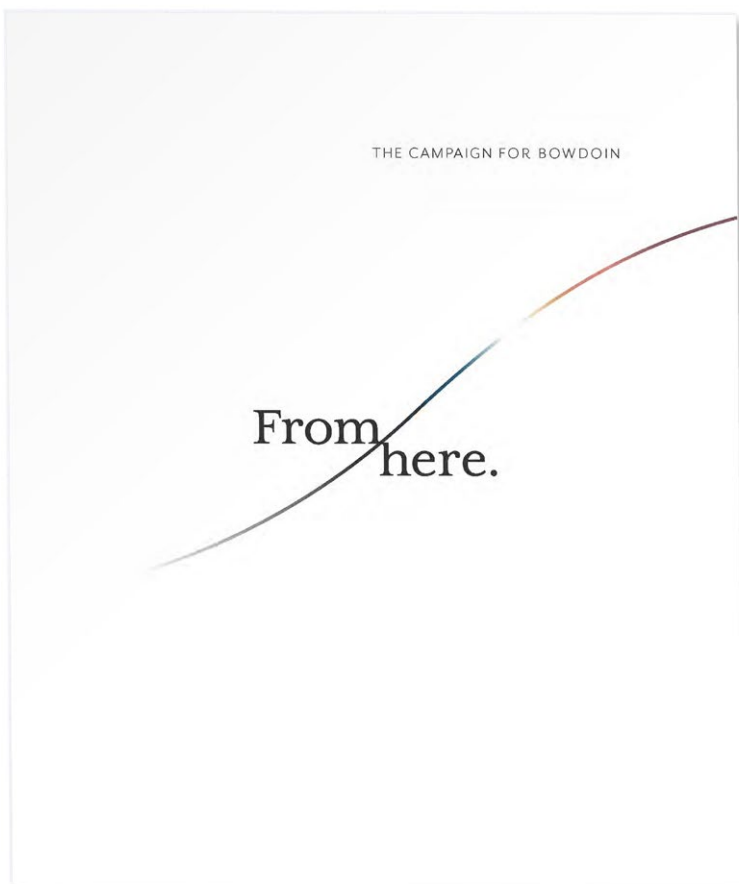
Campaign logo



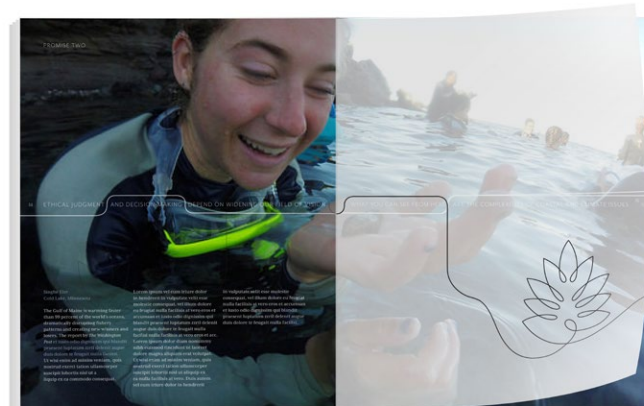
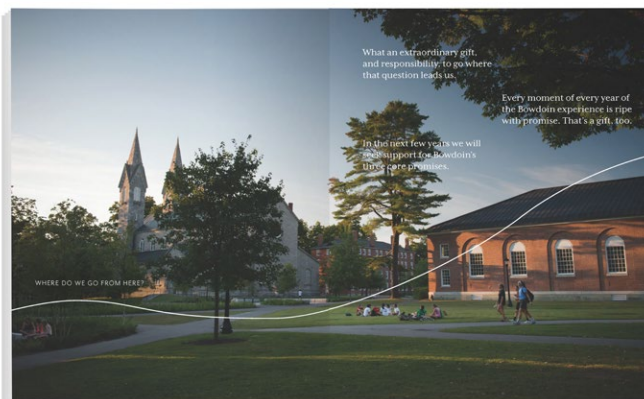
Insider’s launch brochure

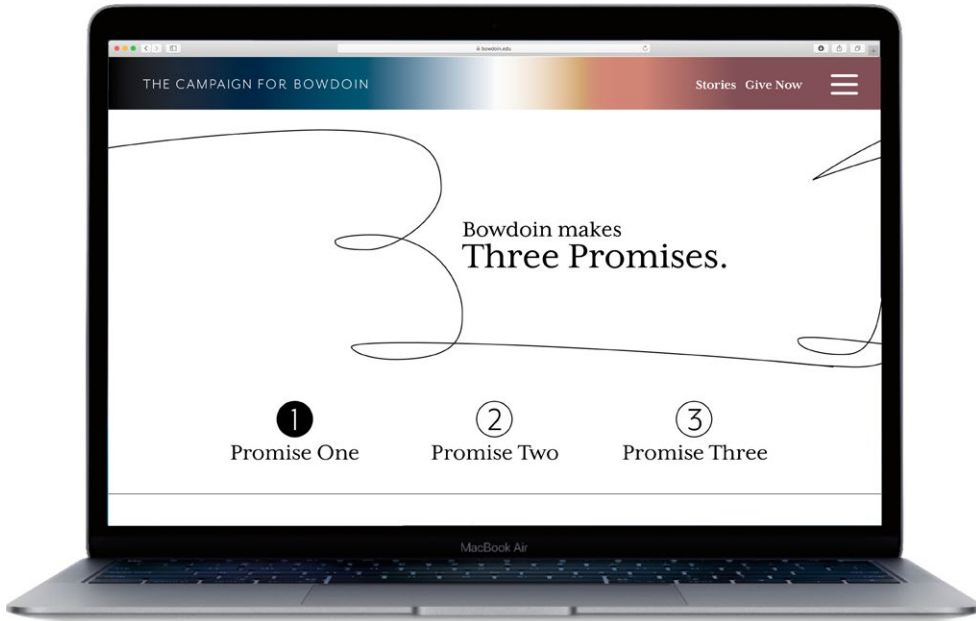


Video

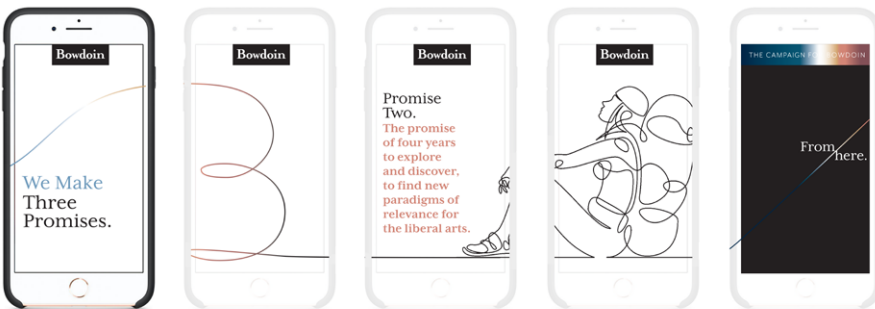


Campaign brochure





Website concept



Instagram story animation concept

