

## Making the Future—and Making it Human

**THE CHALLENGE** The university that put experiential learning on the map is now decidedly at home in a bold future, inclusively leading communities of thinkers and problem-solvers around the world to fast-track explorations of tough challenges. The solutions that emerge are remarkably useful—and distinctly human.

**THE IMPACT** The campaign identity system and visual vocabulary invite audiences to participate in the lively process of making meaning. Launched in a rolling series of activation events across Northeastern's global 13-campus system, the campaign is on track to raise \$1.3 billion.

### PROJECT COMPONENTS

- [Campaign positioning](#)
- [Anthem](#)
- [Messages](#)
- [Name and themeline](#)
- [Campaign identity](#)
- [Creative concept](#)
- [Microsite](#)
- [Style guide](#)



Animated backdrop concept

# EXPERIENCE

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EXPERIENCE

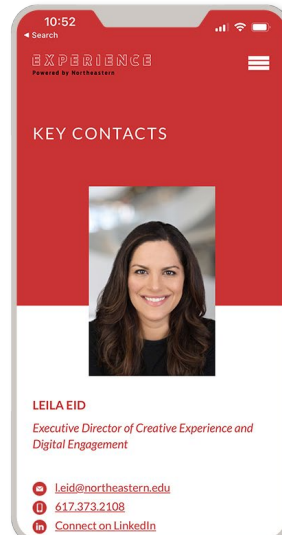
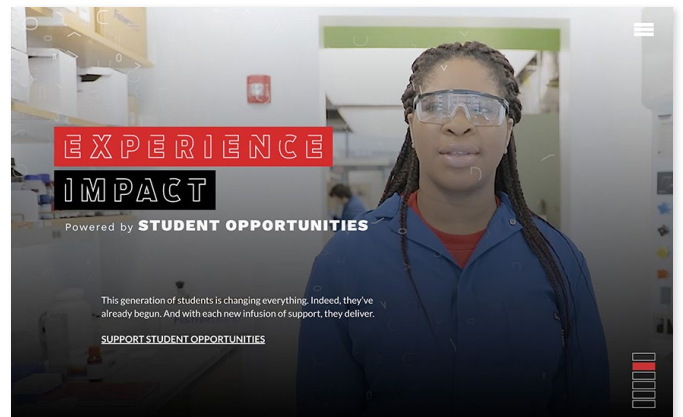
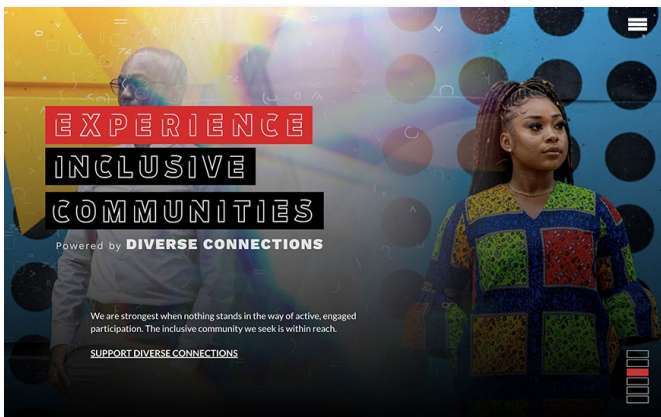
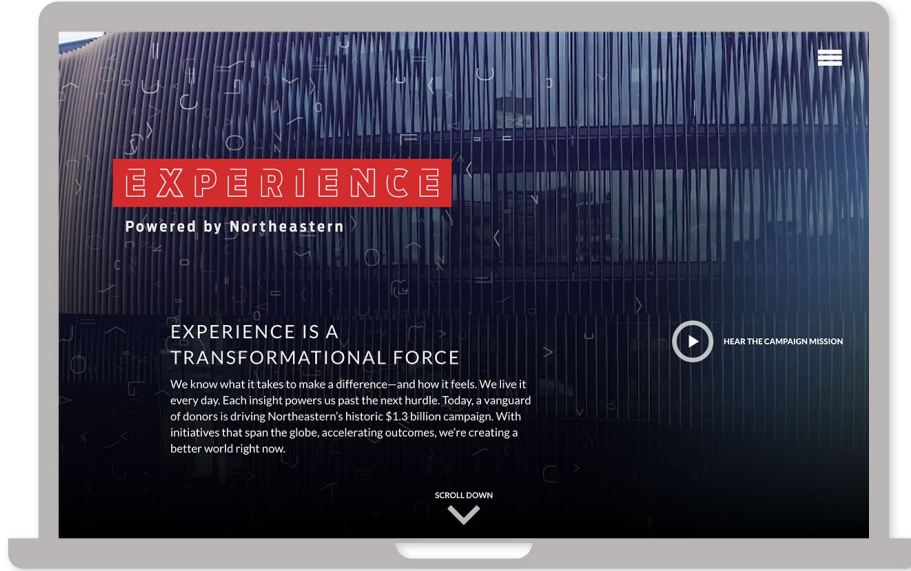
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EXPERIENCE

BREAKTHROUGHS

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A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z





Social media story concept



Swag concepts