



EXPERIENCE

Powered by Northeastern

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This campaign style guide is designed to help campaign communicators, storytellers and content producers support the creation of marketing communication materials. Since the visual expression will be implemented across all media, it's important that every stakeholder be familiar with the proper usage. Please adhere to these guidelines—this will ensure clarity, build recognition and make the campaign memorable. We know we can count on your support to move this campaign forward.

Campaign Name

EXPERIENCE

Powered by Northeastern

The official campaign name is **Experience Powered by Northeastern**.

The name situates Northeastern’s signature strength—experiential education—within a dynamic, change-oriented context, and invites audiences to participate in the act of powering experience and all that is encompassed by experience. On second reference and in casual or verbal situations, the campaign can also be referred to as the **Experience Powered** campaign.

The name is designed to invite and accommodate variations that attach specific outcomes to the word “experience,” including outcomes that are associated with specific campaign priorities. (See Aspirational Nouns section.)

Editorial Use: When used in editorial copy, the campaign name should always be written as **Experience Powered by Northeastern** and may be bolded for emphasis. **Note that the name should never be italicized and never include additional punctuation such as a colon or an em dash.**

Campaign Anthem

Experience—the ethos of Northeastern—is a transformational force. It's a tool for tapping into inspiration, a way of seeking more, better, next. It's how Northeastern has shaped the way people learn and work for more than 100 years.

And it's how we're creating a better world right now.

With support from our donors and advocates, Northeastern is preparing the next generation of global citizens to see around corners, think a few steps ahead and thrive in sectors and careers that don't exist today—ones they themselves will define.

We're taking our research enterprise wider and deeper.

We're engaging students, alumni, faculty and other entrepreneurial leaders in communities around the globe, driving the pace of problem-solving in every corner of the world.

We're bringing the biggest, most cutting-edge ideas from promise to reality—and then moving them forward even further.

We know decisive action and bold investment are what tips the balance from what we wish to experience and what we will experience. Together, we will experience innovation. Impact. Community. Breakthroughs. Global Connection—**Experience Powered by Northeastern.**

Campaign Fundraising Priorities

The campaign goal is \$1.3 billion by 2028. The goal is public. The amount is not divided out by campaign priority.

The six fundraising priorities for the campaign are as follows:

Student Opportunities.

For the exceptional students who choose Northeastern, every means of support we provide invigorates their drive and sense of purpose and their journey. To continue offering competitive financial aid to students who will thrive at Northeastern, we are committed to raising additional scholarship funds and diversifying the forms of support we offer.

Faculty Excellence.

Inspired, distinguished faculty are powerful agents of change and drivers of innovation. Philanthropic funding is the fuel that drives faculty excellence, in every discipline and at every stage of a faculty member's career.

Research.

The research enterprise at Northeastern is focused on unlocking solutions to the planet's most urgent problems and improving people's lives. Now, we're inviting those who share our passion for changing the world to accelerate this momentum and bring about a new era of urgently needed answers.

Campaign Fundraising Priorities (continued)

Diverse Connections.

Northeastern intends to be a model for what we want our society to be: inclusive, dynamic, equipped to confront challenges and powered by experience. When every member of our global community is supported, we all emerge stronger.

Entrepreneurship.

Now more than ever, a universe of possibilities is within reach. We planned for this moment. And the fuel of investment will accelerate progress. Philanthropic funding expands access and powers robust participation.

Global Exploration.

All over the world, people are seeking to construct the future of our interconnected economies, health, sustainability and security—and the future of problem-solving. Through the campaign, donors can power solutions on a global scale.

Campaign Identity—Introduction

The campaign identity uses bespoke letterforms that reference concepts associated with experiential learning: navigation, inquiry, open-mindedness and exploration. Even as a static image, the visual cadence of the letterforms suggests movement. Whenever possible, the logomark and its visual vocabulary should be animated. [Our bumpers](#) are a great example of the identity brought to life through movement.

Wherever possible, the campaign name and tagline should appear together during the initial years of the campaign. However, Experience can appear by itself in special cases. Please reach out to the Advancement Communications team for approval at n.shough@northeastern.edu.

Logomarks may only be used in the specified colors. Logomarks with red are preferred, as red reinforces the Northeastern brand.

The relationship of the logomark to the sub-line cannot be altered in any way.

Campaign Identity—Logomark

PRIMARY

EXPERIENCE

Powered by Northeastern

PRIMARY BOXED

EXPERIENCE

Powered by Northeastern

PRIMARY ON BLACK

EXPERIENCE

Powered by Northeastern

PRIMARY ALL WHITE

EXPERIENCE

Powered by Northeastern

PRIMARY HORIZONTAL

EXPERIENCE Powered by Northeastern

PRIMARY HORIZONTAL BOXED

EXPERIENCE

Powered by Northeastern

Campaign Identity—Aspirational Nouns

The word Experience can function as both a noun and a verb. Hence, **Experience Powered by Northeastern** becomes:

Experience Impact Powered by Northeastern

Experience Breakthroughs Powered by Northeastern

Experience Innovation Powered by Northeastern

The campaign nomenclature may be used in combination with aspirational nouns that add to audiences' understanding of the outcomes that can be experienced through—and because of—Northeastern. In most cases, the word Experience will be followed by an aspirational noun.

BREAKTHROUGHS

COMMUNITY

GLOBAL CONNECTION

IMPACT

INNOVATION

EXPERTISE

THE FUTURE

INCLUSIVE COMMUNITIES

TRANSFORMATION

THE WORLD

Campaign Identity—Aspirational Nouns Logomark

PRIMARY STACKED

EXPERIENCE
BREAKTHROUGHS
Powered by Northeastern

STACKED BOXED

EXPERIENCE
BREAKTHROUGHS
Powered by Northeastern

PRIMARY HORIZONTAL

EXPERIENCE BREAKTHROUGHS
Powered by Northeastern

HORIZONTAL BOXED

EXPERIENCE BREAKTHROUGHS
Powered by Northeastern

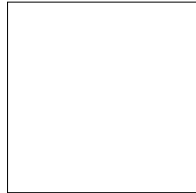
All logomarks, particularly the horizontal versions, should be used in larger display formats to retain the legibility of Powered by Northeastern.

Campaign Identity—Color Palette

PRIMARY COLORS



RED
186 U
HEX | C8102E
RGB | 200, 16, 46
CMYK | 0, 100, 80, 5



WHITE
HEX | FFFFFFFF
RGB | 255, 255, 255
CMYK | 0, 0, 0, 0



BLACK C
HEX | 000000
RGB | 0, 0, 0
CMYK | 0, 0, 0, 100

LOGOMARK ON PRIMARY COLORS



LOGOMARK ON PHOTOGRAPHY



The primary logomark (red/white) may be used over a photo if the background does not compete with legibility. Otherwise the all-white version is recommended.

Campaign Identity—Color Palette (continued)

SECONDARY COLORS

Use the secondary color values as listed.
Tint or opacity can be adjusted as needed.



1665 U
ORANGE 005
HEX | BB4100
RGB | 187, 65, 0
CMYK | 0, 72, 100, 0



2007 U
YELLOW 005
HEX | E2A855
RGB | 226, 168, 85
CMYK | 1, 30, 87, 3



357 U
GREEN 005
HEX | 1A4538
RGB | 26, 69, 56
CMYK | 75, 17, 74, 45



2188 U
BLUE 005
HEX | 0C3354
RGB | 12, 51, 84
CMYK | 100, 52, 6, 39



2357 U
MAGENTA 005
HEX | 4B003B
RGB | 75, 0, 59
CMYK | 45, 100, 14, 46



1585 U
ORANGE 003
HEX | FF854F
RGB | 255, 133, 79
CMYK | 0, 55, 93, 0



121 U
YELLOW 003
HEX | FFC44B
RGB | 255, 196, 75
CMYK | 0, 11, 92, 0



2249 U
GREEN 003
HEX | 609F80
RGB | 96, 159, 128
CMYK | 63, 2, 56, 3



631 U
BLUE 003
HEX | 62B6D0
RGB | 98, 182, 208
CMYK | 68, 2, 9, 1



234 U
MAGENTA 003
HEX | 802061
RGB | 128, 32, 97
CMYK | 21, 100, 0, 10

LOGOMARK ON SECONDARY COLORS



Campaign Identity—Typography

EXPERIENCE LETTERFORMS

Use this font for aspirational nouns and for unique display purposes where the letterforms are the primary graphic focal point. These letterforms are not recommended for headlines or running text.



The Experience letterforms were created as vector artwork and can only be accessed using Adobe Illustrator or other vector-friendly software. Newly created words will need to be individually set and supplied by a designer. Please reach out to the Advancement Communications team if you need assistance or guidance at r.keane@northeastern.edu.

Primary Font

Antenna Condensed

Antenna Condensed and its various weights are recommended for headlines.

Aa

Light with Italic

Aa

Regular with Italic

Aa

Bold with Italic

Campaign Identity—Typography (continued)

Website/Primary Font

Work Sans

Work Sans and its various weights are recommended to support the use of Antenna.

Aa

Light with Italic

Aa

Regular with Italic

Aa

Bold with Italic

Secondary Font

FreightText Pro

FreightText Pro in its various weights are recommended for serif body copy.

Aa

Book

Aa

Bold

Secondary Font *Relation Two*

Relation Two and its various weights are recommended for elegant, more formal applications.

Aa

Regular

Aa

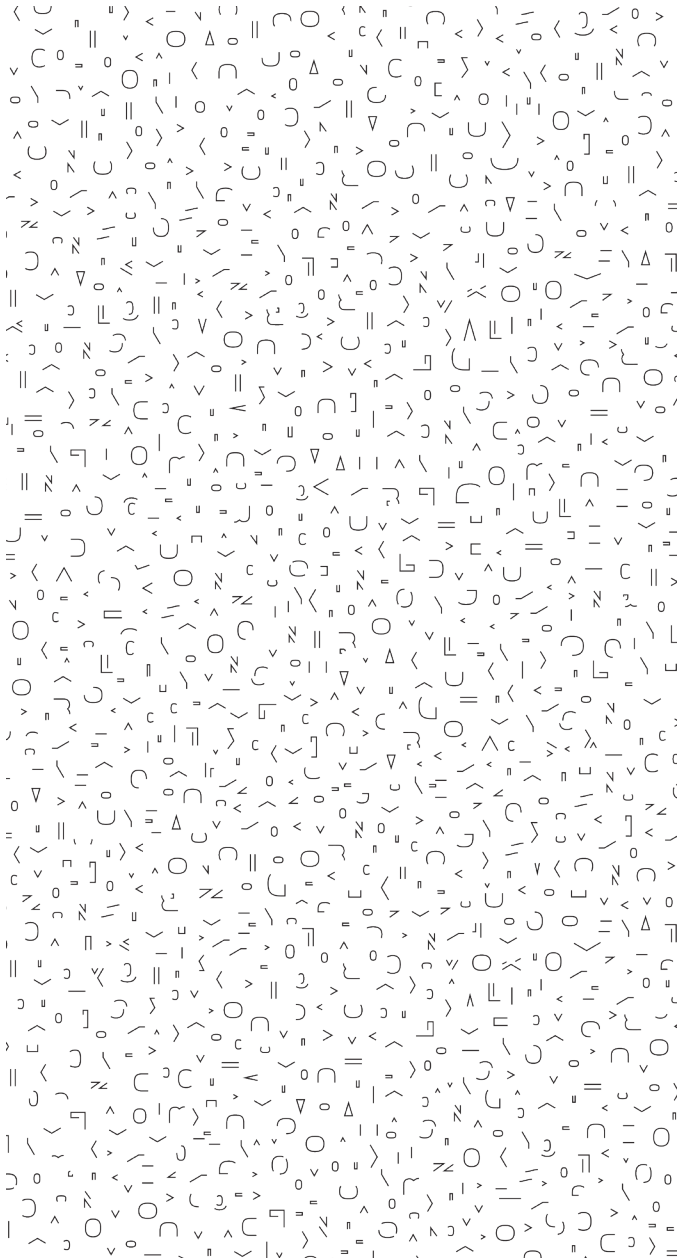
Bold

Campaign Identity—Pattern

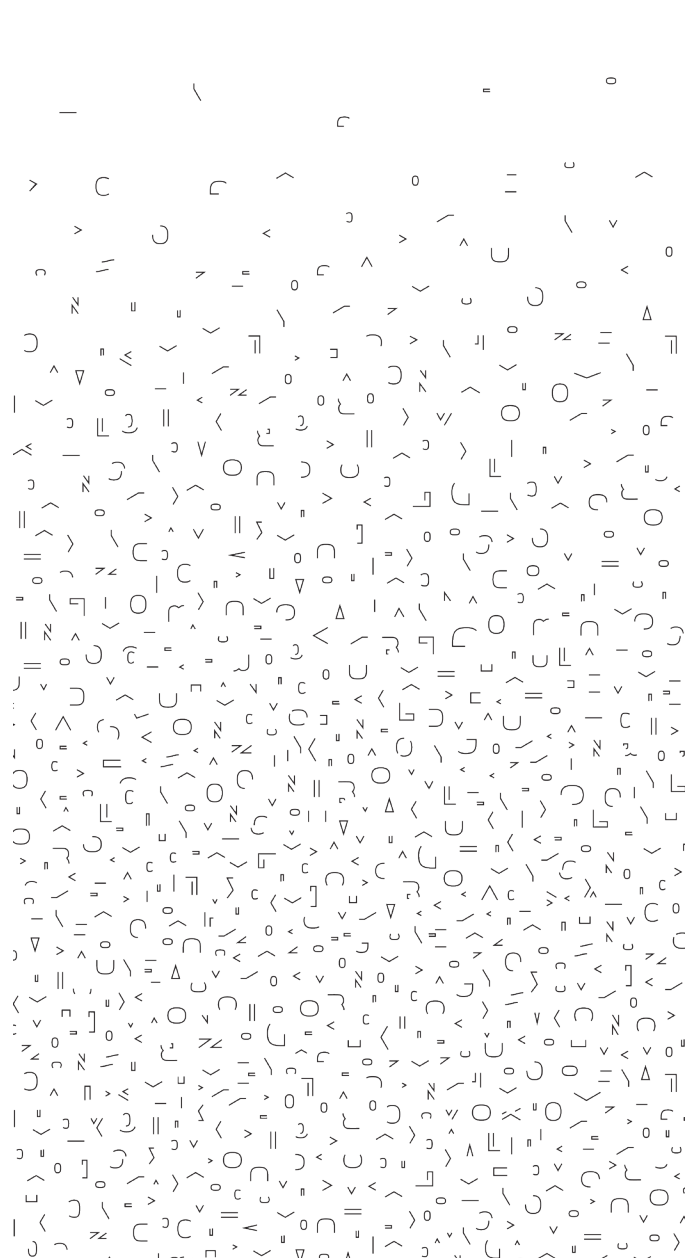
CAMPAIGN PATTERN

Constructed from elements of the Experience letterforms, the campaign pattern is a powerful visual identifier for the campaign and should be used liberally on campaign communications. Its unique design will help build strong visual recognition across all types of media. Two styles are available: overall and gradient. The pattern may be used in the primary campaign colors.

OVERALL



GRADIENT



Campaign Identity—Color Framing

COLOR FRAMING

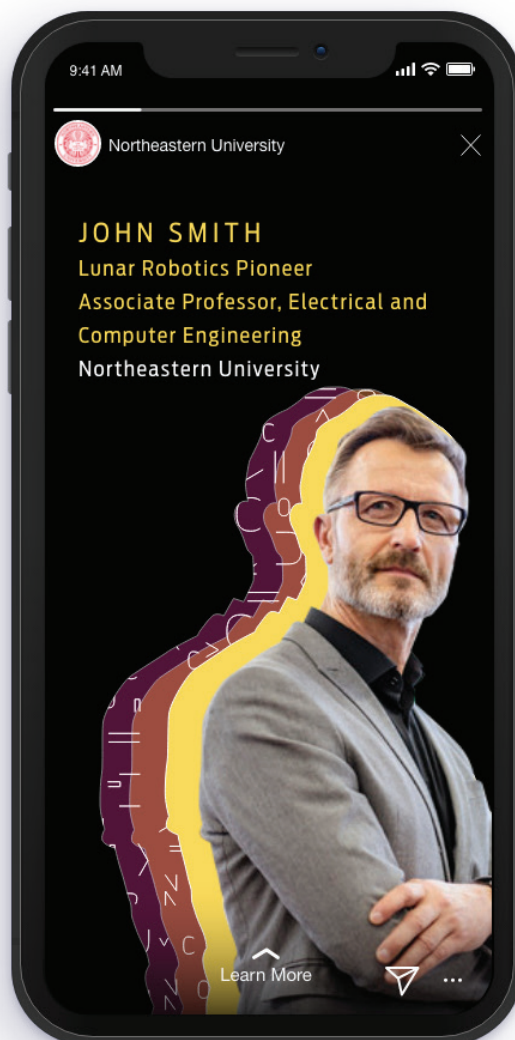
Color framing is a motif that should be used to bring focus to an individual (or small group of people) associated with the campaign.

Use an array of 1–3 colors.

Use any combination of primary and secondary colors.

The campaign pattern can be included within the color framing.

Include a 1px white stroke or gap between each color.



Campaign Identity—Shorthand Mark

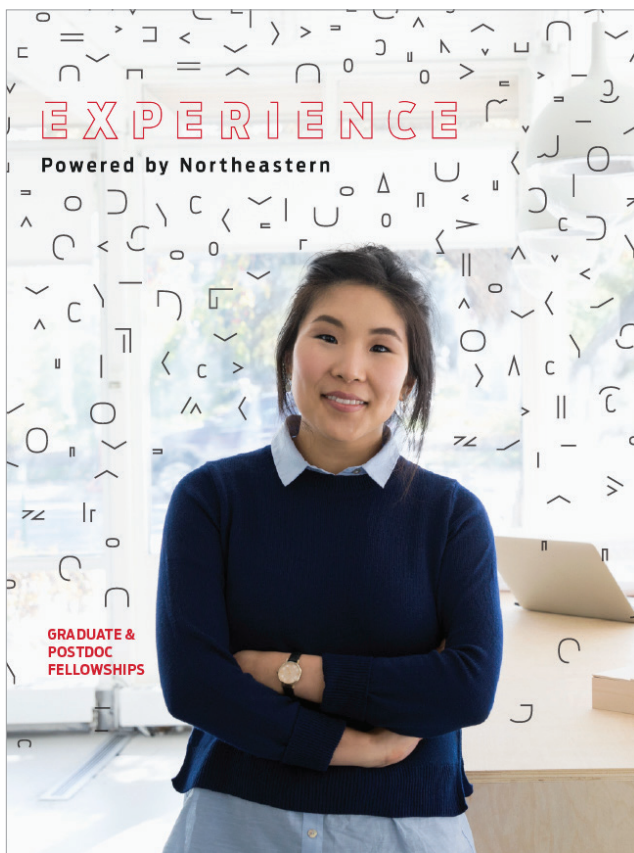
When to use: the shorthand mark can be used in instances where the primary logomark does not fit well. However, the shorthand mark is not designed to represent the entire name of the campaign and does not include Powered by Northeastern or any aspirational nouns. See Ancillary Applications for an example of use.



Campaign Identity—Logomark Placement

The logomark is not designed for a specific location on communication materials and has the flexibility to live within or outside the campaign pattern. The logomark should be prominently displayed and large enough to always be legible. The pattern should never run behind the primary logomark (seen at the left)—some editing to the pattern will be required.

CAMPAIGN LOGOMARK PLACEMENT



Use the primary version when applying the logomark over a simple background.



Use the boxed version when applying the logomark over a busy background that is difficult to simplify.

Campaign Identity—Co-Branding

USE OF NORTHEASTERN INSTITUTIONAL LOGOMARK

Do not lock the institutional logomark and campaign logomark together. However, the campaign logomark must be seen in proximity to the institutional logomark at least once in marketing and communication materials. The campaign logomark can be used with any of the Northeastern institutional logomark.

Campaign
logomark

EXPERIENCE
Powered by Northeastern

EXPERIENCE MORE

Budding Scientists are Making Waves
At Northeastern's Marine Science Center, budding researchers pursue discovery not just in the classroom, but along the coast. Thanks to the Halverstadt Family Summer Internship Program, these students are honing their scientific skills and even developing their own lines of inquiry.

Infusing the Humanities Into STEM and Business
The inaugural Ronald L. and Linda A. Rossetti Professor for the Humanities wants students majoring in science, engineering, and business to explore the liberal arts. Associate Professor of Philosophy Rory Smead leads a program dedicated to this precise kind of interdisciplinary thinking.

Expanding Opportunities in Tech
Northeastern's Align graduate program focuses on closing the diversity gap in tech by giving students the ability to earn a master's degree in computer science. With the help of scholarship funding from pivotal Ventures, the executive office of Melinda French Gates, it's able to do just that.

She Elevates African Women 'Foodpreneurs'
During her travels through Africa, Binja Basimike, BHS'12, MPH '14, realized that she could address issues of malnutrition, poverty, and gender equity by investing in women who create and sell food. With the help of a \$5,000 Women Who Empower Innovator Award, she launched Kivu Venture Capital.

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ENGAGE WITH US

f t y in @

University
logomark

Ancillary Applications

The visual vocabulary of the campaign identity can be applied to a variety of digital and analog tactics. As a unique and distinct graphic identifier, the pattern should be used whenever possible to signify a strong association with the campaign. The pattern also combines well with the primary logomark and should be used in combination with the logomark whenever possible unless the association with the campaign is already established or easily assumed.

STAGE BACKGROUND ANIMATION

The pattern may be used in large format backgrounds, either static or animated.



Ancillary Applications (continued)

VIDEO BACKDROP

The video backdrop will include a subtle animation of the campaign pattern slightly moving in the background. Lower thirds should consist of speakers name and title in the lower portion of the frame.



Ancillary Applications (continued)

STREET POLE BANNERS

Street pole banners provide an opportunity to showcase many elements of the campaign visual vocabulary. Note that the logomark can be used in a vertical orientation.



Ancillary Applications (continued)

POWERBANK



COLLAPSIBLE WATER BOTTLE



Ancillary Applications (continued)

CUSTOMIZABLE TOTE BAG



HEADPHONES



Ancillary Applications (continued)

APPAREL



Social Media Templates and Hashtag

The Social Media templates should include the primary campaign logomark and be used in conjunction with the campaign pattern and color framing.

Use **#ExperiencePoweredBy** as the campaign hashtag.

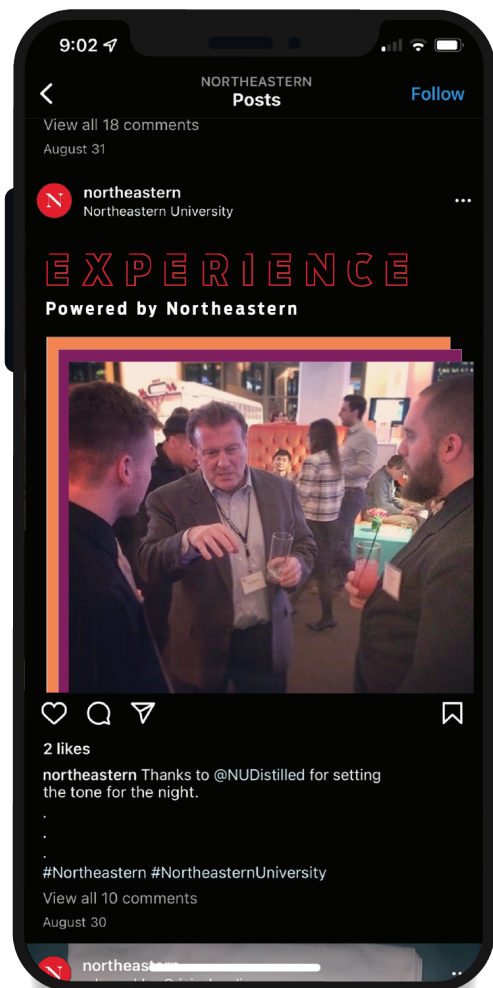
The campaign hashtag can be used in tandem with the existing NU hashtags:

#NortheasternUniversity

#Northeastern

#LikeAHusky

SOCIAL MEDIA POST FRAMING



Social Media Templates and Hashtag (continued)

SOCIAL MEDIA STORY FRAMING

