



Tulane University

**Only the
Audacious**
The campaign for an ever bolder Tulane.

LIVE IT.

Everyone here heard this call to choose the bigger life and followed it to great lengths. At Tulane, everything is larger than life.

The possibilities. The creativity. The music and the portions and our spirited traditions. And somehow, we manage to wrangle it and live it every day.

It's in how we're advancing medicine through culinary arts.

And how we study the geology, biology, anthropology, and history of the Grand Canyon IN the Grand Canyon.

How we're helping Panama become completely bilingual in a single generation.

And how we stepped up our community service from something we like to do to something we must do.

BIGGER IS OUT THERE

New cultures. New careers. New connections to the bigger picture. It draws us to Tulane.

Just out of focus.
It takes a while to get used to it. It urges us to make a move and get it out. To be bold. To be experienced. To find the joy in finding new things.

Everyone has heard this call to choose the bigger life and follow it to great lengths. At Tulane, everything is larger than life.

And here we see the prototypical young professional. One who has chosen Tulane for its history of the world's best education.

And here we see the community member who is committed to making a difference in the world.

CREATIVITY

Beyond being a distinctive hub of American history and culture, Tulane holds the key to challenges that will face the world for years to come. With your help, we can make something big... **EVEN**





12.08.17

and it's making a grand entrance
in true Tulane fashion.

Our most ambitious fundraising campaign is about dreaming big, thinking bigger, and making progress every day. As an unmistakable force in the Tulane community, you are an essential part of this monumental event. Join us in celebrating the great strides we've made as we dive head-first into all we still have yet to do. You'll be in the company of the most audacious of people, and when the night is over, we'll just be getting started. Tulane will be well on its way to increasingly dauntless endeavors—made possible by you, and making great things possible all over the world.

RSVP at TULANEVENTS@TULANE.EDU

RAISING
\$1 BILLION
—and one—
HELLUVA
HULLABALOO

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The campaign for an ever bolder Tulane.

AT-A-GLANCE

Only the Audacious is a multi-year fundraising campaign that will secure the future of our university while remaining true to our historic strengths. The campaign will impact all aspects of the university—every student, faculty member, school, unit and center. It will broaden our capacity to ensure we emerge as an exemplar of higher education by means of our scholarship, our research and our graduates.

ONLY THE AUDACIOUS STANDS FOR:

Pioneering research with a global impact that connects all disciplines and pushes the boundaries of human knowledge and discovery.

Opportunity and diversity fostered by a campus community centered around inclusiveness and respect.

Transformative teaching from faculty who are empowered to reenvision student learning through experiential opportunities and civic engagement.

Building an environment that supports excellence, enhances learning and advances innovation.

This is
BIG

Tulane University Capital Campaign

ALL THE THE INGENUITY UNDER THE SUN

Tulane doesn't have an aerospace engineering program (yet), but six students refused to let a little thing like that keep them from winning NASA's Breakthrough, Innovative and Game-changing (BIG) Idea challenge.

"We decided that if we were going to compete against some aerospace engineers, we can't beat them. We can't find a better design than some people that have been studying this for their whole lives," junior Ethan Gasta said. "So we decided to go a whole completely new route."

What they lacked in space design experience, they made up for with interdisciplinary collaboration and a whole lot of creativity.

The result was "The Sunflower,"—a modular, solar-powered spacecraft built to assemble in space—which beat out all other schools and won the team five paid internships to continue working with NASA to bring the concept to life.

No one expected a team studying biomedical engineering, physics, economics, and architecture to take first place, and that's exactly why this is such a victory—not just for Tulane, but for future generations. The most crucial breakthroughs are the ones we tackle because they are challenging, and it's on all of us to support those courageous enough to take the lead.


TRANSFORMATIVE TEACHING













**OUR NEXT
BIG MOVE
IS HERE.**

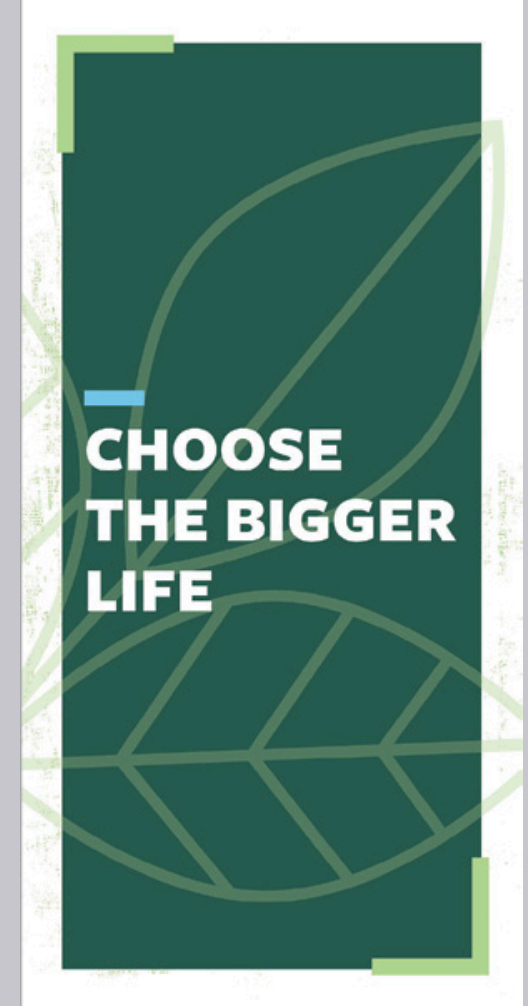
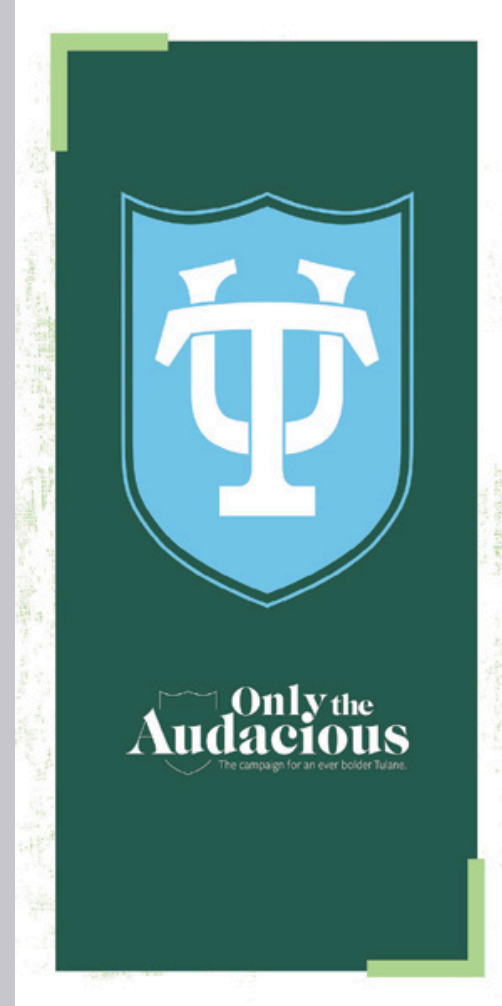
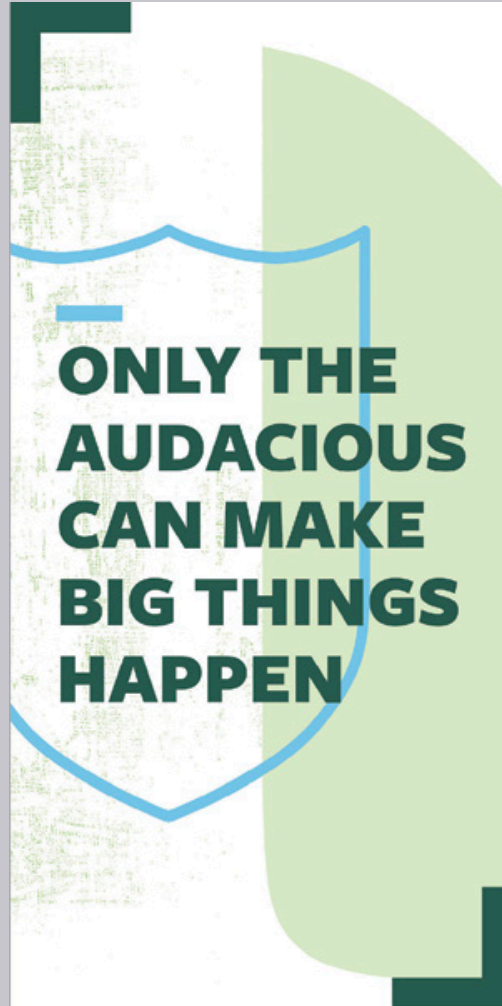
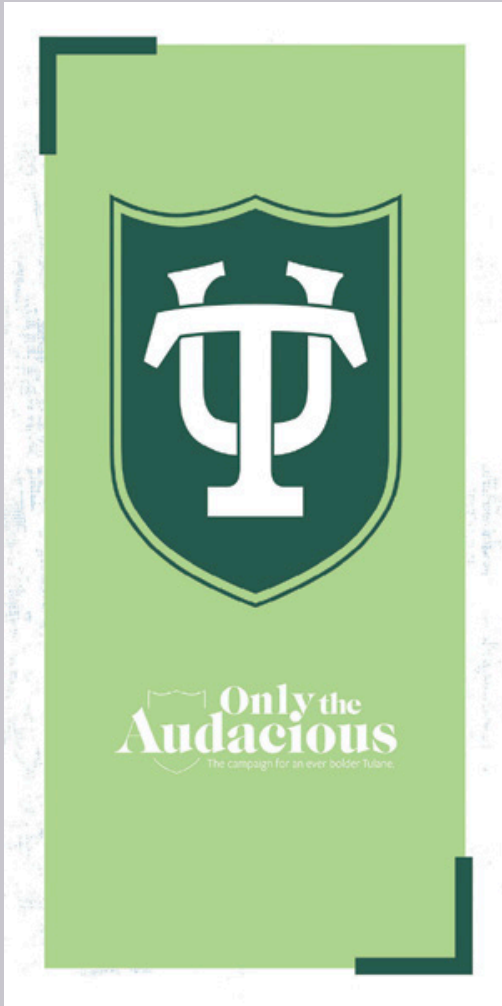
**Announcing the launch of our boldest
fundraising endeavor yet.**

Click below to watch our campaign video and find out
how you can be part of something big.

[Watch Now](#)



 Tulane
University













LOCKUP

"ONLY THE AUDACIOUS" LOCKUP

The campaign mark for "Only the Audacious" should always be used secondarily to the overarching Tulane logo. It can be a bold focal point of certain campaign materials (specifically those tailored to younger audiences), but should be used minimally so as to keep the brand elevated and mature.

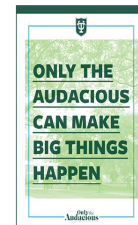


HEADLINES

Headlines are often the first thing a person will read in any given piece of work, be it a spread in a case statement or the landing page of a microsite. The more intriguing and impactful they are, the more likely someone is to keep reading and interacting with the Tulane brand. Though they're best kept short, headlines must pack a punch. They should tease the campaign's big idea, focusing on the audacious goings-on at Tulane.



The tagline may be used very sparingly in headlines to give added emphasis and meaning to the campaign, but be careful not to overuse.



TYPEFACES

CASLON

Caslon is a serif typeface that is traditional and elegant. It helps to add an air of sophistication to pieces within the brand.

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

GRAPHIC ELEMENTS (CONTINUED)

ICONS

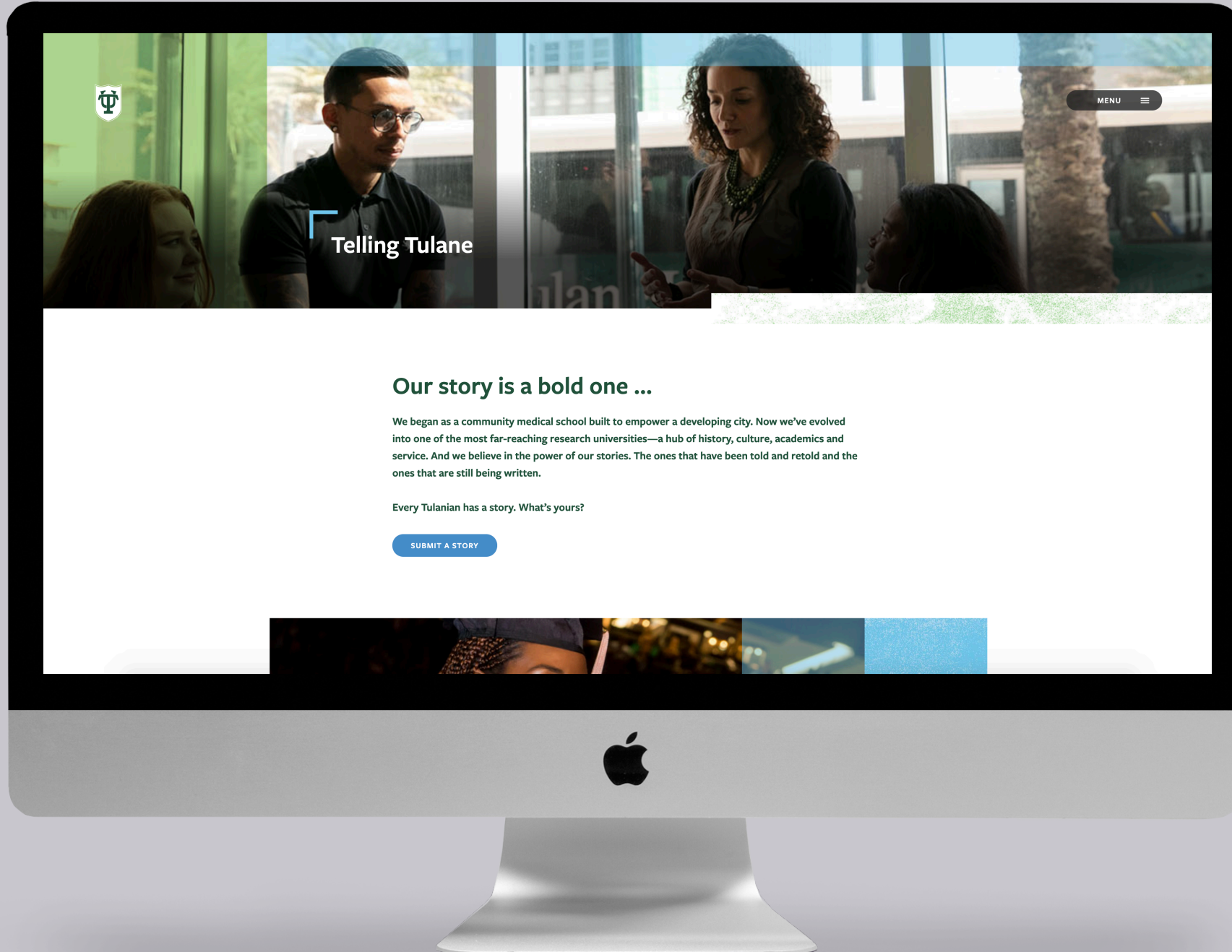
The following graphic elements were inspired by familiar imagery visible around campus and the city.



APPLICATION

These icons have many applications within the Tulane brand. Use them to anchor photography and copy, enlarge them and set them back as textural backgrounds, or let them hang off the end of a composition as a simple yet impactful design element.





MENU

Telling Tulane

Our story is a bold one ...

We began as a community medical school built to empower a developing city. Now we've evolved into one of the most far-reaching research universities—a hub of history, culture, academics and service. And we believe in the power of our stories. The ones that have been told and retold and the ones that are still being written.

Every Tulanian has a story. What's yours?

[SUBMIT A STORY](#)