

Experience Drexel Campaign

Language Toolkit 5.13.25

The **EXPERIENCE DREXEL** brand campaign has leaned on experiential learning as our core benefit, differentiator, and vehicle to expand how others perceive Drexel. The messaging within every piece ties back to this central benefit and illustrates the intrinsic value it provides. As a key element in shaping a unique identity that represents the campaign's vision, the language we use serves as connective story threads across all content.

There is power in consistency, and in building our language family, it was obvious to start with **"experience."** Used both as a noun and verb, **"experience"** can be used to describe something that you bring, something that you gain, or something that you take with you.

"Experience" holds a unique value and brings with it the promise of untold inspiration and impact:

- **Experience** Drexel
- **Experience** what education can be.
- Your **experience** matters.
- These are the **experiences** that matter.
- At Drexel, you will collect **experiences** that matter.
- These are the Drexel **experiences**.
- **Experience** everything as a Drexel Dragon.



DREXEL UNIVERSITY
Division of

University Marketing
& Communications

More Experience Campaign Phrases

“Experience” inspires other active calls to action:

- **Discover** your passions.
- **Explore** your options.
- **Forge** your own path.
- **Collect** experiences.
- **Join** us.

Using aspirational language that focuses on leadership:

- Drexel is a **global** leader in experiential education.
- Drexel University is preparing a community of **visionary** leaders to explore everything, to question everything, to experience everything.
- Drexel’s **unique** model infuses world-class academics with the **power** of real-world experience.

Leaning into future-oriented language with a focus on impact:

- Today’s world demands more from the next generation.
- Drexel refuses to stand still.
- Now more than ever, it’s important that a university encourages you to both gain knowledge and find new ways to turn that knowledge into meaningful action.
- Make an impact in the fields that matter.
- Drexel positions students to make a meaningful impact in the real world — before graduation.
- Whatever your passion, there is a community here for you — and we’re ready to build a better tomorrow.

You’re invited to integrate similarly inspired messaging into your work at Drexel to become even more a part of the campaign, share it with others, and present a more united identity to our external audiences.