



University of Central Florida

Case Study

Take a truly  
ownable story,  
and ride it into  
the stratosphere.

ologie

# It got its start with a moonshot.

The University of Central Florida was founded in 1963 with a clear mission: to educate STEM leaders who would serve the emerging space industry. But in 2025, as UCF prepared to launch an ambitious, comprehensive fundraising campaign, it still lacked one thing that many of its peers had: a long, rich history.

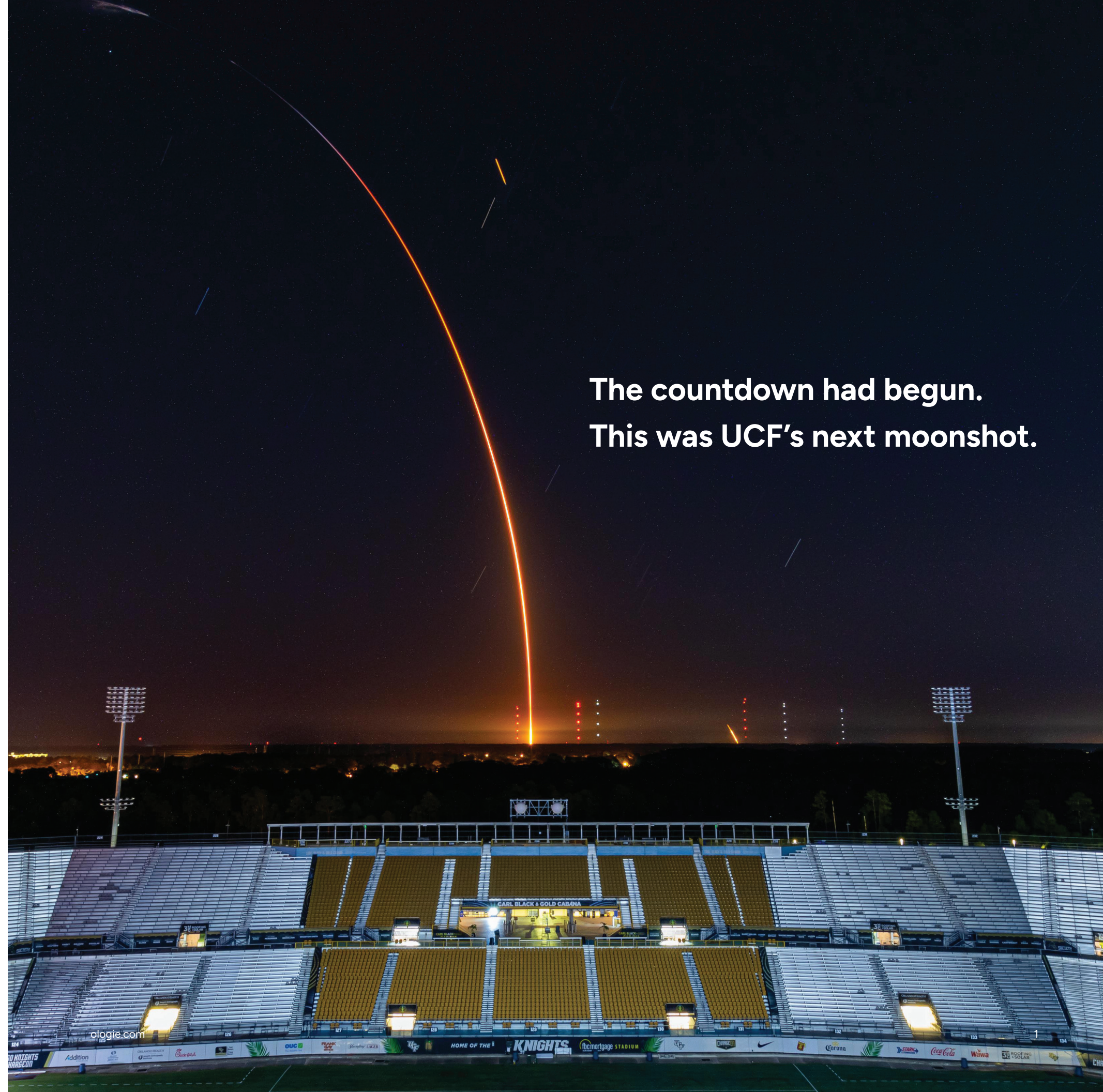
What it had instead was a bright, promising future. The university is a STEM powerhouse, set in an enviable location in Orlando, with legions of passionate fans and alumni. All of this creates a palpable momentum for the institution.

**So what UCF really needed was a campaign that doubled down on its signature attributes: Boundless ambition. Youthful hunger. Radiant optimism.**

When the university partnered with Ologie to create this platform, we knew it was much more than a fundraising campaign. It was an invitation to everyone who believes in the power of ideas. A call to all who would join UCF in this bold vision to build a better future.

*Frequent rocket launches in the sky over UCF's Bounce House stadium are a constant reminder of the institution's instrumental role in space exploration.*

Case Study: University of Central Florida



## Inventing the future.

To define the campaign's North Star and identify big ideas that would motivate donors, we cast a wide net. In Orlando, we talked to faculty members and researchers, alumni and entrepreneurs, students and community members. And in these conversations, every single person we encountered *could not wait* to tell us about the cool stuff UCF was doing.

This campaign needed to deliver. And it needed to convey the idea that UCF was launching innovative solutions across many disciplines: space travel, human performance, national security, immersive experiences, and more. The university's work was shaping industries, creating leaders, sustaining partnerships, and strengthening communities.

The world had no idea what UCF was building. So the strategic framework we created hinged on a critical shift in thinking, characterizing the campaign as...

### UCF'S NEXT MISSION:

# Daring to boldly create a world that others have only begun to imagine.

It was a message that would energize donors, inspire alumni, and excite the community. The spark was there. We just needed to help light the fuse.



## Directly connecting donors with the impact they'll have.

We discovered that donors and partners saw a real benefit in getting in on the ground floor of new technologies, game-changing thinking, and world-shifting breakthroughs — which, at UCF, they often saw in their nascent state. But through this campaign, supporters could activate this work and have a real hand in solving global problems, creating opportunity for the next generation and helping shape a better world.

Our campaign pillars aligned with the institution's fundraising goals, but the secondary messages depicted a bridge between donors' gifts and the very real effects they would have in the world.

#### CAMPAIGN PILLARS

#### STUDENT SUCCESS

#### FACULTY EXCELLENCE

#### THE WORK OF THE FUTURE

#### COMPETITIVE EXCELLENCE

#### PILLAR MARKETING LABELS

#### Elevating student success

#### Fueling discovery and innovation

#### Advancing future frontiers

#### Maximizing competitive excellence

#### SECONDARY MESSAGES

UCF is dedicated to unleashing every student's potential by making a high-quality, postsecondary education both affordable and accessible. By elevating the student experience, we empower learners to become informed citizens equipped with the knowledge, skills and drive to lead successful, fulfilling lives.

We fuel the minds that drive innovation, power academic excellence, and create solutions that shape industries, strengthen the economy, and open doors to meaningful careers.

We advance innovation at the intersection of disciplines to push humanity's most important frontiers. Our partnerships serve as powerful launchpads, propelling us to become America's Space U, the nation's top-ranked school in hospitality and a global leader in artificial intelligence. Together, we'll define what comes next.

As one of the nation's most innovative universities, UCF drives growth and achievement through a relentless pursuit of excellence.



## A creative platform that raises the stakes.

A university like no other, with a story all its own, UCF was hungry for a campaign identity that looked and sounded like nobody else's. Because if you can stand for one specific thing, you absolutely have to. If you can reframe your perceived liabilities as strengths — the youth of the institution, a historic focus on STEM — it's a choice you need to make.

STACKED

**GO FOR LAUNCH**  
THE CAMPAIGN FOR UCF'S NEXT MISSION

VERTICAL

**GO FOR LAUNCH**

HORIZONTAL

**GO FOR LAUNCH**  
THE CAMPAIGN FOR UCF'S NEXT MISSION

BRAND NARRATIVE

Thinking ahead. All engines fired.  
We're shining a light on tomorrow, today.

At the University of Central Florida, we foresee the challenges of the future. Our researchers are tackling emerging problems and developing solutions the world needs most.

Our programs send people to new, undreamed of destinations. With every discovery and every journey, we transcend boundaries and defy expectations to chart our own path forward.

It's this kind of excellence that put UCF on the map. In the news. In the stars.

Here, where educators and innovators partner with supporters to launch into the highest echelon. Here, our amazing students create their path to success, supported by faculty and staff.

Where a community of visionaries, creative thinkers and problem solvers charges toward advancements in space travel, creates breakthroughs in AI technology, builds bold new experiences and enhances the quality of life for Floridians and beyond.

We don't need a countdown. Because we've already begun. We are **GO FOR LAUNCH**.  
The Campaign for UCF's Next Mission.



## All systems are go.

Every element of this campaign is infused with this distinctive theme. A vocabulary that evokes the dawn of the space age, a graphic approach that's light-years in the future, and subtle touches that make every communication feel unmistakably like UCF.

From the futuristic portal doors that welcomed supporters to the launch event to the support materials that kept this mission fresh in our audiences' minds, this campaign invited donors to join UCF as it boldly goes forward to invent, to inspire, to cure, to create, and to solve.



# GO FOR LAUNCH

**THE CAMPAIGN FOR  
UCF'S NEXT MISSION**

## The mission briefing.

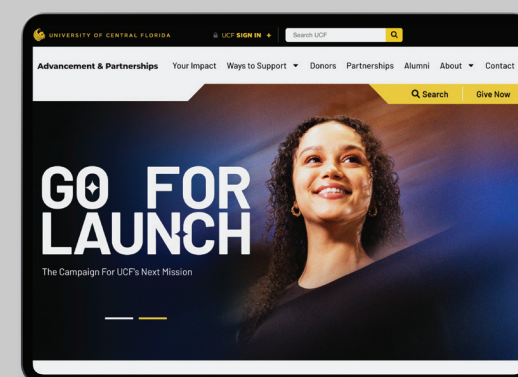
The campaign's hardest-working print tactic was a sleek, modern case statement. Designed to underscore the importance of the mission by evoking a top-secret dossier, this piece makes donors feel like they're part of an elite crew. It opens to reveal a variety of supplemental pieces, packed with stories that highlight the people and projects that UCF is propelling, and the future UCF is helping to create.



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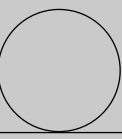


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## The technology portal.

We optimized the digital home for Go for Launch to give donors and partners up-to-date information, including progress toward the campaign's goals, storytelling media to highlight its impact, and facts and figures to account for the university's stewardship.

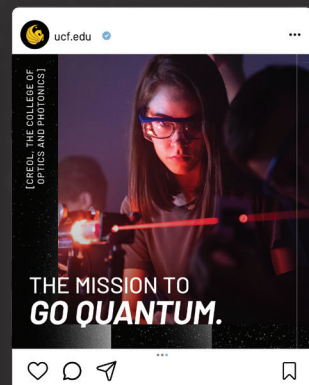
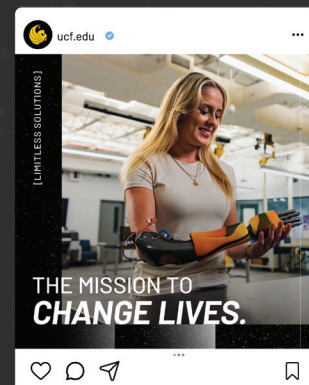


# The comms hub.

Ologie created a full suite of print, digital, and social media templates to give communicators the right tools for cohesive storytelling. The visual style guide established the sandbox for communications: a stark, black-based color palette that makes gold accents pop and allows vibrant photography to take center stage.

Through distinctive language, we linked the urgency of the university's work with its impact on the world. Mission-critical hooks such as "all engines fired" and "launch their tomorrow" tapped into the campaign's propulsive energy. And phrases like "the mission to cure," "the mission to inspire," and "the mission to change lives" kept the focus on outcomes.

Dynamic type and animation gave social media tactics a kinetic, upward energy.



**Rosen College of Hospitality Management**

## THE MISSION TO BE WORLD-CLASS.

The UCF Rosen College of Hospitality Management provides state-of-the-art industry resources and internationally recognized experts to give students an unrivaled opportunity to learn and work in the heart of hospitality.

It's why Rosen was named the nation's #1 college for research and hospitality education by the 2022 Shanghai Ranking survey, and continues to set the bar for entertainment and hospitality, driving Central Florida's economy and honing the very talent that goes on to serve our area.

**LIZ RUTKOVSKY**  
UNDERGRADUATE STUDENT

"It's an incredible community of students and faculty, who are all industry professionals with really wonderful experience in the field, as well as staff who have become such wonderful mentors for me — that's why I chose to study hospitality at the Rosen College."

**SPECS:**

- 3,000** Rosen College of Hospitality students, making it one of the largest and fastest-growing hospitality programs in the nation
- #1** ranking in the United States by the 2023 Shanghai Ranking listing of 500 of the world's top universities for hospitality and tourism programs in the world
- 99%** job placement rate on graduation
- OVER \$275K** in scholarships awarded annually

**GO FOR LAUNCH** THE CAMPAIGN FOR UCF'S NEXT MISSION  
JOIN THE MISSION TO ADVANCE OUR WORLD AT GOFORLAUNCH.EDU

**Nicholson School of Communication and Media**

## THE MISSION TO CREATE.

UCF's graduate game design program, the Florida Interactive Entertainment Academy, has been ranked #1 in the world for the fourth time in five years. Here, we're building new worlds while discovering our own.

From across the globe, UCF is sought out for its best-in-class school of video game design. Because here, every student gets hands-on experience with each specialty to help push innovation forward.

With an expected job growth of 4 percent through 2028, the demand for animators, filmmakers and visual artists will continue to climb — and UCF is the launch pad for the most talented minds in games, interactive entertainment and more.

**DARYL HOLT**  
VICE PRESIDENT, EA SPORTS

"FIEA is a major source of talent for our EA Sports development studio in Orlando, resulting in one of every two new graduates hired over the last two years."

**SPECS:**

- 1<sup>ST</sup>** ranking for best visual quality at 2018 Intel University Games Showcase and the 2018 MeGa Health Jam
- 300+** companies where FIEA graduates work around the world, including Apple, DreamWorks, Electronic Arts, Bungie, Zynga, RockStar Games, Disney, Microsoft and Nintendo
- 10+** years in which UCF's graduate game design program has been ranked among the top five in the world
- 2021** the year that Electronic Arts relocated its Central Florida headquarters next to UCF Downtown

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**College of Community Innovation and Education**

## THE MISSION TO PROPEL THE NEXT GENERATION.

A CUSTOM PROPOSAL FOR:  
**DR. LISA PERALTA**

MISSION BRIEF:  
With your support, you will unleash the potential of the next generation of counselors, educators, administrators, and leaders who will serve communities in Orlando and beyond.



We got deep in UCF culture, exploring distinctive institutional elements to find creative ways to bring the campaign to life. Here, our conceptual exploration of a campaign patch sits alongside the final, UCF-created execution.

## We have liftoff.

When it was time to launch the Go for Launch campaign, organizers invited the public to witness the liftoff of this historic undertaking. On February 21, 2026, alumni, donors, university leaders, and community partners gathered in Orlando to celebrate the occasion.

Every inch of the event space was blasted with campaign imagery and messaging. Tablescapes greeted attendees with shifting graphics and language, otherworldly backdrops set the stage, and innovative sound and lighting ensured that the event looked like no other: distinctively future-facing and unmistakably like UCF.



## Client Perspective

**“We are not bound by tradition in the same way as older institutions. Instead, we are built for today and designed for what comes next.”**



**RODNEY M. GRABOWSKI**

Senior Vice President for Advancement and Partnerships, and CEO of UCF Foundation

**Q: What’s gotten people excited about the campaign so far? What’s resonating with donors, alumni, students, faculty, or the community?**

The comments that we consistently heard at the Go For Launch event were, “UCF has finally arrived! Playing on the big stage illuminates the visionary direction of the university and articulating it in a strong case for support.” There is palpable hunger and desire for UCF to succeed, and this campaign launch encapsulates the hopes and dreams for UCF’s future.

**Q: With so many campus communicators and volunteers across the country, how have you fostered alignment and adoption of the campaign brand (the story, look, and feel)?**

The campaign brand launch came at a time in the university’s history when we were ready to rally around a unifying call that inspires investment and shapes our future direction and impact. Go For Launch did exactly that. The spirit of the university is encapsulated in our Go For Launch brand, and it has been easy for the university and constituents to step into it.

**Q: What message do you hope this campaign sends about UCF as a young, fast-growing university?**

UCF was built with a mission in mind, to educate the workforce for the Space Coast during the Space Race in the 1960s. The innovation and entrepreneurial spirit that were required to get us to the moon are the same today as we look to the future. We are a university that is not a museum of tradition, but is fueled by innovation and entrepreneurial thinking. We hope this campaign sends a clear message that UCF’s age is one of our greatest strengths. We are not bound by tradition in the same way as older institutions. Instead, we are built for today and designed for what comes next.

**Q: What role did UCF’s younger alumni base play in shaping the campaign strategy?**

Considering that UCF started in 1963, the average age of our alumni is 42 years old, the median age is 39 years old, and 77% of our 400,000+ alumni graduated since 2000; our young alumni base is our predominant constituency. UCF has a history of preparing our alumni to enter the workforce. We are not afraid of making this claim, and it has largely been their catalyst for success. We have stepped into blurring the lines between industry and higher education, for we firmly believe we are preparing the workforce for tomorrow today, and doing it at a scale that will have a significant impact on our region, state, nation, and world.

**Q: The NIL era has changed the landscape for athletics and philanthropy. How did you navigate that in this campaign?**

We approached the NIL era as a moment that required clarity, transparency, and a strong connection back to our broader mission. The Competitive Success Fund became a central strategy for us. It gave us a clear and credible way to explain how philanthropy continues to play a critical role in supporting student-athletes, even as the model evolves. Instead of treating NIL as separate, we integrated it into our existing advancement approach so donors could see how their support drives both competitive success and the student-athlete experience. We can clearly demonstrate the value of this approach in how industries and partners invest in us and focus on impact.

**Q: The campaign takes a different approach to portraying philanthropy and who it’s for. What drove that decision?**

We had to answer the critical questions: How do we engage with companies? How are we developing meaningful, deep, multi-year relationships? What do companies want from us? What do we want from them to benefit our students and faculty? What makes this campaign different is how it brings together philanthropy, partnerships, sponsored research, and strategic investment into a unified approach. Rather than operating separately, these efforts work in tandem to generate revenue, expand opportunity, and accelerate impact across the university and the region. The implementation of the enterprise-wide corporate engagement model demonstrated how and why companies engage with us and the outcomes we were both expecting. We are interested in building a multi-year plan that truly builds upon itself for long-term engagement.



**Ologie is the agency for brands on a mission.**

We amplify powerful stories with work that moves people. By crafting distinctive brands and effective campaigns that deliver results, we help our partners build reputations, engage donors, and become brands of choice to their core audiences.

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