

## “Relentless Momentum”

### **Concept:**

Relentless Momentum is a compelling phrase that calls upon individuals who are committed to continuous progress (relentlessly motivated). Northwestern Michigan College stands as a leading institution, embodying values that steer towards excellence and unwavering dedication to their ultimate goals.

**Relentless:** Engaging in a nonstop, continuous, persistent, and constant quest for greatness across every facet of the institution.

**Momentum:** The dynamic, ever-progressive drive that fuels advancement in academics, mindset, and innovation, symbolizing a relentless push forward.

Reminds me of the store up north michigan ( I think traverse city even) “Momentum”

### **A Quest to greatness.**

Referring to an ongoing journey pushing forward or always moving. Pursuing excellence and finding ways through discovery.

### **Dynamic possibilities.**

The variation of programs and essential courses, every possibility within the institution is endless and vast. It is unlike other opportunities and creates a dynamic environment.

### **Unwavering dedication.**

Speaking towards the institution and the dedicated support from staff, mentors, faculty, and peers. Relentlessly motivation pairing with unwavering dedication additionally speaking to the type of individuals attending the institution.

### **Unleash your potential.**

Motivation, creation, cultivating potential. Finding the means to unleash it is found at NMC and you become the ultimate version of yourself realizing your true potential. (with the support of location, institution, & etc)

### **Drive our future.**

Carrying this over from my bluetopia concept, This makes more sense here. Playing into aviation, maritime, and momentum. Doubling as a drive for focus and a drive for progress/ innovation. Attendees to the institution are helping a larger cause.



**Be resilient.**

Motivation play, moving forwards “never back down” another phrase for resilience, creating a sense of aspiration making dreams a reality.

**Unyielding perseverance.**

Variation of the above, nonstop determination and the motivation for those who are attending NMC, always persevering in a supportive setting. \*Literally another phrase for relentless momentum so I'm not sure if this will workout but I thought I'd throw it in.

Headline visual

**Relentless Momentum.**  
**Break barriers.**

**Relentless Momentum.**  
**Find your voice**

**Relentless Momentum.**  
**Be resilient.**



**Relentless Momentum.**

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**Drive our future.**

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**Unleash your potential.**

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**Dynamic possibilities.**

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**Relentless Momentum.**  
**Unwavering dedication.**