

Brand Guidelines

Creighton
UNIVERSITY

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What is a Brand?

This document is designed to help our communicators bring the Creighton University brand to life.

Our brand is more than our name or logo.

It's the way we look, act and speak. It's what we're all about.

Our essence.

It includes our programs, our vision and our students, alumni, faculty and staff.

And when we live up to our brand, everyone we interact with can **better connect with us.**

Our Audiences

Who we want to reach.

To effectively articulate the Creighton brand promise, we must clearly understand our key audiences, their unique characteristics and their distinct communications objectives. While the needs of each audience will vary, the fundamental brand story should be consistent, regardless of whom we're talking to.

EXTERNAL AUDIENCES

PROSPECTIVE STUDENTS

Undergraduate, graduate, professionals and adults.

OMAHA RESIDENTS, COMMUNITY & PATIENTS

BUSINESS & INDUSTRY PARTNERS

INFLUENCERS

Parents, family and guidance counselors.

INTERNAL AUDIENCES

CURRENT STUDENTS

FACULTY, STAFF & ADMINISTRATION

ALUMNI

DONORS

(Including parents of current students.)

PARENTS

Who We Are

A brand is a living thing, with its own DNA. To summarize Creighton's brand, we use the following Promise Statement:

Uniquely preparing you to make a better world:

Caring, Community the Bridges of Creighton University.

This statement and Our Personality (page 5), are the two elements at the core of the Creighton brand. They're the basis for every communication we create.

Our Promise Statement

Our promise statement is a defining statement for the brand that communicates who Creighton is and what it stands for. It also begins to tell our brand story, introducing vital information about Creighton University's identity and how it should be known.

**Uniquely preparing you to make a better world:
Caring, community the bridges of Creighton University.**

Our Personality

How we say it.

Personality sets the tone for how our brand communicates and describes how we want our audiences to think and feel about the brand. These six personality traits will drive the voice and image for all brand communications.

RATIONAL

(How we want people to **THINK** about the Creighton brand.)

RIGOROUS

Hardworking and productive in a collaborative environment.

REAL

Genuine and always professional.

PRINCIPLED

Distinguished by our values and traditions.

EMOTIONAL

(How we want people to **FEEL** about the Creighton brand.)

INVOLVED

Highly engaged and energetic.

SUPPORTIVE

Committed to the success of others.

SPIRITED

Friendly, motivated by integrity.

How We Sound

Our verbal language is the way we communicate and how we reinforce the Creighton brand through words. Our brand voice is what gives us a recognizable style that is uniquely ours.

Our Brand Voice

Through what we say and how we say it, we create a recognizable style that is all our own — that's our brand voice.

To be heard in today's world, we have to get to the point and stand out from the crowd. So our goal is simple: **develop focused communications that make Creighton's distinct brand personality shine through.**

OUR MESSAGE

Our message is what we say.

Each word we choose and sentence we assemble is a reflection of Creighton. Make sure every message speaks to the Creighton brand.

OUR VOICE

Our voice is the tone we use when we speak or write. It makes our content more approachable — and recognizable — by giving our message personality.

OUR BRAND PERSONALITY

Our brand has a distinct, multifaceted personality. It's our job to express that personality in our writing. So when you talk, type or put pen to paper, keep Creighton's personality traits in mind.

Our Message

A comprehensive, yet focused offer.

- Academic rigor and strong reputation.
- Breadth and depth in health sciences, business, law and arts and sciences programs.
- Interdisciplinary exposure and participation – more than just an education.

An anchoring in Jesuit traditions.

- Strong community with a shared commitment to student success.
- Mission of developing the whole person.
- Dedication to developing the principled leaders the world needs.

Guidance throughout the experience.

- Emphasis on service learning and advancing professions and community.
- Strong community working closely with experts in the field.
- Open access to internships and job placements.

CREIGHTON ATTRIBUTES

Established on academic excellence, social justice and personal growth, Creighton University delivers more than just an education.

STUDENT BENEFITS

Our graduates can make a difference in their lives and the world around them. They discover how to contribute in meaningful ways.

Empowered with professional skills and competence.

- Leadership and professional development.
- Unmatched teamwork and communication.
- Strong work ethic.

Driven by values.

- Care and concern for others.
- Desire to share knowledge and make a difference.
- Moral foundation to fuel better workplaces.

Grounded by perspective.

- Knowing how to think within the broader context.
- Ability to find their voice through debate, analysis and introspection.
- Willingness to grow and adapt to change.

Our Message

You're more than just a student.
This is more than just an education.

Creighton students are more than just students, they aspire to make a difference. They are forward thinkers, trailblazers, change makers and courageous believers in serving others and changing the world for the better. They have set out to live an exemplary life – full of good and hope for the future. They understand that in order to fulfill their destinies, they need more than just an education. They need a university that gives them the tools to make a difference.

How to Use It

“More than”

More than is a modern take on the Jesuit values upon which Creighton University was founded. It’s an idea that fuels our campaign. It’s an idea that lives in every Creighton student and faculty member. It stems from the Jesuit concept of “magis,” Latin for *more* or *better*, which refers to a discernment process where we ask ourselves: what is the “more” appropriate decision that will better serve God and others?

For that reason, Creighton University is more than just an education. We’re a culture of like minds dedicated to bettering ourselves and the world.

BE SURE TO:

✓ GUT-CHECK THE VOICE

Does the tone of what you’re writing capture the spirit of “More Than”?
Does it sound like the personality of someone who embodies the idea?

✓ STAY ON MESSAGE

Move beyond facts whenever possible. Attaching Creighton experiences to the meaningful places where they occur can create a more emotional tie for the audience.

✓ INFLUENCE VISUAL CHOICES

“More Than” can be a visual, too. When using photography, or just text/type, keep the “More Than” mentality in the back of your mind. It will influence the way you portray your subject and/or environment.

How to Use It

Constructing headlines.

In a world of countless universities promoting themselves, Creighton University aspires to be more. We ask for more in our students. We break through the clutter by occupying a higher tier with our messaging. To express this, make sure headlines carry the essence of “More Than” — an uplifting feeling of ambition, high achievement and service to others.

GUIDELINES:

For holistic or high-level communications, write a headline that directly uses the words “more than” to reach a general audience.

You’re more than just a student. This is more than just an education.

Write headlines in the first person whenever your material includes a photograph of a student, effectively quoting what they’re saying.

I plan on making a difference in my world. And I’m choosing a school that wants the same for me.

I plan on changing lives with what I learn. Starting with mine.

Use targeted headlines when advertising for more specific colleges or divisions like the Heider College of Business or graduate programs.

I plan on majoring in business with a focus on integrity.

I don’t plan on being another warm body in a corner office. I plan on making a difference.

When no photograph is included, abandon the first person voice and make headlines more direct to speak to the audience.

Major in business with a focus on integrity.

Change lives with what you learn. Starting with yours.

Use your best judgment when writing headlines. Some may include the words “more than” while others may simply imply it.

Our Voice

How we say it.

Our brand voice is what gives Creighton a recognizable style that is ours alone. More than that, it is how we distinguish our University as a place for those in the highest percentile who seek an education that both challenges and rewards them.

IT'S OPTIMISTIC

without being naive.

IT'S ENTHUSIASTIC

without being exclamatory.

IT'S DETERMINED

to both dream and do what's necessary to succeed.

IT'S ACCESSIBLE

by using strong, straightforward language.

IT'S COMPELLING

both in the words we choose and the stories we tell.

IT'S MODERN

in approach to our University's historical Jesuit values.

OUR VOICE IS ABOUT GIVING STUDENTS A VOICE.

Creighton University is more than just an education; it's a top-tier university where students learn to take their podium, or stand upon their soapbox, to become the change they want to see in the world. This is where the self-motivated, yet selfless, go to succeed. Our voice should capture this feeling and speak to this audience.

Crafting Communications

A FEW THINGS TO KEEP IN MIND:

MAKE IT POWERFUL.

Use bold, direct statements to capture attention, and get to the point as quickly as possible.

MAKE IT PERSONAL.

When an ad shows a photograph of a student, personalize it by making him or her speak with a first-person singular voice (“I plan to make a difference in the world”).

When an ad is only composed of text, use second-person singular to speak directly to the audience (“Make a difference in the world”). The goal is always to engage the reader in a direct, relatable way.

MAKE IT RELATABLE.

We write like we speak, which means we may occasionally break a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

MAKE IT CLEAR.

Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important.

MAKE IT RELEVANT.

Consult your core messaging when creating communications and look for places to include key messages.

MAKE IT WORTHWHILE.

Give your reader a reason to care. Lead with audience-specific benefits (what they get) and back it up with our brand attributes (what we offer).

MAKE IT TRUE.

Back up statements with proof points. Share real, honest stories of the work we’re doing.

MAKE IT READABLE.

Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into repetition. Check for rhythm and flow by reading passages aloud.

MAKE HEADLINES WORK HARDER.

A headline should be more than just the name of what we’re talking about. Since it may be the only thing our audience reads as they scan the copy, make sure it’s compelling, interesting and easy to pull information from.

MAKE IT MOTIVATIONAL.

Give your audience a clear call to action, so they know exactly what you want them to do (know or feel) after receiving the information.

Crafting Communications

WRITING TIPS:

- Write in a confident, conversational, professional voice.
- Use punctuation marks to add emphasis to statements but use exclamation marks sparingly, if at all.
- Use one space after each sentence. Not two.
- Use simple language, not insider jargon.
- Be concise. Sometimes it's OK to use phrases instead of full sentences.
- Be specific. Don't say "breakfast" when you could say "steel-cut oats with blueberries and almond milk."
- Use contractions to convey an approachable, friendly tone.
- Use language that includes everyone.
- Use the active voice instead of passive voice as often as possible.
- Use strong verbs. They're short, personal and a direct link to emotions.

EDITORIAL STYLE GUIDE:

The Creighton University Editorial Style Guide is designed to help you with non-academic writing by providing clear standards. The purpose of the guide is to eliminate the guesswork and make writing for Creighton publications and websites easier. The guide can be found at creighton.edu/marketing/universitycommunications.

In addition to the Creighton University Editorial Style Guide, the University's official reference for non-academic communications is the *Associated Press (AP) Stylebook*.

Crafting Communications

Writing for the Web.

The Web is a different medium from print and users expect content to be presented and written in a style appropriate to the medium – with direct language, bulleted lists, subheadings and links.

GOOD WEB PAGES:

- Present a relevant message for a specified target audience.
- Use the right words
(that your audience can understand and might use in a search engine).
- Keep the message as short as possible.

GOOD WEB CONTENT HAS:

- A specific audience defined.
- Relevant key messages identified and prominently placed on each page.
- A writing style appropriate to its audience.
- Text presented in a way that will aid on-screen reading
(i.e., scanning).
- Been properly structured
(bulleted lists, subheadings, consistency, etc.).
- Been kept as short as possible.
- The right keywords used in the right places.
- Relevant and proper usage of hyper links
(selected anchor text, length, link target, etc.).

How We Look

Our visual language creates a distinctive look and feel that is instantly identifiable. It's how type, color, photography and other graphic elements come together to bring the Creighton brand to life in the eyes of our audiences.

Identity

Logo variations.

The Creighton University logo is the primary visual identifier for our institution. It is to be used for all academic publications and merchandising, both printed and electronic. Our logo is the single, strongest visual representation for the University and is how the world sees and recognizes us. The goal is to make this logo strongly recognized and remembered by our constituents. Common recurring use of this main logo directly impacts this goal.

ONE-COLOR



PANTONE 280 U
c100 m72 y0 k18
R60 G73 B130
HEX 3c4982

Creighton
UNIVERSITY



The logo exists in its approved lockup as an art file. In no case should the logo be altered, redrawn, distorted or rebuilt.

Identity

CLEAR SPACE

When using the logo, include enough clear space to set it apart from other design elements. This clearance should be equal to 1/3 the logo's height. This clearance should be given around the lockup's entire perimeter, from its outermost points.



MINIMUM SIZE

The Creighton logo can be reduced to a width of 1-inch. At smaller sizes, too much detail is lost.



Identity

PRESERVING THE DESIGN

To maintain the integrity of the logo, keep these points in mind when designing.

Never stretch the lockup out of proportion.



Never change the colors of the logo.



Never place the logo on a color that provides inadequate contrast.



Never crowd the logo. It should never be boxed, bordered or shaded.



Never add foreign elements.



Never place the logo on a photograph that provides inadequate contrast.



Never use a font to recreate the logo.



Never rearrange the lockup.



Never place the logo on a photograph whose complexity competes with the legibility of the logo.



Identity

COLLEGE AND SCHOOL SUB-BRANDS - VERTICAL LOCKUP

Creighton
UNIVERSITY
**College of Arts
and Sciences**

Creighton
UNIVERSITY
School of Law

Creighton
UNIVERSITY
**School of Pharmacy
and Health Professions**

Creighton
UNIVERSITY
College of Nursing

Creighton
UNIVERSITY
School of Medicine

Creighton
UNIVERSITY
Graduate School

Creighton
UNIVERSITY
Heider
College of Business

Creighton
UNIVERSITY
School of Dentistry

Creighton
UNIVERSITY
College of Professional Studies

NOTES

As a named college/school, the Heider College of Business is treated differently than other sub-brands.

Athletic logos and marks cannot be sub-branded with college/university identification lines.

Identity

THE CREIGHTON UNIVERSITY SEAL/ BROTHERS CREST



NOTES

The official seal of Creighton University is a historical emblem that is used **ONLY** in conjunction with historic or formal academic events, or on official academic University documents such as transcripts, official records or legally binding documents.

Permission to use the seal for any other purpose must be obtained from Marketing and Communications. The seal must only be reproduced using PMS 280 (blue) or its four-color process equivalent, black or white (see “Our Colors” on page 24 for additional color usage information). If reproduced in white, the correct “reverse” file must be used to render the seal correctly.

THE CREIGHTON UNIVERSITY CREST



NOTES

The Creighton University crest is an official symbol of the University and is reserved for the Office of the President and ceremonial use only.

The gold stripes on the red field, in the upper left-hand quadrant of the shield, comes from the family coat of arms of St. Ignatius of Loyola, the founder of the Society of Jesus or Jesuits. The lion rampant comes from the Creighton family coat of arms and the three seashells on a field of sable and red comes from the Wareham family coats of arms – giving a nod to Creighton University’s founding families. The design for the shield’s final quadrant, in the lower left, comes from the coat of arms of the Archdiocese of Omaha. The starburst behind the shield comes from the seal of the Society of Jesus.

Identity

Logo variations

The Creighton University Athletics Department has its own logos and marks. The use of the athletic logos and marks **is restricted to athletic entities, athletic events and student-focused or spirit-building campaigns**. Our athletic marks and logos support the University's tradition of continued athletic excellence and are not intended to be used to promote or identify with our academic institution.

ATHLETIC LOGOS



Bluejay Logo



"C" Logo



Bluejay Logo with Wordmark



"C" Graphic



"Bluejays" Wordmark



"Creighton" Wordmark

NOTES

Each logo should only be used as an independent and isolated stand-alone graphic.

Never group logos or individual graphic elements together as a reconfiguration of the logo.

The athletic logos and marks cannot be modified in any way; this includes the addition of any sub-brands for colleges, schools or departments and clubs within them.

Student clubs and organizations should contact Katie Kelsey in Student Activities for permission to use the logos at katiekelsey@creighton.edu.

To obtain athletic logos and permission to use the logos, contact Terry Severson at terryseverson@creighton.edu.

Our Colors

Our colors say a lot about who we are.

They speak to our approachable expertise and the commitment we have to push forward. When we vary the combination of the colors we use, we can shift the tone of our communications so that they are appropriate for each audience. Compositions should lean heavily on the primary colors, with the secondary colors providing accents.

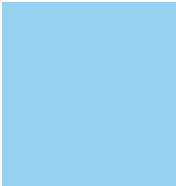
PRIMARY



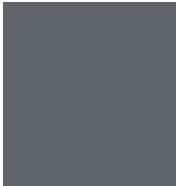
PANTONE 286 C
C100 M75 Y0 K0
R0 G84 B166
HEX 0054A6



PANTONE 294 C
C100 M69 Y7 K20
R0 G46 B109
HEX 002E6D

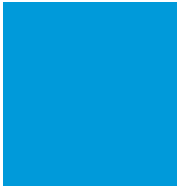


PANTONE 291 C
C38 M4 Y0 K0
R149 G210 B243
HEX 95D2F3



PANTONE 424 C
C30 M20 Y19 K58
R93 G100 B104
HEX 5D6468

SECONDARY



PANTONE 2925 C
C85 M21 Y0 K0
R1 G156 B219
HEX 019CDB



PANTONE 715 C
C0 M43 Y81 K4
R255 G163 B0
HEX FFA300

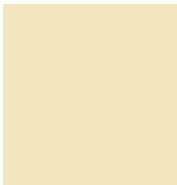


PANTONE 121 C
C0 M15 Y66 K1
R255 G204 B79
HEX FFCC4F

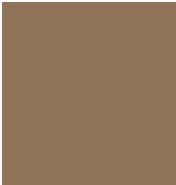


PANTONE 7489 C
C56 M2 Y78 K5
R115 G184 B101
HEX 73B865

NEUTRALS



PANTONE 7500 C
C3 M5 Y26 K2
R243 G234 B194
HEX F3EAC2



PANTONE 7504
C17 M36 Y52 K38
R144 G114 B87
HEX 907257

Our Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to any communication. Creighton's primary fonts are simple, with an emphasis on legibility.

Knockout is used for headlines and special emphasis. Always set Knockout in all caps.

PRIMARY DISPLAY

KNOCKOUT

TYPE SPECIMEN

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Default font substitute

Futura Medium Condensed is an acceptable substitute for Knockout in Word documents, PowerPoint presentations and other digital applications. However, anything that is professionally printed must use Knockout.

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

WEIGHTS

PRIMARY

HTF26

HTF27

HTF28

HTF46

HTF47

HTF48

Our Typography

Locator is the primary font and used in headlines, subheads and body copy.

PRIMARY SANS SERIF

Locator

TYPE SPECIMEN

ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890?!.,

WEIGHTS

PRIMARY

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

SECONDARY

Ultra Light
Ultra Light Italic
Light
Light Italic
Black
Black Italic

Default font substitute

Verdana is an acceptable substitute for Locator in Word documents, PowerPoint presentations and other digital applications. However, anything that is professionally printed must use Locator.

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

Our Typography

Eames Century Modern has a strong, distinct style that contrasts well with Knockout.

Use in headlines or wherever extra attention is required.

Never use this font for body copy or in all caps.

PRIMARY SERIF

Eames Century Modern

TYPE SPECIMEN

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,

WEIGHTS

PRIMARY

Book
Medium
Bold
Extra Bold

Default font substitute

Baskerville (semibold and bold) is an acceptable substitute for Eames Century Modern in Word documents, PowerPoint presentations and other digital applications. However, anything that is professionally printed must use Eames Century Modern.

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

Our Typography

Calluna should be used for long format communications and editorials (i.e. the Creighton Magazine.)

PRIMARY SERIF

Calluna

TYPE SPECIMEN

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890?!.,

WEIGHTS

PRIMARY

Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic

SECONDARY

Light
Black

Default font substitute

Minion Pro is an acceptable substitute for Calluna in Word documents, PowerPoint presentations and other digital applications. However, anything that is professionally printed must use Calluna.

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

Our Web Typography

Web fonts

Times is used for body copy throughout the site.

Helvetica is used minimally for some secondary navigation items.

PRIMARY SERIF

Tex Gyre Schola

TYPE SPECIMEN

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890?!.,

Default font substitute

Tex Gyre Schola is an acceptable Web alternative for Calluna and is used mostly for headlines.

WEIGHTS

PRIMARY
Regular
Regular Italic
Bold
Bold Italic

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

Our Web Typography

Web fonts

Times is used for body copy throughout the site.

Helvetica is used minimally for some secondary navigation items.

PRIMARY SANS SERIF

BEBAS NEUE

TYPE SPECIMEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,.

Default font substitute

Bebas Neue is an acceptable web alternative for Knockout and is used for buttons, primary navigation and various other areas.

WEIGHTS

REGULAR

Mind the details

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

Our Photography

Our brand uses photography to help tell our story. Our images should highlight interaction and collaboration between faculty, students and participants in clinical situations, and be inclusive of all schools and departments.

Candid

It's important to portray our campus experience authentically, so our images should feel natural and in the moment — people in real situations, photographed at natural angles, with soft light. The energy of the Creighton experience should come through in these images, while demonstrating the connections that each person has with one another.



Our Photography

Testimonial

Using an authentically styled testimonial image for an individual, paired with a personal statement in layout, works well to convey our brand message of “You’re more than just a student. This is more than just an education.” It is important to create a naturally posed image, with subjects positioned in their honest environments (Creighton campus or otherwise). These images should capture an exact moment in time when our subject is exuding an emotion of determination, confidence and thoughtfulness both on their faces and in their body language. Careful use of natural environments and lighting effects completes this powerful and authentic look.



Our Photography

Photo shoot prep

With proper planning and scheduling ahead of time, we can execute the shoot days efficiently and afford the photographer the most time to capture authentic and unique visual stories.

To request a photo shoot as part of a project, please fill out the request form at:

[HTTPS://CREIGHTONWEB.WUFOO.COM/FORMS/PHOTOGRAPHY-REQUEST/](https://creightonweb.wufoo.com/forms/photography-request/)

Key individuals from each college or school to coordinate schedules with:

- Students (*undergrad and graduate*)
- Faculty (*full-time assignments*)
- Staff



Key facilities from each school/department to coordinate schedules with:

- Lecture halls
- Classrooms
- Labs
- On- and off-campus learning environments
- Athletic team facilities and areas
- Faculty office spaces
- Study lounges
- Community outreach facilities

By scheduling the right individuals and reserving the appropriate spaces, we will have the best opportunity to visually capture authentic stories.

Our authentic stories should showcase:

- Authentic interactions
- Hands-on learning
- Group interactions
- Community involvement and outreach
- Macro and detail shots that provide texture and complementary storytelling elements that round out key group images
- Sense-of-place environmental shots

PHOTOSHELTER

Creighton University Marketing and Communications is now using PhotoShelter as an online photo-sharing and storage tool. The site can be accessed at creightonuniversity.photoshelter.com using the password “Cr8ton.”

Photos found on the site may be requested through the use of a shared light box; instructions can be found on the site.

Our Photography

Stylistic considerations

Using a consistent style and approach will produce the best and most useful images, in a tone and look that will continue to support the brand as new needs arise.

TECHNICAL CONSIDERATIONS:

- Scenarios and locations should be authentic.
- Each scenario should show individuals interacting. When situations present themselves, detail shots of moments can be captured as well.
- A range of emotions should be captured, whether it's celebratory or more serious. Emotions shouldn't be forced, but not every person should always be smiling at the camera.
- The storytelling of our imagery is more editorial, not overly art-directed.
- A balance of horizontal and vertical compositions are needed.
- Thoughtful consideration should be given to photographic compositions that allow for ample negative space in design layouts.
- Including people within campus and building shots conveys a vibrant and lively environment.

Our Design Details

Facets

When creating a type-only design, please include the facet background. It adds visual interest, dimension and movement compared to just a solid color. The treatment represents the Creighton experience as a diamond or jewel, and every student as a multi-dimensional, layered individual.



PMS 291 Background



PMS 286 Background

Our Design Details

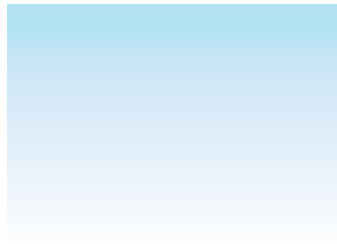
Creating Facets

1. Create a background block of color of PMS 291 (or CMYK equivalent).
2. Create a gradient, using PMS 2925 (or CMYK equivalent).
Have it fade from that color to white.
3. Overlay the fade onto the background and rotate at random angles
(see example on previous page).
4. Multiply gradient, changing opacity to 20%-30%.
Keep gradients from forming tangents on any letters in a headline.

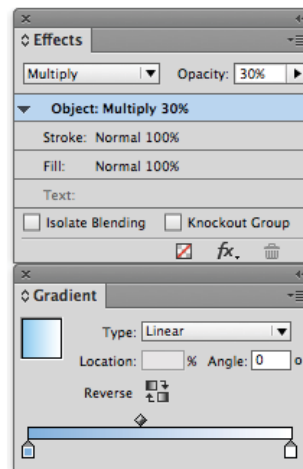
Preferred background color is PMS 291, but can also be created the same way with PMS 286. Instead of the gradients being made out of the 286, use black.



Background of PMS 291



Gradient of PMS 2925



Overlaying and rotation of gradients. Remember to decrease opacity to 20%-30%.

Our Design Details

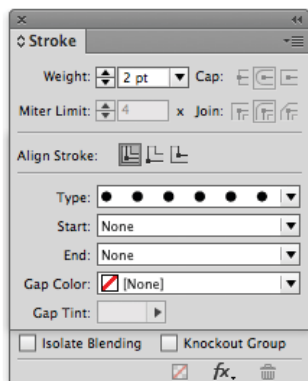
Dotted or solid line

Use a dotted or solid line as a design element to add color and emphasis when appropriate. Use sparingly, only when added visual interest is needed.



CREATING DOTTED LINES:

1. Create a line – 2 pt
2. Select accent color
3. Set type to dotted



Outdoor Examples

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Print Examples

PRINT ADS

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Congratulations to all incoming freshmen, prospective students and families who have placed Creighton among their best choices. With a top-ranking, values-based education, this is where opportunities skyrocket. creighton.edu



LIFE-CHANGING DEGREES IN HEALTH AND WELLNESS.

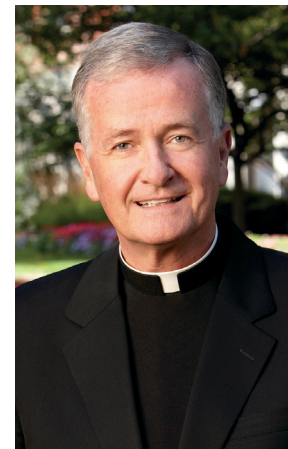
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| | | |
|--|--|--|
| <p>HEALTHY LIFESTYLE MANAGEMENT Bachelor's Degree</p> <ul style="list-style-type: none"> Innovative program focused on whole person wellness and a healthier lifestyle to prevent the onset or progression of chronic diseases Program is transfer-friendly and offers scholarships and special tuition rates for adult students 8-week online courses <p><i>Next program starts June 8, 2015</i></p> | <p>HEALTH AND WELLNESS COACHING Master's Degree</p> <ul style="list-style-type: none"> Programs designed to successfully achieve nationally recognized credentialing in health and wellness coaching 36-credit-hour program with 8-week online courses <p><i>Next program starts August 24, 2015</i></p> | <p>LIFESTYLE MEDICINE Graduate Certificate</p> <ul style="list-style-type: none"> Five 8-week online courses: Advanced Lifestyle Medicine, Health Behavior Modification, Nutrition for Chronic Disease, Exercise for Chronic Disease, Stress and Sleep Management Courses fulfill 15-credit hours towards the new Master's in Health and Wellness Coaching <p><i>Next program starts August 24, 2015</i></p> |
|--|--|--|



Learn more at healthandwellness.creighton.edu



Congratulations Father Lannon.

You lead our University. You serve our city. And now, you're being inducted into the Ak-Sar-Ben Court of Honor. Thank you for being an inspiration to us all—both on the Creighton campus and off—and exemplifying how each of us can be something more. May your constant example of servitude, leadership and values shine boldly for all to see, for years to come.

BeMore.Creighton.edu

Email Signature

Given the wide audience of people that will see your email signature, it should be a tasteful send-off and a clean, professional end to your message. It should reflect the Creighton brand, not your personal point of view. That's why it's crucial to keep email signatures concise. Avoid personal quotes or images as they distract from the content of your message or delay your email from loading. State who you are and your necessary contact information — no more. To be brief is to be confident.

CREATING AN EMAIL SIGNATURE IN MICROSOFT OUTLOOK

1. For name, use **Georgia Bold** at point size 14; color is blue.
2. For title, use **Arial Italic** at point size 12; color is black.
3. For Creighton University, use **Arial Bold** at point size 12; color is blue.
4. For address line, use **Arial Regular** at point size 12; color is black.
5. For phone numbers and Web address, use **Arial Regular** at point size 12; color is black.

EMAIL SIGNATURE

Janet Smith, BA'94
Admissions Counselor

Creighton University
2500 California Plaza, Omaha, NE 68178

office 402.555.1138
fax 402.555.1977
cell 402.555.1939

creighton.edu

For more detailed instructions on formatting your email signature, open Outlook and in the Help menu type "Create a signature."

Power Point Templates

We've developed several templates for the campus community to simplify the creation of presentations. Creighton University branded Power Point templates are available for use in presentations. You can download the zip file at:

CREIGHTON.EDU/MARKETING/RESOURCESGUIDELINES/TEMPLATES



Contact

For details and contact information, please visit:

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