

Brand Standards

Creighton
UNIVERSITY

Arizona Health
Education Alliance

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For more details on University Communications and Marketing, please visit creighton.edu/ucom

For more information, contact **Shannon Johnson**, *Creative Director*, at 402.280.3820 or ShannonJohnson@creighton.edu

Creighton University Arizona Health Education Alliance

About

Creighton University, Dignity Health St. Joseph's Hospital and Medical Center, Maricopa Integrated Health System, and District Medical Group, Inc., have joined together in an alliance. The Creighton University Arizona Health Education Alliance, which officially launched Sept. 1, 2017, aims to increase the number of physicians and other health professionals in Arizona by improving and expanding current health education programs.

The Creighton University Arizona Health Education Alliance includes the following four organizations:



Official Name

Creighton University Arizona Health Education Alliance

When to Shorten

Use the full, official name on the first instance in all circumstances. For second reference:

- On marketing materials (emails, brochures, website, etc.):
Use the official name; do NOT shorten
- In editorial usage (articles, newsletters, etc.):
The name CAN BE shortened to "The Alliance" on second reference and thereafter

Do not abbreviate, remove words or alter in other ways.

- Creighton Alliance
- Arizona Health Education Alliance, Creighton
- Arizona Health Education Alliance
- Arizona Alliance

Creighton University Arizona Health Education Alliance

Logo–Horizontal

When using this logo, the Creighton University logo must appear with “Arizona Health Education Alliance” at all times.

The Creighton University Arizona Health Education Alliance logo should be used in all external communications—print, web or digital materials—and on items such as T-shirts, promotional items, signage, etc.

The logo can be used with or without the partnership information (as seen in the alternate example).

Do not alter the logo to include a logo from any school or college.

Do not alter, redraw, distort or rebuild the logo in any case.

Using this logo properly and consistently is vital to creating a strong brand presence.

Logo files are available for download at:
logo.creighton.edu

Note:

The logo is only acceptable in Creighton blue (PMS 286), black or white.

HORIZONTAL

Creighton
UNIVERSITY

Arizona Health
Education Alliance

Creighton
UNIVERSITY

Arizona Health
Education Alliance



HORIZONTAL ALTERNATE - INCLUDES PARTNERSHIP INFORMATION

Creighton
UNIVERSITY

Arizona Health
Education Alliance

In Partnership with Dignity Health St. Joseph's Hospital and Medical Center,
Maricopa Integrated Health System and District Medical Group

Creighton University Arizona Health Education Alliance

Logo—Vertical

When using this logo, the Creighton University logo must appear with “Arizona Health Education Alliance” at all times.

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VERTICAL

Creighton
UNIVERSITY
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Creighton
UNIVERSITY
Arizona Health
Education Alliance



Creighton University Arizona Health Education Alliance

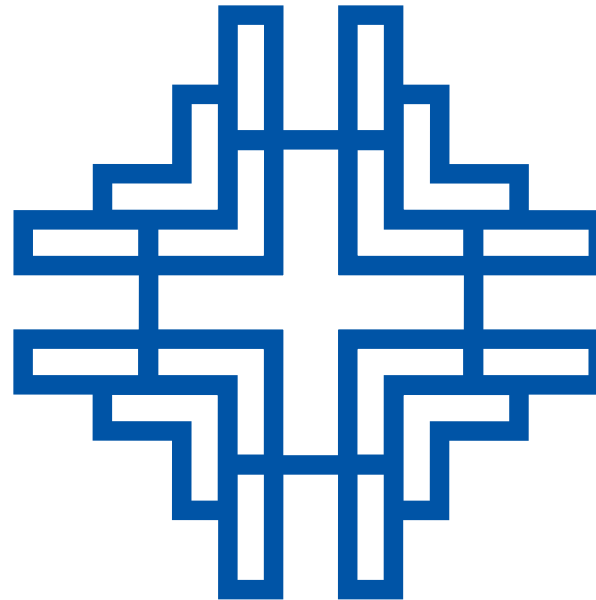
Design Element

The design element captures the purpose of the Creighton University Arizona Health Education Alliance: the coming together of four health care related organizations, systems and educators to meet Arizona's growing demands for health care professionals.

The design element consists of four identical pieces linked in a pattern—showing the connection among the four organizations of the Creighton University Arizona Health Education Alliance. The four pieces point equally toward the center—a health care cross—signifying a common goal.

The element is intended to enhance and complement the design. It should never appear without the logo; see design examples on page 8.

Do not alter the design element in any way.



Creighton University Arizona Health Education Alliance

GRAPHIC ELEMENT AND LOGO - NOT PREFERRED

Design Element with Vertical Logo

The usage of the design element with the vertical logo is **NOT** preferred, but can be used if space is limited (i.e., on a lab coat pocket).

Do not alter the design element in any way.

Please seek approval from the Creighton University creative director before using this version.



Creighton University Arizona Health Education Alliance

Examples of Creative Work



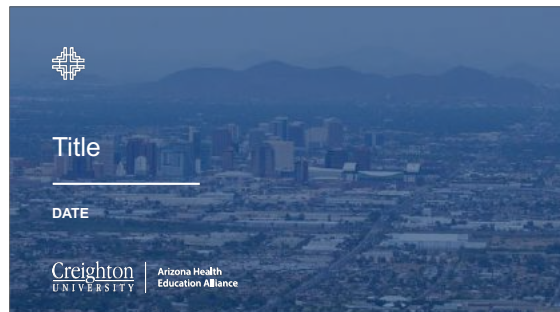
T-SHIRT DESIGN



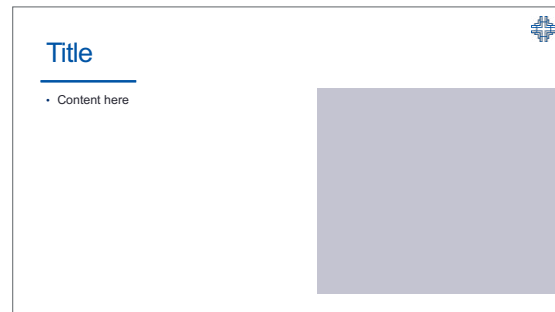
LETTERHEAD + BUSINESS CARD



FOLDER COVER



POWERPOINT TEMPLATE



Contact

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To begin a project using the services of University Communications and Marketing, please visit: creighton.edu/ucom/brief