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A brand goes beyond a logo, name or tagline. It’s the sum total of all the images and feelings that someone holds about a particular institution. It identifies where an institution is, where it’s been and where it’s going.

Through its brand, Creighton University communicates its values and shares its story with audiences within the community and across the world. The Creighton brand builds upon this foundation. It captures Creighton’s essence and vision and carries that message to internal and external audiences. It communicates who we are and sparks recognition among potential students, current students, alumni, faculty, staff, community partners and others.

When we represent the University in our marketing and communications, we have an opportunity to reinforce the Creighton brand. The brand guide provides a framework for our communications and marketing pieces. It helps to ensure consistency in our voice and visuals across all platforms.
Brief History of Creighton

Edward and Mary Lucretia Creighton, along with Edward’s brother, John, settled in Omaha in the mid-1850s. John married Mary Lucretia’s sister, Sarah Emily Wareham, in 1868 and the four are considered the founders of Creighton University. Edward’s work with the transcontinental telegraph and freighting, ranching, railroading and banking became a major force in the city’s economic development. The two brothers were widely known for their business enterprises and the two couples were also widely regarded for their philanthropy.

Edward died in 1874, and his widow included $100,000 in her will to establish Creighton College in memory of her husband. Mary Lucretia died in 1876, and her executors, who included her brother-in-law John, purchased 6.2 acres of land at the northwest corner of what is currently 24th and California streets. They began to build a school and transferred the land, building and additional securities to Bishop James O’Connor of Omaha.

The bishop asked the Jesuits to operate the school and the first president, Roman A. Shaffel, SJ, arrived in Omaha in late 1877; the school opened on Sept. 2, 1878. One priest, three scholastics, a layman and a laywoman formed the faculty. The school began with 120 students ranging in age from 6 to 30. On Aug. 14, 1879, Bishop O’Connor surrendered his trust to the Jesuits, who incorporated “The Creighton University” under Nebraska law. Much of the initial teaching was secondary-level; in 1891, the first baccalaureate degree was awarded.

Edward and Mary Lucretia’s generosity is credited with establishing Creighton College, while John and Sarah Emily’s philanthropy enlarged it to a five-school university. Today, Creighton University consists of nine schools and colleges:

- College of Arts and Sciences (1878)
- School of Medicine (1892)
- School of Law (1904)
- School of Dentistry (1905)
- School of Pharmacy and Health Professions (1905)
- Heider College of Business (1920)
- Graduate School (1926)
- College of Nursing (1971; four-year bachelor’s degree program began in 1958)
- College of Professional Studies (1983)
Our Mission
Creighton is a Catholic and Jesuit comprehensive university committed to excellence in its selected undergraduate, graduate and professional programs.

As Catholic, Creighton is dedicated to the pursuit of truth in all its forms and is guided by the living tradition of the Catholic Church.

As Jesuit, Creighton participates in the tradition of the Society of Jesus, which provides an integrating vision of the world that arises out of a knowledge and love of Jesus Christ.

As comprehensive, Creighton’s education embraces several colleges and professional schools and is directed to the intellectual, social, spiritual, physical and recreational aspects of students’ lives and to the promotion of justice.

Creighton exists for students and learning. Members of the Creighton community are challenged to reflect on transcendent values, including their relationship with God, in an atmosphere of freedom of inquiry, belief and religious worship. Service to others, the importance of family life, the inalienable worth of each individual and appreciation of ethnic and cultural diversity are core values of Creighton.

Creighton faculty members conduct research to enhance teaching, to contribute to the betterment of society, and to discover new knowledge. Faculty and staff stimulate critical and creative thinking and provide ethical perspectives for dealing with an increasingly complex world.

Our Vision
Forming leaders for a more just world.

Our Values
Magis
Literally translated, magis means “more” in a sense of greater or better. It denotes a transcendence, or “rising above or beyond normal expectations.” Individuals who have been transformed by magis in their lives will put their hands and minds to work in a constant pursuit of a greater and common good.

Women and men for and with others
Instead of living just for oneself, live for others. This value manifests as selflessness in action. It describes a thriving culture with many diverse people working together, sharing, volunteering, reflecting, pursuing justice and having concern for anyone who is marginalized. When all are working for and with others, all are equal.

Cura personalis
Translated, this means care for the individual person. It means respecting each person as a child of God along with all of God’s creations—regardless of creed or background. It challenges us to dig deeper to understand each person’s gifts, challenges and needs.

Unity of heart, mind and soul
We believe in developing not just our students’ professional skills, but the whole person and integrating all aspects of their lives into practice. On our campus, heart, mind and soul are never separate. They work together as a personal triumvirate: all three are essential to becoming one’s strongest self.

Ad majorem Dei gloriam
Translated: “For the greater glory of God.” It’s a central theme of the Ignatian tradition that Creighton has embraced deeply. This underlying philosophy is benevolent. Caring. Unshakable. Loving. Everything we pursue at Creighton is about more than becoming greater human beings; it’s about serving as a dynamic participant in causes greater than our own—starting with our surrounding communities and those who are in need.

Finding God in all things
Life has its trials. But it is also an engagement with a divine experience—a constant and conscious exploration of what’s inherently good all around us and how we can better ourselves. This Jesuit value speaks of the importance of embracing life with open arms.

Forming and educating agents of change
At Creighton, students boldly explore their future potential. They’re asked to envision where they see themselves as future leaders. Then our education answers the challenge through thousands of internship opportunities, connections to job networks and untold service openings. We help transform students’ goals and plans into making a positive difference worldwide.
**OUR POSITIONING STATEMENT**

**Brand Positioning Statement:**
Creighton University, located in Omaha, Nebraska, offers a top-ranked education in the Jesuit tradition for people who want to contribute something meaningful to the world. It is where students, faculty and staff thrive in a supportive community committed to Jesuit, Catholic values and traditions. And, it is where students learn to become leaders through service to others.

Creighton’s nine schools and colleges deliver powerful education with degree programs spanning the arts, sciences, law and business, and health sciences programs in dentistry, medicine, nursing, pharmacy, occupational and physical therapy, public health and emergency medical services.

**Boilerplate Statement:**
Creighton University is a Jesuit, Catholic university bridging health, law, business and the arts and sciences for a more just world.
LOGO STANDARDS

Our logo is the single, strongest visual representation for the University. It is how the world sees and recognizes us. Using our logo properly and consistently is vital to creating a strong brand presence.
CREIGHTON LOGO

Our logo should be used in all external communications—print, web or electronic materials—and on items such as T-shirts, promotional items, signage, etc.

Consistency is vital to creating a strong brand presence. Do not alter, redraw, distort or rebuild the logo in any case.

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

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

Primary + Secondary Logos
The logo with a secondary level is available in two orientations: left-aligned and centered.

Left-aligned Orientation
Each school or sub-brand should use only the approved and supplied version of its logo lockup. In no case should the logos be altered, redrawn, distorted or rebuilt. An independent secondary graphic mark for a school or college is not permitted.

The primary logo is required; the use of a secondary level in the logo is optional.

All logo files displayed are available for download at: logo.creighton.edu

Additional secondary logos for administrative divisions are available at: logo.creighton.edu

Notes:
The logos are only acceptable in Creighton blue (PMS 286), black or white.

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

As a named college, the Heider College of Business is treated differently than other sub-brands.
Primary + Secondary Logos

The logo with a secondary level is available in two orientations: left-aligned and centered.

Centered Orientation

Each school or sub-brand should use only the approved and supplied version of its logo lockup. In no case should the logos be altered, redrawn, distorted or rebuilt. An independent secondary graphic mark for a school or college is not permitted.

The primary logo is required; the use of a secondary level in the logo is optional.

All logo files displayed are available for download at: logo.creighton.edu

Additional secondary logos for administrative divisions are available at: logo.creighton.edu

Notes:
The logos are only acceptable in Creighton blue (PMS 286), black or white.

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

As a named college, the Heider College of Business is treated differently than other sub-brands.
**Primary + Secondary + Tertiary Logos**

The logo with a tertiary level is available in two orientations: left-aligned and centered.

**Left-aligned and Centered Orientations**

All official departments, offices, centers, institutes and units can have their unit distinction appear in the line below their corresponding college or school.

In no case should the logos be altered, redrawn, distorted or rebuilt. An independent secondary graphic mark for a department, office, center, institute or unit is not permitted.

The primary logo is required; the secondary and tertiary levels in the logo are optional.

All logo files displayed are available for download at: [logo.creighton.edu](http://logo.creighton.edu)

Additional tertiary logos are available at: [logo.creighton.edu](http://logo.creighton.edu)

Notes:
The logos are only acceptable in Creighton blue (PMS 286), black or white. The tertiary logo is not available for programs or clubs.
Clear Space
Clear space is the minimum "breathing room" that must be maintained around the logo.

This clearance should be equal to the X-height (the height of "UNIVERSITY") and should be given around the logo’s entire perimeter, from its outermost points. No other design elements may be positioned within this space.

Clear space also refers to the minimum distance from the edge of the page.

Minimum Size
Creighton’s primary visual identity must always be recognizable and readable.

To ensure legibility, the minimum allowable reproduction size for all the logos is 1 inch, with the width measured from the left edge to the right edge of the logo.

Minimum clearance should be equal to the X-height.

Minimum allowable reproduction size is 1 inch.
Preserving the Design

It is important to the success of Creighton’s visual identity to treat our logo with respect and consistency.

The examples illustrate unacceptable uses of the logo. Please refrain from using any version of the logo that has not been approved, as noted on the previous pages.

All approved logo files are available for download at: logo.creighton.edu

- Never stretch or skew the logo out of proportion.
- Never change the color of the logo.
- Never place the logo on a color that provides inadequate contrast.

- Never place items within the logo clear space. It should never be boxed, bordered or shaded.
- Never add foreign design elements.
- Never place the logo on a photograph that provides inadequate contrast.

- Never use another font to recreate the logo.
- Never rearrange the logo.
- Never place the logo on a photograph whose complexity competes with the legibility of the logo.
BRAND FONTS

The Creighton brand uses three typefaces: **Proxima Nova**, **Conduit** and **Mrs Eaves XL Serif**. All three may be used for headlines, but large amounts of body copy should only be set in Proxima Nova.
PROXIMA NOVA FONT FAMILY

A legible, hybrid sans serif design combining humanistic proportions with a somewhat geometric appearance, Proxima Nova is a highly versatile type family capable of accommodating any level of emphasis needed within the visual hierarchy. Proxima Nova is our go-to font for most of our text needs, which can also include headlines.

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Regular
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extrabold
Proxima Nova Black

WHERE TO GAIN ACCESS
The Proxima Nova font family is available for personal and commercial licensing with Adobe Creative Cloud at fonts.adobe.com/fonts/proxima-nova. Designed by Mark Simonson.
CONDUIT FONT FAMILY (ALL CAPS ONLY)

A tall, grid-based, sans serif design, the ITC Conduit type family embodies an earnest and approachable human spirit that is ideal for headlines and subheads. ITC Conduit’s letterforms project a modern boldness, without feeling austere or unapproachable. Its narrower x-height is great for accommodating headlines of any length.

CONDUIT LIGHT
CONDUIT MEDIUM
CONDUIT BOLD

WHERE TO GAIN ACCESS

The Conduit font family is available for purchase and licensing with Monotype Font Foundary at catalog.monotype.com/family/itc/itc-conduit. Designed by Mark Van Bronkhorst.
MRS EAVES XL SERIF FONT FAMILY

Mrs Eaves XL is a transitional serif typeface that provides contrast, when needed, from our sans serif brand fonts. Employ the typeface to project a softer, more conventional voice or for subject matter that speaks to Creighton’s history. Like many serifs, this type family’s letterforms evoke a classic sophistication, yet Mrs Eaves XL uniquely manages this without feeling austere or unapproachable. There is also added friendliness in the bolder, italic weights.

Mrs Eaves XL Regular  Mrs Eaves XL Regular Italic
Mrs Eaves XL Bold  Mrs Eaves XL Bold Italic
Mrs Eaves XL Heavy  Mrs Eaves XL Heavy Italic

WHERE TO GAIN ACCESS

The Mrs Eaves XL font family is available for personal and commercial licensing with Adobe Creative Cloud at fonts.adobe.com/fonts/mrs-eaves-xl. Designed by Zuzana Licko. From Emigre font foundry.
This versatile group of font families can be paired in many ways, allowing the flexibility to appeal to students, parents, alumni, peers and supporters, but without losing sight of a tonally and thematically consistent brand.

TYPOGRAPHY
HEADLINE APPLICATIONS

01 / Mixed Sans Serif Title Treatment
This title treatment is one of the brand’s primary headline styles. It offers a bold and distinctive persona that is both clean and versatile. The contrasting x-heights of Conduit and Proxima Nova provide a pleasing balance that can accommodate long multiple-line headers and the addition of subheads or eyebrow copy. The assignment of fonts can be used interchangeably to provide emphasis as needed for the particular situation. When Conduit is used as a headline, it should always be set in all caps.

02 / Mrs Eaves Display Titles
This display title treatment should be employed when the title is used in large, dramatic scale—usually surprinted over an image to draw the reader into an initial feature or top-tier header within the overall visual hierarchy. Mrs Eaves XL should only be set in sentence or title case in either bold, heavy or the italic versions of either weight.

03 / Proxima Nova Bold Headers
Proxima Nova Bold headlines are reserved for second-tier stories or callouts within a given layout or multi-page design. Because it’s set in the same typeface as our body copy, it is flexible enough to take a back seat to our primary display faces when needed but bold enough to call ample attention where needed.

04 / Vertical Conduit Titles
Conduit can be used in minimal cases as a vertical headline when speaking to or about a younger audience to evoke a more dynamic tone in these appropriate scenarios. It should always read as if rotated 45° counterclockwise and works best when it is breaking the plane of a photo with a partial overlap.

Punctuation in Headlines
If the headline is a complete thought, it should have a period. If the headline is a fragment, it should not have a period. Headlines should use sentence case or all caps, not title case.

AN ENTERPRISING SPIRIT

Endowed faculty positions in the Heider College of Business sustain faculty leadership, elevate student learning, and ensure that Creighton retains the best instructors in the disciplines of finance, economics, marketing, business intelligence and analytics, leadership, health care management, and business practice to impact our students. Those who hold endowed positions influence generations of students in classrooms, boardrooms, and beyond.
DESIGN ELEMENTS

The Creighton brand consists of a variety of design elements from typographic treatments to iconography and textures. This section covers the variety of uses for design elements of the brand.
Creighton has a distinctive palette of colors, grouped by primary and secondary categories.

Consistent use of this palette ensures a cohesive expression of the Creighton brand. Our palette was selected from the Pantone Matching System (PMS), the printing industry standard. The 4-color process and digital color mixes were derived from the PMS colors.

Creighton Blue
Creighton selected blue (PMS 286) as the University’s brand color because the color is important in Christian traditions. In iconography, the color represents transcendence, mystery and the divine. As the color of the sky, blue is viewed as a heavenly color. In artwork, the Virgin Mary is often depicted wearing blue clothing, as a symbol of grace and hope.

Note: Never use the color red in any Creighton University marketing and communications.

**BRAND COLORS**

### 01 / Primary Color

Our **primary** color should make up most of the color expression in Creighton communications. Lean heavily on Pantone 286, especially when delivering a brand message and when communicating to external audiences.

- **Pantone 286**
  - CMYK: 100 75 0 0
  - RGB: 0 84 166
  - HEX: 0054A6

### 02 / Secondary Colors

Our **secondary** color palette adds depth and vibrancy to the brand. Use the secondary colors to complement the primary colors. These are mostly used for subtle accents to call attention to icons, infographics and buttons on interactive designs or when multiple colors are needed for informational design. If limited color is used on a promotional piece, apply the primary color.

- **Pantone 294**
  - CMYK: 100 69 7 20
  - RGB: 0 46 109
  - HEX: 002E6D

- **Pantone 2173**
  - CMYK: 82 36 0 0
  - RGB: 255 204 79
  - HEX: FFCC4F

- **Pantone 291**
  - CMYK: 82 30 0 0
  - RGB: 255 204 79
  - HEX: FFCC4F
Our brand uses an extensive color palette that reflects the personality of Creighton. By using color wisely, you can help create a strong visual identity for the Creighton brand.

Our color wheel illustrates priority usage for our palette. The wheel is dominated by the core Creighton brand colors: the primary color. PMS 286, our foremost brand color, is given larger coverage and should be used most often.

Our secondary palette includes seven vibrant colors that should be used to highlight the primary color. They should never be the dominant color in the layout.
The University seal is an official symbol of the University.

While previously restricted to the Office of the President, the seal is now approved for general use by the University community.

Seal design:
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 rampart 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.

To obtain a vector file of the University seal, please contact Shannon Johnson, creative director, at ShannonJohnson@creighton.edu or 402.280.3820.

Note: The University seal can be used ONLY as a stand-alone image. Do not pair the seal with any other logo, mark or words.
ATHLETICS BRAND

The Creighton University Athletics Department has its own approved logos and marks. Please visit creighton.edu/ucom/athletics-brand-guide for more details on the logos.

The athletic logos and marks are to be used only for Creighton 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.

Bluejays is written as one word. Do not use Blue Jays or Blue jays.

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.
- Licensed vendors have access to the logos. To obtain permission to use the logos, contact Kevin Sarver at KSarver@creighton.edu or Shannon Johnson at ShannonJohnson@creighton.edu.
- Student clubs and organizations should contact Katie Kelsey in the Student Leadership and Involvement Center for permission to use the logos at KatieKelsey@creighton.edu

Usage of the old Billy Bluejay and the Jays logo is strictly prohibited.
CREIGHTON UNIVERSITY

CREIGHTON MARKS

For the University brand to “speak with one voice,” the Creighton brand identity extends into marks in very limited use cases. While sharing the same mission yet having individual personalities, Creighton marks are prominently linked to the University’s core brand while requiring differentiation as they provide distinctive applications for their specific areas of influence.

A mark must meet the following criteria:

• Used for advising, academic support, co-curricular, experiential and/or other student-related services.
• Used for campus-based, internal-focused service storefronts.
• Directed toward internal campus-facing primary audience (staff, faculty and students). All external outreach MUST also include the official Creighton University logo.

Additional clarifications:

• Division and department names and offices should follow approved University guidelines. Refer to logo.creighton.edu to download the file.
• Buildings and specific facilities that include rooms, auditoriums, offices and collaborative spaces do not qualify for a unique mark. Please contact Facilities for assistance and/or specific signage guidelines for any requests of this nature.
• Student organizations must follow student handbook guidelines.

Notes:
Please contact UCOM for assistance with any logo not posted on logo.creighton.edu. University Communications and Marketing maintains marketing and advertising guidelines and regulates the use of the Creighton name and all subsets and logos.

To obtain permission to use the logos, contact Shannon Johnson at Shannon.Johnson@creighton.edu.
THE SLASH

An ascending graphic element, the slash symbolizes Creighton’s bold vision for the future and commitment to perpetual growth and striving for magis, doing more for Christ and for others. The slash is a very flexible graphic element that serves as one of the foundational elements of the brand. The slash should always be oriented from lower left to upper right to convey the sense of moving forward and upward. This element can be used in any of our brand blue colors and at multiple sizes, either running off the page or showing in full.

THE SLASH IN COPY

The slash can also be used in copy form as a divider to space out numeral or letter indexing, or to call attention to a date, page number or folio text. In these cases the slash should adopt the same stroke weight as the surrounding text weight.

Examples:

Scholarships / 23 | FACULTY DEVELOPMENT | 01 / Primary Colors

A / GRAPHIC BACKDROP
The slash can serve as a graphic backdrop that draws the eye to titles and other key callouts, while also providing interest to cleaner designs.

B / GRAPHIC BACKDROP ON WHITE
When used as a backdrop on white, the slash adds subtle texture and contrast.

C / TEXT BACKDROP
The slash can serve as a point of emphasis for display typography and provide added contrast and separation from images in the background.

D / CONTAINER FOR HEADLINES
The slash can be used to house headlines, drawing attention to the copy and adding visual interest.
THE SLASH CONTINUED

Do not use the slash beyond its approved uses.

01 / Never cover up the main focus on an image

02 / Never change the angle of the slash

03 / Never use a reversed slash

04 / Never change the direction of the slash. It always should lean forward.
SECONDARY DESIGN ELEMENTS

01 / RULE BARS
Small vector graphics used to guide the eye to the initial paragraph of a body of copy, and also used to separate language from headlines in informal applications. We also use the thinner long rule bars to underline words within title treatments.

02 / CROSSHATCH
This is a small vector element used to balance headlines. It is a small yet elegant design that can add interest, guide the eye or separate language.

03 / DIAMOND INSIGNIA
A formal graphic element used to draw attention to the name callouts of esteemed faculty within letters or profile content. Also used to separate language on formal invitations.

04 / MAGIS PLUS
The plus sign is our symbol for adding value to the world. Used to help anchor headlines and should be used at the end of a word or phrase.

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Secondary Design Elements

01 / Rule Bars
02 / Crosshatch
03 / Diamond Insignia
04 / Magis Plus
Icons use a consistent monolinear approach. The two-tone color scheme is distinctive to our branded style and also allows us to emphasize the central focus of each icon. The strokes employ rounded corners and edges for a friendly and approachable aesthetic that also feels harmonious with the icons’ circle containers. We use the circle shape as a container to make the overall shape/body and space uniform from icon to icon, and because it’s a shape that repeats itself often throughout our brand.

Stylistically each icon should break out of the circle container in some manner. Every icon designed for our brand’s icon library adheres to the same stroke width and corner radius for brand consistency throughout.
**ICONS + STATISTICS**

When paired with copy, the connection between icon and information should be clear.

A Creighton University research study demonstrated the benefits of collaborative care. Researchers observed how the team-based approach benefited patients requiring high-volume care. The results were striking.

- **↓16%** Reduced emergency department visits
- **↓18%** Reduced hospitalizations
- **↓50%** Reduced patient charges

---

**BY THE NUMBERS.**

**SUCCESS IN PHOENIX**

1

- Creighton is the only Jesuit, Catholic medical school in the western U.S.
- NLEA pass rate by the first nursing cohort on the Phoenix campus.

100%

- 100% of medical students participate in service within the community.

Medicine and Nursing

- **2005** Year that Creighton began sending students to study in Phoenix for clinical rotations.
- **96%** of 2019 medical graduates matched with their specialties of choice.

**MEDICINE AND NURSING**

- **12** Months to complete the Accelerated Nursing Program.
- **16%** Reduced emergency department visits.
- **18%** Reduced hospitalizations.
- **50%** Reduced patient charges.

**THE BUILDING**

- **2021** Expected completion.
- **180,000+** Square footage.
- **900** Students served each year.
- **$100M** Projected cost.

**THE BUILDING**

- **391** beds.
- **74** total residents in the Internal Medicine program.
- **7** fellowships for Internal Medicine.
- **363** Nurses College of Nursing.
- **1,200** annual scholarly travel funds.
- **26** residents at CHI Health Creighton University Medical Center – Bergan Mercy.
- **3** training sites located locally.
- **80%** patient panel in continuity clinic.

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**CREIGHTON UNIVERSITY**

**HEALTH SCIENCES**

**PHOENIX CAMPUS**

---

**更好护理。减少医生、护士、物理治疗师和其他健康护理专业人员的倦怠。**

Creighton University通过直接使用我们的耶稣会、天主教价值观来解决健康问题，正走在解决健康问题的前列。关爱——身体、心灵、精神——意味着协作。

在位于主校区北侧的CHI Health Creighton University Medical Center — University Campus，我们测试了我们新的协作护理方法，结果令人印象深刻。

我们研究小组中的一些人因病重，他们在研究开始前的六个月里总共访问过急诊室50次，立即就看到了改善。

我们的研究追踪了我们的模型如何减少急诊室就诊、住院和医疗账单。它节省了约400万美元的医疗资源。

**Creighton Cares for Patients**

**REDUCING HEALTH CARE COSTS WHILE IMPROVING OUTCOMES**

- Scored No. 1 in employee engagement of 151 clinics measured.
- Scored in the top 5 for patient engagement of 151 clinics measured.

A Creighton University research study demonstrated the benefits of collaborative care. Researchers observed how the team-based approach benefited patients requiring high-volume care. The results were striking.

- **16%** Reduced emergency department visits.
- **18%** Reduced hospitalizations.
- **50%** Reduced patient charges.

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When paired with copy, the connection between icon and information should be clear.
When needed, two additional colors can be included in infographics. The wider color palette adds visual contrast and allows for more variety within elements such as charts and graphs.

Expanded Infographic Color Palette

Our infographic color palette includes two additional colors to help add visual contrast to emphasize a graphic representation of data, stats and words. These colors are also used in marks on occasion, in addition to infographics.

Pantone 715
- cmyk 0 43 81 4
- rgb 255 163 0
- hex FFA300

Pantone 7489
- cmyk 56 2 78 5
- rgb 115 184 101
- hex 73B865

Diamond and Cross Pattern

The diamond and cross pattern is used to add texture. It can be used as a repeated dot pattern or blown up and scaled back in opacity. It should never overpower the image.

Your Well-Being Matters

Congratulations!

This white coat is a symbol of transition from the academic to the clinical phase of your education. This coat was earned by your hard work over the past two years.

Who We Are

At Creighton University, we are dedicated to providing an exceptional education for leaders in medicine. We offer a unique curriculum that is tailored to the needs of our students, with a focus on delivering compassionate and evidence-based care. Our faculty are leaders in their fields, and we strive to provide a supportive and challenging environment for our students to thrive.

Teaching Sites

Our teaching sites are located throughout the United States, providing students with opportunities to learn in diverse settings. Our clinical education and procedure simulation center at CHI Health Creighton University Medical Center – Bergan Mercy offers state-of-the-art facilities, including a Level 1 Trauma Center, TAVR, ECMO, and Tertiary Care Center.

Other Benefits

We offer a variety of benefits to our residents, including parental leave for mothers and fathers, a monthly meal stipend for all rotations, health and counseling resources, and access to the hospital fitness facility. In addition, there is a house officer alliance and spouse group available.

Contact Us

If you have any questions about our residency program or would like to apply, please contact us at 1-800-328-1323 or visit our website at medschool.creighton.edu/IMresidency.
JESUIT VALUES SHIELDS

01 / DISPLAYING ALL 7 JESUIT VALUES
These shields visually signify the seven core values and can be used to denote stories that illustrate their respective principles. The lines through each shield are representative of Roman numerals. To retain the meaning of the numerals, use all seven shields together as one unit only. Do not use individual shields without showing all the others.

02 / JESUIT VALUES COPY

CURA PERSONALIS
Every individual—every one of God’s creations—is unique and worthy of our respect and understanding. To care for each other, we must first truly know each other.

UNITY OF HEART, MIND AND SOUL
A kind heart, an open mind and a strong purpose work together as a personal and communal triumvirate. All three are essential to becoming one’s strongest self and to creating community.

MAGIS
By rising above expectations and striving for “more,” for others and for God, we can serve as a lasting part of something greater than ourselves.

FINDING GOD IN ALL THINGS
When we learn to see every part of life—from success to adversity—as a lesson from God, we are never far from the opportunity to realize the gifts we are given.

AD MAJOREM DEI GLORIAM
The inspiration behind everything we pursue transcends our own humanity, and those we serve in our community. It’s all for a higher purpose: the greater glory of God.

FORMING AND EDUCATING AGENTS OF CHANGE
Identifying passions and honing skills are the first steps toward making a meaningful, lasting difference. We believe learning and leading are two sides of the same transformative coin.

WOMEN AND MEN FOR AND WITH OTHERS
Through selfless action, we can all achieve more. When we all step forward with the best versions of ourselves, we invite and enable others to do the same.

Jesuit Values
As members of the Creighton community, we place great weight on our Jesuit values. They are what guide us to be better neighbors and citizens of the world. They are foundational to who we are, individually and as a university. They manifest themselves in all we do. Within every Creighton success story, our Jesuit values shine brightly. Your continued support of the University and our endeavors fuels our mission to live and learn by these values.
PHOTOGRAPHY

Photography is an essential component of the brand expression. Photos should be minimally treated for color and clarity, relying on the in-camera imagery to tell the most authentic story. Here, we'll detail some guidelines on different styles of photography.
Environmental photography should capture the sense of place and pageantry that accompanies Creighton. Images should center around what makes our university different and celebrate our unique spirit.
ARCHITECTURAL

Our campus has been unique since the day of our founding. Architectural imagery should capture the rich history that surrounds us, focusing on the small, subtle details that showcase the sense of integrity that runs throughout everything we do.
LEARNING ENVIRONMENT

Here is where we focus on students or faculty engaging with their environment, highlighting the unique details of the work being done in the Creighton community. We want to achieve a sense of humanity and curiosity in everything they do, whether it’s interacting with the subject of their research or speaking with people on a service trip.
PORTRAITURE

Portraiture should feature members of the Creighton community, highlighting our approach to nurture the whole person. Students and faculty should be shot in truthful, not-staged settings that allow you to see their individuality and relationship to their surroundings.

01–03 / Portraiture Examples (In Environment)
Portraiture should always be shot in naturally lit environments with the camera-aware subject as the focal point. Ideally the environment should provide relevant context to the subject’s area of study, expertise or achievement relative to the featured information.

04 / Headshot Knockout Example
Students, staff and faculty can arrange to have their headshot taken at our studio setup within the UCOM department. This provides a unified lighted look to our various profile images across the website. All headshots are to be photographed on our Pantone 2173C Blue backdrop. Leadership members should be photographed on white backdrop.
BRAND EXAMPLES

In the following examples, you will see how all of our design elements come together to bring the brand to life in various forms. You’ll also see how it can be tailored to speak to different audiences.
Here is an example of a brochure layout design. When creating layouts, utilize negative space to help headlines interact with imagery and carry the reader’s eye throughout the spread. When using photography, find images that play off the intention of our body copy and headline treatments.

Here, the slash serves as a subtle layered element to provide texture and interest as a backdrop to the content.
Here are examples of ad layouts executed within the brand. The design elements can come together in different ways to speak to different audiences, while consistently projecting the Creighton voice and brand personality.

Here, the slash serves as a subtle layered element to provide texture and interest as a backdrop to the content. Yellow is used as an accent color to draw attention to CTAs and URLs.

---

**New Decade, New You**

Creighton's Graduate School delivers a nationally ranked education designed with your goals in mind. Choose from over 45 programs, including master’s and doctoral degrees, certificates, professional development and continuing education. Flexible formats and a global corporate and alumni network help to facilitate success in your life and career.

See how Creighton can be your lifelong learning partner.

gs.creighton.edu/newyou

---

**Become Your Best You**

At Creighton, I found professional connections and community volunteer opportunities that propelled my professional career and personal development in ways I could not have imagined. I am a better leader, advisor and advocate because of the skills I learned at Creighton.

—KELSEY HESWELL, MBA'18

Interdisciplinary Leadership doctoral program student

gs.creighton.edu/leader

---
Pursue your master's degree at Creighton University and learn the skills necessary to succeed as a health and wellness professional. Learn to empower others to make sustainable lifestyle changes and improve their health.

PROGRAM HIGHLIGHTS
- Prepares students to help educate and motivate individuals to implement and sustain life-changing healthy behaviors
- Includes an interdisciplinary approach to education, offering instruction by faculty members and practitioners across various disciplines such as law, nursing, public health and more
- Offers flexible, online format that can be completed in just under two years

Creighton University and Humber College Partner to Offer a Comprehensive Education in Integrative Health and Wellness

excellence.creighton.edu/humber

Creighton's Integrative Health and Wellness program is an Approved Health and Wellness Coach Training and Education Program by the National Board for Health and Wellness Coaching (NBHWC)

FLYERS AND ONE-SHEETS
Here are two examples of single-page layouts created for the brand, both utilizing design elements of the brand differently to accommodate longer amounts of copy.

The slash serves as a subtle, layered element to provide texture and interest as a backdrop to the content. Yellow is used as an accent color to draw attention to CTAs and URLs.

Advance your career with a Master’s In Business Administration from the nationally accredited Creighton University Heider College of Business. Take classes online, on-campus or a combination of both and be empowered to think boldly, lead confidently and help shape the future.

gradschool.creighton.edu/mba

Master of Business Administration

PROGRAM HIGHLIGHTS
- Flexible format with online and on campus classes designed to fit your schedule and goals
- Dual degree options save time and tuition
- Rolling admission schedule lets you get started quickly
- 33 credits – finish in just over two years or work at your own pace

Make our program your own
Designed for maximum flexibility, Creighton’s MBA can be aligned with your background, skills and career goals. From general business management to advanced financial analysis and everything in between, Creighton has a specialization that’s right for you.

Concentration areas include:
- Finance
- Leadership
- Business Intelligence and Analytics
- Accounting
- Financial Psychology and Behavioral Finance
- Personal Financial Planning

Admission requirements
- Bachelor’s degree with 3.0 GPA or higher
- Official transcripts from all educational institutions attended
- GMAT score, if required
- Two letters of recommendation
- Completion of undergrad statistics course (or noncredit tutorial may be completed for a fee, if needed)
- Resume or curriculum vitae
- Personal statement
- Application
- 50 application fee

Additional requirements for international students

gradschool.creighton.edu/mba

MBA Sales Sheet Front and Back
Here are two examples of cover designs executed within the brand.

The School of Medicine Internal Medicine Residency Brochure Cover

The School of Medicine Admissions Brochure Cover
SIGNAGE AND BILLBOARDS

Here are two examples of electronic billboard designs. Again the slash serves as the primary design element to highlight and contain the majority of content and provide a subtle semi-transparent transition from the background image. It also highlights the focal point of the image that is not covered by the slash. Cropping the slash so that only one edge shows is acceptable when necessary in many layouts and formats.

Note also that we recommend using the athletic and Creighton logo lockup when speaking to a broader and more national audience, as the athletic symbol carries a lot of brand recognition.
Here is an example of a postcard design executed within the brand. Always try to lead with a compelling visual and call to action on the front, and utilize as much of the space as possible on the back to display event details, with a minimized mailing panel.

Here, the slash serves as a subtle layered element to provide texture and interest as a backdrop to the content. And transparency is employed in conjunction with imagery to soften the transition and tie the photography and content together.
Here are three examples of page designs for the Graduate School website, which can be viewed at gradschool.creighton.edu. The slash is a consistent design element that provides overlay texture and leads the viewer’s eye throughout the layout. It acts as a parallax background element, shifting slightly as the user scrolls across the page content. Overall, the site design adheres to a bold graphic aesthetic that is easy to navigate with consistent visual cues in the color and type application.

Graduate School Site Homepage

Graduate School Site Admissions Page

Graduate School Faculty Page
ELECTRONIC DISPLAY AND SOCIAL ASSETS

Here is an example of a campaign executed across a variety of e-newsletter ads, social and site assets. This uses a layered approach of the slash flanked by smaller overlapping diagonal slashes, as well as segments of the diamond and cross pattern to create a clean, graphic look that is flexible enough to pair with our photography or support strong typography.
EMAIL TEMPLATE

Here is an example of our standard email template for the Graduate School. The header and footer art that bookends each email uses a clean and subtle approach of the slash as a semi-transparent layered element that overlaps fields of blue to create added depth and interest.

CTAs, hyperlinks and buttons should use either 291C or 121C to provide added emphasis and scanability.
CAMPUS MAPS AND ADDRESSES

Many informational pieces may require the inclusion of a campus map. For consistency, branded maps have been developed for each campus.
Creighton University Omaha Campus Map

Directions to the Omaha campus and the most up-to-date map can be found at creighton.edu/maps.
<table>
<thead>
<tr>
<th>INFORMAL NAME OF BUILDING</th>
<th>FORMAL NAME OF BUILDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmanson Law Center</td>
<td>Ahmanson Law Center</td>
</tr>
<tr>
<td>Becker Hall</td>
<td>Charles and Winfred Becker Hall</td>
</tr>
<tr>
<td>Beirne Tower</td>
<td>Beirne Research Tower</td>
</tr>
<tr>
<td>BIC</td>
<td>Bio-Information Center</td>
</tr>
<tr>
<td>Boyle Building</td>
<td>Dr. Harry N. and Maude Boyle School of Dental Science</td>
</tr>
<tr>
<td>Brandeis Dining Hall</td>
<td>Mary Rogers Brandeis Hall</td>
</tr>
<tr>
<td>Campion House</td>
<td>Campion House</td>
</tr>
<tr>
<td>Cardiac Center</td>
<td>The Cardiac Center of Creighton University</td>
</tr>
<tr>
<td>Center for Health Policy and Ethics</td>
<td>Center for Health Policy and Ethics</td>
</tr>
<tr>
<td>Championship Center</td>
<td>Championship Center</td>
</tr>
<tr>
<td>Creighton Hall</td>
<td>Creighton Hall</td>
</tr>
<tr>
<td>Criss Complex I</td>
<td>Dr. C.C. and Mabel L. Criss Health Sciences Complex I</td>
</tr>
<tr>
<td>Criss Complex II</td>
<td>Dr. C.C. and Mabel L. Criss Health Sciences Complex II</td>
</tr>
<tr>
<td>Criss Complex III</td>
<td>Dr. C.C. and Mabel L. Criss Health Sciences Complex III</td>
</tr>
<tr>
<td>Davis Square Apartments</td>
<td>Davis Square</td>
</tr>
<tr>
<td>Degman Residence Hall</td>
<td>Fr. Francis Degman, SJ, Residence Hall</td>
</tr>
<tr>
<td>Dowling Hall</td>
<td>Dowling Hall</td>
</tr>
<tr>
<td>Eppley Building</td>
<td>Eugene C. Eppley Building</td>
</tr>
<tr>
<td>Gallagher Residence Hall</td>
<td>Gallagher Residence Hall</td>
</tr>
<tr>
<td>Gaughan Pavilion</td>
<td>Kitty Gaughan Pavilion</td>
</tr>
<tr>
<td>Harper Center</td>
<td>Mike and Josie Harper Center</td>
</tr>
<tr>
<td>Heider Residence Hall</td>
<td>Charles and Mary Heider Hall</td>
</tr>
<tr>
<td>Hitchcock Building</td>
<td>Hitchcock Communication Arts Building</td>
</tr>
<tr>
<td>Hixson-Lied Building</td>
<td>Hixson-Lied Science Building</td>
</tr>
<tr>
<td>Ignatius House</td>
<td>Ignatius House Jesuit Residence</td>
</tr>
<tr>
<td>John Building</td>
<td>Walter R. John Building</td>
</tr>
<tr>
<td>John A. Burne Building</td>
<td>Frank T. John, S.J., Building</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFORMAL NAME OF BUILDING</th>
<th>FORMAL NAME OF BUILDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenefick Residence Hall</td>
<td>Kenefick Residence Hall</td>
</tr>
<tr>
<td>Kiewit Fitness Center</td>
<td>Kiewit Physical Fitness Center</td>
</tr>
<tr>
<td>Kiewit Residence Hall</td>
<td>Kiewit Residence Hall</td>
</tr>
<tr>
<td>Labaj Building</td>
<td>Fr. Joseph Labaj, S.J., Building</td>
</tr>
<tr>
<td>Lied Education Center</td>
<td>Lied Education Center for the Arts</td>
</tr>
<tr>
<td>Linn Building</td>
<td>Fr. Henry Linn, S.J., Building</td>
</tr>
<tr>
<td>Markoe Hall</td>
<td>Markoe Hall</td>
</tr>
<tr>
<td>McGloon Residence Hall</td>
<td>Fr. Richard D. McGloon, S.J., Residence Hall</td>
</tr>
<tr>
<td>Morrison Stadium</td>
<td>Michael G. Morrison, S.J., Stadium</td>
</tr>
<tr>
<td>Murphy Building</td>
<td>Edward D. Murphy Building</td>
</tr>
<tr>
<td>Observatory</td>
<td>Observatory</td>
</tr>
<tr>
<td>Opus Hall Apartments</td>
<td>Opus Hall</td>
</tr>
<tr>
<td>Pittman Building</td>
<td>Judge Elizabeth D. Pittman Building</td>
</tr>
<tr>
<td>Rasmussen Center</td>
<td>Rasmussen Fitness and Sports Center</td>
</tr>
<tr>
<td>Rigge Science Building</td>
<td>Rigge Science Building</td>
</tr>
<tr>
<td>ROTC Building</td>
<td>ENS John J. Parle – ROTC Building</td>
</tr>
<tr>
<td>The Ruth</td>
<td>Ruth Scott Training Center</td>
</tr>
<tr>
<td>Ryan Athletic Center</td>
<td>Wayne and Eileen Ryan Athletic Center/D.J. Sokol Arena</td>
</tr>
<tr>
<td>Schneider Hall</td>
<td>Schneider Hall</td>
</tr>
<tr>
<td>Skutt Student Center</td>
<td>V.J. and Angela Skutt Student Center</td>
</tr>
<tr>
<td>Sports Complex</td>
<td>Sports Complex</td>
</tr>
<tr>
<td>St. John's Church</td>
<td>St. John's Church</td>
</tr>
<tr>
<td>Stuppy Greenhouse</td>
<td>Susan Tracy Stuppy Greenhouse</td>
</tr>
<tr>
<td>Swanson Residence Hall</td>
<td>W. Clarke Swanson Residence Hall</td>
</tr>
<tr>
<td>Vinardi Center</td>
<td>Joseph J. Vinardi Center</td>
</tr>
<tr>
<td>Wareham Building</td>
<td>Wareham Building</td>
</tr>
</tbody>
</table>
ZIP + 4
Creighton University mailing addresses are currently in line with U.S. Postal Service methods. Each Creighton department has been assigned a unique ZIP+4 address—a four-digit addition to a traditional ZIP code.

To view a list of all Creighton ZIP+4 numbers, please visit creighton.edu/admin/mailservices

Note:
This change is for mailing address purposes only. Physical address for the purposes of deliveries, 911 responses, and online directories/search engines, etc. remains unchanged.

The 2500 California Plaza address is still usable, but it is not as streamlined as the ZIP+4 system, which is designed for more timely and efficient mail delivery across campus.
Addresses
Creighton University has operations at several campus facilities within Omaha and the surrounding areas.

The addresses to the right are approved for use.
Social media is an excellent tool for interacting with and educating students, parents, staff, alumni and friends of Creighton. But, as with other marketing tactics, it's important to have a plan in place before using the technology.
SOCIAL MEDIA

Before posting, ask:
- Who’s your audience?
- What do they care about?
- Which platforms do they use the most?
- Where do they get their information?
- What is your value proposition?
- What does success look like for you?
- How will you measure it?
- What are your key messages?

Good social content is:
- Consistent with the University’s branding, but less formal than other written communications.
- Concise and easy to read, and includes visually appealing photos or videos. Remember, less is more.
- Tagged appropriately—use hashtags and tag other users when appropriate.
- Unique to your accounts.
- Timely and engaging.

Other tips:
- Be respectful, but know that you will run into people who disagree with you.
- Only use as many platforms as you can regularly manage well.
- Remember to be social; the opportunity to converse directly with your audience is one of the biggest benefits of social media.
- Always act as a representative of Creighton University.
- Monitor, measure and adjust your content accordingly.
Images and Hashtags
There’s more to social media than just links and text. Consistent image branding and hashtag usage across all your platforms will make your campaigns more effective and your social presence more memorable.

Keep your presence consistent by:
- Using the same profile image and cover photo across all your profiles. Keep in mind that Facebook has square profile photos, Twitter and Instagram profile photos display as a circle (see example).
- Using approved Creighton logos for profile images—not photos. Remember, your profile image is very small when scrolling through the feed.
- Using high-quality, engaging images for your cover photo.

Hashtag dos and don’ts:
- **DO** check to see how the hashtag is being used before using it in your own post or campaign.
- **DO** recycle hashtags whenever possible.
- **DO** use short, easy-to-remember hashtags.
- **DO** be descriptive in your hashtag—it should make sense even with little context.
- **DON’T** overuse hashtags—two or three per post is a good maximum.
- **DON’T** use hashtags used by other organizations or causes, if possible.
- **DON’T** feel the need to use a hashtag in every post.

Notes:
Many of Creighton’s schools, colleges and athletic teams have their own specific social media accounts, which they maintain and manage.

Temporary content: Instagram and Facebook have a “story” feature, or temporary photos/videos that remain visible for a certain period. Before using this feature, remember that temporary content can be seen beyond your audience. Be mindful of sensitive images, words or sounds that may be in the background of a temporary story.
Examples

Thanks to two generous @Creighton alumni, portraits of our University’s founders have been restored. creigh.to/gXia30cmwq

Today I met with incoming freshmen students during Summer Preview. I am excited for the new Bluejays to arrive this fall.

As the @CreightonNurse program expands to #Phoenix, so does our tradition of educating healers and leaders. creigh.to/6w203Btta1

"Nothing is weird!" Nothing is a group of street docs -- can talk about anything!"

In its first year as a student organization, the Creighton Student Angels Rugby Club has hosted 32 members.

The Real Life: Creighton fishing team hooks up somewhere in South Dakota.

"That’s what we do. That’s why we’re on campus in December. It’s the only way we can stay while it’s snowing!"

@CreightonU
EDITORIAL GUIDELINES

See the following page for guidance on editorial standards that come up often. Check our full editorial style guide for more information. The most up-to-date version can be found at creighton.edu/ucom/style-guide.
EDITORIAL GUIDELINES

Academic Degrees and Credentials

After a person’s name, do not use periods for abbreviations of academic degrees, religious orders and other credentials (MD, PhD, OTD, DDS, EdD, PharmD, JD, MA, MBA, MSN, MFA, BA, SJ, RN, CPA, etc.)

For example: James Fitzgerald, PhD, spoke at the groundbreaking ceremony.

For Creighton graduates: The style is to use no periods, immediately followed by the graduation year.

For example: Jane Smith, BA’99;
Martin Jones, MBA’84, JD’87

Web Addresses

Before the start of a web address, do not include any of the following:
http://
https://
www.

Example: creighton.edu

—NOT—
https://www.creighton.edu
www.creighton.edu

For a full version of Creighton’s Editorial Style Guide, visit: creighton.edu/ucom/style-guide

Note:
URLs do NOT include capital letters.

Official School and College URLs

College of Arts and Sciences:
ccas.creighton.edu

Heider College of Business:
business.creighton.edu

School of Dentistry:
dentistry.creighton.edu

School of Law:
law.creighton.edu

School of Medicine:
medschool.creighton.edu

College of Nursing:
nursing.creighton.edu

School of Pharmacy and Health Professions:
spahp.creighton.edu

College of Professional Studies:
adultdegrees.creighton.edu

Graduate School:
gradschool.creighton.edu
This style guide is designed to strengthen the Creighton University brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the University. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using this style guide as a tool.

IF YOU HAVE ANY QUESTIONS AS YOU HELP PROMOTE OUR BRAND, PLEASE CONTACT:

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University Communications and Marketing, Creighton University
T 402.280.3820
E shannonjohnson@creighton.edu

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