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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
Brand

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 the brand, Creighton communicates its values and shares its story within the community and the world.

Our brand is reflected in how people think, feel and respond when they hear “Creighton University.” That brand is shared with the world by everyone associated with Creighton University. Every student, employee, graduate, parent, is a brand ambassador. As brand ambassadors, we strengthen the Creighton brand by presenting consistent and authentic messages about Creighton, its people, mission and values, and achievements.

When we represent the University in our marketing and communications, we have an opportunity to reinforce the Creighton brand.

The brand starts with what Creighton is and why it matters.
Who We Are

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 freight, 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, S.J., 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)
Who We Are continued

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 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 Vision

Forming leaders for a more just world.
Our Positioning Statement

The brand positioning statement guides all University messaging and communicates who we are and how we are different.

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 science 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.
What Defines Us

We have identified three differentiating attributes that set Creighton apart from its competitors. These attributes allow for clear, consistent messaging when we communicate with internal and/or external audiences.

Academic Standard of Excellence
Creighton offers a world-class education, proven by top national rankings and high student satisfaction.*

• Ranked one of the top 41 universities—and the only Catholic university—in the nation for an extraordinary commitment to undergraduate research by U.S. News & World Report. Opportunities are available to students as early as their freshman year (many of our competitors make students wait a few years before offering true research opportunities).
• 98% success rate—students are employed, attending graduate or professional school, or participating in a postgrad service program within 6 months of graduation.
• A nation-leading 11-to-1 faculty-student ratio.
• 9 schools and colleges spanning the arts, sciences, health sciences, business and law. For its size, Creighton is one of the most complex of the country’s 27 Jesuit universities.
• One of the first faith-based universities to partner with the research firm Gallup to evaluate the impact of a college degree. Among the findings: Twice as many Creighton graduates are thriving in five key elements of well-being compared to graduates nationally.
• Creighton is the No. 1 producer of Goldwater Scholars among Catholic universities—23 scholars since 2005.
• The University has been recognized three times for being a top Fulbright-producing institution. Since 2005, Creighton has had 17 Fulbright recipients.

Jesuit Tradition
One of 27 Jesuit colleges and universities in the nation, Creighton University draws upon the nearly 480-year-old Jesuit tradition to deliver an innovative education.

• A Jesuit education is a holistic approach to education, grounded in faith and intellectual rigor.
• Creighton students strive to become agents of change—using their talents and passions to shape and change the world in positive ways.
• As men and women for and with others, students volunteer more than 1.1 million hours of community service annually.
• Creighton graduates are members of a network of 2.1 million Jesuit alumni worldwide.

Creighton Community
From passionate faculty-mentors to a spirited Creighton Alumni Association, the connection to Creighton means being part of a supportive and lifelong community.

• Creighton faculty, staff and students work together for something bigger than the self.
• The Creighton alumni global network is more than 70,000 strong—and growing.
• Graduates go on to be leaders, innovators and entrepreneurs in all corners of the world.
• More than 6,000 internship and job opportunities are available to Creighton students.
• Four Fortune 500 companies are headquartered in Omaha and nearly 100 Fortune 1000 have operations in Omaha—offering an abundance of internship and employment opportunities for Creighton students and alumni.

*Data as of August 2019
Our Audiences

To effectively articulate the Creighton brand, we must clearly understand our key audience, 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

| **PROSPECTIVE STUDENTS AND INFLUENCERS** (Parents, family and guidance counselors) |
|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| **CHARACTERISTICS** | **UNDERGRADUATE – REGIONAL** | **UNDERGRADUATE – NATIONAL AND INTERNATIONAL** | **GRADUATE AND PROFESSIONAL** |
| Many are looking to pursue a professional field of study and find Creighton. They commonly misunderstand or are uninterested in overtly religious or spiritual messages. | Many are looking to pursue a professional field of study. They often have little awareness of Creighton and underestimate Omaha as a “flyover” region. Catholic-school-educated prospects may identify with and appreciate spiritual affiliation; others may be attracted to Jesuit values. | Many choose Creighton because of its strong programs and track record of successful outcomes. They're motivated by rankings and the promise of job placements and promotions. Many are online learners. |
| **COMMUNICATION GOALS** | Invite visitors and encourage applicants who are academically driven and values-oriented, and who can appreciate Creighton's unique strengths. | Attract attention to and create recognition of Creighton's historical strength in developing capable, principled professionals. | Build awareness of and interest in Creighton, both nationally and internationally, by communicating with solid proof points. |
| **ACTION** | Continue to engage regional and local schools, including historically strong feeder schools that may have an outdated impression of the University. Continue to promote and emphasize Creighton's strengths. | Increase awareness of Omaha's strengths for the traditional student. Articulate Creighton's strengths, along with the benefits of values and developing the whole person for all prospects. Cast a wider net to reach students with interests in line with Creighton's offerings. | Continue to emphasize the strength of graduate programs, professional education, and opportunities, while casting a wider net for applicants and enhancing image visibility. |
## Our Audiences continued

### External

#### OMAHA RESIDENTS AND COMMUNITY

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>They often have an awareness of Creighton, but don’t always have a clear understanding or an appreciation of the valuable work and service it provides for the community.</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNICATION GOALS</td>
<td>Increase awareness of Creighton’s commitment to the community as an academic leader and as an advocate for building a better community for learning, health care and social issues.</td>
</tr>
<tr>
<td>ACTION</td>
<td>Establish Creighton as a university that is committed to Omaha and the wellness of its residents, and collaborates with the community for leadership, innovation, advocacy and educational achievement.</td>
</tr>
</tbody>
</table>

#### BUSINESS AND INDUSTRY PARTNERS

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>Fortune 500 and Fortune 1000 companies, well-recognized connections, and strong partners who are willing to work with Creighton for continued education programs for their employees, internships and job placements. They offer invaluable field experience and opportunities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNICATION GOALS</td>
<td>Continually strengthen Creighton’s reputation and increase engagement with partners to enhance the educational experience and encourage partnership opportunities.</td>
</tr>
<tr>
<td>ACTION</td>
<td>Continue to impress current and potential partners with desirable students and graduates, and convey the University’s academic strength to improve its national reputation and awareness.</td>
</tr>
</tbody>
</table>
Our Audiences continued

<table>
<thead>
<tr>
<th>Internal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT STUDENTS</strong></td>
</tr>
<tr>
<td>CHARACTERISTICS</td>
</tr>
<tr>
<td>COMMUNICATION GOALS</td>
</tr>
<tr>
<td>ACTION</td>
</tr>
</tbody>
</table>

| **FACULTY, STAFF AND ADMINISTRATION** |
| CHARACTERISTICS | Many come to Creighton and stay for a long time. They may be experiencing “initiative fatigue” and want reassurance that the authenticity of the University will not be lost. |
| COMMUNICATION GOALS | Create alignment around the direction that Creighton is headed and build confidence in its future. |
| ACTION | Create brand language that feels authentically like Creighton so they can see themselves in it. Develop tools and resources that set clear expectations for their role in the work. |

| **ALUMNI** |
| CHARACTERISTICS | Fiercely loyal with a strong affinity for Creighton, they’re successful and service-driven and are grateful for what Creighton gave them. |
| COMMUNICATION GOALS | Build pride in the University while welcoming willing ambassadors and supporters. |
| ACTION | Promote opportunities to be engaged in the work of Creighton and sharing its story. Encourage their role as brand ambassadors of Creighton. |

| **DONORS** |
| CHARACTERISTICS | Often grateful for what Creighton has done (or is doing) for them and their children, donors believe in the University and want to ensure its sustained excellence. |
| COMMUNICATION GOALS | Compel them to be a part of the tremendous momentum at Creighton. |
| ACTION | Convey a sense of urgency in asserting that “now is Creighton’s time,” referencing the presence of a dynamic president, strategic planning and rebranding efforts, and participation in the BIG EAST Conference. |
## Our Voice

### Our Personality

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

### Rational: How we want people to *think* about Creighton.

<table>
<thead>
<tr>
<th>Rigorous</th>
<th>Real</th>
<th>Principled</th>
</tr>
</thead>
<tbody>
<tr>
<td>hardworking and productive in a collaborative environment</td>
<td>genuine and always professional</td>
<td>distinguished by our values and traditions</td>
</tr>
</tbody>
</table>

### Emotional: How we want people to *feel* about Creighton.

<table>
<thead>
<tr>
<th>Involved</th>
<th>Supportive</th>
<th>Spirited</th>
</tr>
</thead>
<tbody>
<tr>
<td>highly engaged and energetic</td>
<td>committed to the success of others</td>
<td>friendly; motivated by integrity</td>
</tr>
</tbody>
</table>
Our Message

Our message map defines what we are trying to communicate—our key messages that form the foundation of the Creighton story.

The map organizes key messages into a clear balance of what Creighton “gives” (the attributes) and what others “get” (the benefits). From there, supporting messages further describe our core message. Lastly, our proof points add credibility to the supporting messages.

Attributes (what we offer):

Creighton University delivers a purposeful education established on academic excellence, social justice and personal growth.

Benefits (what you get):

Graduates find their place in the world and discover how to contribute.

- 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

- Empowered with professional skills and competence
  - Leadership and professional development
  - Unmatched teamwork and communication
  - Strong work ethic

- A comprehensive yet focused offer
  - Academic rigor and strong reputation
  - Breadth and depth of leading professional programs
  - Interdisciplinary exposure and participation

- An anchoring in Jesuit, Catholic 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 serving in and advancing industries and the community
  - Strong community, working closely with experts in every field
  - Open access to internships and job placements
Our Voice continued

The Creighton University brand voice is:

optimistic
enthusiastic
determined
accessible
compelling
modern

That means we write in a tone that’s genuine and hopeful without being naïve.

We reveal passion for our University.

We focus on outcomes and how we arrive at those outcomes.

We revel in our historical Jesuit values without losing sight of contemporary perspectives.

And we show the stories that make us uniquely Creighton.

Our voice is about giving students a voice.

Creighton University is more than an education; it’s a top-tier university where students learn 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.
Graphic Standards

Our visual language tells the story of Creighton through typography, colors, photography and other graphic elements. Each component comes together to bring the Creighton brand to life in the eyes of our audiences.
Creighton Logo

Our logo is the single, strongest visual representation for the University. It is how the world sees and recognizes us.

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

Using our logo properly and consistently 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

**Note:**
*The logo is only acceptable in Creighton blue (PMS 286), black or white.*
Creighton Logo continued

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.
Creighton Logo continued

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.
Creighton Logo continued

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.*
Creighton Logo continued

Preserving the Design

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

The examples below 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.
Creighton Logo continued

Campus Logos - Phoenix Campus

These are the approved versions of the Phoenix campus logo. Left-aligned versions, which are not shown here, are available for use.

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

Approved logo files for all nine schools and colleges are available for download at: logo.creighton.edu

Campus Logos - Hastings and Other Campuses

These are the approved versions of the logos for the Hastings Campus, Global and the Dominican Republic. Left-aligned versions, which are not shown here, are available for use.

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
Creighton Logo continued

Clear Space

Clear space is the minimum “breathing room” that must be maintained around the logo.

This clearance should be equal to 1/3 the logo’s height and should be given around the logo’s entire perimeter, from its outermost points. (i.e., If the logo is 3 inches in height, the clear space equals 1 inch.) 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.
Creighton Seals

The University Seal of Creighton University

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.
Creighton Seals continued

The Two Brothers Seal of Creighton University

The two brothers seal was retired in 2014 and can no longer be used. The University seal (see page 22) is the only seal approved for use on University materials.
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.

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.

Shannon Johnson, Creative Director
402.280.3820
ShannonJohnson@creighton.edu

MARK EXAMPLES

Shannon Johnson, Creative Director
402.280.3820
ShannonJohnson@creighton.edu
Athletics Logos

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.

Do not use previous versions of the logos and wordmarks, including the old Billy Bluejay. Only use those approved versions shown here.

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.

To obtain athletic logos and permission to use the logos, contact 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.
Brand Colors

Creighton has a distinctive palette of colors, grouped in categories by primary and secondary.

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 marketing and communications.*

### Primary

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

<table>
<thead>
<tr>
<th>Pantone 286</th>
<th>Pantone 294</th>
<th>Pantone 291</th>
<th>Pantone 424</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 100 75 0 0</td>
<td>CMYK 100 69 7 20</td>
<td>CMYK 38 4 0 0</td>
<td>CMYK 30 20 19 58</td>
</tr>
<tr>
<td>RGB 0 84 166</td>
<td>RGB 0 46 109</td>
<td>RGB 149 210 243</td>
<td>RGB 93 100 104</td>
</tr>
<tr>
<td>HEX 0054A6</td>
<td>HEX 002E6D</td>
<td>HEX 95D2F3</td>
<td>HEX 5D6468</td>
</tr>
</tbody>
</table>

### Secondary

Our **secondary** color palette adds depth and vibrancy to Creighton communications. Use the secondary colors to complement the primary colors. If limited color is used on a promotional piece, apply the primary palette.

<table>
<thead>
<tr>
<th>Pantone 2173</th>
<th>Pantone 121</th>
<th>Pantone 2925</th>
<th>Pantone 715</th>
<th>Pantone 7489</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 82 36 0 0</td>
<td>CMYK 0 15 66 1</td>
<td>CMYK 85 21 0 0</td>
<td>CMYK 0 43 81 4</td>
<td>CMYK 56 2 78 5</td>
</tr>
<tr>
<td>RGB 37 129 196</td>
<td>RGB 255 204 79</td>
<td>RGB 1 156 219</td>
<td>RGB 255 163 0</td>
<td>RGB 115 184 101</td>
</tr>
<tr>
<td>HEX 2581C4</td>
<td>HEX FFCC4F</td>
<td>HEX 019CDB</td>
<td>HEX FFA300</td>
<td>HEX 73B865</td>
</tr>
</tbody>
</table>
Brand Colors continued

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 palette. PMS 286, our foremost brand color, is given larger coverage and should be used most often.

Moving clockwise, our secondary palette includes four vibrant colors that should be used as accents to the primary palette. They should never be the dominant color in the layout.
Typography
Locator
Locator is our primary sans serif font. Use it in headlines, subheads and body copy.

**locator**

**primary**

<table>
<thead>
<tr>
<th>Regular</th>
<th>Regular Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locator Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
<tr>
<td><strong>medium</strong></td>
<td></td>
</tr>
<tr>
<td>Locator Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
<tr>
<td><strong>bold</strong></td>
<td></td>
</tr>
<tr>
<td>Locator Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
<tr>
<td><strong>light</strong></td>
<td></td>
</tr>
<tr>
<td>Locator Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
<tr>
<td><strong>black</strong></td>
<td></td>
</tr>
<tr>
<td>Locator Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
</tbody>
</table>

**secondary**

<table>
<thead>
<tr>
<th>Light</th>
<th>Light Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locator Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
<tr>
<td><strong>black</strong></td>
<td></td>
</tr>
<tr>
<td>Locator Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890?!.,</td>
</tr>
</tbody>
</table>

**default font substitute**
Calibri or Arial are acceptable substitutes 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 ensure our professional appearance and greatly improve readability.
### Typography continued

**Eames Century Modern**

Eames Century Modern has a strong, distinct style that contrasts well with the other brand fonts. Use in headlines or wherever extra attention is required. Never use this font for body copy or in all caps.

<table>
<thead>
<tr>
<th>PRIMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Book</strong></td>
</tr>
<tr>
<td><strong>Medium</strong></td>
</tr>
<tr>
<td><strong>Bold</strong></td>
</tr>
<tr>
<td><strong>Extra Bold</strong></td>
</tr>
<tr>
<td><strong>Default font substitute</strong></td>
</tr>
<tr>
<td>Times 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.</td>
</tr>
</tbody>
</table>

| 1234567890?!., |
| Book Italic |
| Medium Italic |
| Bold Italic |
| Extra Bold Italic |

| **Mind the details** |
| Use caps for all numbers in Eames Century Modern to align on the baseline (see example). Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details ensure our professional appearance and greatly improve readability. |

---

Eames Century Modern Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Eames Century Modern Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Eames Century Modern Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Eames Century Modern Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,
Knockout

Knockout is used for headlines and special emphasis. It is typically displayed in all caps. Never use in body copy. This font is predominantly used in digital applications, such as the website, banner ads and campus digital signage.

Default font substitute

Bebas Neue 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

Use Glyphs to set an alternate style for the number 1 (see example). Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details ensure our professional appearance and greatly improve readability.
Calluna
Calluna should be used for long-format communications and editorials (i.e., the Creighton Magazine).

**Primary**

- **Regular**
  - Calluna Regular
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Italic**
  - Calluna Italic
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Semibold**
  - Calluna Semibold
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Semibold Italic**
  - Calluna Semibold Italic
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Bold**
  - Calluna Bold
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Bold Italic**
  - Calluna Bold Italic
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

**Secondary**

- **Light**
  - Calluna Light
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

- **Black**
  - Calluna Black
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefghijklmnopqrstuvwxyz
    - 1234567890 ?!.,

---

**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**
Use caps for all numbers in Calluna to align on the baseline (see example). 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.
Web Typography

Open Sans
Open Sans is used for body copy throughout Creighton's website—creighton.edu

Primary

Regular
Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!.,

Italic

Semibold
Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!.,

Semibold Italic

Default font substitute
Open Sans is the web alternative for Locator.
Web Typography continued

Tex Gyre Schola

Tex Gyre Schola is used mostly for headlines on the website—creighton.edu

Default font substitute
Tex Gyre Schola is the web alternative for Eames Century Modern and Calluna.
Web Typography continued

Bebas Neue

Bebas Neue is used for buttons, primary navigation and various other areas on the website—creighton.edu

Default font substitute

Bebas Neue is the web alternative for Knockout.
Brand Photography

Photography helps us to tell the Creighton story.

Our images should feel aspirational, organic and reflective of the Creighton mission, its traditions and its people—students, faculty, staff, donors and alumni.

At Creighton, our people are the University. The images should highlight the collective feeling of community on campus. Look for images of interaction and collaboration between faculty and students, students in service with others, and inclusive of all schools and departments.

Creighton’s physical environment is another dynamic component to our brand photography. Consider interesting and unique parts of our campus and how these features can contribute to telling our story.

It’s important to portray our campus and the Creighton experience authentically. Images should be of actual Creighton people, 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.

Be mindful of diversity. Our campus is full of individuals from countless backgrounds. We need to reflect that in our marketing and communication materials.

All Creighton photography is housed on photoshelter.com

To gain access to Photo Shelter, please contact Dave Weaver at daveweaver@creighton.edu

Note:
Keep an eye on individuals in photos who may be wearing apparel representing other colleges and universities. Avoid using this photography, if possible.
Frequently Asked Questions about PhotoShelter

**How do I gain access to Creighton's PhotoShelter site?**
Access is available to faculty and staff. Request access by submitting an email to *photoshelter@creighton.edu*. Within the email please include who you are and your purpose for requesting a PhotoShelter account.

If you are part of school or college, consider reaching out to your marketing strategist, who already has access. All requests for a PhotoShelter account will be considered but, due to size limitations, not every request for access will be granted.

**How do I access PhotoShelter?**
Go online to *creightonuniversity.photoshelter.com* and click on “Login”.

For new users, click “sign up for a free account” and complete the form using your Creighton email. Remember your password as you will use it each time you log in. For returning users, enter your Creighton email and the password you created for this account.

**How do I locate images within PhotoShelter?**
**Two way to search:**
1. Click on Search and enter a keyword(s).
2. Browse photos using the Invited Galleries.

**What are the usage rights for photos on the site?**
Photos are for University use only. Photos cannot be used for any outside advertising or personal use.

**Once photos have been taken, when are they available for use?**
We do our best to prepare photos for use as quickly as possible, but please allow for up to two weeks.
Usage

Identity Materials

University-approved and branded business cards, letterheads and envelopes are available through Bluejay Print and Post.
To order these materials, visit: creighton.presswise.com

Notes:
Previous versions of the identity design are no longer available for order; however, it is OK to use up any existing supply of materials with the old design.
ZIP+4 is not implemented on business cards because its primary use is for mailing and postage.
If the name of your department is altered or updated in any way, please contact Shannon Johnson at ShannonJohnson@creighton.edu so that the name can be corrected within the online templates.
Identity Materials

Frequently Asked Questions
This section was created to answer some of the more common questions that we are asked regarding business cards, letterheads and envelopes. While we cannot accommodate all requests, to satisfy a broad and varied Creighton audience, the following questions and answers should help in your process.

Can I use white paper instead of the white/blue paper for business cards?
Yes, two-sided white paper is available at Bluejay Print and Post as a secondary option.

Can we remove the URL?
No, the URL must remain on both the business card and letterhead. The main University URL and the specific school and college homepage URLs are unique identities for Creighton University. These URLs include the most up-to-date information, which is important for many audiences. It's also standard practice to include the home URL in all university materials.

Can we put periods in my credentials?
No, in early 2016, we made a change in the University editorial style guide to use credentials without the periods between letters. This allows for easier readability, especially when multiple degrees are listed, and is in line with the style at many peer universities.

Can we have artwork or our mission statement on the back of the business card?
To increase brand unity and maintain a consistent appearance of the card, artwork and copy is restricted to the front only (with the exception of an appointment card).

Can we change/alter the layout/move content to different areas?
No, the layout of the business cards and letterheads cannot be altered. The overall layout design was a strategic, thoughtful decision to accommodate the many departments and divisions of this comprehensive university. The finalized design ensures a uniform, branded and modern look while allowing room to fit longer academic and administrative titles, as needed.

Can I list my department name in the tertiary logo, without including the school, college or division name?
No, the division, school and college name provides another level of important contact information and a level of transparency, which was a common request from users and recipients.

Can I include social media (Twitter handle, LinkedIn, etc.) on my business card and letterhead?
Business cards are used to promote your affiliation with Creighton University, not your personal social media accounts (i.e., those accounts not specifically connected to Creighton). Linking to a personal account may imply that Creighton has the same views as those on the person’s account. However, if you would like to include your department’s social media page on letterheads (as they have more room), you can do with the URL 2 text box.

Why is it mandatory to include the building name on business cards and letterheads?
Building names are required on business cards and letterheads to show appropriate recognition to the benefactor and to maintain a formal appearance suited to an esteemed university. On business cards, however, an abbreviated version is used.

Why is the ZIP+4 mail address implemented on envelopes and letterheads, but not on business cards?
ZIP+4 is for mailing purposes only. It is not required for business cards because the ZIP+4 addresses will not work as a delivery address or for map applications to determine location. As a result, the 2500 California Plaza address will remain standard on the business cards, and the ZIP+4 will be used on envelopes, letterheads and mailings.

Should I use my ZIP+4 for internal mailings?
It is not required, but using ZIP+4 will increase time of delivery for internal mailings.

Can I still print letterheads and envelopes with Creighton’s main address: 2500 California Plaza?
Yes, if you select an “off-campus” letterhead or envelope template, the 2500 California Plaza address is available in the address drop-down menu. However, for most on-campus mailings, the more targeted ZIP+4 address usage is preferred by Creighton’s Mail Services.
PowerPoint Templates

We have two Creighton-branded PowerPoint templates available for use by the campus community in the creation of presentations. The templates are available in 4:3 (standard) and 16:9 (widescreen).

Photography can be added to the templates to add visual appeal.

Download the zip file at: creighton.edu/marketing/resourcesguidelines/templates

Note: To insert a different Creighton logo, go to the master pages within the PowerPoint template or contact UCOM for assistance.
Email Signature

Given the wide audience of people that could see your email signature, it should be a tasteful and professional end to your message. It should reflect the Creighton brand, not your personal point of view.

We recommend that you avoid using personal quotes or images in the signature as they distract from the content of your message and can delay your email from loading. If you do choose to include additional text, we suggest inserting it below the University logo (see examples).

See the following page for instructions on installing and editing your email signature. For access to the email signature template, email Shannon Johnson at ShannonJohnson@creighton.edu.

Note:
The logo should be 1-inch wide and saved as a RGB jpg.

Email disclaimer (optional; not mandatory)
This email message is confidential, intended only for the named recipient(s) above and may contain information that is privileged or otherwise protected under applicable law. If you have received this message in error, or are not the named recipient(s), please notify the sender and delete this email message from your computer.
Usage continued

Email Signature Instructions

1. Copy (Control + C) the signature template provided.
2. In Outlook, create a New Email.
3. Go to Signatures, “Edit Signatures”.
4. Create a new signature by clicking on the “+”.
5. Paste the signature into the window.
6. Click on the box at the bottom of the signature and select “Keep Source Formatting”.
7. Edit the signature with your information.
8. At the bottom, within “Choose default signature”, you can modify which signature you want for new messages and replies/forwards.
9. When you are done, click the red button in the top left corner to close the window and save your new signature.
Usage continued

Indicia

Use the Creighton University indicia for any mailing over 200 pieces to receive the nonprofit discounted rate.

Note:
This indicia can only be used with the Creighton University logo; not with any college or school logo.
The indicia must be included on all final pieces. The mail center is not able to add it to materials.

EXAMPLE

![Creighton University indicia example]

780690 California Plaza
Omaha, NE 68178-0690
Usage continued

Nametags
Please follow these guidelines when creating nametags:

- All copy should be centered within the nametag.
- Use maiden names only if the person is a Creighton University graduate.
- Use salutations when appropriate.
- Use middle initials only, if it exists, and if not using a maiden name. If no middle initial exists, do not use first initial of maiden name as replacement.
- Use of Dr.: Creighton University style does not use the courtesy title Dr. for people holding doctorates or dental or medical degrees. Do not use both Dr. and MD (DDS, PharmD, PhD, etc.) with a name.
  - Incorrect: Dr. Jane Williams, DDS
  - Correct: Jane Williams, DDS
- Do not use periods for abbreviations of degrees with three or more capital letters, such as MBA, MSN, MFA, OTD, DDS, BSBA, etc.

Guidelines for other uses:

- **Vice presidents**—List title then department below
- **Double title holders**—Use most appropriate title for alumni/donor event.
- **Female Creighton graduate**—Use maiden name in place of middle initial.
- **Non-Creighton doctorate**—Recognize this person with a Dr. salutation.
- **Creighton non-graduate (e.g., ARTS Degree)**—Only use if individual requests it on nametag. Do not use maiden name and only the middle initial when available in Advance.
- **Creighton non-graduate**—Use middle initial if a non-graduate lists it on the registration form or if it resides in Advance.

**EXAMPLES**

Matt
Mr. Matt C. Gerard
Vice President for University Relations

Shannon
Mrs. Shannon Gartner Johnson
BA’99

Note: Use maiden name in place of middle initial
Ahmanson Law Center
Becker Dining Hall
Beirne Research Tower
Bio-Information Center
Boyne Building
Brandeis Dining Hall
Campion House
Cardiac Center
Center for Health Policy and Ethics
Championship Center
CHI Health Creighton University
Medical Center—University Campus
Creighton Hall
Criss Complex I

36 15 11 3 2 20 41 1 5 50 29 22 10

Criss Complex II-III
Davis Square Apartments
Deglman Residence Hall
D.J. Sokol Arena
Dowling Hall
Eppley Building
Facilities Management
Gallagher Residence Hall
Heider Residence Hall
Hitchcock Building
Hixson-Lied Science Building
Ignatius House
Kenefick Residence Hall
Kiewit Fitness Center

44 21 48 12 8 53 14 37 13 7 25 38 18

Kiewit Residence Hall
Kitty Gaughan Pavilion
Labaj Building
Lied Education Center for the Arts
Linn Building
Markoe Hall
McGloin Residence Hall
Military Science Building
Mike and Josie Harper Center
Morrison Stadium
Murphy Building
Opus Hall Apartments
Pittman Building
Rasmussen Center

16 33 9 40 35 39 27 34 4 43 51 46 42 45 52

Reinert-Alumni Memorial Library
Rigge Science Building
Ruth Scott Training Center
Ryan Athletic Center
Schneider Hall
School of Dentistry
Skutt Student Center
Sports Complex
St. John’s Church
Stuppy Greenhouse
Swanson Residence Hall
Vinardi Center (Old Gym)
Wareham Building

24 9 47 49 30 31 17 32 23 26 19 28 54
## Campus Map and Addresses continued

### Campus Building Names

<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 Winifred 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>Boyne Building</td>
<td>Dr. Harry N. and Maude Boyne School of Dental Science</td>
</tr>
<tr>
<td>Brandeis Dining Hall or Brandeis 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 or Davis Square</td>
<td>Davis Square</td>
</tr>
<tr>
<td>Deglman Residence Hall or Deglman Hall</td>
<td>Fr. Francis Deglman, 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 or Gallagher 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 or Heider 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>Jahn Building</td>
<td>Walter R. Jahn Building</td>
</tr>
<tr>
<td>Jelinek Building</td>
<td>Frank T. Jelinek, SJ, Building</td>
</tr>
<tr>
<td>Kenefick Residence Hall or Kenefick Hall</td>
<td>Kenefick Residence Hall</td>
</tr>
<tr>
<td>Kiewit Fitness Center</td>
<td>Kiewit Physical Fitness Center</td>
</tr>
</tbody>
</table>
### Campus Building Names continued

<table>
<thead>
<tr>
<th>INFORMAL NAME OF BUILDING</th>
<th>FORMAL NAME OF BUILDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiewit Residence Hall or Kiewit Hall</td>
<td>Kiewit Residence Hall</td>
</tr>
<tr>
<td>Labaj Building</td>
<td>Fr. Joseph Labaj, SJ, 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, SJ, Building</td>
</tr>
<tr>
<td>Markoe Hall</td>
<td>Markoe Hall</td>
</tr>
<tr>
<td>McGloin Residence Hall or McGloin Hall</td>
<td>Fr. Richard D. McGloin, SJ, Residence Hall</td>
</tr>
<tr>
<td>Morrison Stadium</td>
<td>Michael G. Morrison, SJ, 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 or Opus Hall</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</td>
<td>Rigge Science Building</td>
</tr>
<tr>
<td>ROTC Building or Military Science 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/D.J. Sokol Arena</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 or Swanson Hall</td>
<td>W. Clarke Swanson Residence Hall</td>
</tr>
<tr>
<td>Vinardi Center or Old Gymnasium</td>
<td>Joseph J. Vinardi Center</td>
</tr>
<tr>
<td>Wareham Building</td>
<td>Wareham Building</td>
</tr>
</tbody>
</table>
Campus Addresses

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 new ZIP+4 system, which is designed for more timely and efficient mail delivery across campus.

OLD SYSTEM:
Brenda L. Hovden, Dir.
Mail Services, Creighton University
2500 California Plz
Omaha, NE 68178

ZIP+4 SYSTEM:
Brenda L. Hovden, Dir.
Mail Services, Creighton University
780010 California Plz
Omaha, NE 68178-0010
Off-Campus Addresses

Creighton University has operations at several off-campus facilities within Omaha and the surrounding areas.

The following off-campus addresses are approved for use.

Ahmanson Law Center
2120 Cass Street
Omaha, NE 68178

CHI Health Creighton University Medical Center – Bergan Mercy
7500 Mercy Road
Omaha, NE 68124
(Note: Also referred to as “Hospital”)

CHI Health Creighton University Medical Center – Bergan Mercy Education Building
7710 Mercy Road
Omaha, NE 68124
(Note: Also referred to as MOB2)

CHI Health Creighton University Medical Center – Bergan Mercy Medical Building One
7710 Mercy Road
Omaha, NE 68124
(Note: Also referred to as MOB1)

CHI Health Creighton University Medical Center – University Campus
2412 Cuming Street
Omaha, NE 68131

CHI Health Immanuel Medical Center
6901 N. 72nd Street
Omaha, Nebraska 68122
(Note: Hospital location)

CHI Health Immanuel Medical Center
6828 N. 72nd Street
Omaha, Nebraska 68122
(Note: Building 1 location)

CHI Health Immanuel Medical Center
6829 N. 72nd Street
Omaha, Nebraska 68122
(Note: Building 2 location)

CHI Health Psychiatric Associates
3528 Dodge Street
Omaha, NE 68131

Creighton Pediatric Therapy
17055 Frances Street, Suite 103
Omaha, NE 68130

Creighton University Health Sciences – Phoenix Campus
350 W. Thomas Road
Phoenix, AZ 85013

Creighton University Retreat Center
16493 Contrail Avenue
Griswold, IA 51535

Mary Lanning Campus
715 North St. Joseph Avenue
Hastings, NE 68901

Misión ILAC
Carretera Duarte kilometro 7.5
Licey al Medio, Santiago
Republica Dominicana
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
Social Media

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.

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.

EXAMPLE OF USE

Connect to the Creighton Commencement experience using #CreightonGrad

@creighton | @creightonpres | @creightonalumni
@creighton1878
Creighton University | Creighton President

creighton.edu
Social Media continued

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.

Creighton Hashtag examples:

• #CreightonGrad
• #BluejayLife
• #GoJays
• #BluejayWorld
• #JesuitEducated
• #CreightonNews
• #Creighton
• #NewJays[YEAR]
• #TodayAJay
• #ChooseCreighton
• #NewBluejays
• #CreightonWeek

Creighton social media accounts managed by University Communications and Marketing:

Facebook: facebook.com/creightonuniversity
Twitter: twitter.com/Creighton
Instagram:instagram.com/creighton1878
LinkedIn: linkedin.com/school/10157
YouTube: youtube.com/Creighton1878

The Rev. Daniel S. Hendrickson, S.J., president of Creighton University, manages his two social media accounts:

Facebook: facebook.com/CreightonPresident
Twitter: twitter.com/CreightonPres

Note:
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” features, 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.

For more information, contact: Amanda Brandt, Social Media Strategist
402.280.3668 or AmandaBrandt@creighton.edu
Social Media continued

EXAMPLES

Thanks to two generous #Creighton alumni, portraits of our University’s founders have been restored. creigh.to/gXia30cmxqr

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

Global health champion & @PHI founder & leader Dr. Paul Farmer after the @Creighton commencement speech, w/ trustee @nicksy66

As the @CreightonNurse program expands to #Phoenix, so does our tradition of educating healers and leaders. creigh.to/cVaQ30c1a1

“Fishing—well, fishing and a greasy cheeseburger—can fix about anything.”

In its first year as a student organization, the Creighton Student Angler Fishing Club has hooked 30 members.

The Reel Life: Creighton fishing team hooks 30 members in first year

“A fishing club doesn’t seem like the kind of thing Creighton would have, being that we’re an urban campus in downtown Omaha,” he says. “But when...
Contact

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

For more information, contact:
Shannon Johnson, Creative Director
402.280.3820
ShannonJohnson@creighton.edu

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