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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, 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.

Creighton’s Founders
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.

Cur a 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.
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.
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 University
College of Arts and Sciences

Creighton University
School of Dentistry

Creighton University
School of Pharmacy and Health Professions

Creighton University
School of Law

Creighton University
School of Medicine

Creighton University
College of Nursing

Creighton University
Graduate School

Creighton University
College of Professional Studies

Creighton University
Heider College of Business
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.

Centered Orientations

Creighton University College of Arts and Sciences
Creighton University School of Dentistry
Creighton University School of Pharmacy and Health Professions

Creighton University School of Law
Creighton University School of Medicine
Creighton University College of Nursing

Creighton University Heider College of Business
Creighton University Graduate School
Creighton University College of Professional Studies
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.
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 – Additional Campuses
These are the approved versions of the logos for Global, the Dominican Republic and the Central Nebraska campus. 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 UNIVERSITY

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 \( \frac{1}{3} \) 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.
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.
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 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

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

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

WHY ARE ENDOWEED FACULTY POSITIONS IMPORTANT?
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.
B R A N D  C O L O R S

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.

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.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 286</td>
<td>0 84 166</td>
<td>0004A8</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 294</td>
<td>0 84 166</td>
<td>0004A8</td>
<td></td>
</tr>
<tr>
<td>Pantone 2173</td>
<td>37 129 196</td>
<td>2581C4</td>
<td></td>
</tr>
<tr>
<td>Pantone 291</td>
<td>952DF3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 424</td>
<td>93 100 104</td>
<td>5D6468</td>
<td></td>
</tr>
<tr>
<td>Pantone 5935</td>
<td>1 166 219</td>
<td>019CDB</td>
<td></td>
</tr>
<tr>
<td>Pantone 121</td>
<td>255 204 79</td>
<td>FFCC4F</td>
<td></td>
</tr>
</tbody>
</table>
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

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 rampant comes from the Creighton family coat of arms and the three seashells on a field of sable and red comes from the Wareham family coats of arms—giving a nod to Creighton University’s founding families. The design for the shield’s final quadrant, in the lower left, comes from the coat of arms of the Archdiocese of Omaha. The starburst behind the shield comes from the seal of the Society of Jesus.

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.

Never pair 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 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.
ICONS

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.
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:

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

**ICS + STATISTICS**

**CREIGHTON UNIVERSITY**

**HEALTH SCIENCES**

**PHOENIX CAMPUS**

**BY THE NUMBERS.**

**SUCCESS IN PHOENIX**

- 1 Chimayo is the only Jesuit, Catholic medical school in the western U.S.
- 100% NCLEX pass rate by the first nursing cohort on the Phoenix campus
- 100% of medical students participate in service within the community
- 74 total residents in the Internal Medicine program
- 1 University-based clinic offering services to those in need—St. Vincent de Paul in Phoenix

**MEDICINE AND NURSING**

- 2005 Year that Creighton began sending students to study in Phoenix for clinical rotations
- 89% fellowships for Internal Medicine
- 26 residents published in 2019–2020
- 391 beds at CHI Health Creighton University Medical Center—Bergan Mercy
- 1,200 annual scholarly travel funds

**THE BUILDING**

- 2021 Expected completion
- 180,000+ Square footage
- 88% fellowship placement in 2019–2020
- 80% patient panel in continuity clinic
- 26 residents published in 2019–2020

**ICS + STATISTICS**

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

**CREIGHTON UNIVERSITY**

**HEALTH SCIENCES**

**PHOENIX CAMPUS**

**BY THE NUMBERS.**

**SUCCESS IN PHOENIX**

- 1 Chimayo is the only Jesuit, Catholic medical school in the western U.S.
- 100% NCLEX pass rate by the first nursing cohort on the Phoenix campus
- 100% of medical students participate in service within the community
- 74 total residents in the Internal Medicine program
- 1 University-based clinic offering services to those in need—St. Vincent de Paul in Phoenix

**MEDICINE AND NURSING**

- 2005 Year that Creighton began sending students to study in Phoenix for clinical rotations
- 89% fellowships for Internal Medicine
- 26 residents published in 2019–2020
- 391 beds at CHI Health Creighton University Medical Center—Bergan Mercy
- 1,200 annual scholarly travel funds

**THE BUILDING**

- 2021 Expected completion
- 180,000+ Square footage
- 88% fellowship placement in 2019–2020
- 80% patient panel in continuity clinic
- 26 residents published in 2019–2020

**ICS + STATISTICS**

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

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

A / INFOGRAPHIC WITH COLORS

STUDENT ENGAGEMENT

HIGH TOUCH CAREER ADVISING

1,436 students in Career Development Programs

2,033 appointments

288 drop-ins

2,705 resumes reviewed on Handshake

99% of 2019 grads were employed, in graduate or professional school or in a service program within 6 months of graduating

APPOINTMENTS BY CLASS

161 | Freshman
436 | Sophomore
434 | Junior
604 | Senior
206 | Graduate/Professional
207 | Alumni/Other

APPOINTMENTS BY COLLEGE/SCHOOL

912 | College of Arts and Sciences
663 | Heider College of Business
161 | Schools of Pharmacy and Health Professions, Medicine, Law, Dentistry
60 | College of Nursing
47 | Graduate School and Professional Studies

APPOINTMENT TYPES

no drop-ins

485 | Interview Prep/Practice
466 | Resume/Cover Letter
330 | Career/Major Counseling
248 | Internship Search
228 | Job Search/Offer
116 | Personal Statement
92 | Program/Other
68 | Grad/Prof School Prep

ONLINE CAREER MANAGEMENT SYSTEM

4,423 active users

12,034 completed applications

CAREER FAIRS

745 student attendees

432 professional head shots taken

CAREER PRESENTATIONS

225 presentations

7,255 attendees

RESIDENT SATISFACTION

99% Satisfaction on educational experience

89% Critical thinking learning environment

91% Diversity of patients

97% Clinical practices reinforce patient safety measure

93% High-quality handoffs

97% Preparation to work effectively in interprofessional teams

96% Transition in care supervision

B / INFOGRAPHIC WITH TEXTUAL IMAGE
TEXTURAL ELEMENTS

WHEN USING TEXTURAL ELEMENTS, SUBTLE IS MORE.

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
At Creighton, your well-being is our top priority. The gem and cross pattern is used to add texture. This textural element should never overpower the image. It can be used as a repeated dot pattern or blown up and scaled back in opacity. It should never overpower the image.

Who We Are

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.

TEACHING SITES

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

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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.

01 / Displaying All 7 Jesuit Shields

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.
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.
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.

1/3 Page Horizontal Colleges Ad for Omaha World-Herald

Full-Page Graduate School Ad for Omaha World-Herald

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.

gradschool.creighton.edu/newyou
Creighton University and Humber College Partner to Offer a Comprehensive Education in Integrative Health and Wellness

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’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)

excellence.creighton.edu/humber
COVER DESIGNS

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.
DIRECT MAIL

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.

Collaborative Care Courses Postcard Front and Back

Online Collaborative Care Courses

Learn about interprofessional collaborative practice with online courses from the leader in interprofessional education.

Better Care Through Collaboration

With enhanced care for patients, decreased costs and increased efficiency, team-based health care is the future. Excel in the new model with training from The Center for Interprofessional Practice (CIPER), the catalyst for interprofessional education and practice for Creighton University.

These online, self-paced courses are available now:

- **The Interprofessional Collaborative Practice: What You Need to Know**
  - $25 | 1 hour
  - A primer on the basics of interprofessional education and collaborative practice. This course is a prerequisite to Introduction to Collaborative Care for Educators and Clinicians.
  - **REGISTER AT:** gradschool.creighton.edu/IPE003

- **Introduction to Collaborative Care for Educators and Clinicians**
  - $75 | 8 CMEs
  - An introductory course designed for health care faculty and professionals. You’ll learn key concepts for building and leading collaborative health care teams.
  - **REGISTER AT:** gradschool.creighton.edu/IPE004

- **Introduction to Collaborative Care for Health Professions Students**
  - $50 | .5 undergraduate credits
  - A basic introduction to the concepts of interprofessional education and interprofessional collaborative practice for students.
  - **REGISTER AT:** gradschool.creighton.edu/IPE500

Better Care Through Collaboration

creighton.edu | 402.280.5270

Better Care

Better Care
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.
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.

Graduate School Email Template
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.
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>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>Degman Residence Hall or Degman 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 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>Fran 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>
<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>Markee Hall</td>
<td>Markee 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>
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.

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
2500 California Plaza
Omaha, NE 68178

Creighton University Dental Building
2109 Cuming St.
Omaha, NE 68102

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

Creighton University Retreat Center
16493 Conrail Avenue
Griswold, IA 51535

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

Misión ILAC
Carretera Duarte kilometer 7.5
Licey al Medio, Santiago
Republica Dominicanana
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.

Examples

Connect to the Creighton Commencement experience using #CreightonGrad

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

creighton.edu
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.
SOCIAL MEDIA CONTINUED

Examples

Thanks to two generous Creighton alumni, portraits of our University’s founders have been restored. creighton.edu/jg3a30cmxp

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. creighton.edu/eaaO8bta1

"Fishing—well, fishing and a great day was had by all. But I can’t talk about anything." In its first year as a student organization, the Creighton Student Angler Fishing Club has attracted 85 members.

The Red Line: Creighton fishing team rocks 50 anxious in first year.

"I’m not sure what the rest of the things Creighton has to offer, being that I’m a student and currently don’t drive. No worries..." CreightonDN222

What a great day to be a Bluejay! Congratulations to all 2017 Creighton University graduates.
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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