# Creighton Logo

The Creighton University logo is the primary visual identifier for our institution. It is to be used for all academic publications and merchandising, both printed and electronic. Our logo is the single, strongest visual representation for the University and is how the world sees and recognizes us.

## PRIMARY LOGO

Creighton
UNIVERSITY

Creighton
UNIVERSITY

# Creighton Logo

## PRIMARY + SECONDARY LOGOS
### LEFT-ALIGNED ORIENTATION

**Creighton**
UNIVERSITY
College of Arts and Sciences

**Creighton**
UNIVERSITY
School of Dentistry

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

-OR-
(dependent on space)

**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

## NOTES

*The logo file is available for download at: logo.creighton.edu*

*In no case should the logo be altered, redrawn, distorted or rebuilt.*

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

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

# Creighton Logo

## PRIMARY + SECONDARY LOGOS
### CENTERED ORIENTATION

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

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# Creighton Logo

## PRIMARY + SECONDARY + TERTIARY LOGOS

In the effort to support a united Creighton brand across campus, Creighton University logos with secondary and/or tertiary levels have been developed. This design allows all Creighton schools/colleges, academic departments and administration offices to be recognized in a consistent manner.

**Creighton**
UNIVERSITY

College of Arts and Sciences ← **SECONDARY LEVEL**
Department of Philosophy ← **TERTIARY LEVEL**

**Creighton**
UNIVERSITY

College of Arts and Sciences ← **SECONDARY LEVEL**
Department of Philosophy ← **TERTIARY LEVEL**

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# Creighton Logo

## PRESERVING THE DESIGN

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

**Never** stretch or skew the lockup 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 a font to recreate the logo.



**Never** rearrange the lockup.



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

# Creighton Logo

## CLEAR SPACE

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



## MINIMUM SIZE

The Creighton logo can be reduced to a minimum width of 1-inch.



**Creighton**
UNIVERSITY

⊢——— **1-INCH** ———⊣