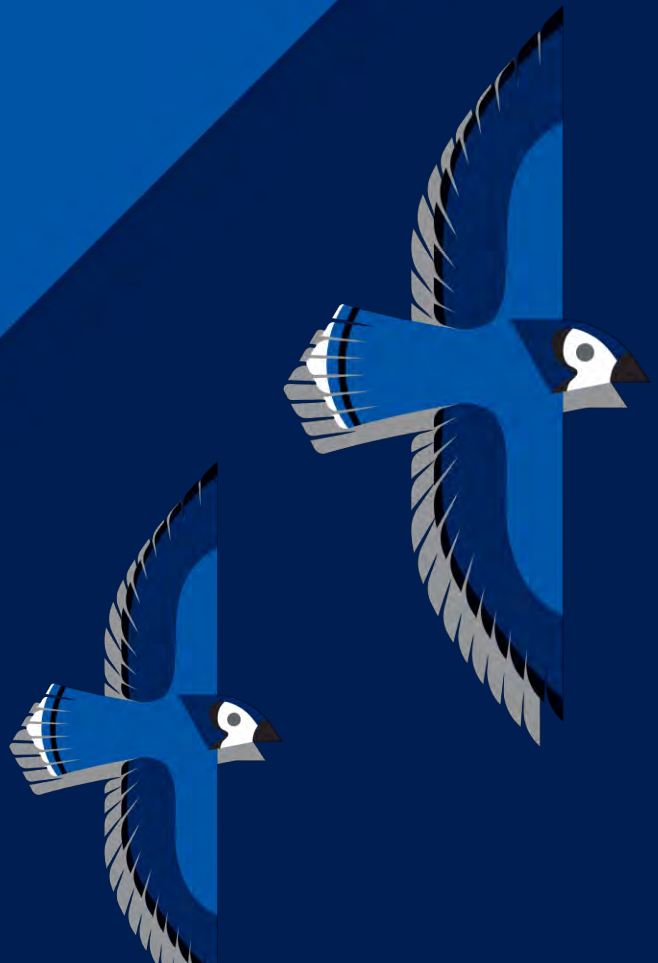
Lucidpress

TRAINING

UNIVERSITY COMMUNICATIONS
AND MARKETING



Agenda

- What is Lucidpress?
- Why Creighton needs Lucidpress?
- Brand elements
- How to use the platform
- Next steps

What is Lucidpress?

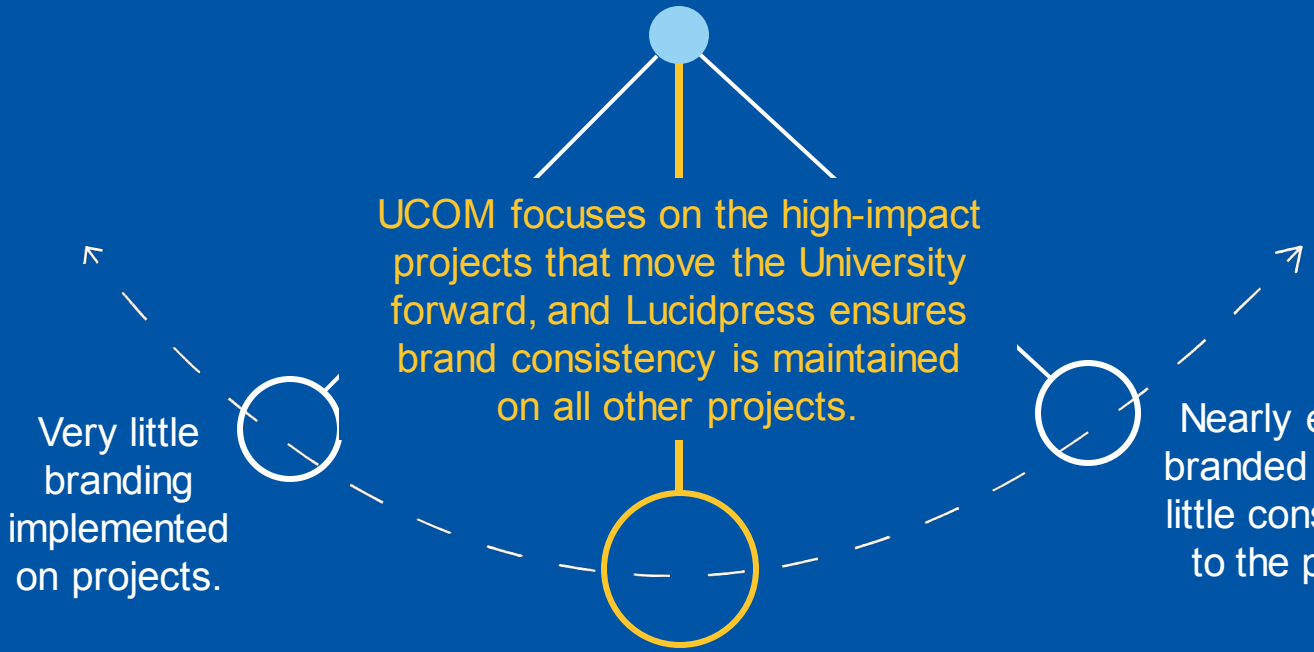
A brand templating platform that empowers anyone to easily create professional, on-brand content.

With Lucidpress, you can:

- Create and edit documents
- Access to pre-made Creighton templates
- Update reoccurring projects without any delay
- Have our photos, logos and brand elements at your fingertips
- Download and export final files

Lucidpress ***empowers*** non-designers to create their own content, without the fear of going off-brand.

Creighton's
Branding Evolution



Very little branding implemented on projects.

UCOM focuses on the high-impact projects that move the University forward, and Lucidpress ensures brand consistency is maintained on all other projects.

Nearly everything was branded by UCOM, with little consideration given to the project impact.

Trusted Across Higher Ed

When a project does
not meet the criteria for UCOM's
Creative Team services,
Lucidpress is the preferred solution.

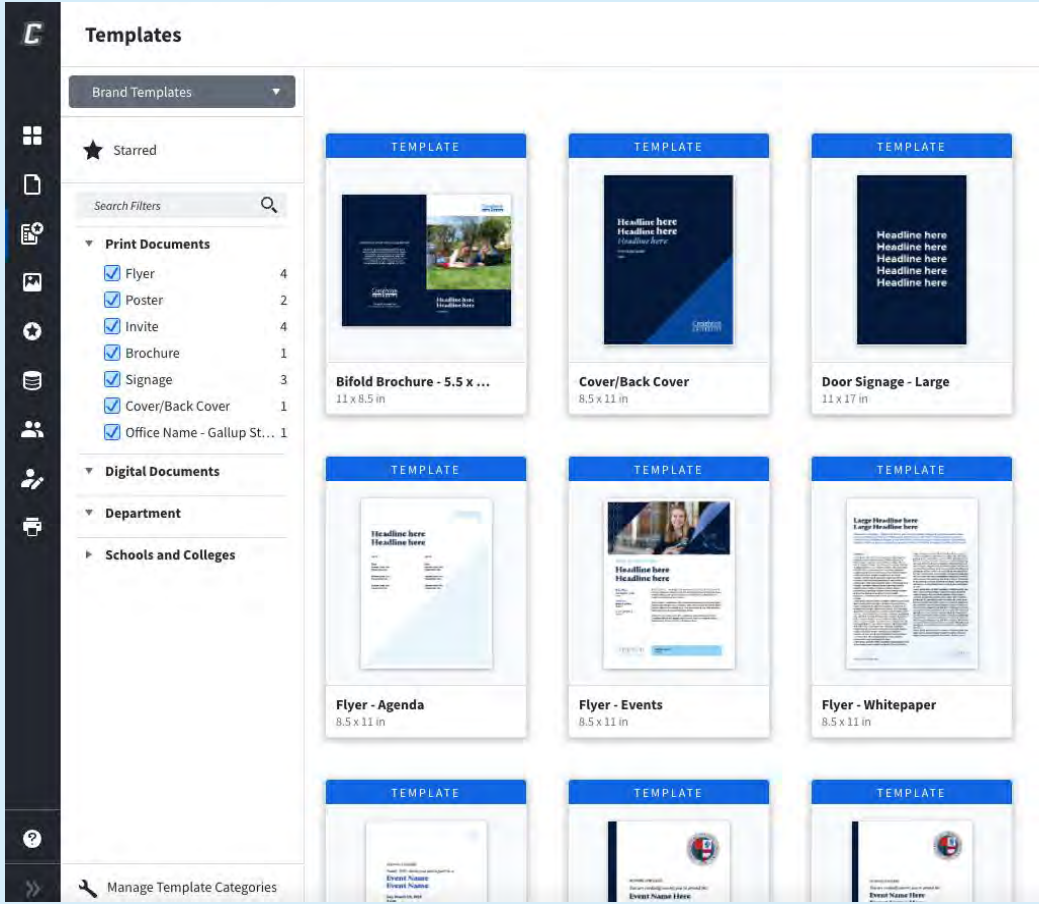
Two *options to choose from when creating a document:*

1. Customizable brand templates
2. Templates created from reoccurring projects

OPTION 1

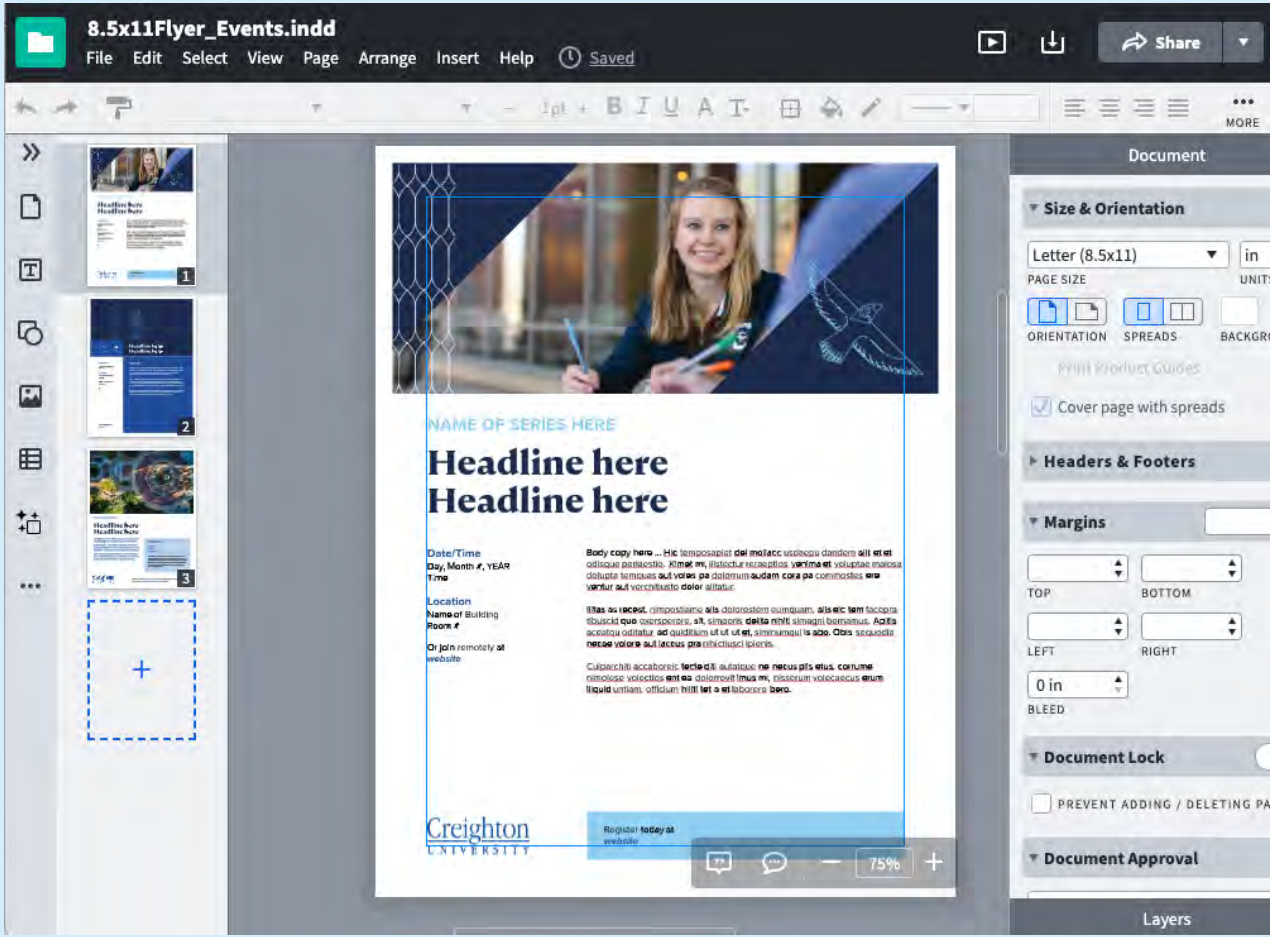
Customizable brand templates

- All templates are centralized and organized in custom categories.
- **Templates include:**
  - flyers
  - posters
  - invites
  - brochures
  - social media posts
  - digital signage
  - … and many more



Easy to customize

- Locked settings make it easy to know what is customizable.
- Images and text can be edited in real time.

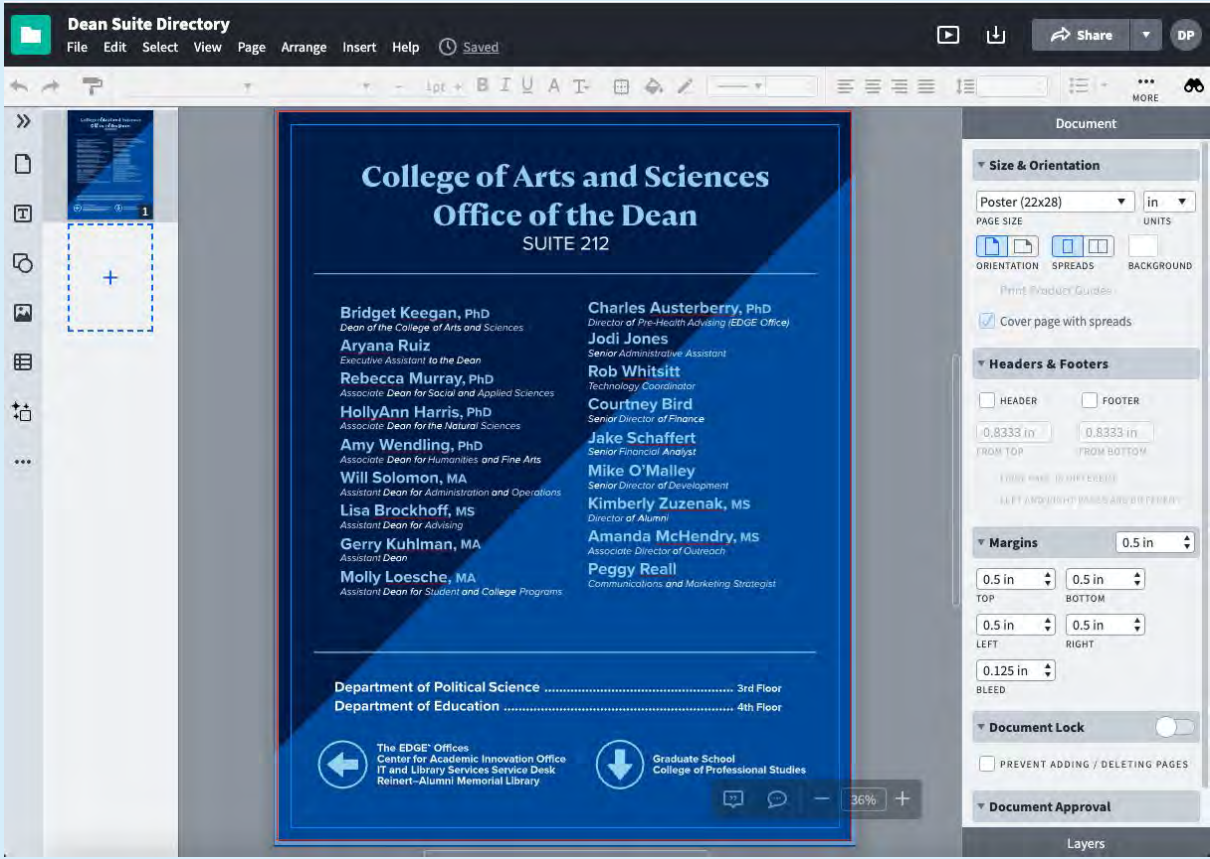


OPTION 2

Reoccurring project templates

- Nearly any reoccurring project can be turned into a Lucidpress template to easily update as needed.

We welcome project requests asking to convert an existing project into a Lucidpress template.

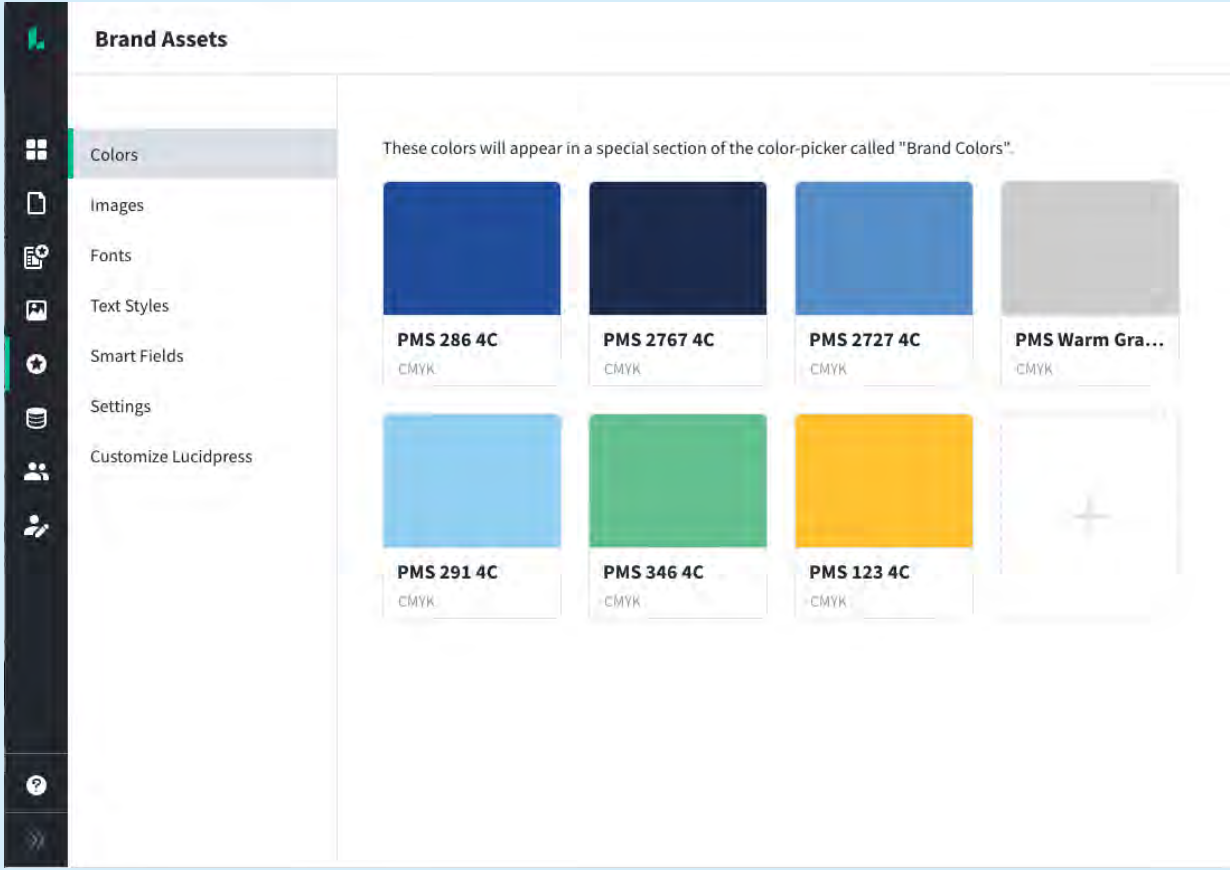


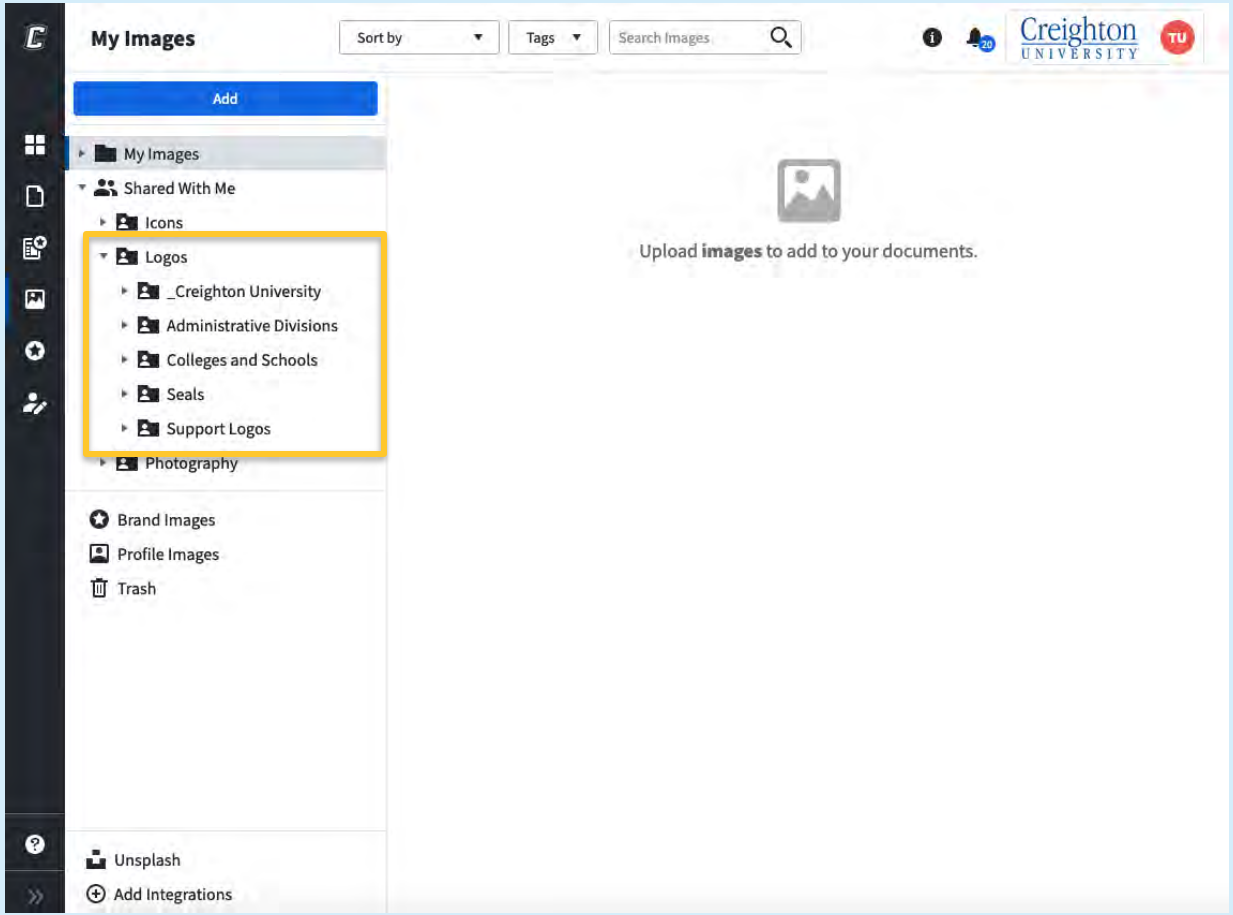
OPTION 2

Reoccurring project templates

Tools to stay within brand guidelines

- Colors, logos, fonts and images are easy for you to access.




My Images
Sort by
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Creighton UNIVERSITY
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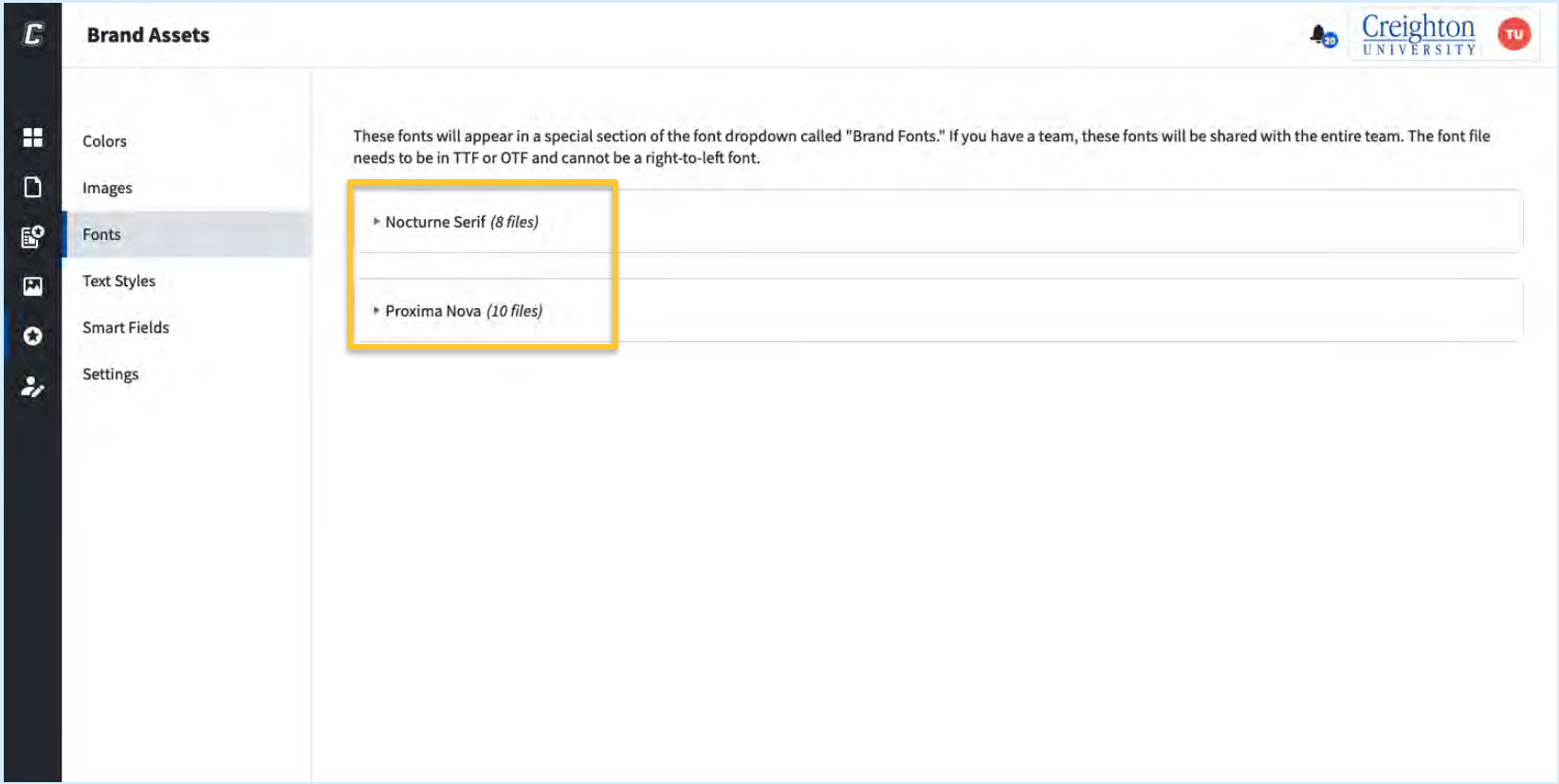
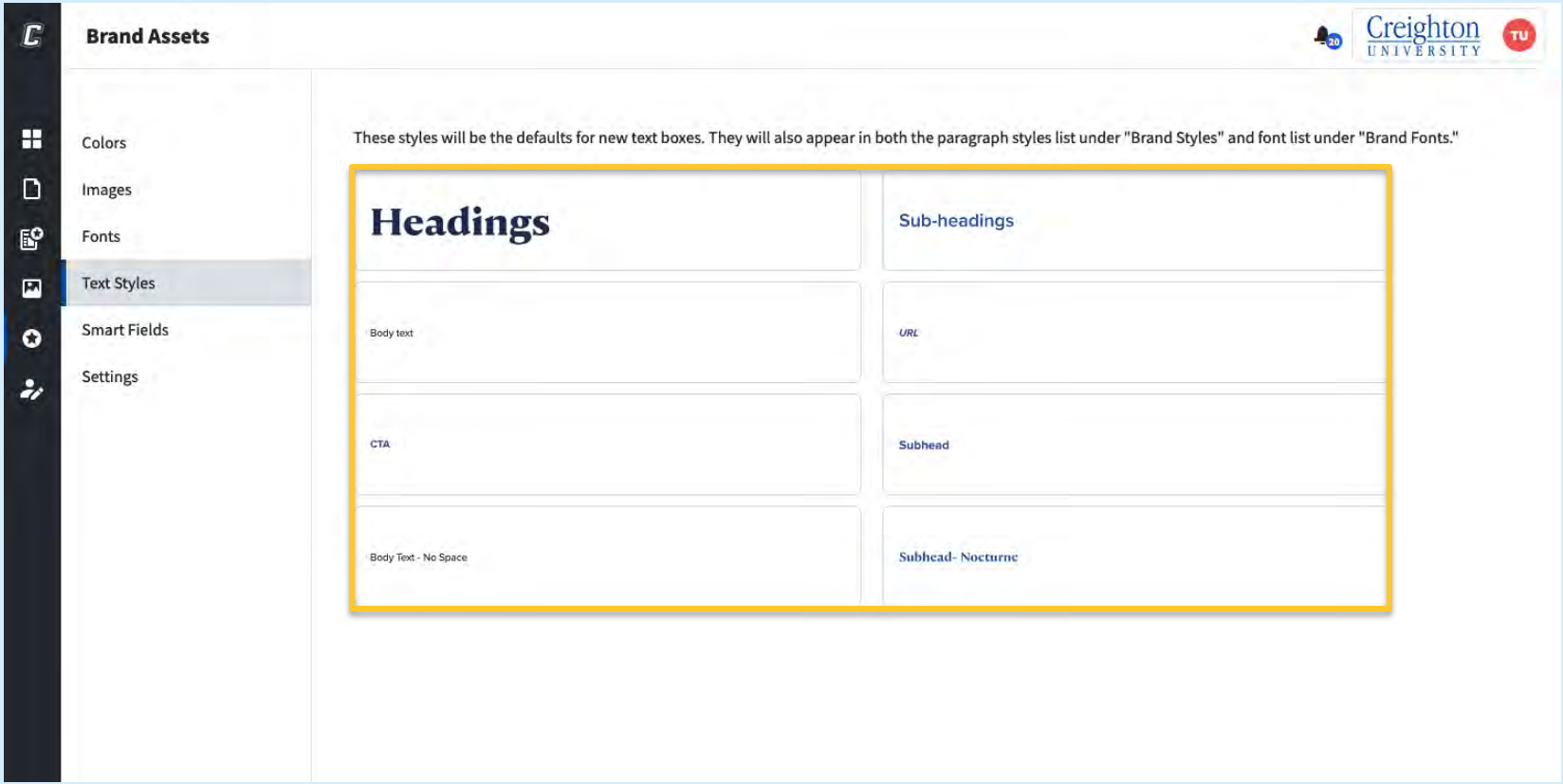
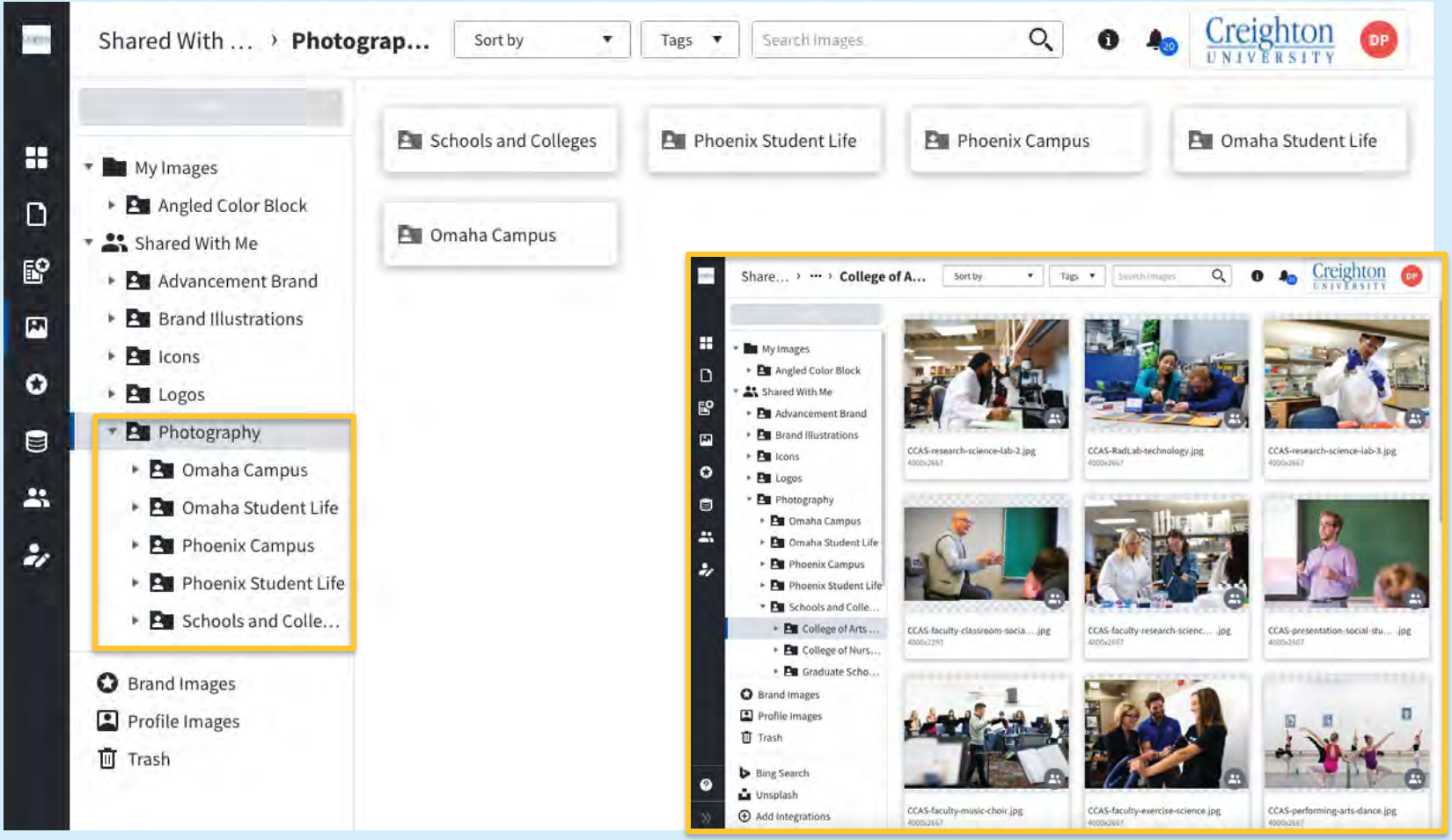
My Images
Shared With Me
Icons
Logos
_Creighton University
Administrative Divisions
Colleges and Schools
Seals
Support Logos
Photography
Brand Images
Profile Images
Trash
Unsplash
Add Integrations
Upload images to add to your documents.


Brand Assets
Creighton UNIVERSITY
TU
Colors
Images
Fonts
Text Styles
Smart Fields
Settings
These fonts will appear in a special section of the font dropdown called "Brand Fonts." If you have a team, these fonts will be shared with the entire team. The font file needs to be in TTF or OTF and cannot be a right-to-left font.
Nocturne Serif (8 files)
Proxima Nova (10 files)


Brand Assets
Creighton UNIVERSITY
TU
Colors
Images
Fonts
Text Styles
Smart Fields
Settings
These styles will be the defaults for new text boxes. They will also appear in both the paragraph styles list under "Brand Styles" and font list under "Brand Fonts."
Headings
Sub-headings
Body text
URL
CTA
Subhead
Body Text - No Space
Subhead- Nocturne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Icons
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Omaha Student Life
Phoenix Campus
Phoenix Student Life
Schools and Colle…
Brand Images
Profile Images
Trash
Schools and Colleges
Phoenix Student Life
Phoenix Campus
Omaha Student Life
Omaha Campus
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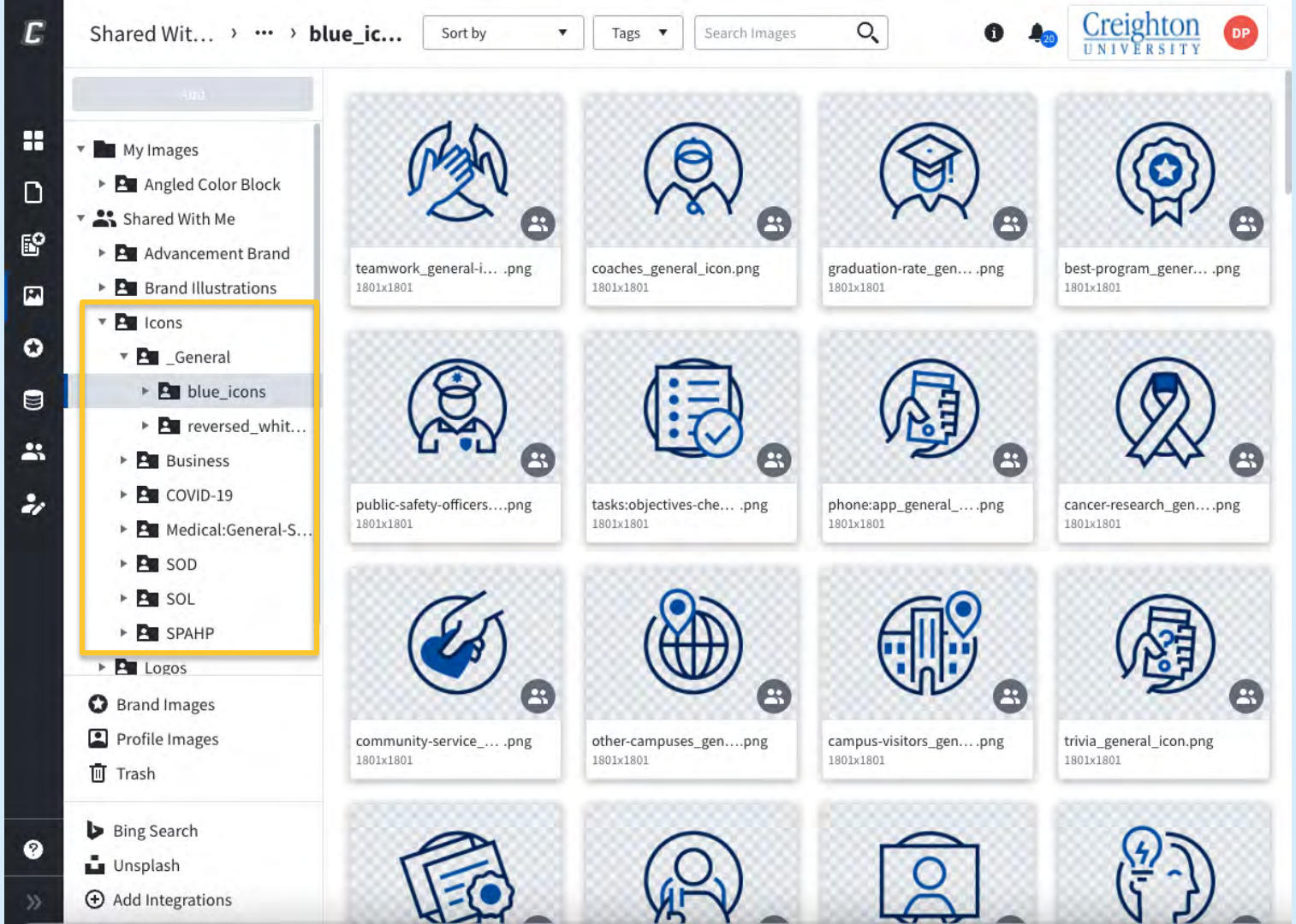
CCAS-faculty-exercise-science.jpg
CCAS-performing-arts-dance.jpg
Bing Search
Unsplash
Add Integrations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Angled Color Block
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Advancement Brand
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Icons
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community-service_... .png
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other-campuses_gen....png
1801x1801
campus-visitors_gen... .png
1801x1801
trivia_general_icon.png
1801x1801

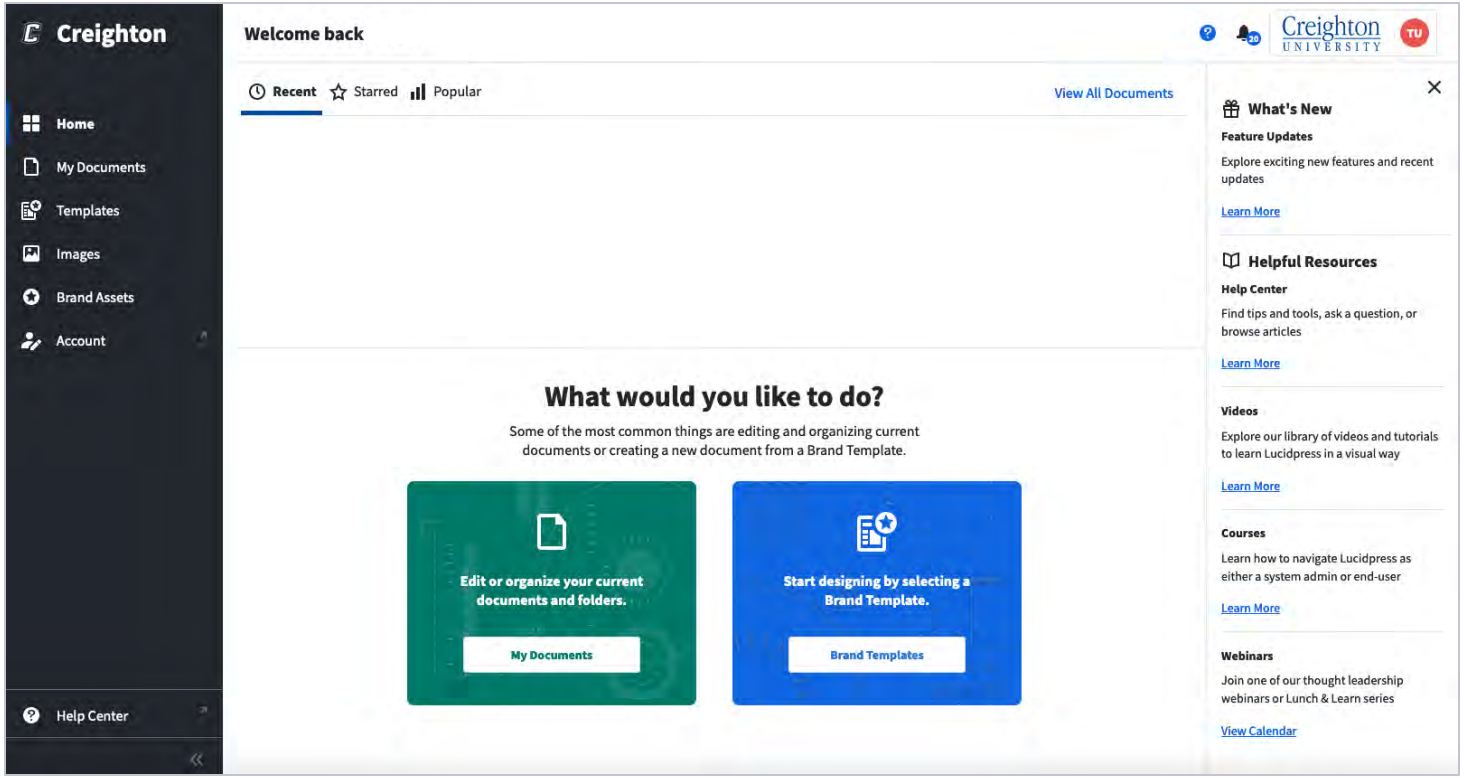
Access to Lucidpress

Everyone participating in this presentation is part of our pilot program.

Lucidpress access will be granted to groups on campus
via a shared email and password.
Username: Lucidpress.Nursing@creighton.edu
Password: Will be provided to you and is unique to each group.

This allows you access to the work of others in your group,
which assists in collaboration and efficiency.

Let's dig in!



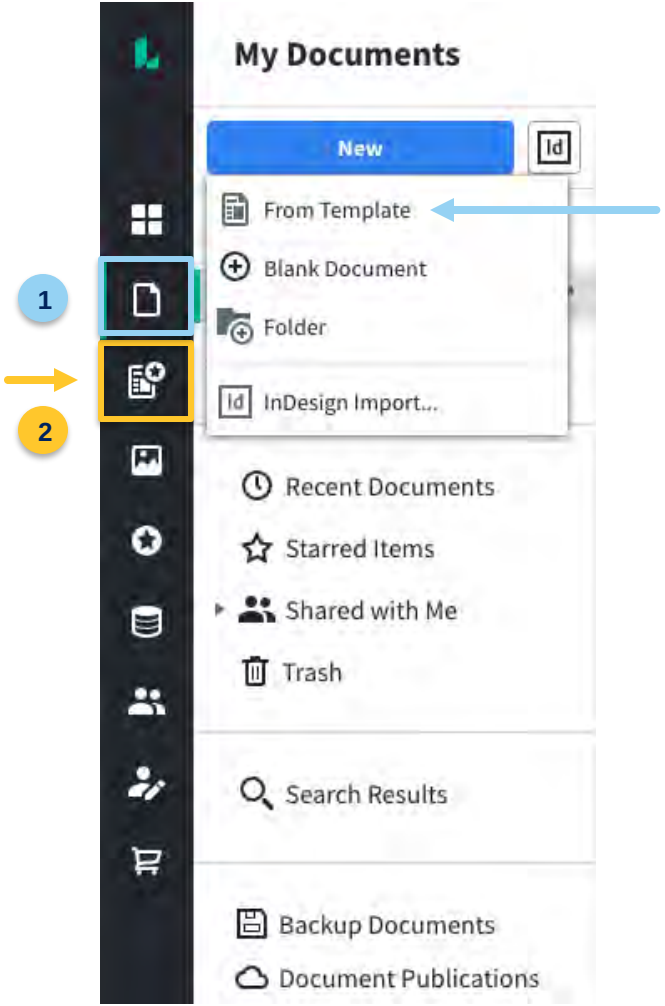
Lucidpress.com

STEP ONE:

Find a template

- All templates are located on the left-hand side of your account home page.
- You can navigate to templates in 2 ways:
  1. Go to documents and choose “New” and then “From Template”.
  2. Choose template from the side editor

NOTE: In many cases the template you choose will have various design options and you can delete the design that doesn’t apply.

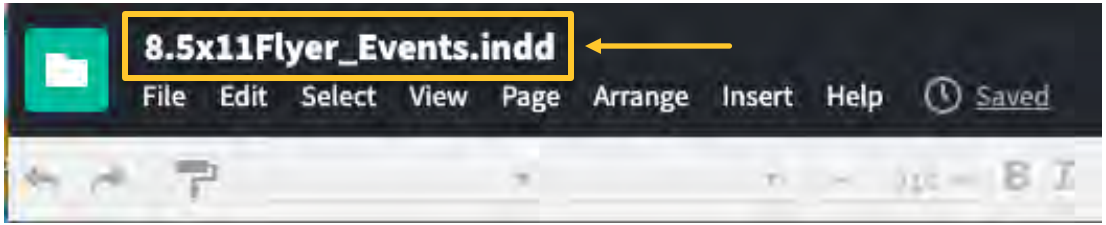


STEP TWO:

Name your document

- When you start a new document from a template, you are asked to name your document.
- You can change the document name at any time on the upper-left of the editor.

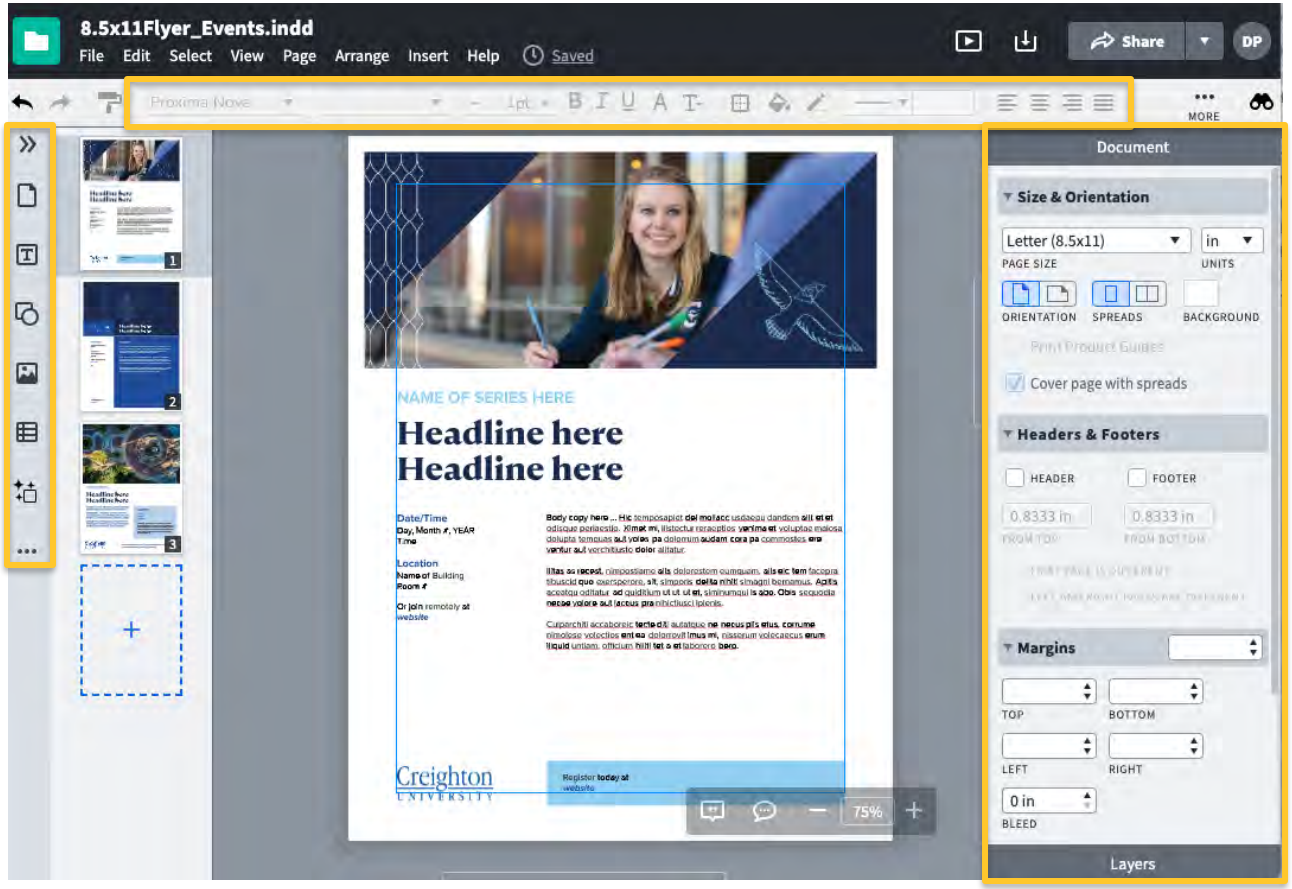
NOTE: This document will automatically be saved in your “Documents” to be referenced at anytime.



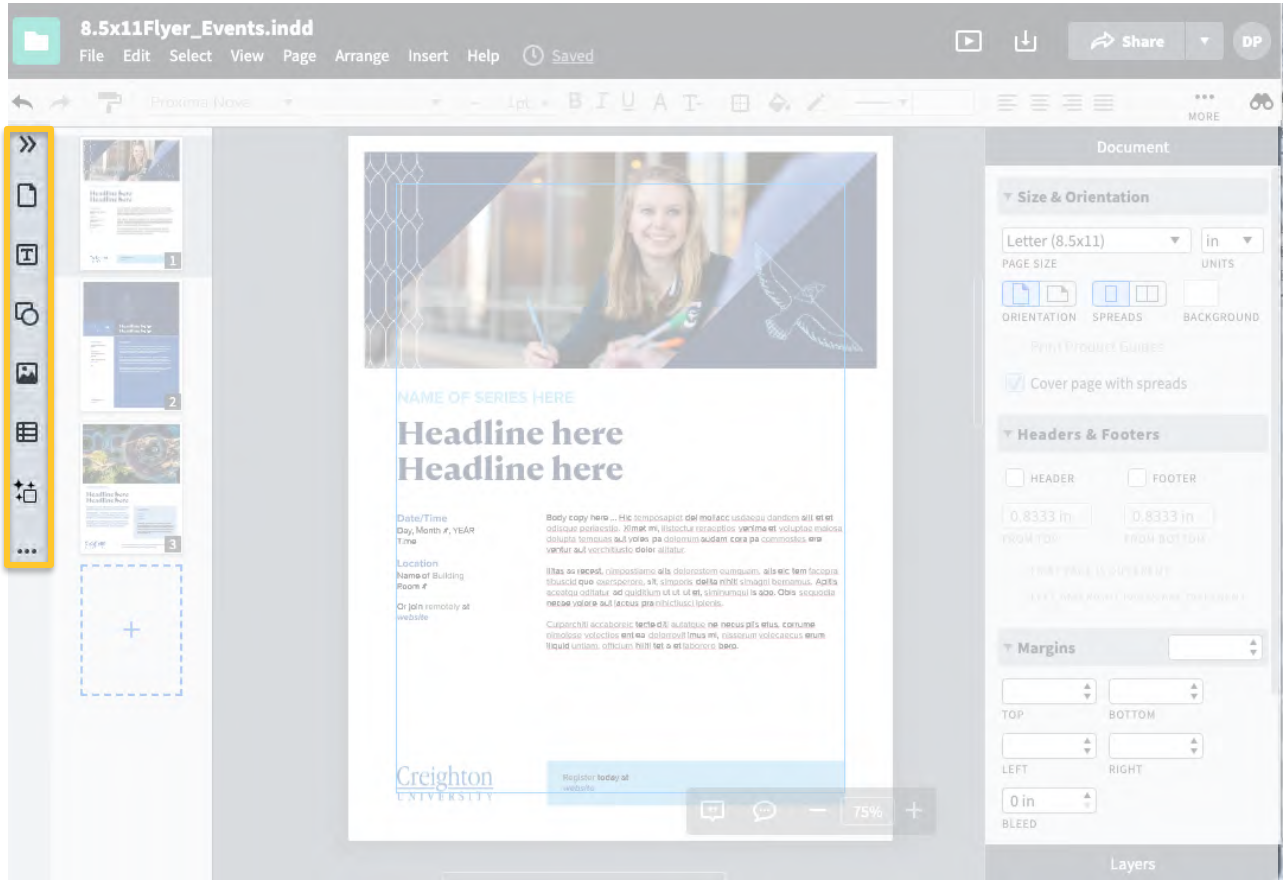
STEP THREE:

Edit your document

- There are three primary toolbars that are used for editing.

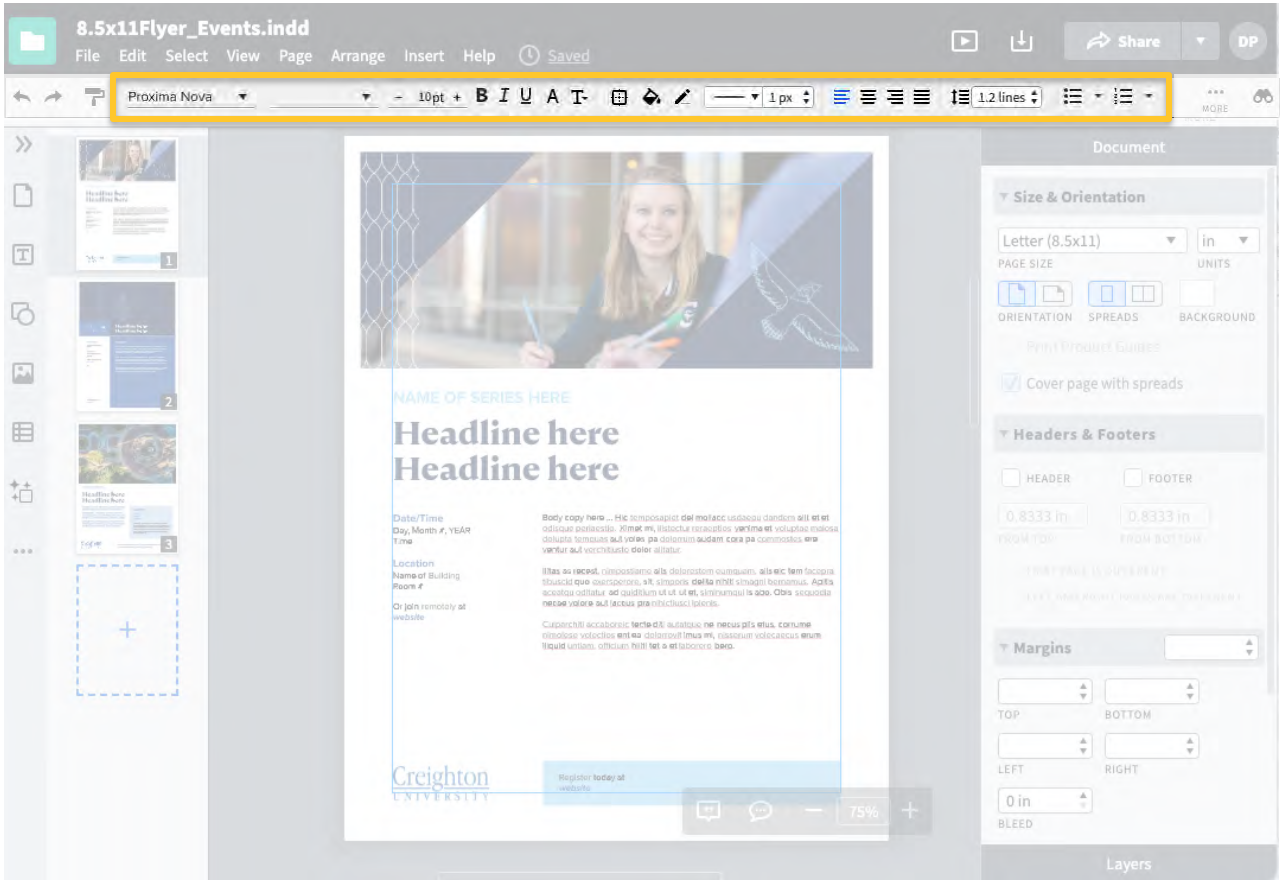


The icons on this side of the screen are used for adding pages, text, shapes, images, and tables to your document.

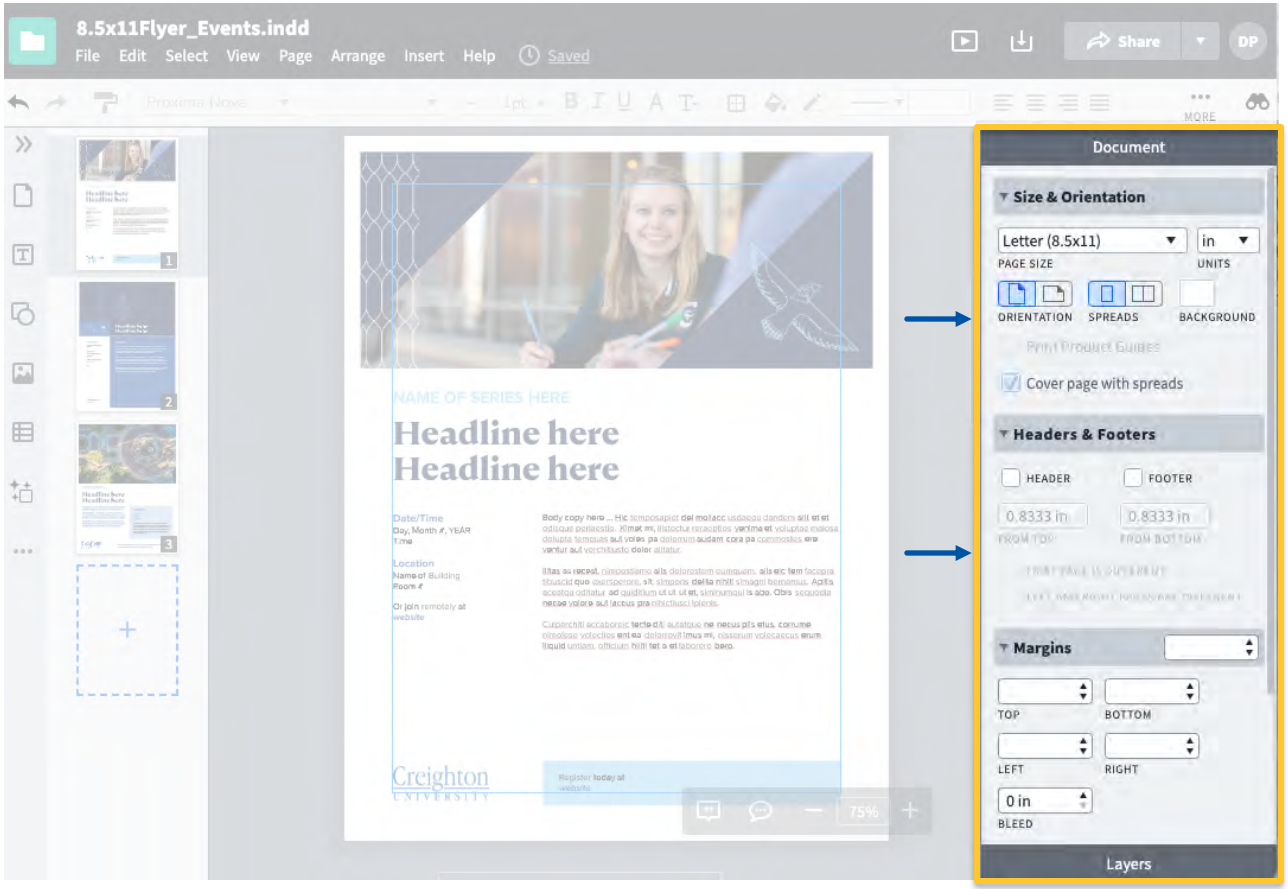


The top row contains your quick edits tool bar.

Useful for changing text size, bolding, underlining and other useful tools.



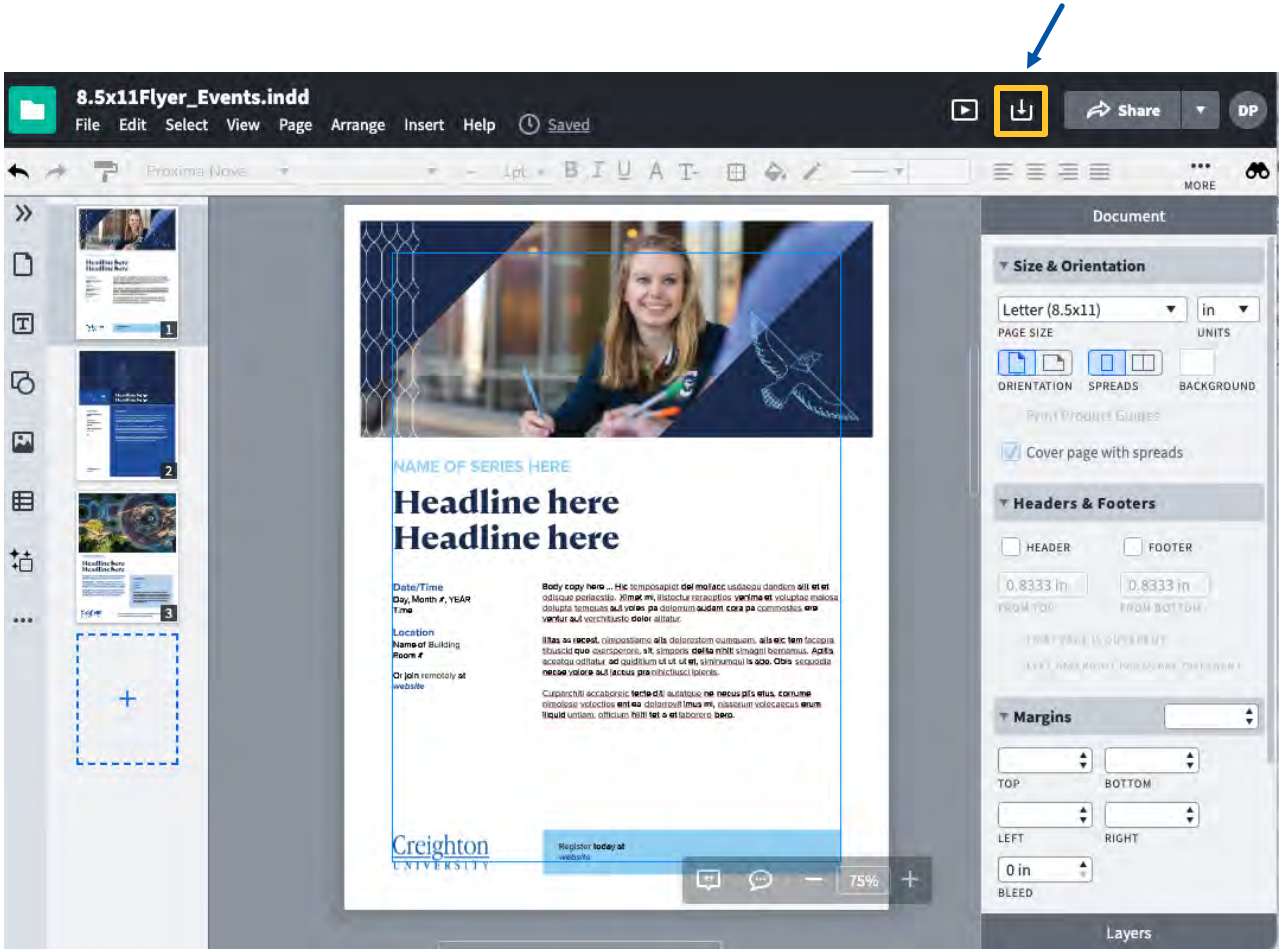
The right side of the editor is where you will make adjustments to text boxes, shapes, images and change layout features.



STEP FOUR:

Export your document for print or the web

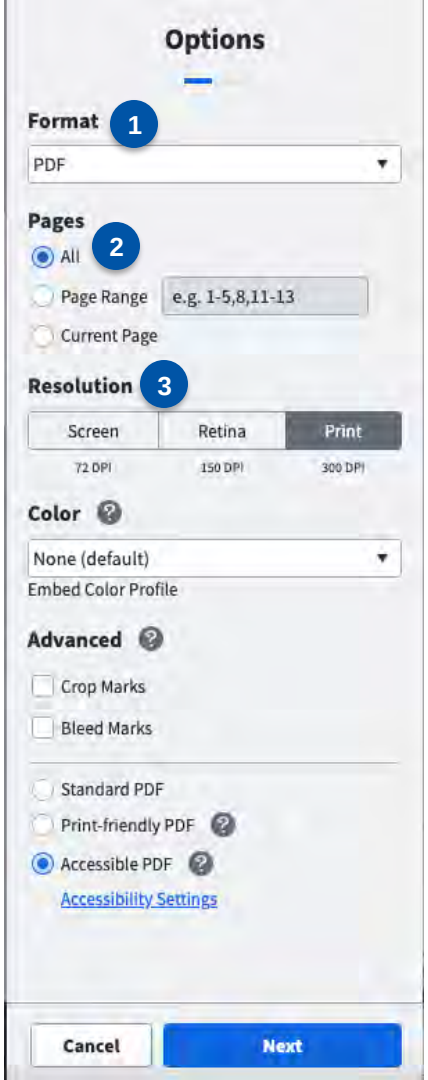
- First click on the download arrow on top right



1. You have the option to create the following formats: pdf, png *(white background)*, png (*with transparent background*) or a jpeg

2. Choose the pages you would like to export

3. Choose the resolution needed for your project.
   - Screen (72 dpi) – ideal for web graphics
   - Retina (150 dpi) – higher quality image, display signage, web-based pdfs
   - Print (300 dpi) – this option is ***required*** for all printed materials



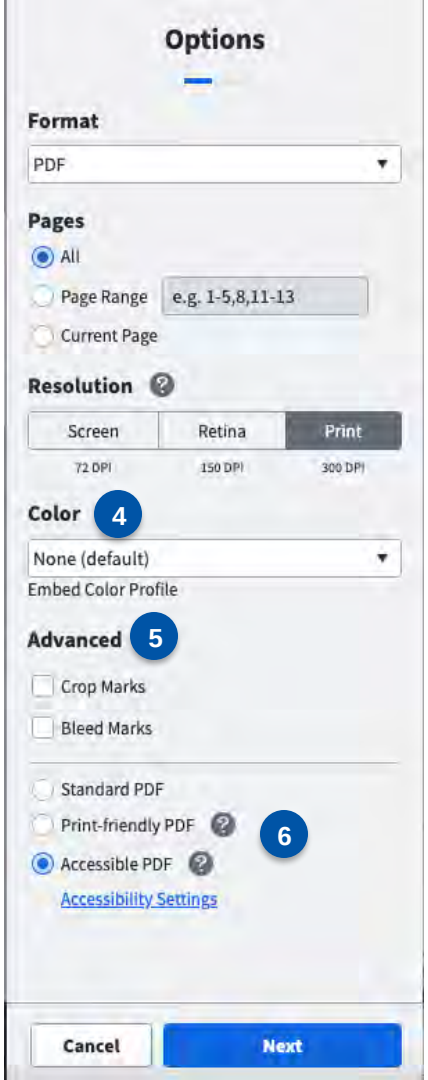
4. Color can remain at “None (default)”.
   Do not change this setting.

5. If you are printing your document, please check ”Crop Marks”.

6. Choose the pdf option that fits your project needs:
   - Standard PDF – for print pdfs (high resolution)
   - Print-friendly PDF – for print pdfs (high resolution) *(This setting will remove any searchable text or links which often causes issues with printing)*
   - Accessible PDF – for interactive, web-based pdfs which include hyperlinks

To upload print files to Bluejay Print and Post:

- https://creighton.presswise.com
- Printing questions? 402.280.2515



Two great ways to learn more:

- Lucidpress video library
  https://info.lucidpress.com/training-videos

- Lucidpress courses
  info.lucidpress.com/courses

Homework:

1. Log into the Lucidpress platform.

2. Try it out and familiarize yourself with the tools we shared in today's meeting.

3. Watch a few tutorial videos and/or take a course in the Help Center

Our next meeting is Friday, March 18,
in Skutt Room 104 or on zoom, and we'll:

- Hear from Tyson Mickelsen, our Lucidpress representative, on helpful platform tools.
- Answer any questions you may have.
- If you plan to join in person, please feel free to bring your laptop.

Questions about Lucidpress?

Lucidpress.Service@creighton.edu

Pilot Program Commitment

- Initial Launch Presentation – March 14
- Try out the Lucidpress Platform
- Lucidpress User Training Session 2 – March 18
- Create projects in Lucidpress and share them with UCOM, along with your feedback/insights
- Feedback/insight sharing meeting — Date TBD

We can’t ***thank you*** enough for being part of the Power User Pilot Program.

We ask that you offer your feedback and suggestions throughout this process!

The University Communications and Marketing Department *remains committed to supporting our campus partners* in their communication needs through Lucidpress.

Creighton
UNIVERSITY