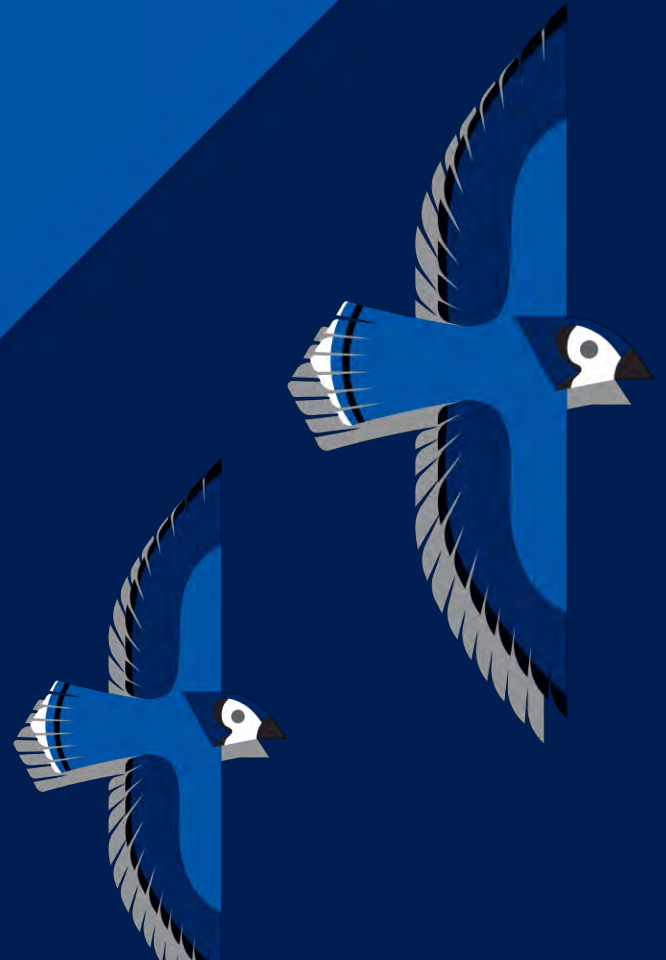




Lucidpress

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?

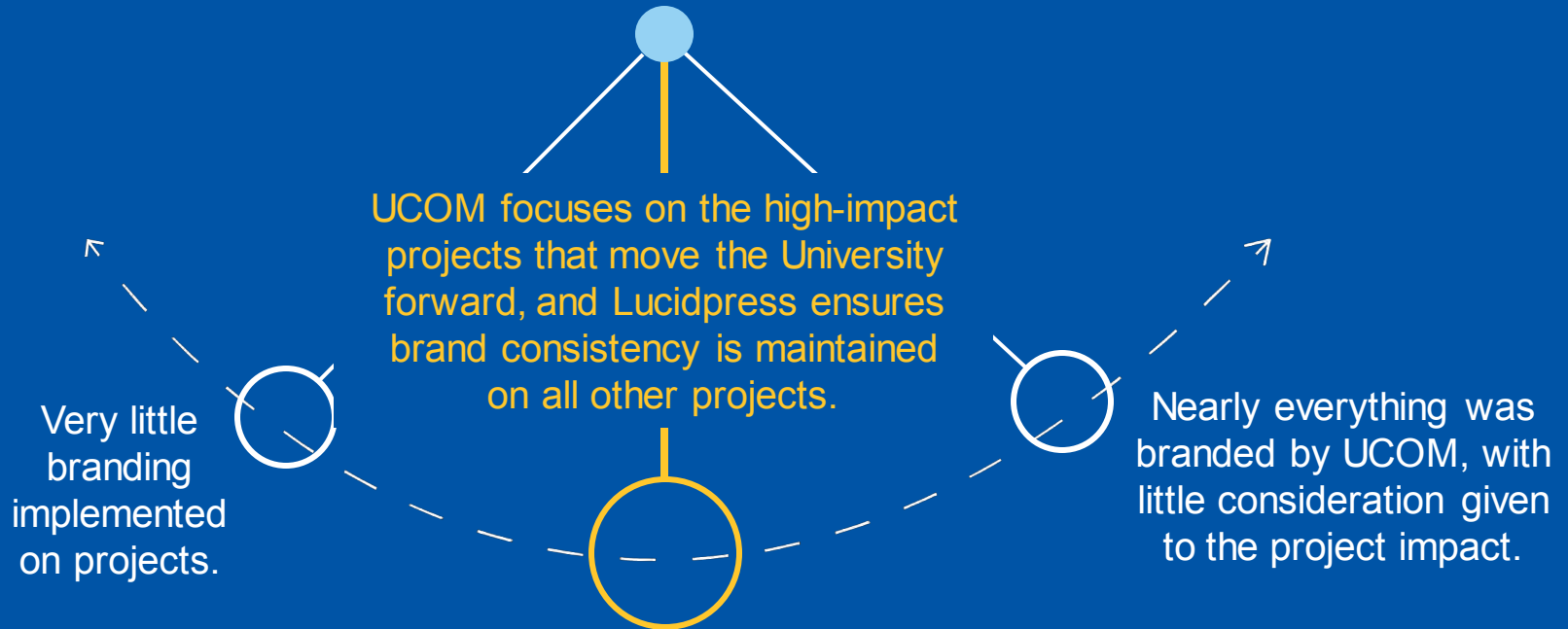
A brand templating platform that empowers anyone to easily create professional, on-brand content.

*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**



Trusted Across Higher Ed



Fairfield
UNIVERSITY



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK



ROCKHURST
UNIVERSITY



UNIVERSITY OF
SAN FRANCISCO



SAINT JOSEPH'S
UNIVERSITY



REGIS
UNIVERSITY

PURDUE
UNIVERSITY



VANDERBILT
UNIVERSITY



NYU



OHIO
UNIVERSITY



JOHNS HOPKINS
UNIVERSITY



THE
UNIVERSITY
OF UTAH



THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM

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

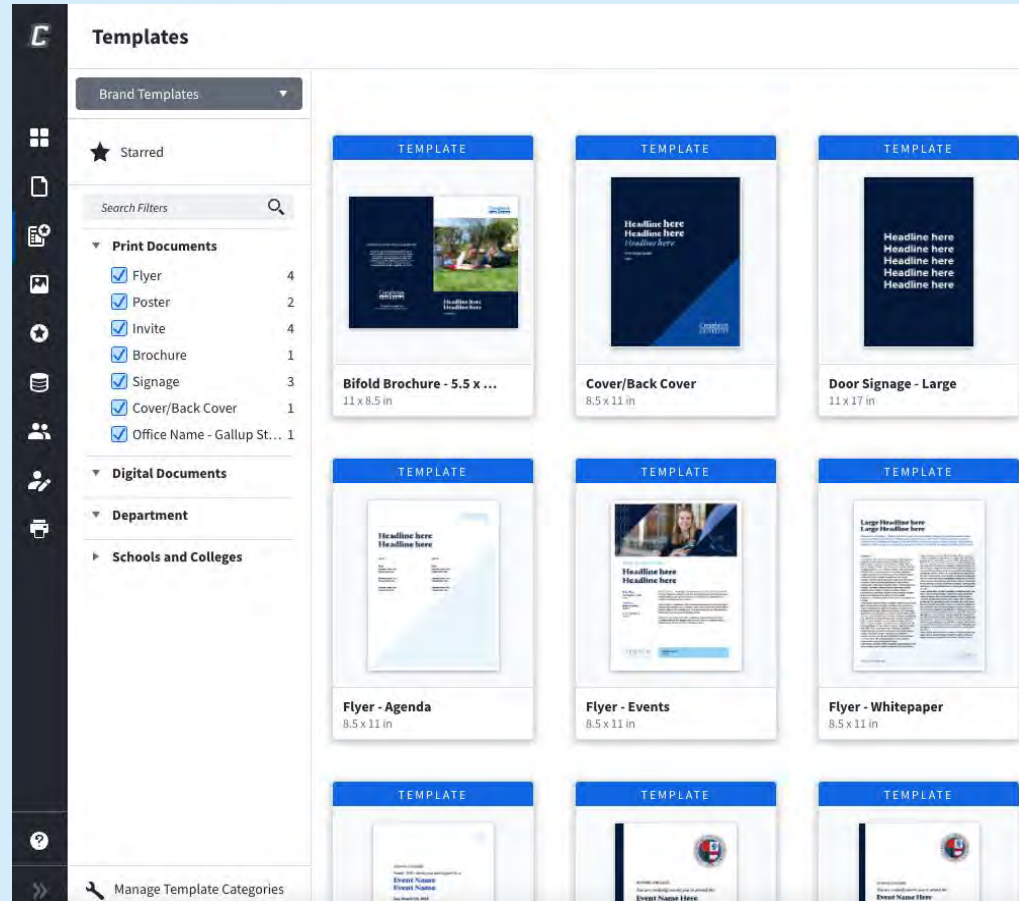
Two *options to choose from
when creating a document:*

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

OPTION 1

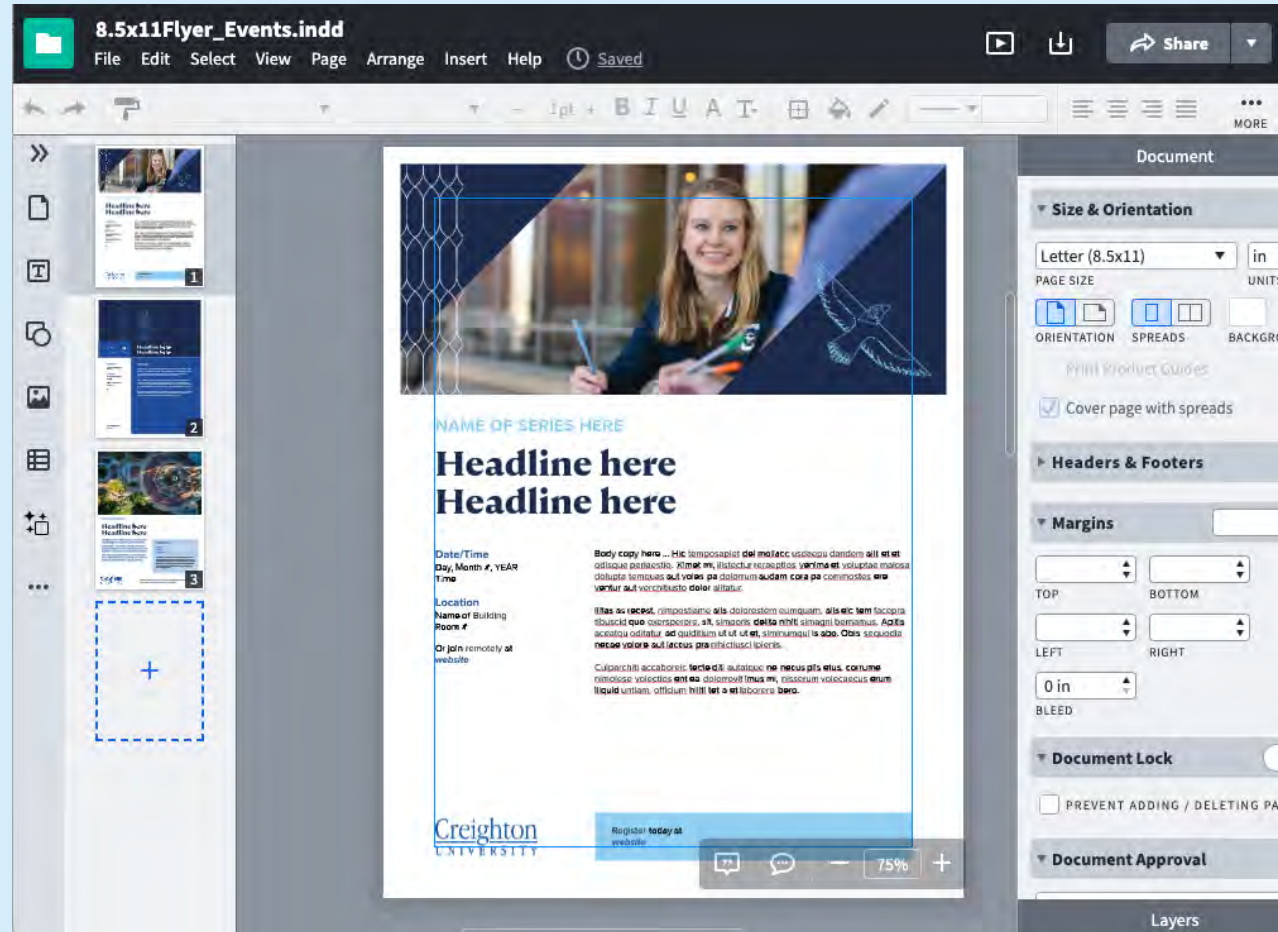
Customizable brand templates

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



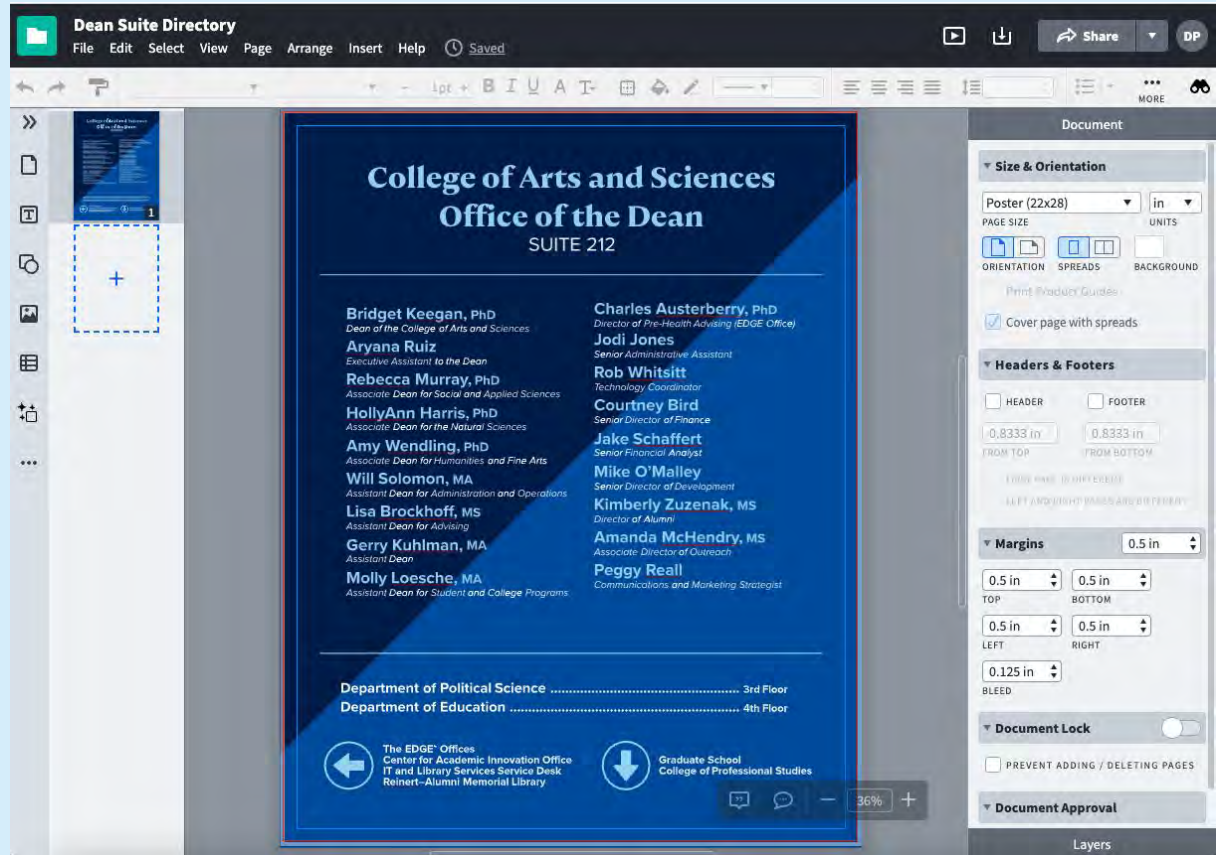
Easy to customize

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



Reoccurring project templates

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



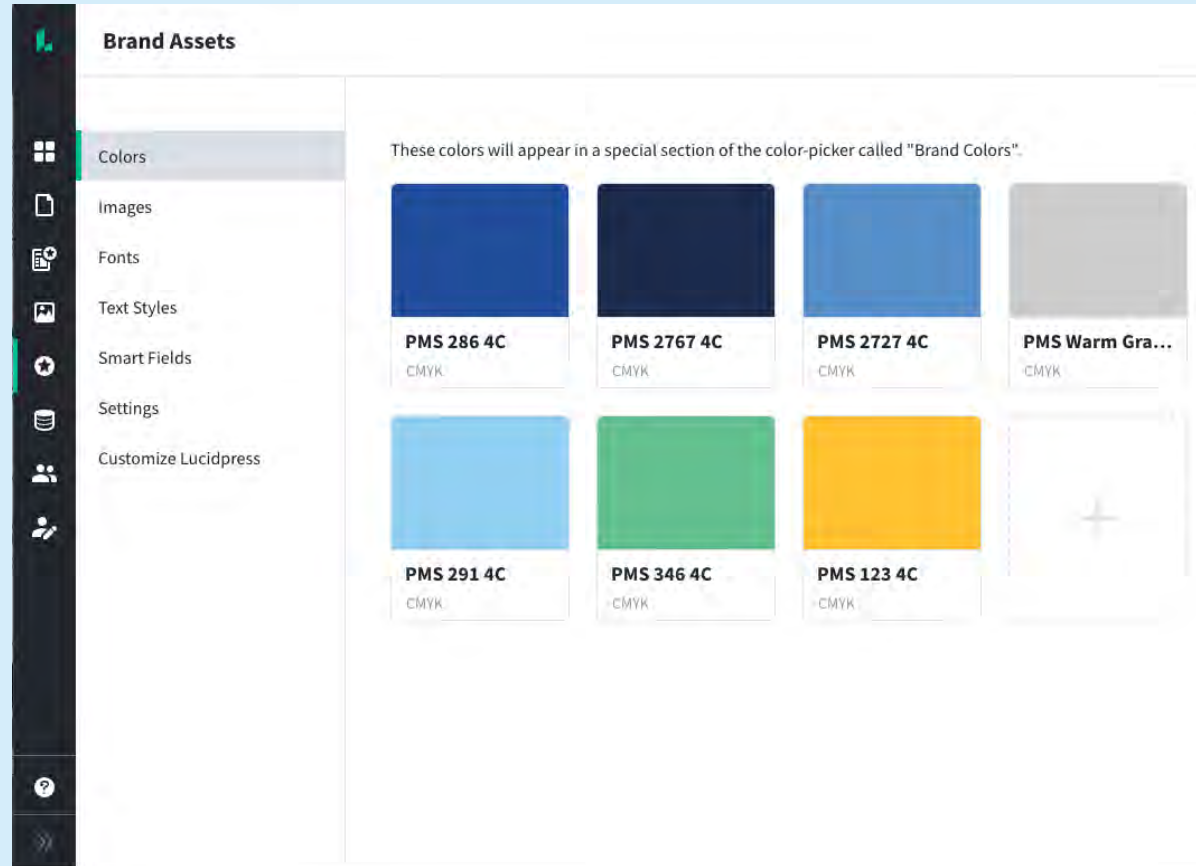
OPTION 2


Reoccurring project templates



Tools to stay within brand guidelines



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






My Images

Sort by ▾Tags ▾Search Images 🔍



Creighton UNIVERSITY

Add

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



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



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

Shared With ... > **Photograp...**

Sort by Tags Search Images

Schools and Colleges

Phoenix Student Life

Phoenix Campus

Omaha Student Life

Omaha Campus

My Images

Angled Color Block

Shared With Me

Advancement Brand

Brand Illustrations

Icons

Logos

Photography

Omaha Campus

Omaha Student Life

Phoenix Campus

Phoenix Student Life

Schools and Colle...

Brand Images

Profile Images

Trash

Share... > ... > **College of A...**

Sort by Tags Search Images

My Images

Angled Color Block

Shared With Me

Advancement Brand

Brand Illustrations

Icons

Logos

Photography

Omaha Campus

Omaha Student Life

Phoenix Campus

Phoenix Student Life

Schools and Colle...

College of Arts ...

College of Nurs...

Graduate Scho...

Brand Images

Profile Images

Trash

Bing Search

Unsplash

Add Integrations

CCAS-research-science-lab-2.jpg

CCAS-Radiolab-technology.jpg

CCAS-research-science-lab-3.jpg

CCAS-faculty-classroom-social-media.jpg

CCAS-faculty-research-science.jpg

CCAS-presentation-social-student.jpg

CCAS-faculty-music-choir.jpg

CCAS-faculty-exercise-science.jpg

CCAS-performing-arts-dance.jpg



Shared Wit... > ... > blue_ic...

Sort by

Tags

Search Images



Creighton
UNIVERSITY



My Images

Angled Color Block

Shared With Me

Advancement Brand

Brand Illustrations

Icons

_General

blue_icons

reversed_whit...

Business

COVID-19

Medical:General-S...

SOD

SOL

SPAHP

Logos

Brand Images

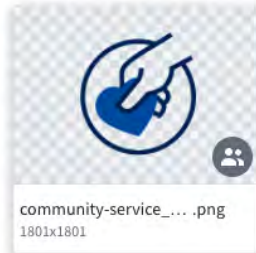
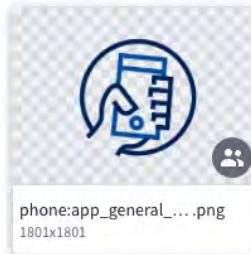
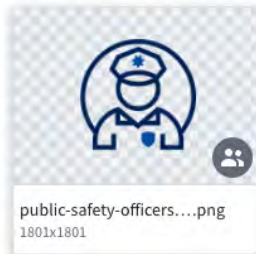
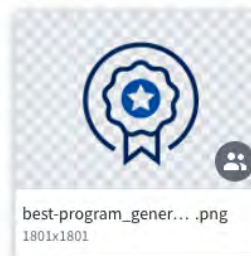
Profile Images

Trash


Bing Search

Unsplash

Add Integrations



Let's dig in!

 **Creighton**

Home

My Documents

Templates

Images

Brand Assets

Account

Help Center

Welcome back

Recent


Starred

Popular

[View All Documents](#)


What would you like to do?

Some of the most common things are editing and organizing current documents or creating a new document from a Brand Template.







Edit or organize your current documents and folders.


My Documents



Start designing by selecting a Brand Template.

Brand Templates


   

 **What's New**

Feature Updates

Explore exciting new features and recent updates

[Learn More](#)

 **Helpful Resources**

Help Center

Find tips and tools, ask a question, or browse articles

[Learn More](#)

Videos

Explore our library of videos and tutorials to learn Lucidpress in a visual way

[Learn More](#)

Courses

Learn how to navigate Lucidpress as either a system admin or end-user

[Learn More](#)

Webinars

Join one of our thought leadership webinars or Lunch & Learn series

[View Calendar](#)

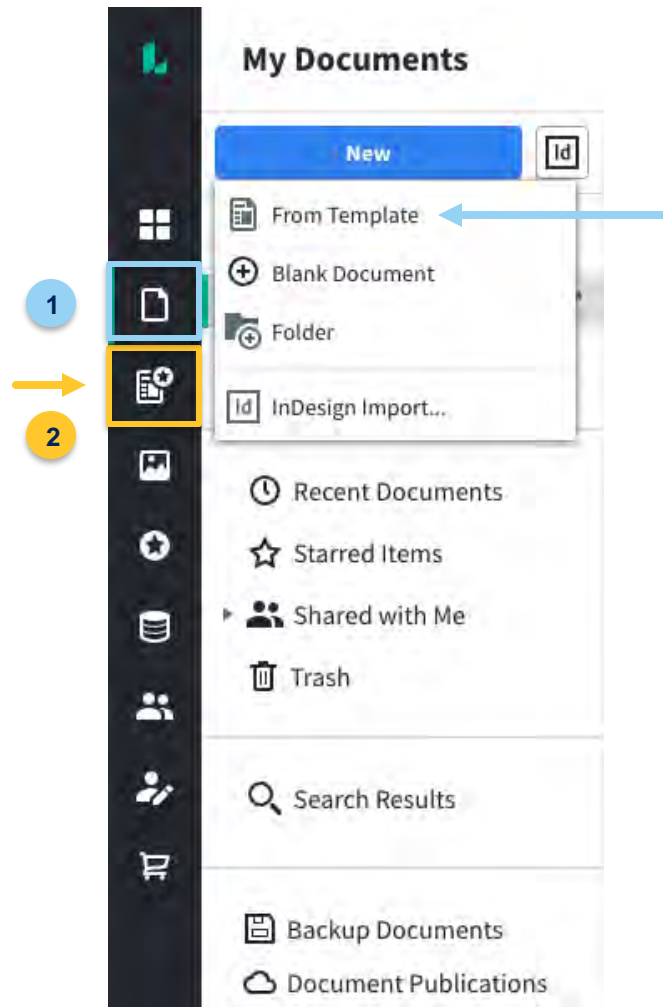
[Lucidpress.com](https://lucidpress.com)

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.

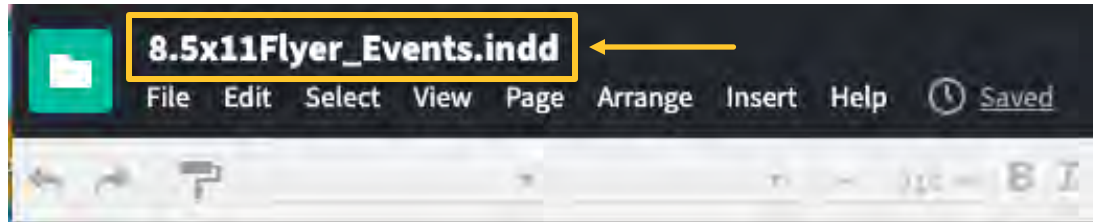


STEP TWO:

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.

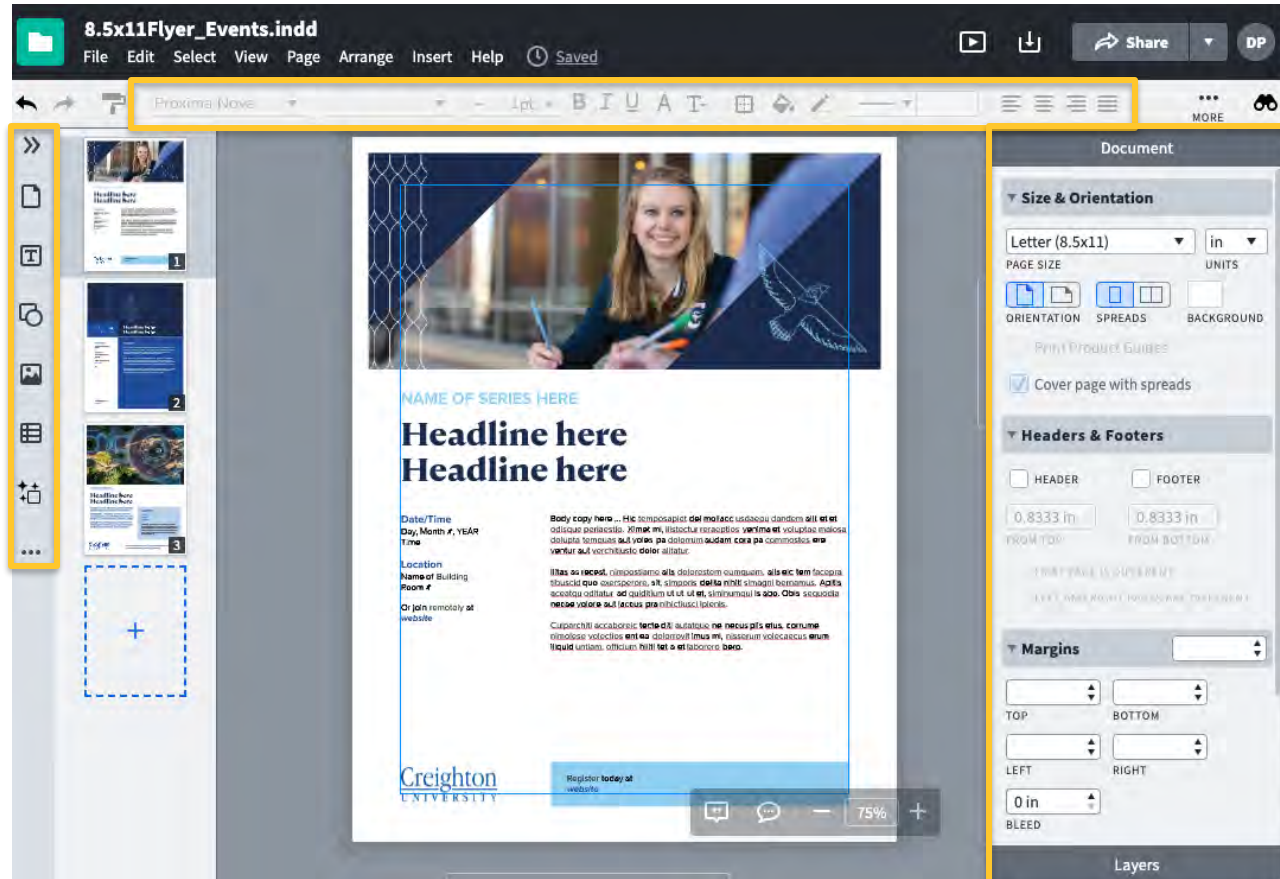
NOTE: This document will automatically be saved in your “Documents” to be referenced at anytime.



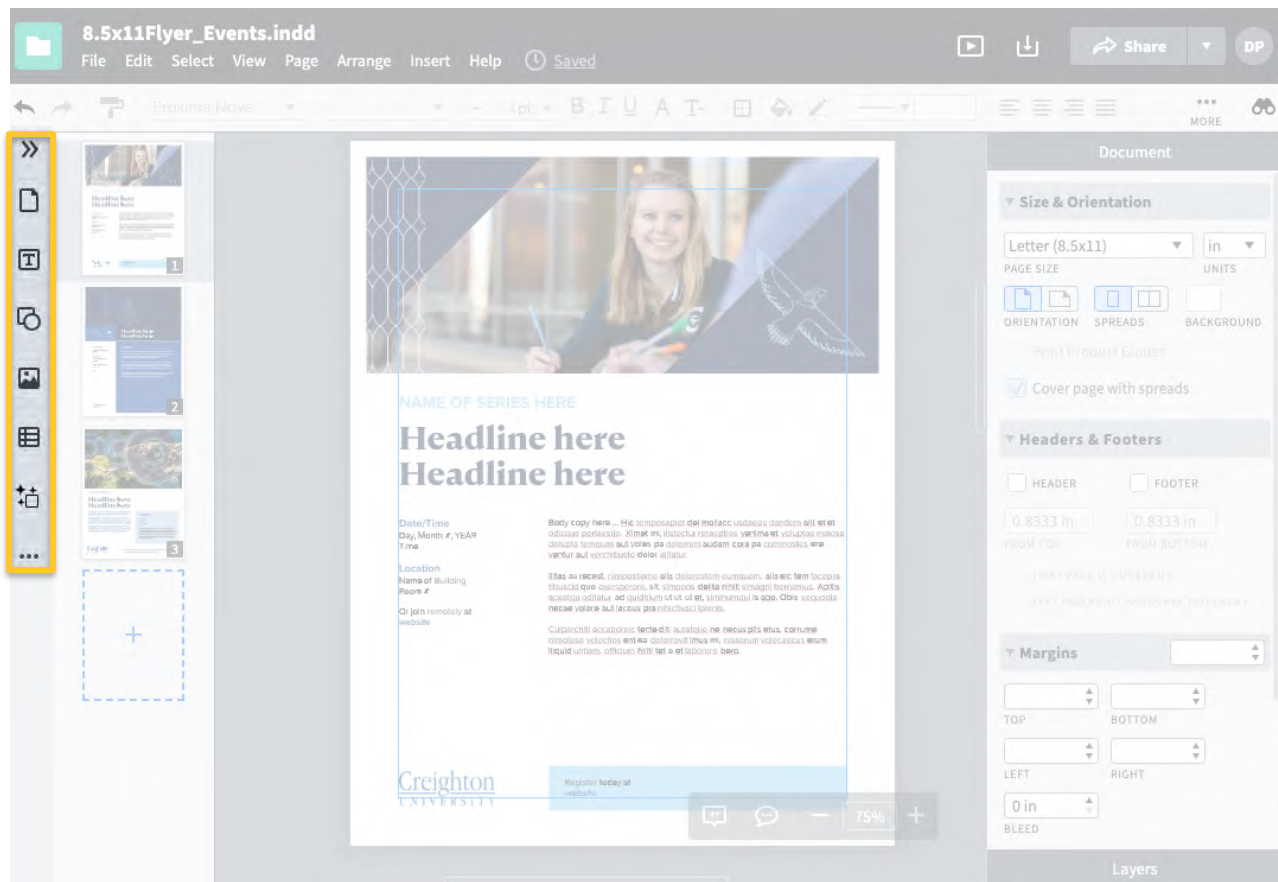
STEP THREE:

Edit your document

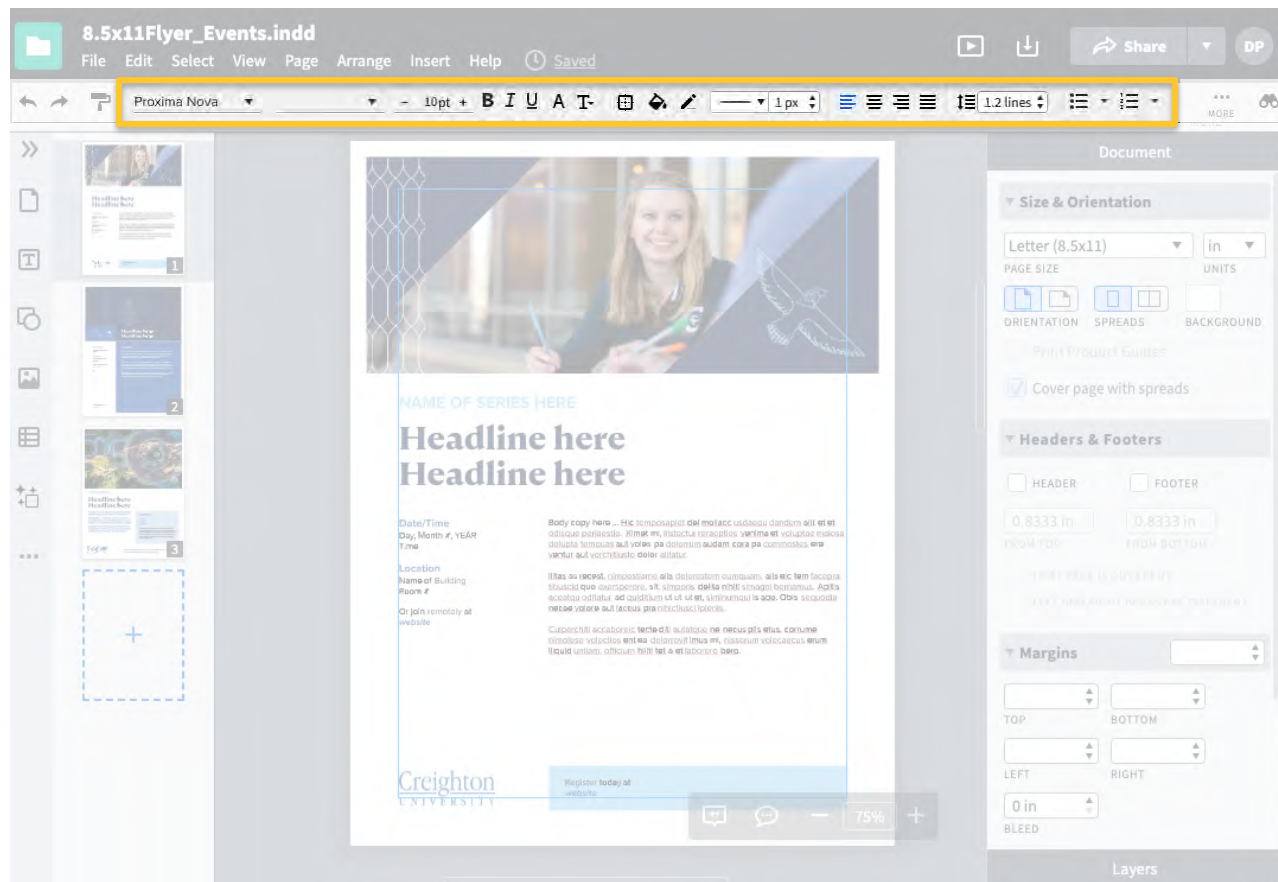
- There are three primary toolbars that are used for editing.



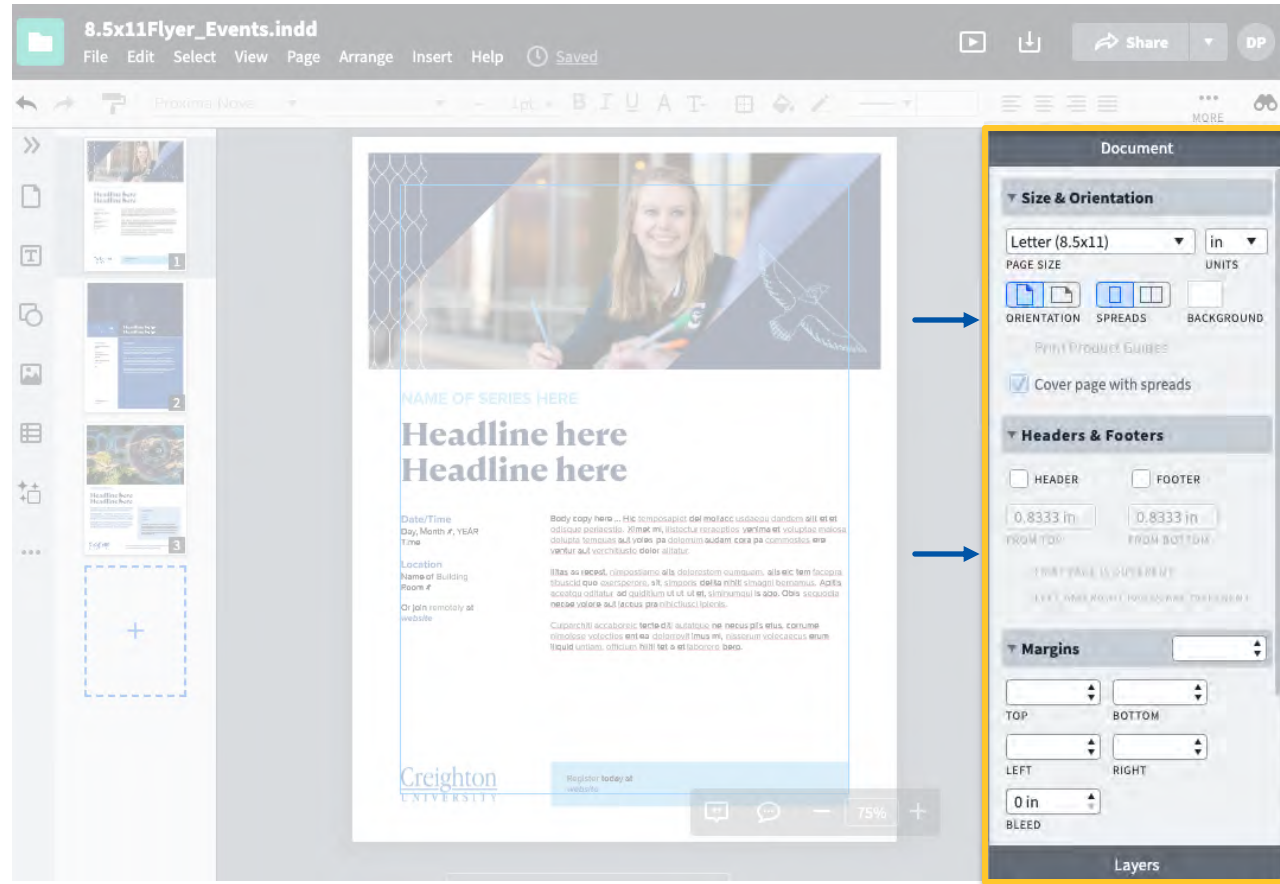
The icons on this side of the screen are used for adding pages, text, shapes, images, and tables to your document.



The top row contains your quick edits tool bar. Useful for changing text size, bolding, underlining and other useful tools.



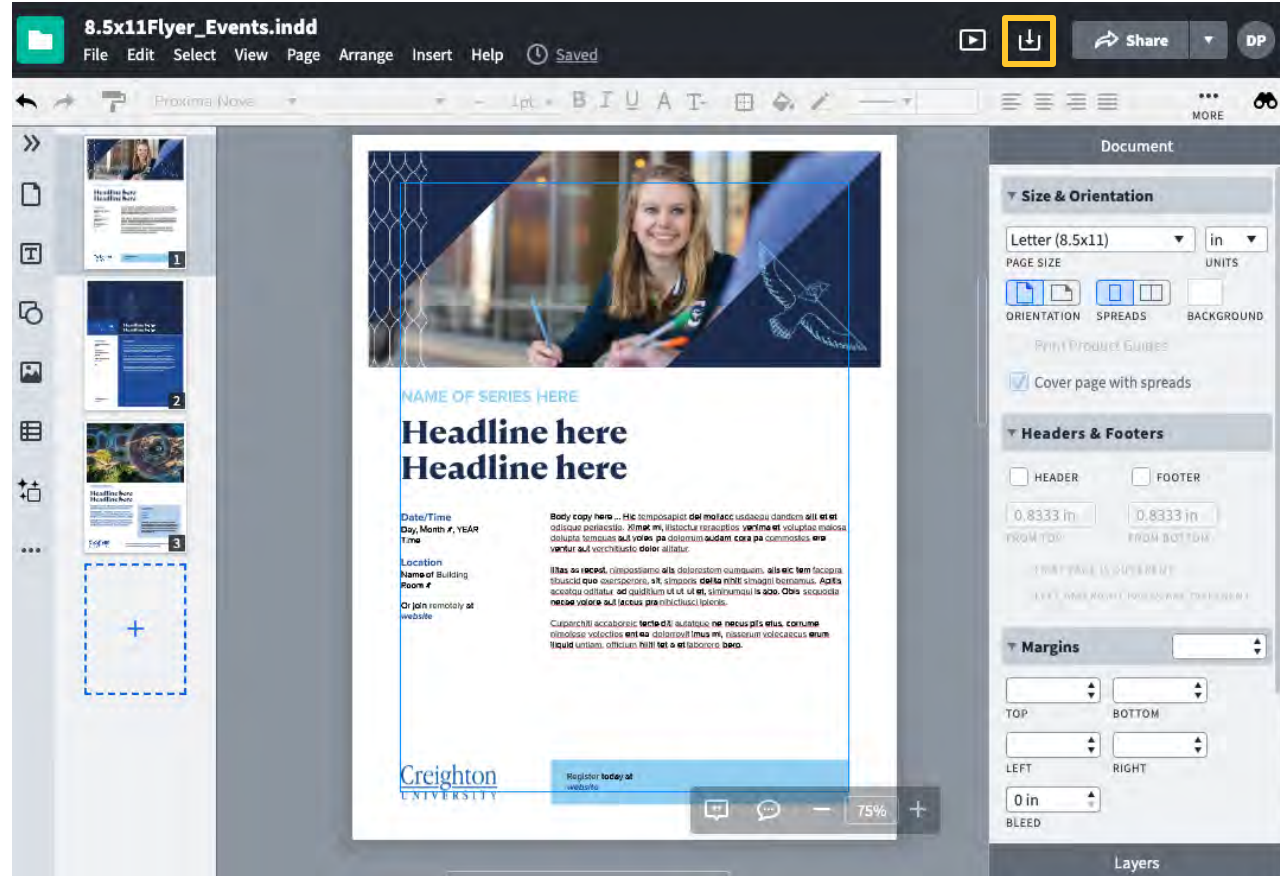
The right side of the editor is where you will make adjustments to text boxes, shapes, images and change layout features.



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

Options

Format 1

PDF

Pages 2

☒ All

☐ Page Range e.g. 1-5,8,11-13

☐ Current Page

Resolution 3

Screen Retina Print

72 DPI 150 DPI 300 DPI

Color ?

None (default)

Embed Color Profile

Advanced ?

☐ Crop Marks

☐ Bleed Marks

☐ Standard PDF

☐ Print-friendly PDF ?

☒ Accessible PDF ?

[Accessibility Settings](#)

Cancel Next

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

Options

Format

PDF

Pages

☒ All

☐ Page Range e.g. 1-5,8,11-13

☐ Current Page

Resolution ?

Screen Retina **Print**

72 DPI 150 DPI 300 DPI

Color 4

None (default)

Embed Color Profile

Advanced 5

☐ Crop Marks

☐ Bleed Marks

☐ Standard PDF

☐ Print-friendly PDF ?

☒ Accessible PDF ? 6

[Accessibility Settings](#)

Cancel Next

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