



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?

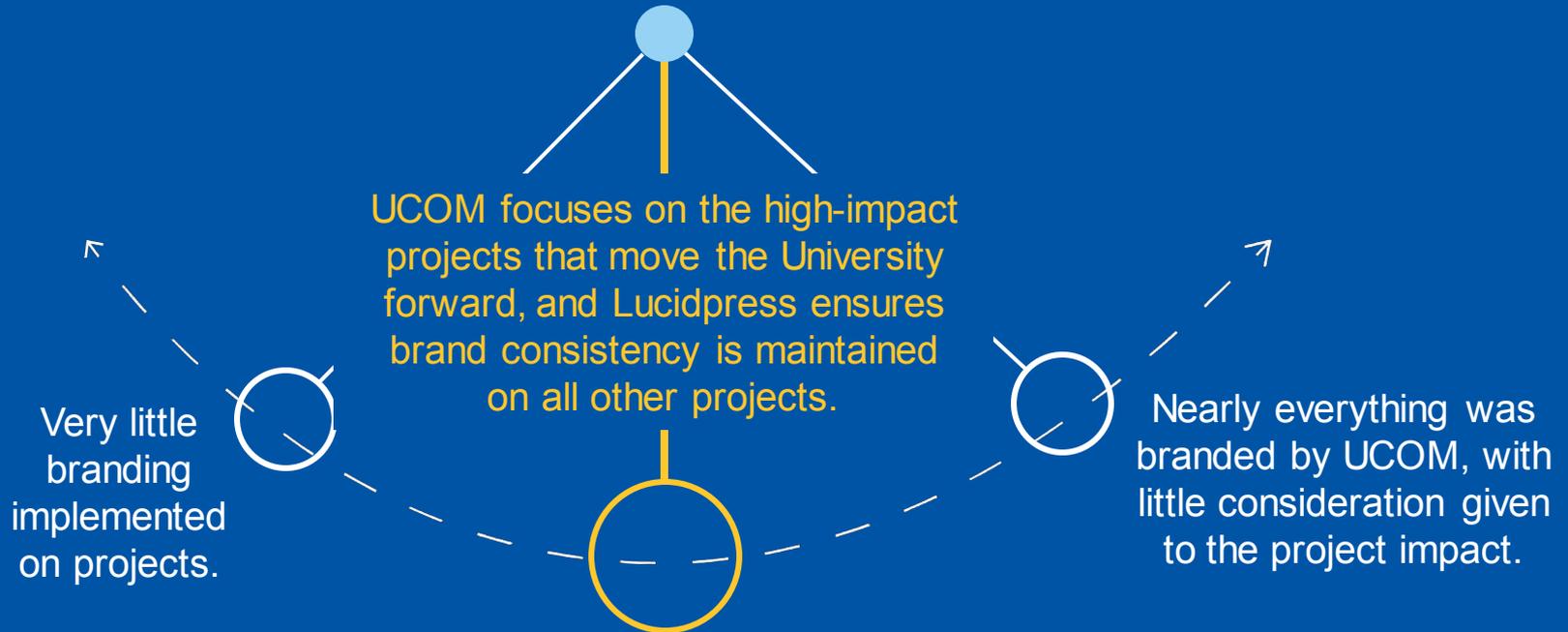
A brand templating platform that empowers anyone to easily create professional, on-brand content.

*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

The screenshot displays a user interface for a digital template library. On the left is a dark vertical sidebar with icons for home, search, and various document types. The main content area is titled "Templates" and features a "Brand Templates" dropdown menu. Below this, there are sections for "Starred" templates, "Search Filters", and a list of categories with counts: "Print Documents" (Flyer: 4, Poster: 2, Invite: 4, Brochure: 1, Signage: 3, Cover/Back Cover: 1, Office Name - Gallup St...: 1), "Digital Documents", "Department", and "Schools and Colleges". The main area shows a grid of template thumbnails, each with a "TEMPLATE" label at the top and a title and dimensions at the bottom. The visible templates include: "Bifold Brochure - 5.5 x 11 in", "Cover/Back Cover" (8.5 x 11 in), "Door Signage - Large" (11 x 17 in), "Flyer - Agenda" (8.5 x 11 in), "Flyer - Events" (8.5 x 11 in), and "Flyer - Whitepaper" (8.5 x 11 in). At the bottom, there are three more thumbnails partially visible, all labeled "Event Name Here".

Easy to customize

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

The screenshot displays the Adobe InDesign interface for a document titled "8.5x11Flyer_Events.indd". The top menu bar includes File, Edit, Select, View, Page, Arrange, Insert, and Help, with a "Saved" indicator. The left sidebar contains navigation and tool icons. The main workspace shows a flyer design with a blue and white color scheme. The flyer features a photograph of a young woman with blonde hair, smiling and holding a blue pen. Below the photo, the text reads: "NAME OF SERIES HERE", "Headline here", and "Headline here". The flyer also includes placeholder text for "Date/Time", "Location", and "Body copy here". At the bottom, the Creighton University logo is visible, along with a "Register today at website" button. The right sidebar shows the "Document" panel with settings for "Size & Orientation" (Letter 8.5x11), "Page Size", "Orientation", and "Margins". The "Document Lock" and "Document Approval" sections are also visible.

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.

Dean Suite Directory
File Edit Select View Page Arrange Insert Help Saved

**College of Arts and Sciences
Office of the Dean
SUITE 212**

Bridget Keegan, PhD <i>Dean of the College of Arts and Sciences</i>	Charles Austerberry, PhD <i>Director of Pre-Health Advising (EDGE Office)</i>
Aryana Ruiz <i>Executive Assistant to the Dean</i>	Jodi Jones <i>Senior Administrative Assistant</i>
Rebecca Murray, PhD <i>Associate Dean for Social and Applied Sciences</i>	Rob Whitsitt <i>Technology Coordinator</i>
HollyAnn Harris, PhD <i>Associate Dean for the Natural Sciences</i>	Courtney Bird <i>Senior Director of Finance</i>
Amy Wendling, PhD <i>Associate Dean for Humanities and Fine Arts</i>	Jake Schaffert <i>Senior Financial Analyst</i>
Will Solomon, MA <i>Assistant Dean for Administration and Operations</i>	Mike O'Malley <i>Senior Director of Development</i>
Lisa Brockhoff, MS <i>Assistant Dean for Advising</i>	Kimberly Zuzenak, MS <i>Director of Alumni</i>
Gerry Kuhlman, MA <i>Assistant Dean</i>	Amanda McHendry, MS <i>Associate Director of Outreach</i>
Molly Loesche, MA <i>Assistant Dean for Student and College Programs</i>	Peggy Reall <i>Communications and Marketing Strategist</i>

Department of Political Science 3rd Floor
Department of Education 4th Floor

The EDGE Offices
Center for Academic Innovation Office
IT and Library Services Service Desk
Reinert-Alumni Memorial Library

Graduate School
College of Professional Studies

Document

Size & Orientation
Poster (22x28) in
PAGE SIZE UNITS
ORIENTATION SPREADS BACKGROUND
Print Industry Guides
 Cover page with spreads

Headers & Footers
 HEADER FOOTER
0.8333 in 0.8333 in
FROM TOP FROM BOTTOM
LEFT AND RIGHT MARGINS BOTTOM
LEFT AND RIGHT MARGINS BOTTOM

Margins 0.5 in
0.5 in 0.5 in
TOP BOTTOM
0.5 in 0.5 in
LEFT RIGHT
0.125 in
BLEED

Document Lock
 PREVENT ADDING / DELETING PAGES

Document Approval

Layers

OPTION 2

Reoccurring project templates

The screenshot shows a software interface for creating a registration form template. The main window displays a preview of the form with various fields and sections. The interface includes a menu bar at the top, a toolbar with various editing tools, and a sidebar on the left with icons for different actions. On the right, there is a 'Document' panel with settings for size and orientation, headers and footers, margins, document lock, and document approval. The form preview includes a header with 'Creighton UNIVERSITY' and 'Conference Name'. The main content area has a blue background with white text and a large image of colorful coral. The form fields include 'Location Name', 'Address', 'City, State Zip', 'Regular Registration', 'Designed for:', 'Purpose', and 'ACCORDATION STATEMENT'. A 'Register at website' button is located at the bottom left of the form preview. The bottom right corner of the interface shows a zoom level of 100%.

CE One Pager
File Edit Select View Page Arrange Insert Help ⌚ Saved

Document

Size & Orientation
Letter (8.5x11) in
PAGE SIZE UNITS
ORIENTATION SPREADS BACKGROUND
Print Product Guides
 Cover page with spreads

Headers & Footers

Margins

Document Lock

Document Approval

Conference Name
Conference Name

Creighton UNIVERSITY

Conference intro . Minveliquis delitione voluptas dolore dolorum lab id mos doluptam reofficia dus etur? Git minclis in poliquid qui verum illis ut faccus. Arisinc luntem quam quae. Tio litationibus et hiciae optur? Raectiasi demporro que experit.

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Day, Monday xx
x a.m.—x p.m.

Location Name
Address
City, State Zip
xx Regular Registration
xxx CE hours

Designed for:
Content here . Lesedumqui quande tendamet arum quia ipsanteacor sum quam eres endiae nobis eum et quibus ea si tem esto descl in resper ibusdan demporre silium evererique veloribus am esuame paratus minus id essequam, ex entusant et prerovit enia voluptibus sam quat m

Purpose
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ACCORDATION STATEMENT
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Register at website

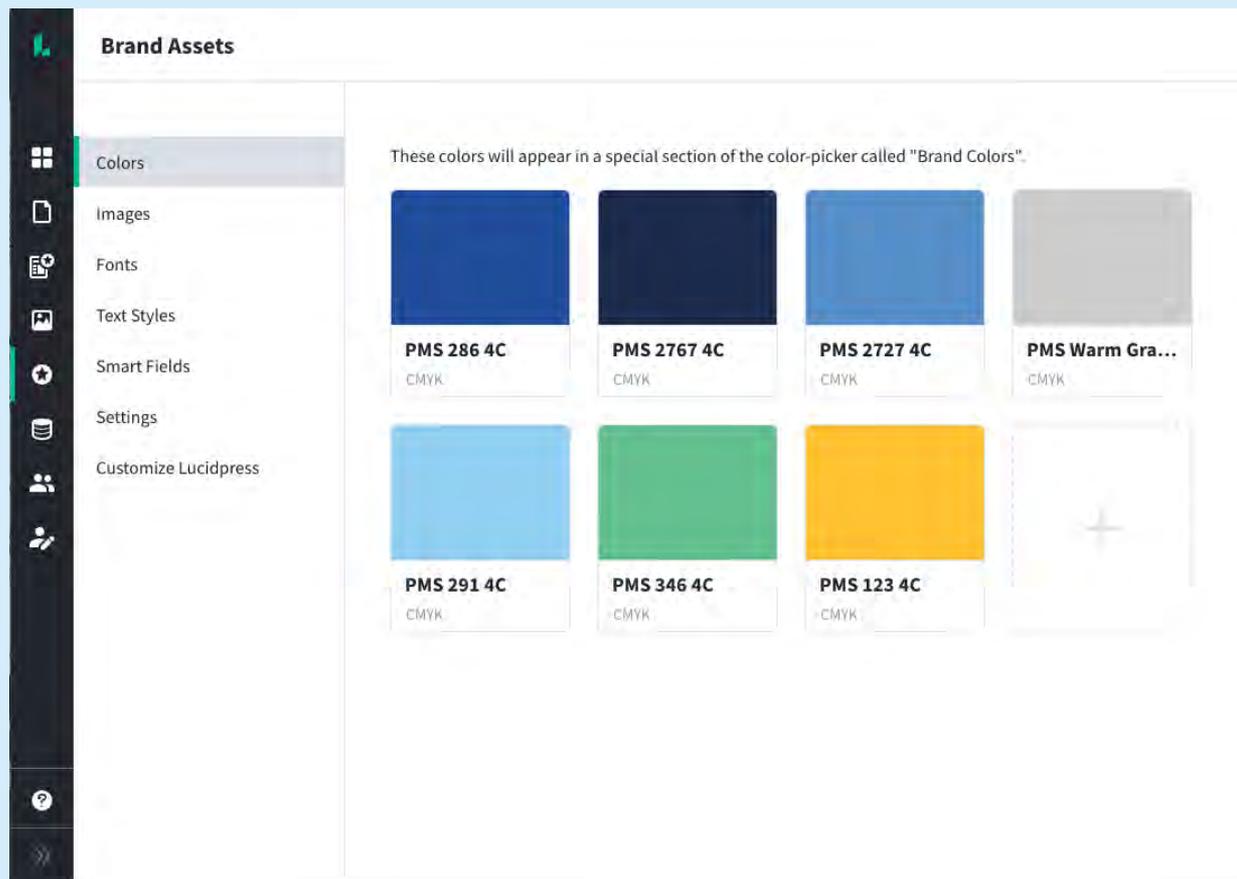
JOINTLY PROVIDED BY:

100%

Layers

Tools to stay within brand guidelines

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



My Images Sort by Tags    

[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)



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

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

- 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 4000x2667	CCAS-Radiolab-technology.jpg 4000x2667	CCAS-research-science-lab-3.jpg 4000x2667
CCAS-faculty-classroom-social.jpg 4000x2667	CCAS-faculty-research-science.jpg 4000x2667	CCAS-presentation-social-student.jpg 4000x2667
CCAS-faculty-music-choir.jpg 4000x2667	CCAS-faculty-exercise-science.jpg 4000x2667	CCAS-performing-arts-dance.jpg 4000x2667



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



teamwork_general-i... .png
1801x1801



coaches_general_icon.png
1801x1801



graduation-rate_gen... .png
1801x1801



best-program_gener... .png
1801x1801



public-safety-officers....png
1801x1801



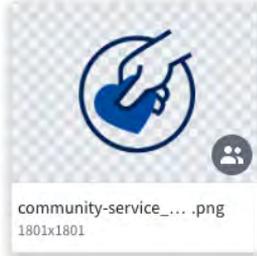
tasks:objectives-che... .png
1801x1801



phone:app_general_....png
1801x1801



cancer-research_gen... .png
1801x1801



community-service_... .png
1801x1801



other-campus_gen... .png
1801x1801



campus-visitors_gen... .png
1801x1801



trivia_general_icon.png
1801x1801



Let's dig in!

Creighton

Home
My Documents
Templates
Images
Brand Assets
Account

Help Center

Creighton UNIVERSITY TU

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](#)

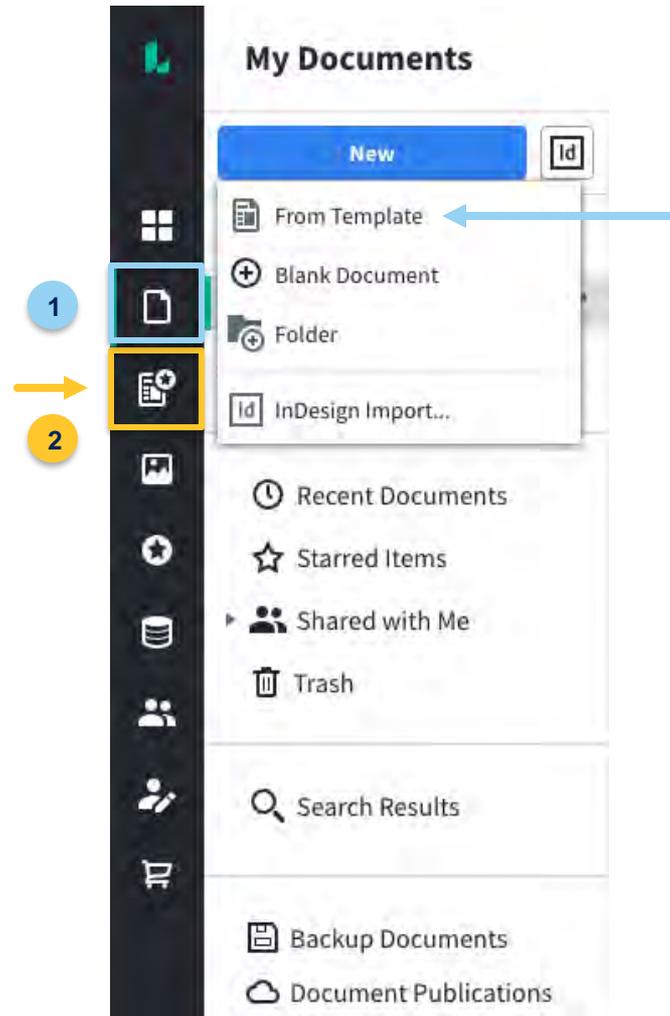
[Lucidpress.com](https://lucidpress.com)

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.

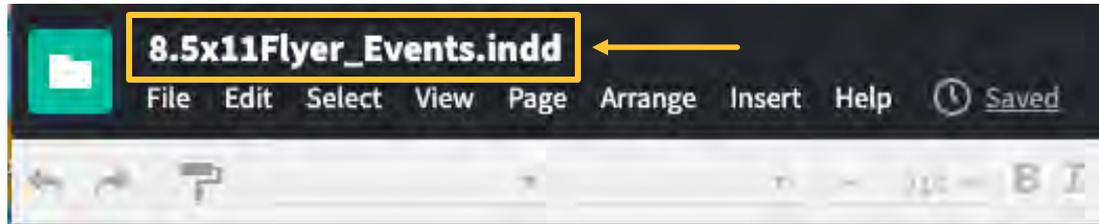


STEP TWO:

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.

8.5x11Flyer_Events.indd

File Edit Select View Page Arrange Insert Help Saved

Proxima Nova

1pt B I U A T

Document

Size & Orientation

Letter (8.5x11) in

PAGE SIZE UNITS

ORIENTATION SPREADS BACKGROUND

Print Product Guides

Cover page with spreads

Headers & Footers

HEADER FOOTER

0.8333 in 0.8333 in

FROM TOP FROM BOTTOM

Margins

TOP BOTTOM

LEFT RIGHT

0 in

BLEED

Layers

NAME OF SERIES HERE

Headline here

Headline here

Date/Time
Day, Month #, YEAR
Time

Location
Name of Building
Room #
Or join remotely at
website

Body copy here ... Hic temporipit dei mollacc uddaeou dandem illi et et odiaze peritacilla. Ximot m, ilibachta rreacafios. Yaxtime et voluptate maiosa dolutio tempore aut virene pa dolenum audiam cura pa comositas era yanfar aut verchitatio deler alitar.

Itas eo neced, rimosissimo alla delarostom oumiam, als sic tem facapa tibusci que oasperore, at simonis della nite shuaghi beoramus. Agis accetaa oditatu ad quidrum et ut et, siminamasi is aoo. Oba sequoda neseae viciare aul accus pra niteclucio teparis.

Cuperechli accaborebis herte et autatus ne necus plis eius, conume miosas velactios entia dalarobell lina m, rasanare voliacacus etum liquid uniam, officium hite lot e et laboree bene.

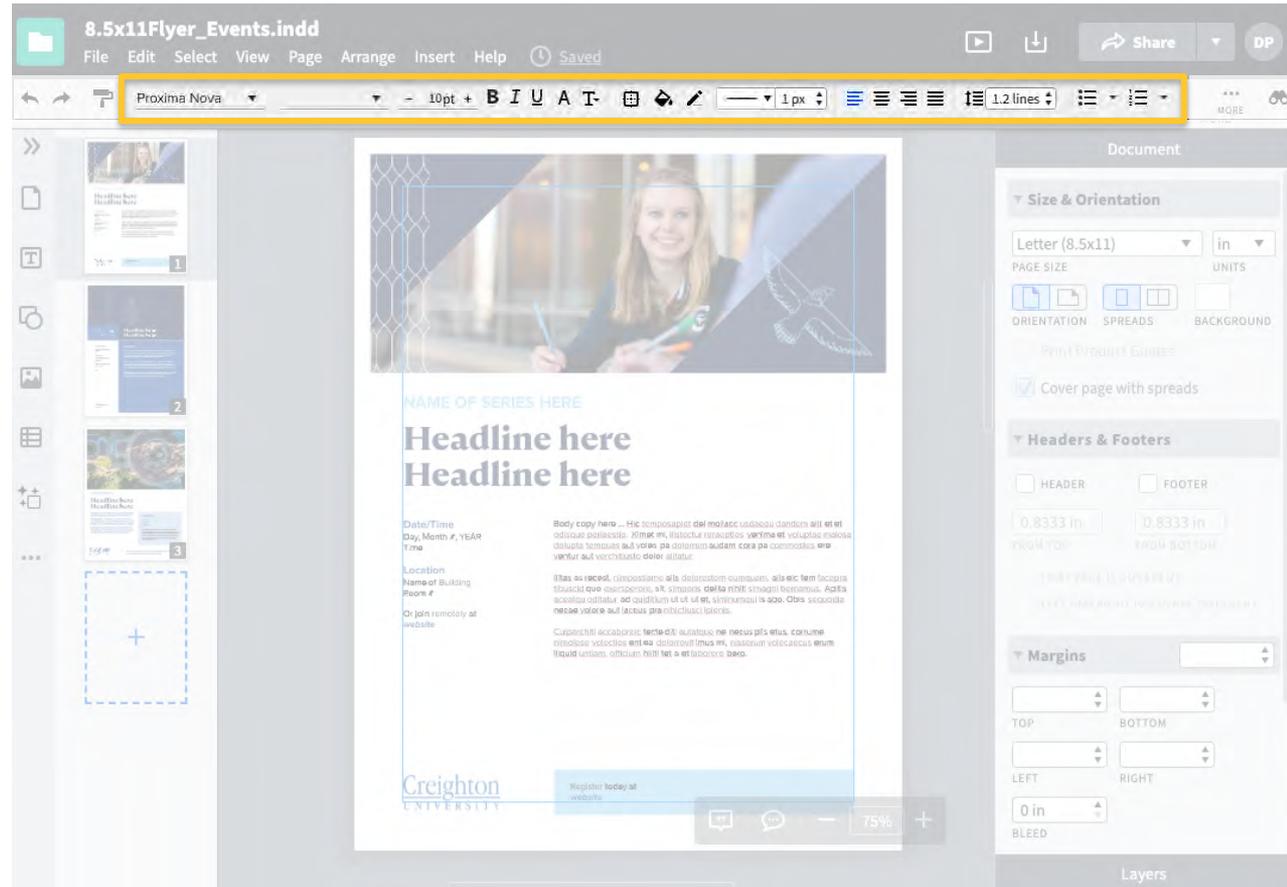
Register today at
website

75%

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

The screenshot shows a design software interface for creating a flyer. The title bar at the top reads "8.5x11Flyer_Events.indd" and includes a "Saved" indicator. The menu bar contains "File", "Edit", "Select", "View", "Page", "Arrange", "Insert", and "Help". The toolbar below the menu bar includes icons for undo, redo, zoom, and various text and shape tools. A vertical toolbar on the left side, highlighted with a blue arrow, contains icons for adding pages, text, shapes, images, tables, and a plus sign for additional options. The main workspace displays a flyer template with a header image of a woman, a headline, and body text. The right sidebar, titled "Document", contains settings for "Size & Orientation" (Letter 8.5x11), "Headers & Footers", and "Margins". The bottom status bar shows a zoom level of 75%.

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.

The screenshot displays the Adobe InDesign interface for a document titled "8.5x11Flyer_Events.indd". The main workspace shows a flyer layout with a header image of a woman, a headline, and body text. A right-side panel titled "Document" is open, showing settings for "Size & Orientation" (Letter 8.5x11, in), "Orientation" (Portrait), "Spreads" (Facing Pages), and "Background" (Cover page with spreads). The "Headers & Footers" section shows "Header" and "Footer" settings. The "Margins" section shows "Top", "Bottom", "Left", and "Right" settings, with "Left" set to 0 in. The "Layers" panel is visible at the bottom of the right-side panel.

STEP FOUR:

Export your document for print or the web

- First click on the download arrow on top right

8.5x11Flyer_Events.indd
File Edit Select View Page Arrange Insert Help Saved

Proxima Nova

Document

Size & Orientation
Letter (8.5x11) in
PAGE SIZE UNITS

ORIENTATION SPREADS BACKGROUND

Print Product Guides

Cover page with spreads

Headers & Footers

HEADER FOOTER

0.8333 in 0.8333 in
FROM TOP FROM BOTTOM

Margins

TOP BOTTOM
LEFT RIGHT

0 in BLEED

Layers

75%

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 72 DPI Retina 150 DPI Print 300 DPI

Color 4

None (default)

Embed Color Profile

Advanced 5

Crop Marks

Bleed Marks

Standard PDF

Print-friendly PDF ?

Accessible PDF ?

[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