

---

# CREIGHTON UNIVERSITY

## BRAND STYLE GUIDE

TABLE OF CONTENTS

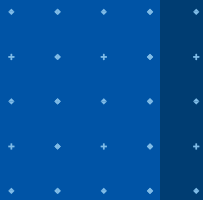
<b>STYLE GUIDE INTRODUCTION .....</b>	<b>3</b>	<b>PHOTOGRAPHY.....</b>	<b>34</b>
Who We Are .....	4	Environmental.....	35
Our Positioning Statement.....	6	Architectural .....	36
<b>LOGO STANDARDS .....</b>	<b>7</b>	Learning Environment.....	37
Creighton Logo .....	8	Portraiture .....	38
Left-aligned Orientation .....	9	<b>BRAND EXAMPLES.....</b>	<b>39</b>
Centered Orientation.....	10	Brochure Layout.....	40
Tertiary Logos .....	11	Publication Ads .....	41
Clear Space and Minimum Size .....	12	Flyers and One-sheets .....	42
Preserving the Design .....	13	Cover Designs.....	43
<b>BRAND FONTS.....</b>	<b>14</b>	Signage and Billboards .....	44
Proxima Nova Font Family .....	15	Direct Mail .....	45
Conduit Font Family (All Caps Only) .....	16	Website .....	46
Mrs Eaves XL Serif Font Family .....	17	Electronic Display and Social Assets.....	47
<b>TYPOGRAPHY.....</b>	<b>18</b>	Email Template .....	48
Headline Applications.....	19	<b>CAMPUS MAPS AND ADDRESSES .....</b>	<b>49</b>
<b>DESIGN ELEMENTS .....</b>	<b>20</b>	<b>SOCIAL MEDIA.....</b>	<b>56</b>
Brand Colors.....	21	<b>EDITORIAL GUIDELINES .....</b>	<b>60</b>
The University Seal .....	23	<b>FOR MORE INFORMATION .....</b>	<b>62</b>
Athletics Brand.....	24	Other Campus Logos .....	63
Creighton Marks .....	25		
The Slash.....	26		
Secondary Design Elements .....	28		
Icons.....	29		
Icons + Statistics .....	30		
Infographics .....	31		
Textural Elements .....	32		
Jesuit Values Shields .....	33		

# STYLE GUIDE INTRODUCTION

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.



# WHO WE ARE

## 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, SJ, 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)



# WHO WE ARE CONTINUED

## 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.

### Cura 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 maiorem 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.

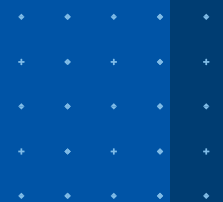


[illegible]

# LOGO STANDARDS

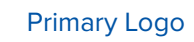
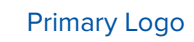
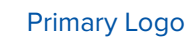
---

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.



[illegible][illegible][illegible][illegible][illegible][illegible]

## Primary Logo



CREIGHTON LOGO CONTINUED

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.

Left-aligned Orientations



-OR-  
(dependent on space)



# CREIGHTON LOGO CONTINUED

## 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 LOGO CONTINUED

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.

Left-aligned Orientation



Centered Orientation



## Clear Space

This clearance should be equal to the X-height (the height of “UNIVERSITY”) and should be given around the logo’s entire perimeter, from its outermost points. No other design elements may be positioned within this space.

### Minimum Size

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.

x= $\updownarrow$ UNIVERSITY



Creighton  
UNIVERSITY

1 INCH

CREIGHTON LOGO CONTINUED

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.



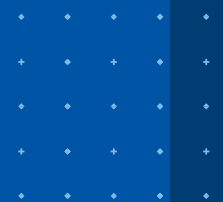
Never place the logo on a photograph whose complexity competes with the legibility of the logo.



# BRAND FONTS

---

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 FONT FAMILY

---

A legible, hybrid sans serif design combining humanistic proportions with a somewhat geometric appearance, 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](https://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](https://catalog.monotype.com/family/itc/itc-conduit). Designed by *Mark Van Bronkhorst*.





Mrs Eaves XL Regular

*Mrs Eaves XL Regular Italic*

**Mrs Eaves XL Bold**

***Mrs Eaves XL Bold Italic***

# Mrs Eaves XL Heavy

***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](https://fonts.adobe.com/fonts/mrs-eaves-xl). Designed by *Zuzana Licko*. From *Emigre* font foundry.



# TYPOGRAPHY

---

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.

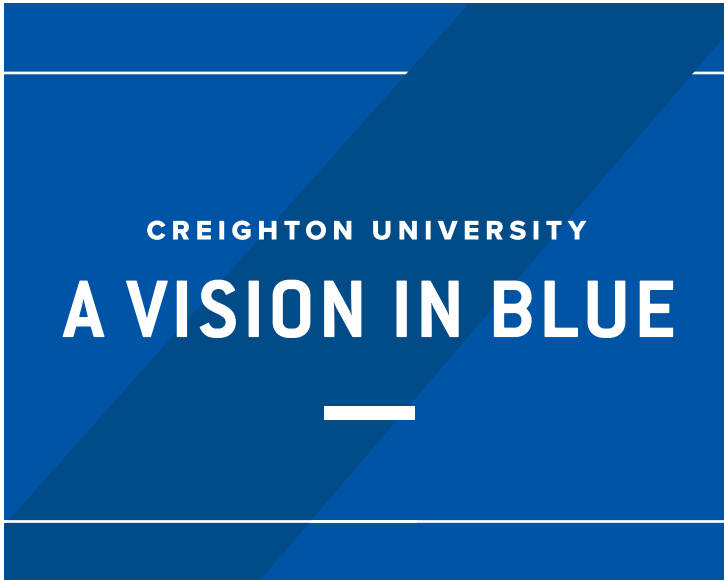
## 04 / Vertical Conduit Titles

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.

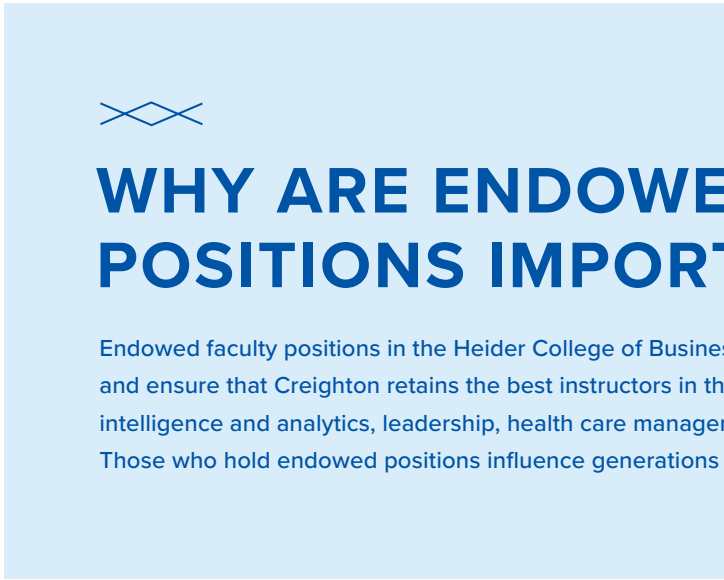
## 01 / Mixed Sans Serif Title Treatment



## 02 / Mrs Eaves Display Titles



## 03 / Proxima Nova Bold Headers



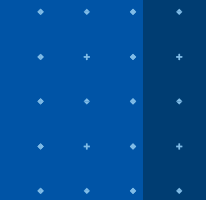
## 04 / Vertical Conduit Titles



# 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.



# BRAND COLORS

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.

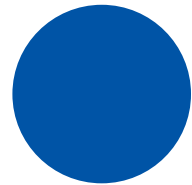
## Creighton Blue

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

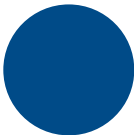
Our **primary** color should make up most of the color expression in Creighton communications. Lean heavily on Pantone 286, especially when delivering a brand message and when communicating to external audiences.



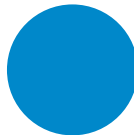
Pantone 286  
CMYK 100 75 0 0  
RGB 0 84 166  
HEX 0054A6

## 02 / Secondary Colors

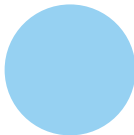
Our **secondary** color palette adds depth and vibrancy to the brand. Use the secondary colors to complement the primary colors. These are mostly used for subtle accents to call attention to icons, infographics and buttons on interactive designs or when multiple colors are needed for informational design. If limited color is used on a promotional piece, apply the primary color.



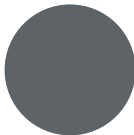
Pantone 294  
CMYK 100 69 7 20  
RGB 0 46 109  
HEX 002E6D



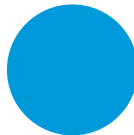
Pantone 2173  
CMYK 82 36 0 0  
RGB 37 129 196  
HEX 2581C4




Pantone 291  
CMYK 38 4 0 0  
RGB 149 210 243  
HEX 95D2F3



Pantone 424  
CMYK 30 20 19 58  
RGB 93 100 104  
HEX 5D6468



Pantone 2925  
CMYK 85 21 0 0  
RGB 1 156 219  
HEX 019CDB



Pantone 121  
CMYK 0 15 66 1  
RGB 255 204 79  
HEX FFCC4F

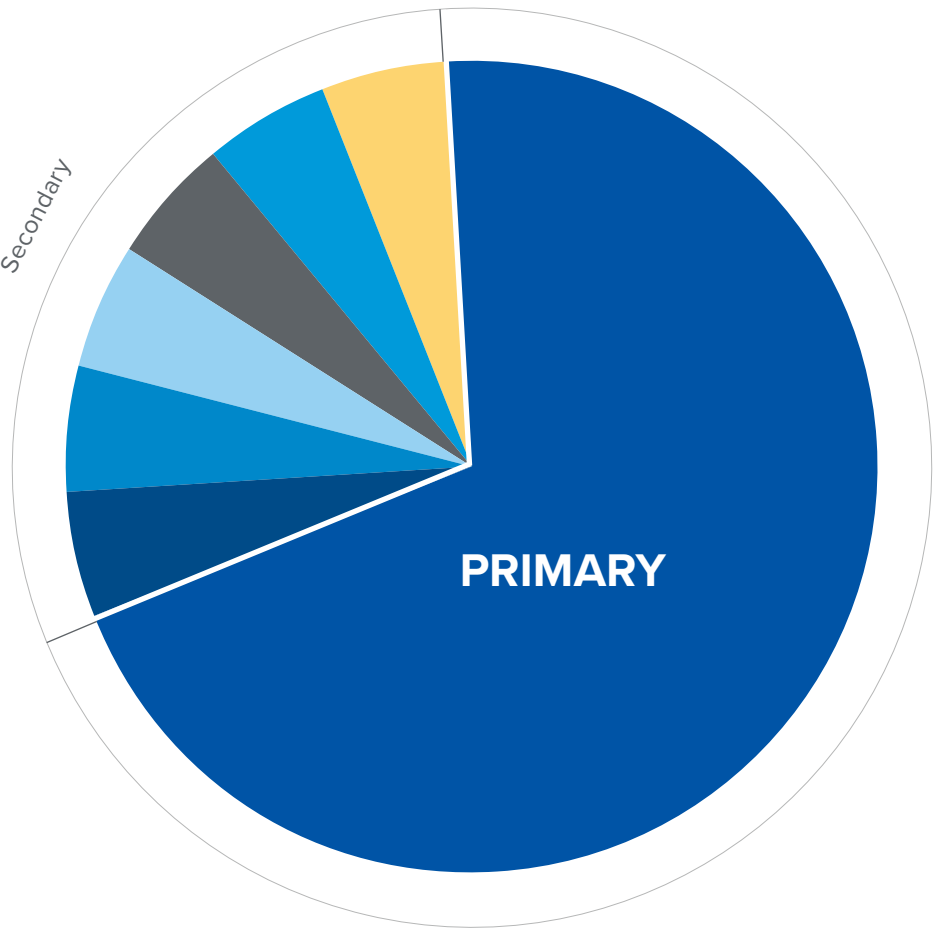
BRAND COLORS CONTINUED

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.

Brand Color Wheel



# 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 rampart 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.

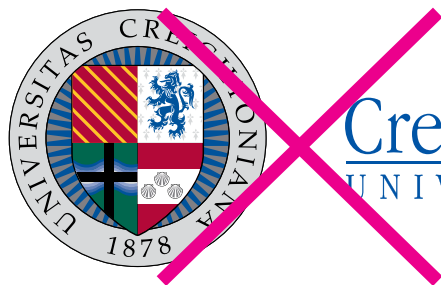
University Seal of Creighton University



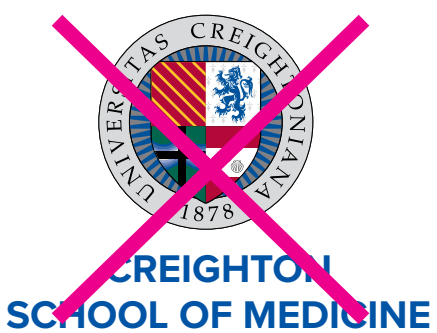
4-Color version



1-Color version



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/ucum/athletics-brand-guide](https://creighton.edu/ucum/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](mailto:KSarver@creighton.edu) or Shannon Johnson at [ShannonJohnson@creighton.edu](mailto: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](mailto:KatieKelsey@creighton.edu)

Creighton University Athletic Logos – Only use the approved versions shown here.



“C” Logo



“C” Graphic



“Creighton” Wordmark



Bluejay Logo



Bluejay Logo with Wordmark



“Bluejays” Wordmark

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 [ShannonJohnson@creighton.edu](mailto:ShannonJohnson@creighton.edu),

## Creighton Marks Examples



# 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



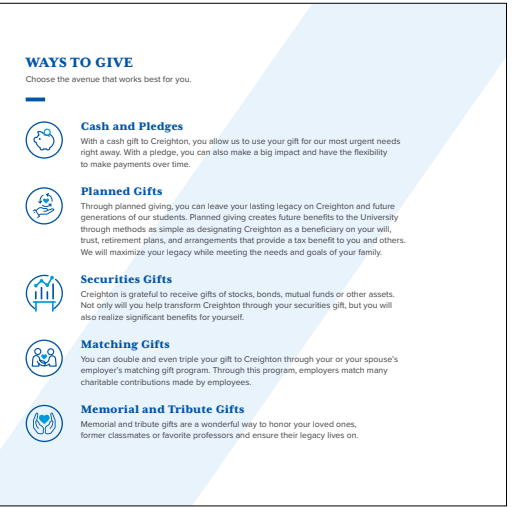
## A / GRAPHIC BACKDROP

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.



## 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.



## B / GRAPHIC BACKDROP ON WHITE

When used as a backdrop on white, the slash adds subtle texture and contrast.



## D / CONTAINER FOR HEADLINES

The slash can be used to house headlines, drawing attention to the copy and adding visual interest.

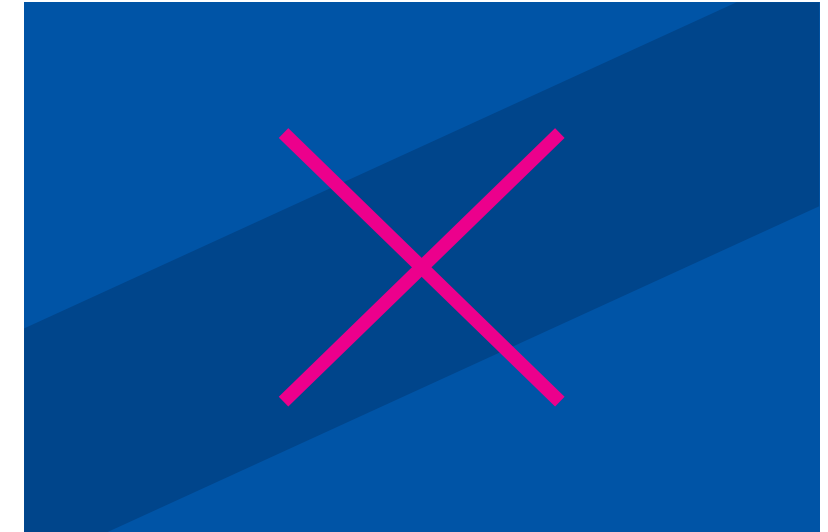
## THE SLASH CONTINUED

Do not use the slash beyond its approved uses.

01 / Never cover up the main focus on an image



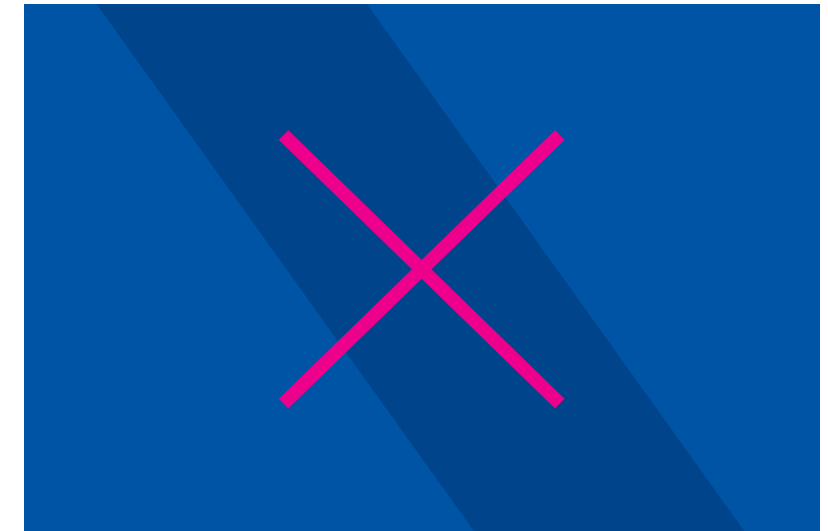
02 / Never change the angle of the slash



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.

## Secondary Design Elements



01 / Rule Bars



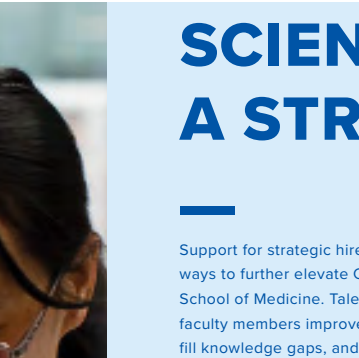
02 / Crosshatch



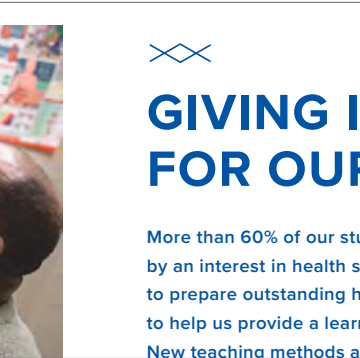
03 / Diamond Insignia



04 / Magis Plus



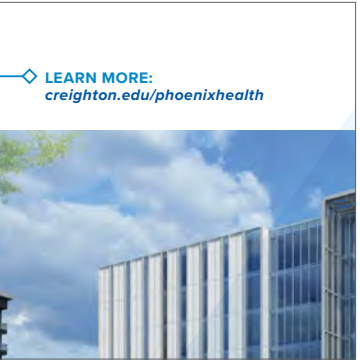
Short Rule Bar Treatment



Double Diamond Treatment



Long Rule Bar Treatment



Single Diamond Treatment

# 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.


## Icon Library—Examples

Partnerships	Medical Resume	Physical Wellness	Wellness	Healthy Eating	Physical Wellness	Environmental Wellness	Donations
							
Medical Students	Residents and Fellows	Research - Undergrad	Research - Faculty	Community Service	Free Medical Treatment at Magis Medical Center	Graduates Employed or Enrolled in Grad School	Nursing Students
							
Asset Management	Asset Management	Accounting	Leadership	Campus Store	Job Placement Success or Job Applicants	Finance Program	Heider COB Ranking
							
Donated Legal Help	Competition Teams	Minority % Student Body	Teamwork	Published Research	Female % Student Body	Germany Program	Renovations
							

# ICONS + STATISTICS


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.




↓ **16%**

Reduced emergency department visits



↓ **18%**

Reduced hospitalizations



↓ **50%**

Reduced patient charges



**154**

Doctors  
*School of Medicine*



**363**

Nurses  
*College of Nursing*




**63**

Dentists  
*School of Dentistry*



**290**

Pharmacists, PT, OT  
*School of Pharmacy and Health Professions*



**BY THE NUMBERS.**

SUCCESS IN PHOENIX

**1**

Creighton 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

**1**

Student-established clinic offering free services to those in need—St. Vincent de Paul in Phoenix

MEDICINE AND NURSING

**2 YEARS**

of medical training in Omaha, followed by the option to complete final two years in Phoenix

**2005**

Year that Creighton began sending students to study in Phoenix for clinical rotations

**12**

Months to complete the Accelerated Nursing Program

**96%**

of 2019 medical graduates matched with their specialties of choice

THE BUILDING

**2021**

Expected completion

**180,000+**


Square footage

**900**

Students served each year

**NEARLY \$100M**


Projected cost



**74**

total residents


in the Internal Medicine program



**7**

fellowships


for Internal Medicine



**391**

beds


at CHI Health Creighton University Medical Center – Bergan Mercy



**26**

residents


published in 2019–2020



**3**


training sites

located locally



**\$1,200**


annual scholarly travel funds



**88%**

fellowship placement

in 2017–2020



**80-**

patient panel

in continuity clinic

30

CREIGHTON UNIVERSITY

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.

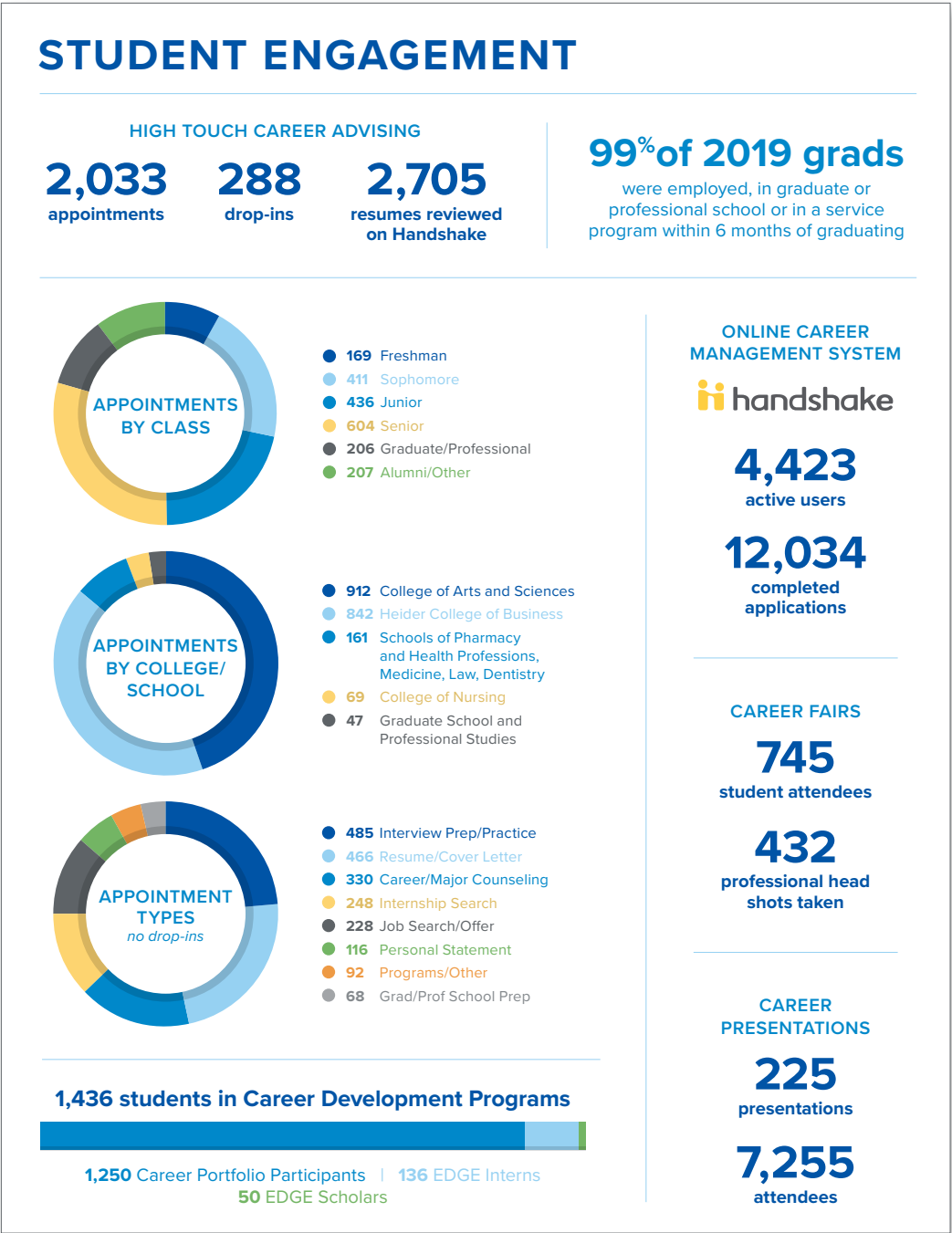


Pantone 715  
CMYK 0 43 81 4  
RGB 255 163 0  
HEX FFA300



Pantone 7489  
CMYK 56 2 78 5  
RGB 115 184 101  
HEX 73B865

A / INFOGRAPHIC WITH COLORS



B / INFOGRAPHIC WITH TEXTURAL IMAGE

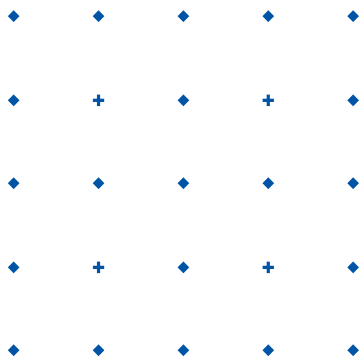


# TEXTURAL ELEMENTS

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.



Diamond and Cross Pattern

# YOUR WELL-BEING MATTERS

At Creighton's Internal Medicine Residency program, your wellness matters, too. The program enjoys a unique sense of community among a diverse group of residents who truly care for one another. It also has compassionate faculty mentors who enjoy teaching and are authentically invested in residents' training and well-being. Other benefits include:

[Back to Bedside Project](#)

# 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

At the Creighton University Internal Medicine Residency, our Jesuit identity and tradition guides us. Our aim is to embrace diversity and promote resilience in our graduates and help them excel in compassion for others, research and academic leadership.

Our mission is to improve the human condition with a diverse body of students, faculty and staff, who provide excellence in educating learners, health care professionals, and the public; advancing knowledge; and providing comprehensive patient care. Residents will find:

- A diverse patient population in regard to gender, race, religion, socioeconomic status, clinical problems and stages of disease
- Balance between residency, study time and personal time
- Ongoing core faculty mentorships
- An appropriate level of autonomy while being pushed to succeed
- A comprehensive administrative team that responds to the needs of residents

[medschool.creighton.edu/imresidency](https://medschool.creighton.edu/imresidency)

## PROGRAM HIGHLIGHTS AND RESOURCES

**Epic ERM**  
CHI Health Creighton University Medical Center – Bergan Mercy uses the Epic ERM. The VA uses CPRS.

**UpToDate**  
Our residents use UpToDate, the only clinical decision support resource associated with research-based, improved outcomes within all specialties.

**MKSAP Digital**  
All incoming residents receive access to the latest digital Medical Knowledge Self-Assessment Program (MKSAP) for board preparation.

# TEACHING SITES

Creighton residents will encounter a variety of patients at our teaching sites, providing rich educational experiences. Our teaching sites are:

**CHI Health Creighton University Medical Center – Bergan Mercy**

- Tertiary Care Center
- Level 1 Trauma Center
- TAVR
- ECMO
- Clinical Education and Procedure Simulation Center
- New Critical Care, Neurology and Urology Programs

**Omaha VA Medical Center / VA Nebraska-Western Iowa Health Care System**

- Clinical Education and Procedure Simulation Center
- Podcast Ambulatory Curriculum
- Three-year Longitudinal Faculty Preceptor

**CHI Health Immanuel**

- Neurological Institute
- Creighton University Epilepsy Center

**Continuity Clinics**  
Continuity clinics are located at CHI Health Creighton University Medical Center – Bergan Mercy and at VA Nebraska-Western Iowa Health Care System. You'll have an 80-patient panel to follow for your entire residency.

**New for 2020:** There's a new outpatient ambulatory center at the VA for your continuity clinic.

**28 positions** offered for academic year 2020–2021

3

# 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

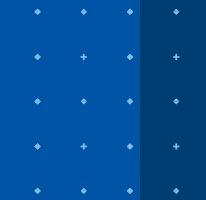
### Jesuit Values

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

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.

01 / Environmental Example



02 / Environmental Example



03 / Environmental Example



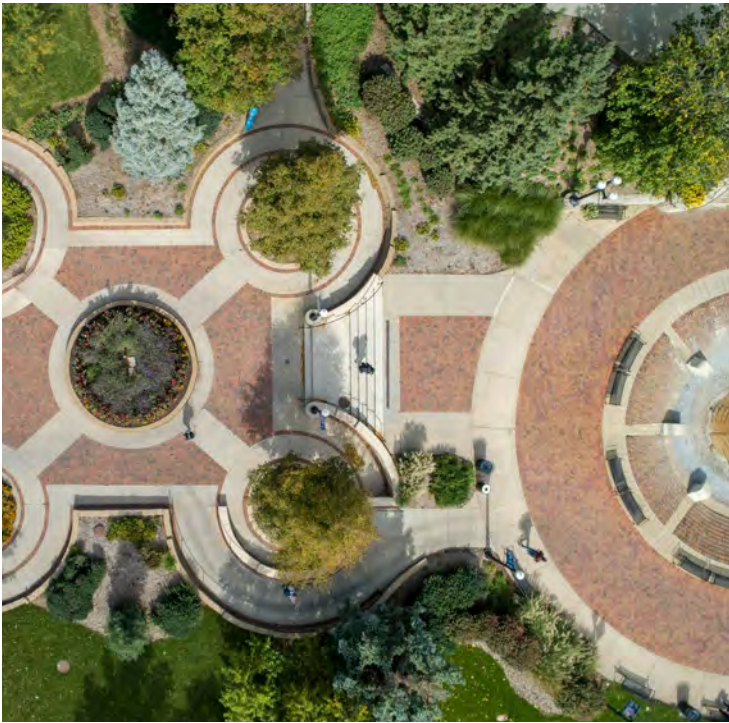
04 / Environmental Example



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.

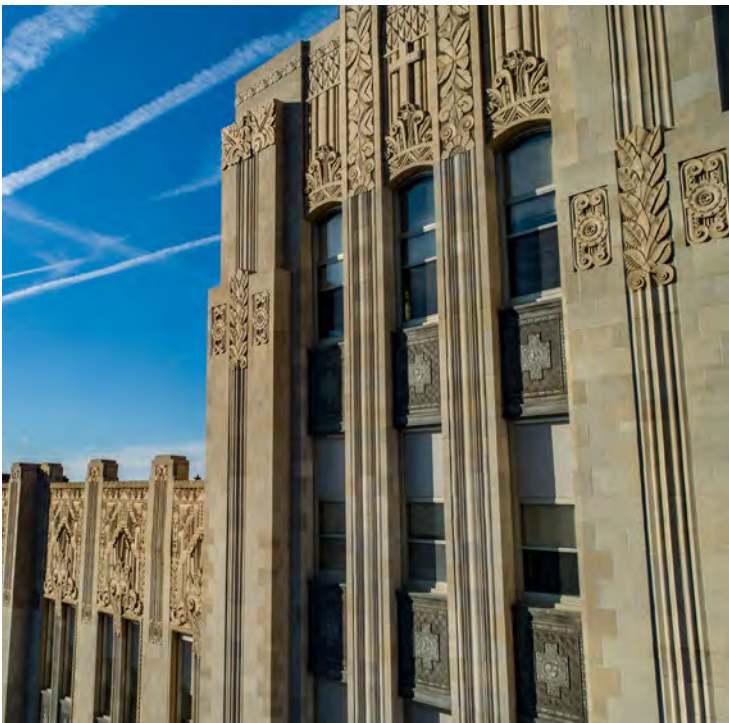
01 / Architectural Example



02 / Architectural Example



03 / Architectural Example



04 / Architectural Example



# LEARNING ENVIRONMENT

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.

01 / Learning Environment Example



02 / Learning Environment Example



03 / Learning Environment Example



## 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.

### 01 / Student Example



### 02 / Faculty Example



### 03 / Outside Example



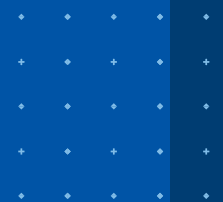
### 04 / Headshot Knockout Example



# BRAND EXAMPLES

---

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.



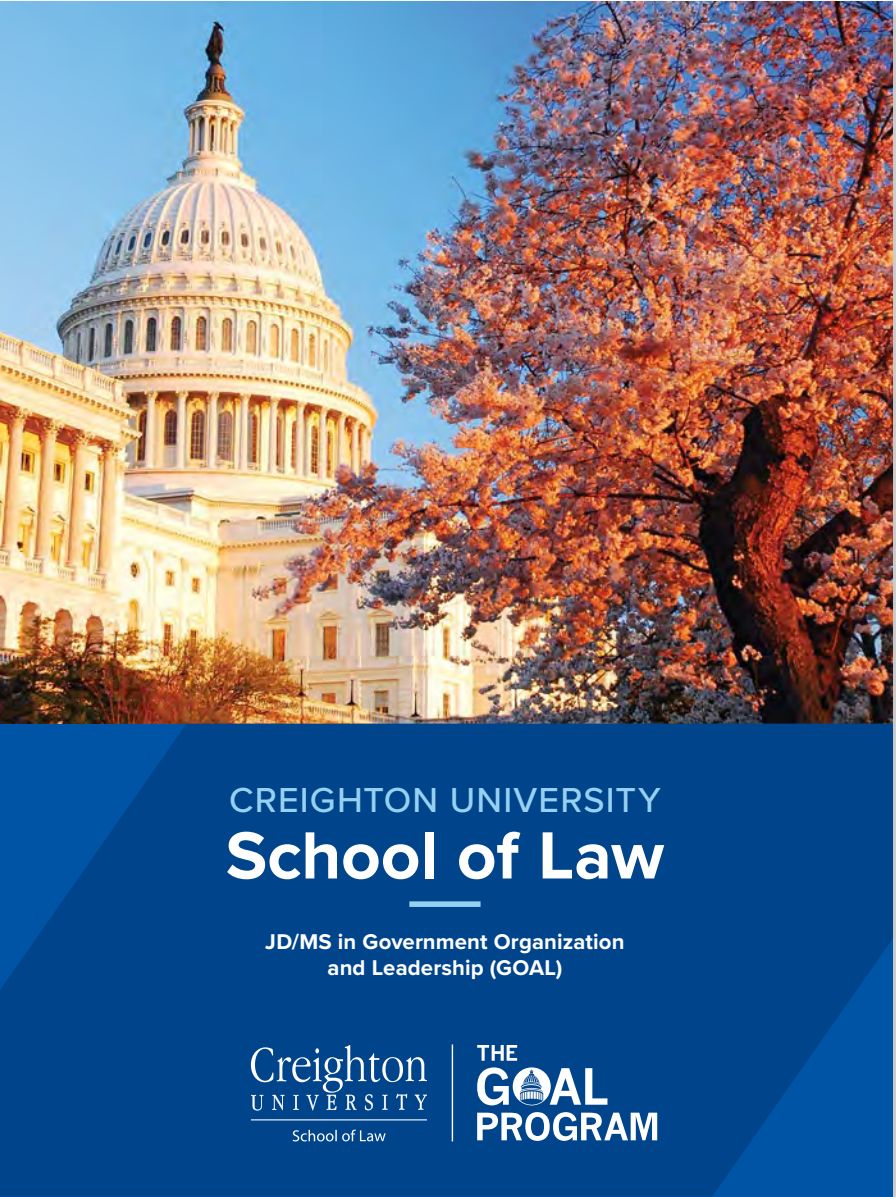


# BROCHURE LAYOUT

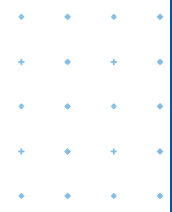
Here is an example of a brochure layout design. When creating layouts, utilize negative space to help headlines interact with imagery and carry the reader’s eye throughout the spread. When using photography, find images that play off the intention of our body copy and headline treatments.

Here, the slash serves as a subtle layered element to provide texture and interest as a backdrop to the content.

The School of Law GOAL Program Brochure Cover



The School of Law GOAL Program Brochure Inside Pages



PUBLICATION ADS

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



# Become Your Best You

"At Creighton, I found professional connections and civic volunteer opportunities that propelled my professional career and personal development in ways I could not have imagined. I am a better leader, advisor and advocate because of the skills I learned at Creighton."

—KELSEY HASWELL, MBA'18  
*Interdisciplinary Leadership doctoral program student*

[gradschool.creighton.edu/leader](https://gradschool.creighton.edu/leader)

Creighton

UNIVERSITY

Graduate School

Full-Page Graduate School Ad for Omaha World-Herald

# New Decade, New You



BEST COLLEGES

USNews

NATIONAL UNIVERSITIES

2020

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](https://gradschool.creighton.edu/newyou)

Creighton

UNIVERSITY

Graduate School

CREIGHTON UNIVERSITY

41

# FLYERS AND ONE-SHEETS

Here are two examples of single-page layouts created for the brand, both utilizing design elements of the brand differently to accommodate longer amounts of copy.

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.

Graduate School Course Flyer



### 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)




Graduate School

[excellence.creighton.edu/humber](https://excellence.creighton.edu/humber)

MBA Sales Sheet Front and Back





### Master of Business Administration

Advance your career with a Master’s In Business Administration from the nationally accredited Creighton University Heider College of Business. Take classes on-line, on-campus or a combination of both and be empowered to think boldly, lead confidently and help shape the future.

[gradschool.creighton.edu/mba](https://gradschool.creighton.edu/mba)

### Master of Business Administration



**PROGRAM HIGHLIGHTS**

- Flexible format with online and on campus classes designed to fit your schedule and goals
- Dual degree options save time and tuition
- Rolling admission schedule lets you get started quickly
- 33 credits – finish in just over two years or work at your own pace

**Make our program your own**

Designed for maximum flexibility, Creighton’s MBA can be aligned with your background, skills and career goals. From general business management to advanced financial analysis and everything in between, Creighton has a specialization that’s right for you.

Concentration areas include:

- Finance
- Leadership
- Business Intelligence and Analytics
- Accounting
- Financial Psychology and Behavioral Finance
- Personal Financial Planning

**Admission requirements**

- Bachelor’s degree with 3.0 GPA or higher
- Official transcripts from all educational institutions attended
- GMAT score, if required
- Two letters of recommendation
- Completion of undergrad statistics course (or noncredit tutorial may be completed for a fee, if needed)
- Resume or curriculum vitae
- Personal statement
- Application
- \$50 application fee

Additional requirements for international students

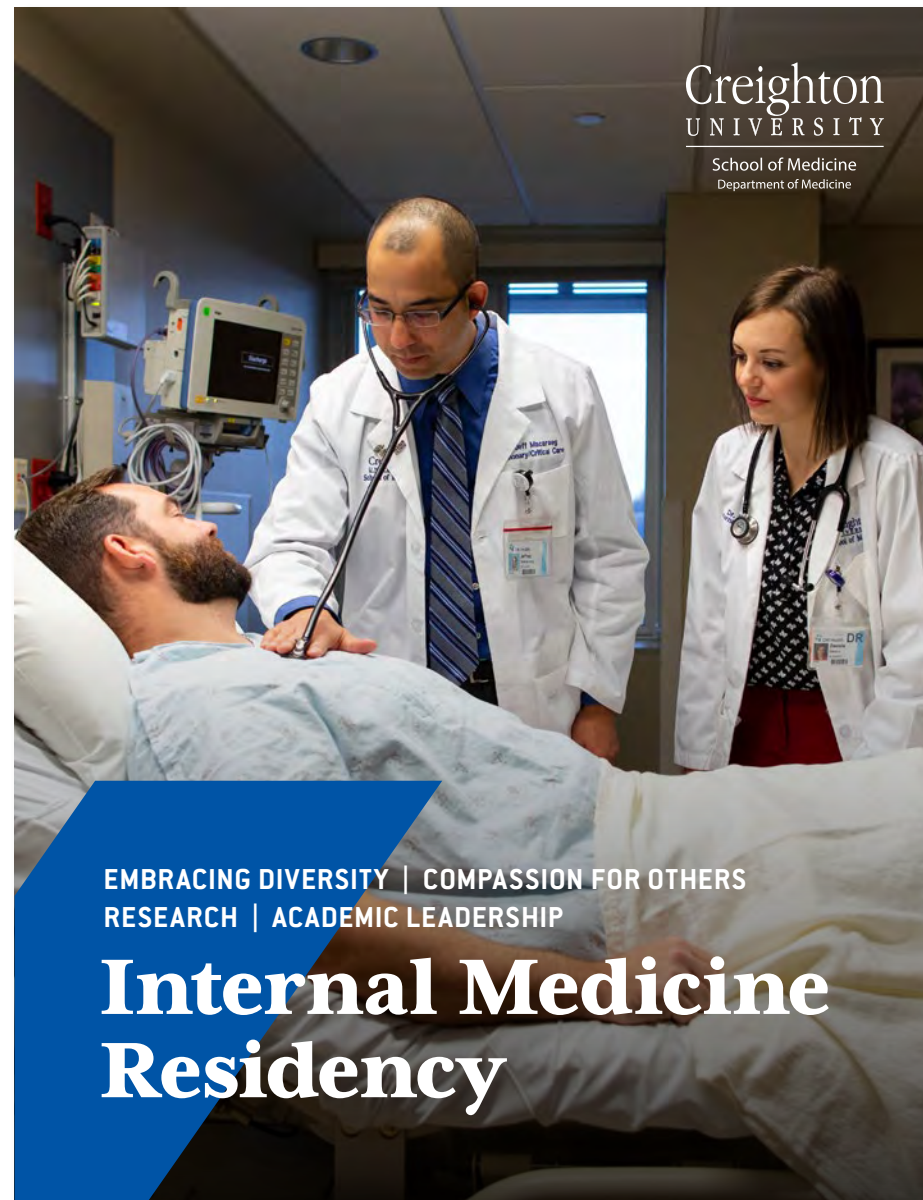


[gradschool.creighton.edu/mba](https://gradschool.creighton.edu/mba)

## 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.

Omaha Airport Signage



Omaha Airport Signage



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.

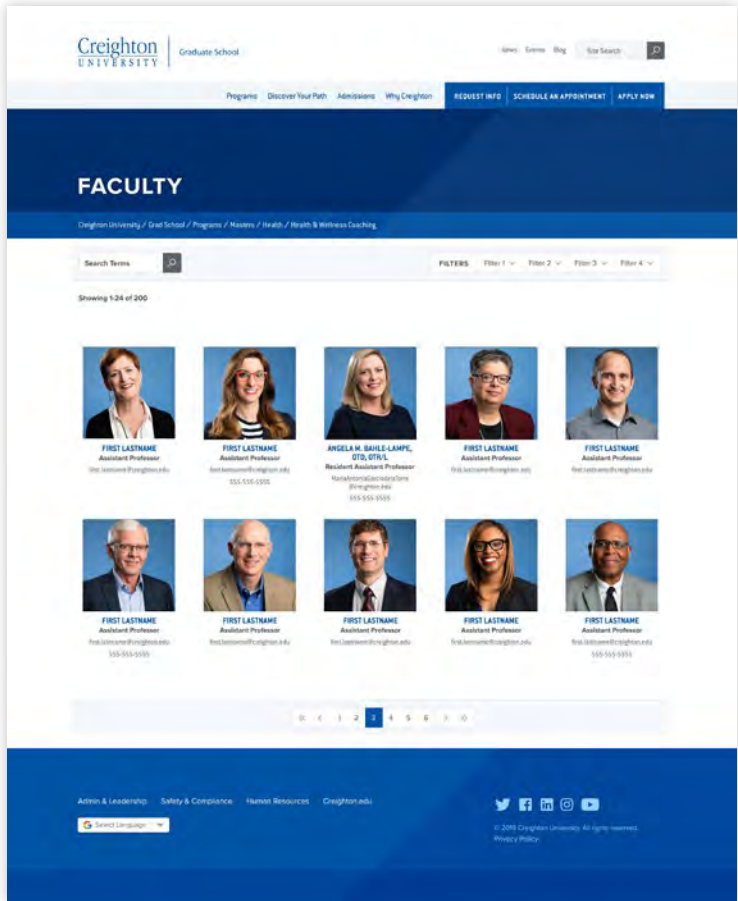
Collaborative Care Courses Postcard Front and Back



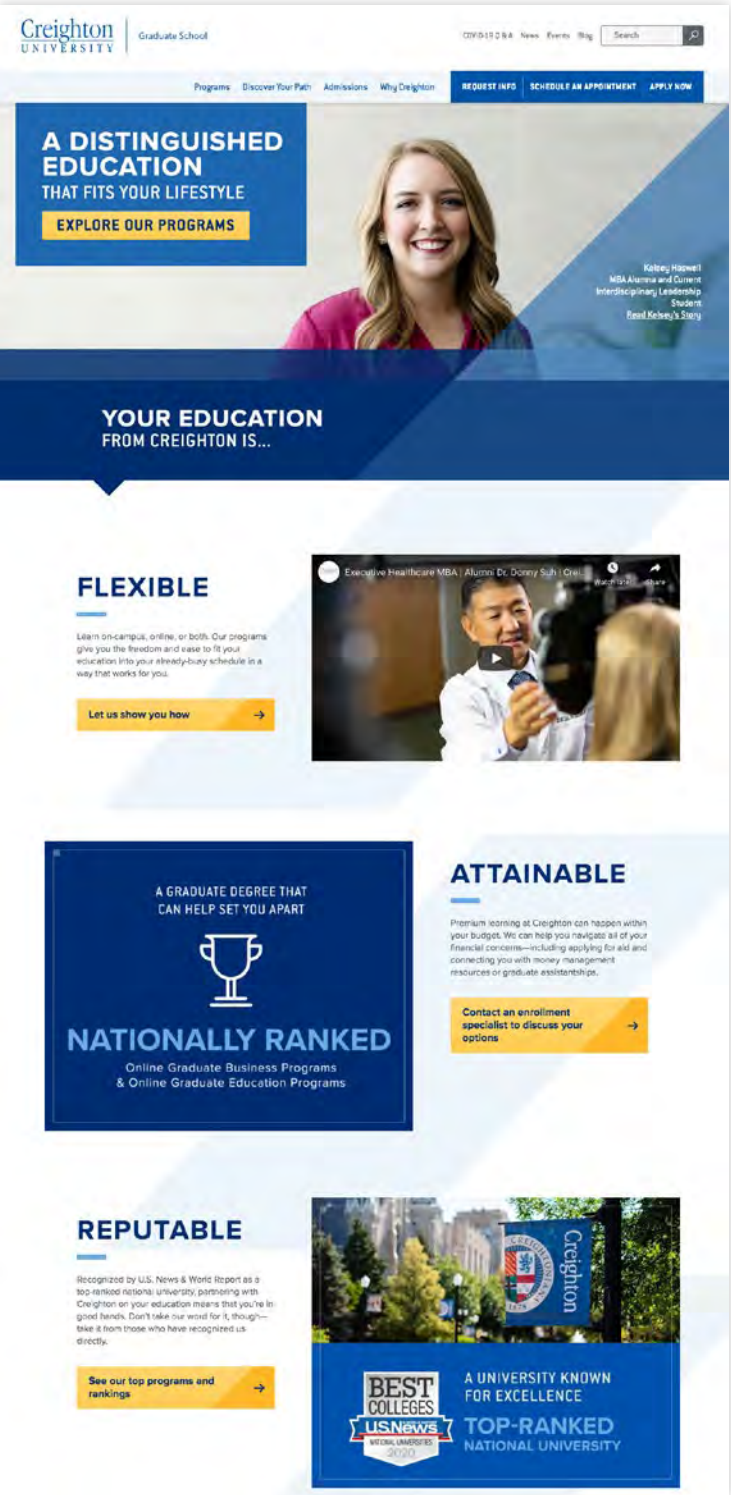
WEBSITE

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.

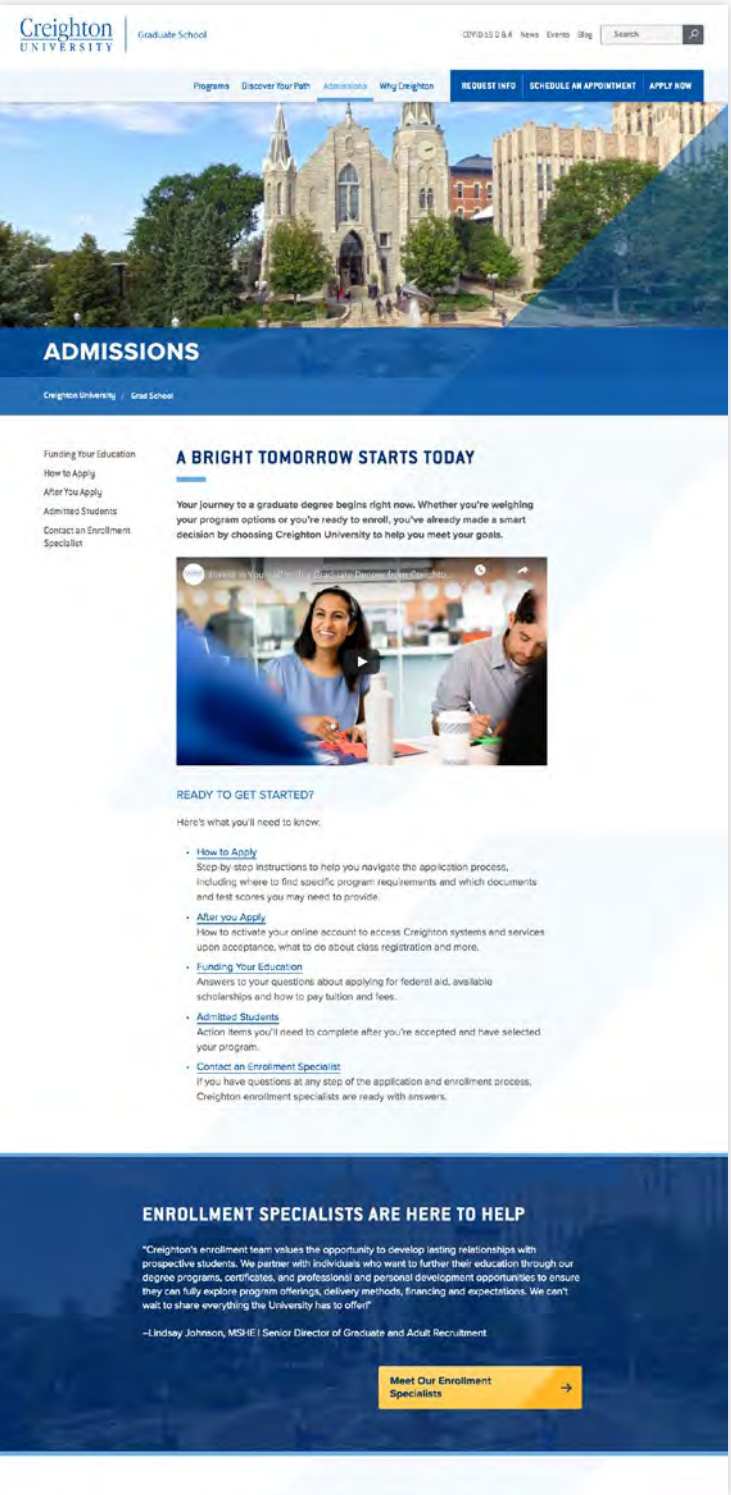
Graduate School Faculty Page



Graduate School Site Homepage



Graduate School Site Admissions Page



ELECTRONIC DISPLAY  
AND SOCIAL ASSETS

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.

260 x 170px AlumWire Ad



1920 x 1080px Facebook Event Image for A Day for Jays



Site Banner for A Day for Jays



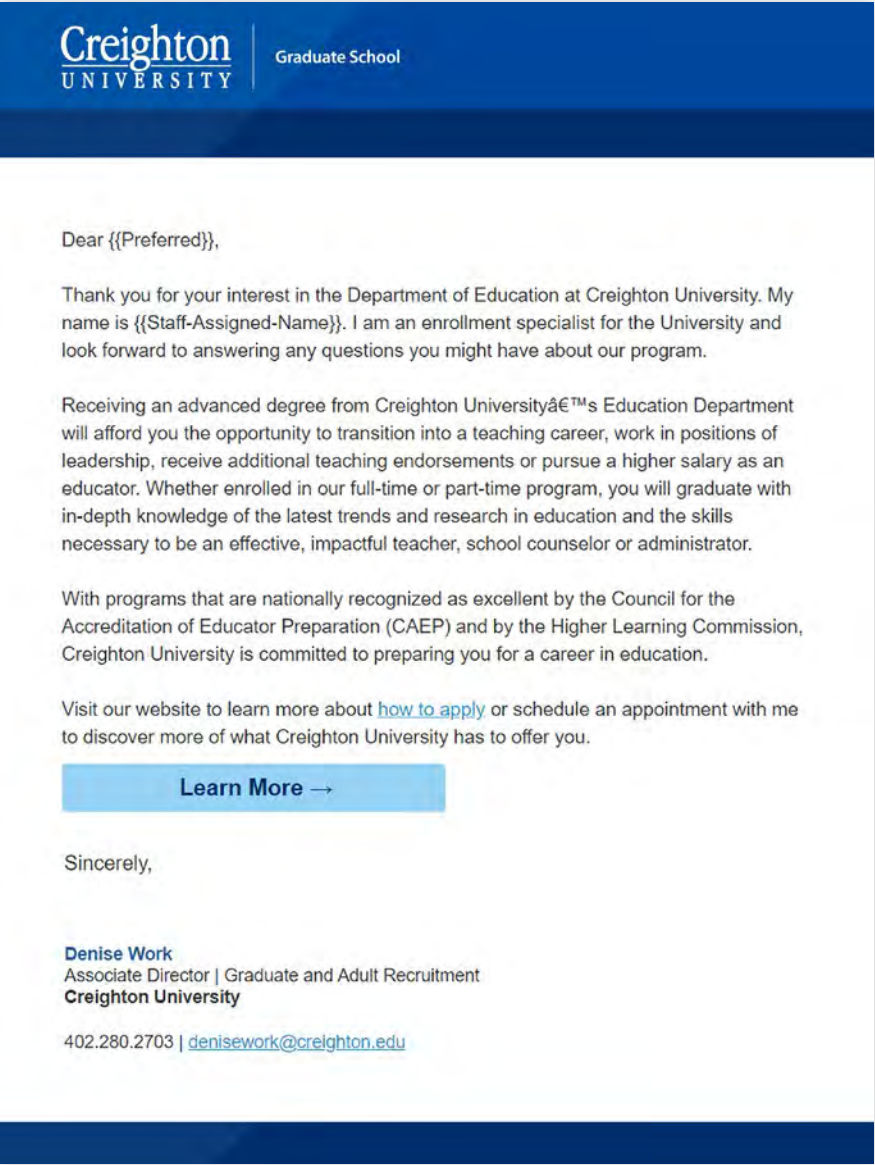
440 x 220px Twitter Post Image for Creighton Accounts

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.

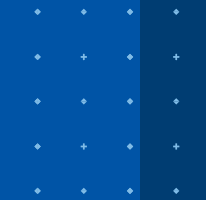
Graduate School Email Template



# 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.



CAMPUS MAPS  
AND ADDRESSES

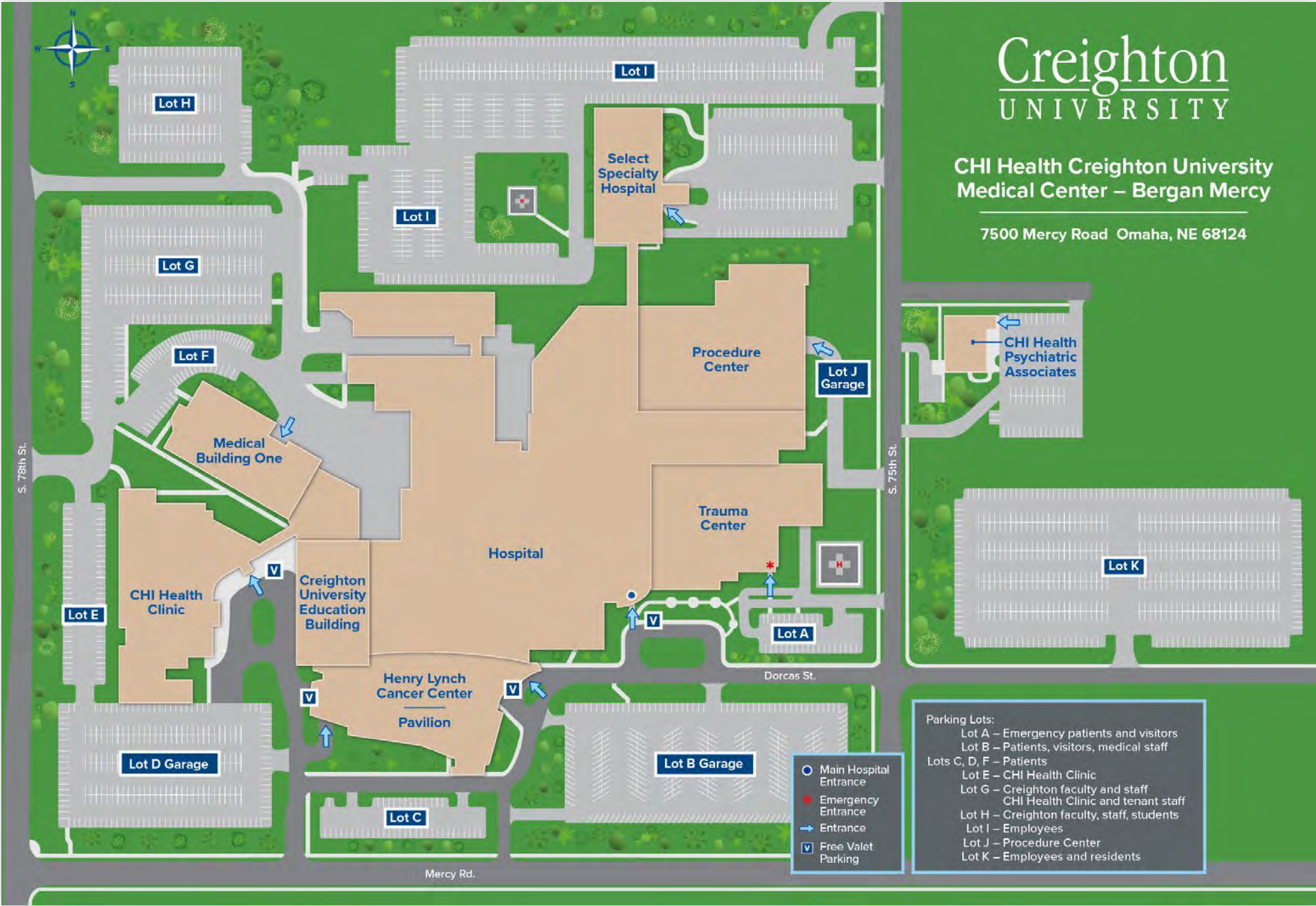
Directions to the Omaha campus and the most up-to-date map can be found at [creighton.edu/maps](http://creighton.edu/maps).

Creighton University Omaha Campus Map



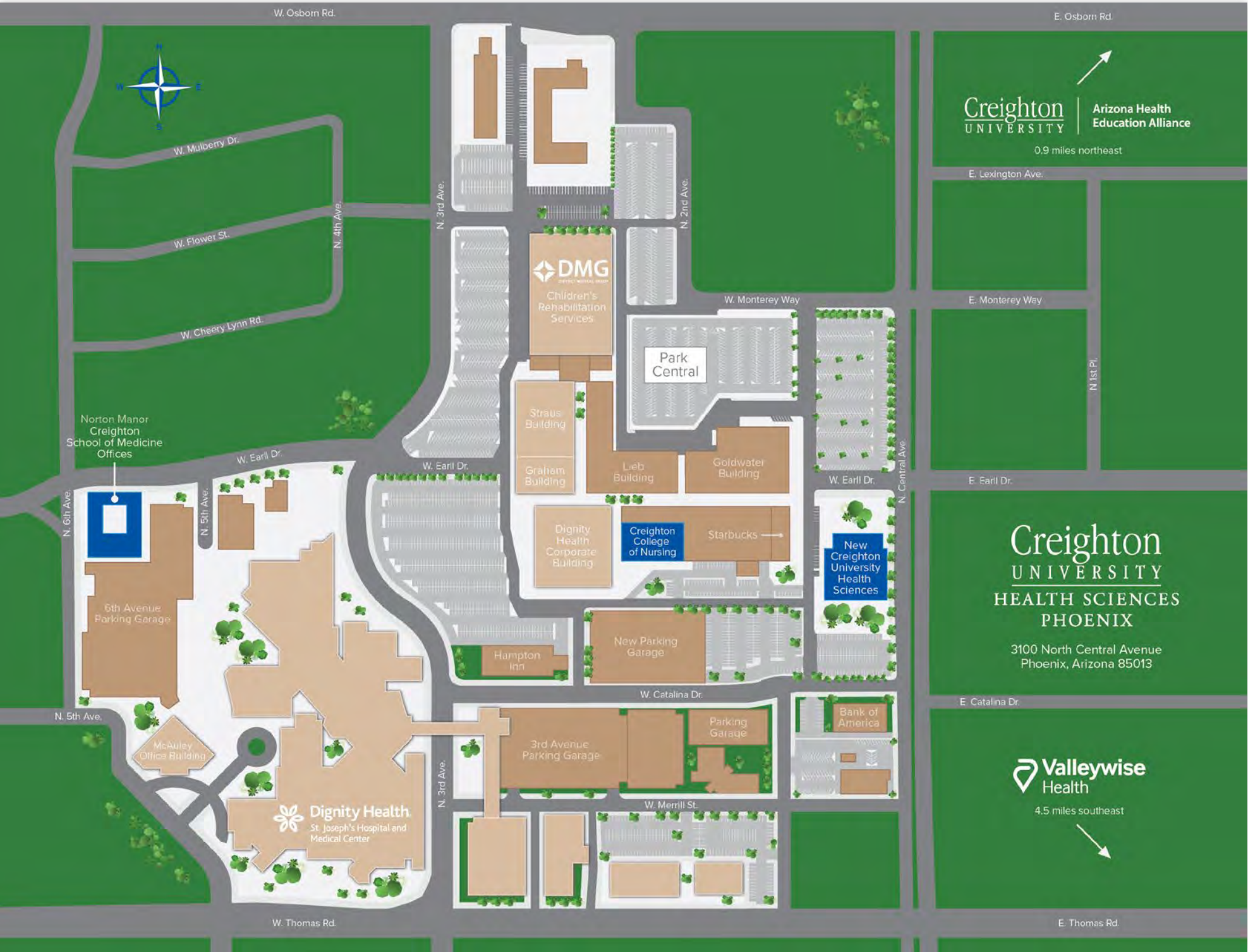
Ahmanson Law Center	36	Criss Complex II-III	6	Kiewit Residence Hall	16	Reinert-Alumni Memorial Library	24
Becker Dining Hall	15	Davis Square Apartments	44	Kitty Gaughan Pavilion	33	Rigge Science Building	9
Beirne Research Tower	11	Deglman Residence Hall	21	Labaj Building	40	Ruth Scott Training Center	47
Bio-Information Center	3	D.J. Sokol Arena	48	Lied Education Center for the Arts	35	Ryan Athletic Center	49
Boyne Building	2	Dowling Hall	12	Linn Building	39	Schneider Hall	30
Brandeis Dining Hall	20	Eppley Building	8	Markoe Hall	27	School of Dentistry	31
Campion House	41	Facilities Management	53	McGloin Residence Hall	34	Skutt Student Center	17
Cardiac Center	1	Gallagher Residence Hall	14	Military Science Building	4	Sports Complex	32
Center for Health Policy and Ethics	5	Heider Residence Hall	37	Mike and Josie Harper Center	43	St. John's Church	23
Championship Center	50	Hitchcock Building	13	Morrison Stadium	51	Stuppy Greenhouse	26
CHI Health Creighton University		Hixson-Lied Science Building	7	Murphy Building	46	Swanson Residence Hall	19
Medical Center–University Campus	29	Ignatius House	25	Opus Hall Apartments	42	Vinardi Center (Old Gym)	28
Creighton Hall	22	Kenefick Residence Hall	38	Pittman Building	45	Wareham Building	54
Criss Complex I	10	Kiewit Fitness Center	18	Rasmussen Center	52		

CAMPUS MAPS  
AND ADDRESSES CONTINUED



CAMPUS MAPS  
AND ADDRESSES CONTINUED

Creighton University Health Sciences Phoenix Campus Map



CAMPUS MAPS  
AND ADDRESSES CONTINUED

INFORMAL NAME OF BUILDING	FORMAL NAME OF BUILDING
Ahmanson Law Center	Ahmanson Law Center
Becker Hall	Charles and Winifred Becker Hall
Beirne Tower	Beirne Research Tower
BIC	Bio-Information Center
Boyne Building	Dr. Harry N. and Maude Boyne School of Dental Science
Brandeis Dining Hall or Brandeis Hall	Mary Rogers Brandeis Hall
Campion House	Campion House
Cardiac Center	The Cardiac Center of Creighton University
Center for Health Policy and Ethics	Center for Health Policy and Ethics
Championship Center	Championship Center
Creighton Hall	Creighton Hall
Criss Complex I	Dr. C.C. and Mabel L. Criss Health Sciences Complex I
Criss Complex II	Dr. C.C. and Mabel L. Criss Health Sciences Complex II
Criss Complex III	Dr. C.C. and Mabel L. Criss Health Sciences Complex III
Davis Square Apartments or Davis Square	Davis Square
Deglman Residence Hall or Deglman Hall	Fr. Francis Deglman, SJ, Residence Hall
Dowling Hall	Dowling Hall
Eppley Building	Eugene C. Eppley Building
Gallagher Residence Hall or Gallagher Hall	Gallagher Residence Hall
Gaughan Pavilion	Kitty Gaughan Pavilion
Harper Center	Mike and Josie Harper Center
Heider Residence Hall or Heider Hall	Charles and Mary Heider Hall
Hitchcock Building	Hitchcock Communication Arts Building
Hixson-Lied Building	Hixson-Lied Science Building
Ignatius House	Ignatius House Jesuit Residence
Jahn Building	Walter R. Jahn Building
Jelinek Building	Frank T. Jelinek, SJ, Building

INFORMAL NAME OF BUILDING	FORMAL NAME OF BUILDING
Kenefick Residence Hall or Kenefick Hall	Kenefick Residence Hall
Kiewit Fitness Center	Kiewit Physical Fitness Center
Kiewit Residence Hall or Kiewit Hall	Kiewit Residence Hall
Labaj Building	Fr. Joseph Labaj, SJ, Building
Lied Education Center	Lied Education Center for the Arts
Linn Building	Fr. Henry Linn, SJ, Building
Markoe Hall	Markoe Hall
McGloin Residence Hall or McGloin Hall	Fr. Richard D. McGloin, SJ, Residence Hall
Morrison Stadium	Michael G. Morrison, SJ, Stadium
Murphy Building	Edward D. Murphy Building
Observatory	Observatory
Opus Hall Apartments or Opus Hall	Opus Hall
Pittman Building	Judge Elizabeth D. Pittman Building
Rasmussen Center	Rasmussen Fitness and Sports Center
Reinert-Alumni Memorial Library	Rev. Carl M. Reinert, SJ, Alumni Memorial Library
Rigge Science	Rigge Science Building
ROTC Building or Military Science Building	ENS John J. Parle – ROTC Building
The Ruth	Ruth Scott Training Center
Ryan Athletic Center/D.J. Sokol Arena	Wayne and Eileen Ryan Athletic Center/D.J. Sokol Arena
Schneider Hall	Schneider Hall
Skutt Student Center	V.J. and Angela Skutt Student Center
Sports Complex	Sports Complex
St. John's Church	St. John's Church
Stuppy Greenhouse	Susan Tracy Stuppy Greenhouse
Swanson Residence Hall or Swanson Hall	W. Clarke Swanson Residence Hall
Vinardi Center or Old Gymnasium	Joseph J. Vinardi Center
Wareham Building	Wareham Building

[illegible][illegible][illegible][illegible][illegible][illegible]

## Old System

## Old System

## ZIP+4 System

## ZIP+4 System



# CAMPUS MAPS AND ADDRESSES CONTINUED

## 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 Contrail Avenue  
Griswold, IA 51535

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

Misión ILAC  
Carretera Duarte kilometro 7.5  
Licey al Medio, Santiago  
Republica Dominicana



# SOCIAL MEDIA

---

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.



[illegible][illegible]

- [illegible]

[illegible]

- [illegible]

[illegible]

- [illegible]

## Examples

## Examples

## Examples

## Examples

## Examples

## Examples

# SOCIAL MEDIA continued

## 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” features, 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.

## Profile Image Examples



## Social Media Accounts

Creighton social media accounts managed by University Communications and Marketing:

- facebook.com/creightonuniversity
- twitter.com/Creighton
- instagram.com/creighton1878
- linkedin.com/school/10157
- youtube.com/Creighton1878

The Rev. Daniel S. Hendrickson, SJ, president of Creighton University, manages his two social media accounts:

- facebook.com/CreightonPresident
- twitter.com/CreightonPres

## Creighton Hashtag Examples:

- |                  |                   |                    |
|------------------|-------------------|--------------------|
| ◆ #CreightonGrad | ◆ #JesuitEducated | ◆ #TodayAJay       |
| ◆ #BluejayLife   | ◆ #CreightonNews  | ◆ #ChooseCreighton |
| ◆ #GoJays        | ◆ #Creighton      | ◆ #NewBluejays     |
| ◆ #BluejayWorld  | ◆ #NewJays[YEAR]  | ◆ #CreightonWeek   |

SOCIAL MEDIA CONTINUED

Examples



Creighton President

@CreightonPres

Following

Thanks to two generous #Creighton alumni, portraits of our University's founders have been restored. [creigh.to/gXia30cmxqr](http://creigh.to/gXia30cmxqr)



Likes

16



8:45 AM · 10 Jun 2017



16





Creighton President

@CreightonPres

Following

Today I met with incoming freshman students during Summer Preview. I am excited for the new Bluejays to arrive this fall!



Retweets

7



Likes

51



4:21 PM · 8 Jun 2017



7



51





Creighton President

@CreightonPres

Following

Global health champion & @PIH founder & leader Dr. Paul Farmer after the @Creighton commencement speech, w/ trustee @nickysj66



Retweets

6



Likes

32





Creighton President

@CreightonPres

Following

As the @CreightonNurse program expands to #Phoenix, so does our tradition of educating healers and leaders. [creigh.to/cVaQ30ctla1](http://creigh.to/cVaQ30ctla1)



Retweets

6



Likes

25



10:01 AM · 13 Jun 2017




6




25






Creighton University

June 2 at 10:40am · 


"Fishing — well, fishing and a greasy cheeseburger — can fix about anything."  
In its first year as a student organization, the Creighton Student Angler Fishing Club has hooked 30 members.




The Reel Life: Creighton fishing team hooks 30 members in first year

"A fishing club doesn't seem like the kind of thing Creighton would have, being that we're an urban campus in downtown Omaha," he says. "But when..."


CREIGHTON.EDU




Creighton University

May 13 · 


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




9.9K Views




Like




Comment



Share



Embed



# 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](https://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/ucm/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**

# FOR MORE INFORMATION

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:

**SHANNON JOHNSON**  
CREATIVE DIRECTOR  
University Communications and Marketing, Creighton University  
T 402.280.3820  
E *shannonjohnson@creighton.edu*

2500 CALIFORNIA PLAZA OMAHA, NE 68178 // **CREIGHTON.EDU**

