

The background features a collage of torn paper textures. A large, light-colored piece of paper is in the center, with a dark blue polka-dot pattern at the top left and a yellow polka-dot pattern at the top right. The bottom of the page is a solid dark blue with a white polka-dot pattern.

Sustainable Creighton **Brand Guidelines**

AUGUST 2025

Creighton
UNIVERSITY

sustainable
CREIGHTON

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Brand Guidelines

Sustainable Creighton

Sustainable Creighton branding falls underneath the larger Creighton University umbrella. It has its own distinct personality while remaining true to the look and feel of Creighton.

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Sustainable Creighton **Language & Usage**

Sustainable Creighton vs the Office of Sustainability Programs

The Office of Sustainability Programs and *Sustainable Creighton* are related, but not interchangeable. Knowing the distinctions between them is crucial to effectively communicating about Sustainable Creighton and using its branding.



THE OFFICE OF SUSTAINABILITY PROGRAMS

The office at Creighton University which oversees and manages a number of important sustainability programs and initiatives that fall under the Sustainable Creighton umbrella.



SUSTAINABLE CREIGHTON

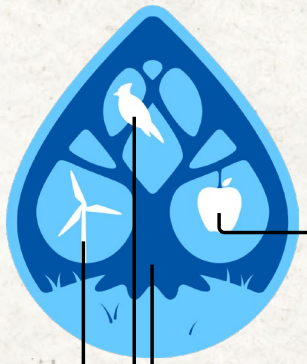
Community and culture of sustainability at Creighton that encompasses all of the actions taken by students, faculty, and staff (initiatives, programs, certifications, events, etc.).

When to Use Sustainable Creighton Branding

Sustainable Creighton branding should be used in materials shared with members of the Sustainable Creighton community, or to promote and celebrate Sustainable Creighton achievements to those outside the community.

It should not be used for internal materials or documents for the Office of Sustainability Programs that primarily focus on logistics or operations. In these cases, rely on standard Creighton University brand styling.

Sustainable Creighton Marks & Graphics



The Waterdrop Graphic

The Sustainable Creighton “waterdrop” graphic is the basis for the Sustainable Creighton brand. It contains iconography that encompasses many aspects of what it means for Creighton to be sustainable:

APPLE

Under the branch on the right side of the tree, an apple represents the second and twelfth United Nations Sustainability goals: *Zero Hunger* and *Responsible Consumption and Production*.

TREE

The central icon in the mark, a large tree resting on a grassy hill, represents the fifteenth United Nations Sustainability goal: *Life on Land*.

BLUEJAY

In addition to also representing the sustainability goal for *Life on Land*, the bluejay perched near the top of the tree represents Creighton University and its mascot.

WIND TURBINE

Under the left side of the tree, a wind turbine symbolizes the seventh United Nations Sustainability goal: *Affordable and Clean Energy*.

Logo Versions and Use Cases

There are three versions of the Sustainable Creighton logo, each with unique purposes and strengths. Use each as follows:



GRAPHIC

The waterdrop graphic. Its symbolism encapsulates much of the Sustainable Creighton brand. It should be used in communications:

- When it is already clear that the material is related to Sustainable Creighton (example: a post on the Sustainable Creighton Instagram account, since the name of the account will be clearly displayed above the post)
- As a background watermark element or graphic



WORDMARK

A horizontal text only mark. This mark most closely aligns with other University branding. Use it when:

- A Sustainable Creighton mark is needed alongside branding for the university as a whole
- Spatial or layout constraints call for a horizontal logo



COMBINATION MARK

A “lock-up” combination of the waterdrop and wordmark. It is important to use this version of the logo when introducing the brand to new people so that they can learn to associate the waterdrop logomark with Sustainable Creighton. This mark should be used for:

- Physical and print materials like posters, banners, stickers, etc.
- Anywhere that may be someone’s first encounter with the Sustainable Creighton brand.
- ***When in doubt, use this version of the logo.***

The Sustainable Creighton Certified Badge

The Sustainable Creighton Certified badge is a specialized graphic, not a logo. It should **not** be used in place of the normal Sustainable Creighton logos.

This badge should be used to denote sustainable certification status by Sustainable Creighton for external offices, events, and programs in the Sustainable Creighton community. Ensure that the office, event, or program has been officially certified before using this badge graphic.



Color Variants

The three logo versions and certified badge feature color variants.

Generally, the **color** and **color (inverted)** variants of each logo are preferred. In layouts where the color variants cannot be used or look out of place, the monotone logos may be used.

When using multiple logos and/or the certified badge in the same composition, be wary of using different color variants. It is generally best to use the same variant whenever possible (white wordmark with white certified badge, etc.)

	COLOR	INVERTED	WHITE	BLACK	BLUE
WATERDROP					
WORDMARK					
COMBO MARK					
CERTIFIED BADGE					

Clear Space

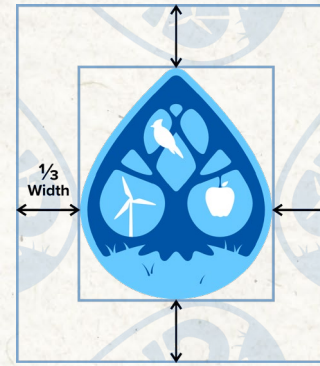
The minimum amount “breathing room” required around the Sustainable Creighton logos / certified badge and other foreground elements.

Below are the specifications for each brand asset when used in layouts with multiple elements:

WATERDROP CLEARSPACE

The waterdrop graphic clearspace is **one third of its width** when used as a foreground element.

When used as a background watermark, no clearspace is required and foreground elements may overlap the graphic.



WATERDROP



WORDMARK

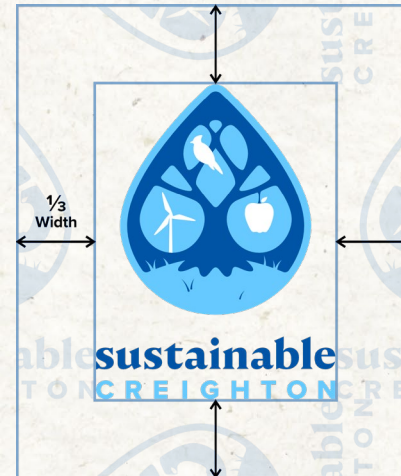
WORDMARK CLEARSPACE

The wordmark clearspace is **one third of the mark's height**.

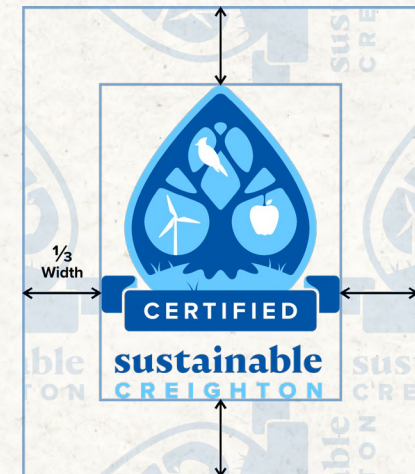
COMBINATION MARK & CERTIFIED BADGE

The clearspace for the combination mark and Certified badge is **one third of each's respective widths**.

Be sure to take into account the full width of each graphic, not just the waterdrop graphic.



COMBINATION MARK



CERTIFIED BADGE

SOLO ASSET COMPOSITIONS

In simple compositions that only use a logo or certified badge by itself, less than the specified minimum clearspace may be used at your discretion. Even in these instances, elements should never touch the edge of a layout.

Correct Usage Guidelines

In order to maintain Sustainable Creighton brand consistency, be sure to abide by the following standards:



MODIFYING AND RECOLORING ASSETS

Never modify the Sustainable Creighton logos or certified badge with new symbols, colors, effects, or changes to typography.



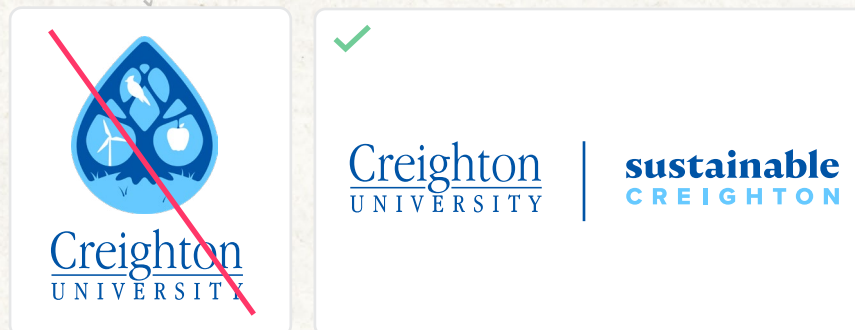
STRETCHING AND SKEWING

Do not distort or stretch branding assets out of proportion.



COMBINING ELEMENTS

Do not combine graphic and wordmark assets to create your own combination mark. When using both the logomark and wordmark in a design, keep the logos separate. Be wary of using different asset color variants in the same layout.



PAIRING SUSTAINABLE CREIGHTON WITH THE UNIVERSITY

Avoid creating a “lock-up” between the Creighton University logo and any Sustainable Creighton branding materials featuring the waterdrop logomark (this includes the combo mark and certified badge).

When pairing the Sustainable Creighton brand with the University as a whole, always use the Sustainable Creighton wordmark and separate the two logos with a vertical dividing line.

Sustainable Creighton Color & Typography



Color Palette

As a sub-brand underneath the larger Creighton University umbrella, Sustainable Creighton inherits its color palette from the Creighton University brand (consult the Creighton Brand Guide starting at page 26 for more detailed information).

RENEWABLE BLUE

#0054A6 • ~PAN 292 C

BLUE ACCENT

#95D2F3 • PAN 291 C

RENEWABLE BLUE

In addition to the normal Creighton colors, the Sustainable Creighton logo features a more vibrant version of the light blue accent color (PANTONE 291 C) called *Renewable Blue* (closest to PANTONE 292 C). This color has increased contrast on light backgrounds compared to the blue accent color. In order to remain true to the Creighton University brand, Renewable Blue should only be used in the Sustainable Creighton logo or in close proximity to it. Where possible, use the more muted Creighton accent blue color instead.

Typography

Similar to the color palette, Sustainable Creighton also inherits its typography from the Creighton University brand (consult the Creighton Brand guide starting at page 28 for more detailed information).

RECOMMENDED PARAGRAPH STYLES

Layouts can use text in any font size so long as it adheres to Creighton brand specifications, but recommended styling is listed below for print and digital mediums:

	Title	Heading	Intro Copy	Body
STYLE:	Aa	Aa	AA	Aa
PRINT:	42PT Nocturne Serif	22PT Nocturne Serif	12PT Proxima Nova	12PT Proxima Nova
SOCIAL MEDIA & TV:		92PT Nocturne Serif	42PT Proxima Nova	42PT Proxima Nova

Sustainable Creighton **Paper Textures**

Torn background paper background textures give the Sustainable Creighton brand an organic feel distinct from the rest of the university. These textures also speak to sustainable practices like recycling and composting.

Backgrounds

A large recycled paper texture suitable for use on print and digital materials. The texture comes in five Creighton color variants (do not use the Eco•Reps color variants for general Sustainable Creighton communications). Because these textures are so large, smaller versions of them for use in Instagram posts also exist.

These textures make for ideal backgrounds in text-heavy layouts. Unlike the torn paper textures, the edges of these textures should never be visible—they should instead fill the full layout as background. It is acceptable to use different color variants on the same layout so long as the textures are perfectly aligned (for example, the paper and primary blue variants both in use on this page).

PAPER

PRIMARY BLUE

SECONDARY BLUE

ACCENT GREEN

ACCENT YELLOW

Sheets

Large pieces of torn paper intended to serve as the primary backdrop to elements in a composition. This texture comes in five Creighton color variants (do not use the Eco•Reps color variants for general Sustainable Creighton communications).



EXAMPLE

An example of an instagram post using several paper textures including the sheet texture:



Scraps, Segments, and Shards

Small torn pieces of paper can be used to house paragraphs or small graphics. Additionally, these elements may be used as decorative elements near the edges of layouts. There are three different textures of varying sizes that may be used for these purposes:

SCRAPS

A small torn scrap of paper that comes in five Creighton color variants (do not use the Eco•Reps color variants for general Sustainable Creighton communications).



SEGMENTS

A very large torn scrap of paper that comes in five Creighton color variants (do not use the Eco•Reps color variants for general Sustainable Creighton communications).



SHARDS

Three unique white paper textures with subtle background transparency. Ideal for using as decorations or as image masks.



BRAND GUIDELINES

Creighton Eco•Reps

Creighton Eco•Reps is a branch of the Sustainable Creighton branding with unique elements. As a program and not an organization, Eco•Reps does not strictly adhere to all Creighton University brand standards.

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ECO•REPS Logos

The Eco•Jay Mark

The Eco•Jay is a rightward facing bluejay with a green leaf head. This logo is unique to the Eco•Reps program and should not be used to refer to Sustainable Creighton or Creighton University as a whole.

Like Sustainable Creighton, Eco•Reps also has a wordmark and combination “lock-up” mark. To avoid confusion with normal Creighton branding, these two versions of the logo should be used whenever the Eco•Reps brand appears alongside branding for the University as a whole.



LOGOMARK

CREIGHTON
ECO•REPS

WORDMARK



COMBINATION MARK

Color Variants

The three logo versions feature color variants.

As foreground elements, the **color** variant of each logo are preferred. In layouts where the color versions cannot be used or look out of place, the monotone logos may be used. The watermark variant of the Eco•Reps logo should only be used as a background element.

When using multiple logos in the same composition, be wary of using different color variants. It is generally best to use the same color variant whenever possible (white logomark with white wordmark, etc.)

	COLOR	WHITE	BLACK	WATERMARK
LOGOMARK				
WORDMARK				
COMBO MARK				

Clear Space

The minimum amount “breathing room” required around Eco•Reps logo versions and other foreground elements. When used as a background watermark, no clearspace is required and foreground elements may overlap the logo.

Below are the specifications for each brand asset when used in layouts with multiple elements:

LOGOMARK CLEARSPACE

The Eco•Jay logomark clearspace is **one third of the mark’s height**.

WORDMARK CLEARSPACE

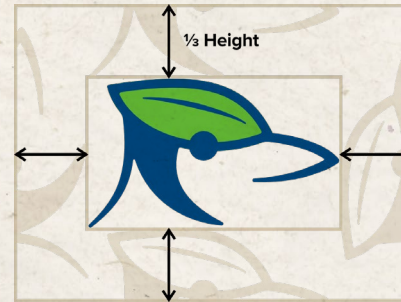
The wordmark clearspace is **one third of the mark’s height**.

COMBINATION MARK

The Combination mark clearspace is **one third of the mark’s width**.

SOLO ASSET COMPOSITIONS

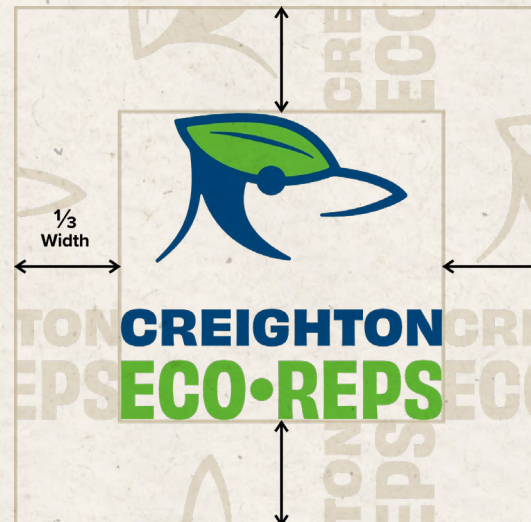
In simple compositions that only use a logo or certified badge by itself, less than the specified minimum clearspace may be used at your discretion. Even in these instances, elements should never touch the edge of a layout.



LOGOMARK



WORDMARK



COMBINATION MARK

Correct Usage Guidelines

In order to maintain Eco•Reps brand consistency, be sure to abide by the following standards:



When using the watermark variant for any of the logos, ensure that the color behind it is *Eco•Reps Creme*.



Eco•Reps is a program run and managed by the Creighton Office of Sustainability Programs, so it should not be depicted as Sustainable Creighton Certified.



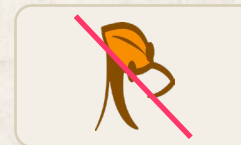
Do not combine the logomark and wordmark to create your own combination “lock-up” mark. When using both in your design, keep the elements separate from each other.



Do not flip the Eco•Jay logomark to the left.



Never use the Creighton Athletics Bluejay to refer to Eco•Reps, or the Eco•Jay logomark as a “lock-up” combination mark for Creighton University as a whole.



Do not stretch, modify, or recolor any of the Eco•Reps logos.

ECO•REPS

Color & Typography

Color Palette

Creighton Eco•Reps has its own set of brand colors used to differentiate it from normal Sustainable Creighton materials:

#004986 • PANTONE 2186 C

Eco•Reps Blue

Primary shade of blue. This color helps the Eco•Reps brand fit in on Creighton campus.

It is less saturated than Creighton University brand blue colors to feel more organic.

Aa

#65C038 • ~PANTONE 360 C

Eco•Reps Green

Primary shade of green. This earthy green tone speaks to organic plant life, recycling, composting, and Earth.

It serves as a vibrant counterbalance to the more muted *Eco•Reps Blue*.

Aa Aa

#F3EFE7 • (No Pantone Equivalent)

Eco•Reps Creme

Light background color based on paper.

Aa Aa

#D8CFB9 • PANTONE 9163 C

Creme Dark

A darker creme variant for watermark layout elements.

Typography

Eco•Reps uses the same typeface as Creighton University branding for body text (Proxima Nova), but it uses a unique font family, *Obviously*, for headings and subheadings. *Obviously* is available through Adobe Fonts.

Title

Obviously (Bold)

Heading

Obviously (Bold)

SUBHEADING

Obviously (Narrow Semibold), All Caps

Body

Proxima Nova

RECOMMENDED PARAGRAPH STYLES

Layouts can use text in any font size, but recommended styling is listed below for print and digital mediums:

	<i>Title</i>	<i>Heading</i>	<i>Subheading</i>	<i>Body</i>
STYLE:	Aa	Aa	AA	Aa
PRINT:	42PT <i>Obviously</i>	22PT <i>Obviously</i>	12PT <i>Obviously</i>	12PT <i>Proxima Nova</i>
SOCIAL MEDIA & TV:		92PT <i>Obviously</i>	42PT <i>Obviously</i>	42PT <i>Proxima Nova</i>

THE ECO•REPS HYPHEN

“Eco•Reps” should be hyphenated using the “• (U+2022)” character when possible. Using the standard hyphen (“Eco-Reps”) is an acceptable alternative.

ECO•REPS

Paper Textures

Eco•Reps Colors

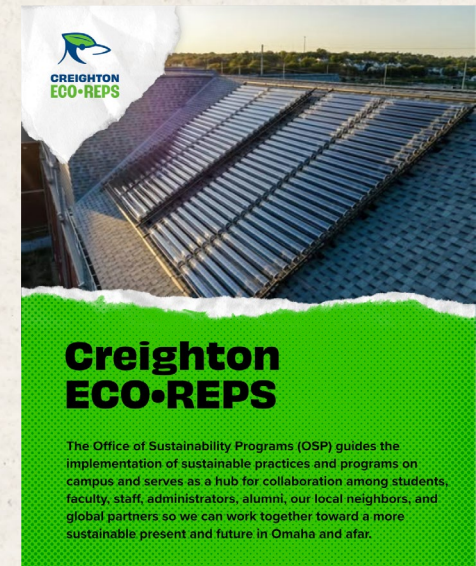
There are special Eco•Reps color variants for all of the same color paper textures in the Sustainable Creighton branding. When creating materials for Creighton Eco•Reps, these color variants should be used instead of the Sustainable Creighton ones.

EXAMPLE LAYOUT

An example of what an Eco•Reps instagram post could look like using paper textures:

BEST PRACTICES

See the [Sustainable Creighton paper textures](#) best practices for tips on effectively using Eco•Reps paper textures.



Brand Guidelines

Creating Materials

The Sustainable Creighton and Creighton Eco•Reps branding assets are intended to be used in communications materials. This section will discuss how to easily and effectively create such materials.

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About DPI and PPI

DPI (“dots per inch”) and PPI (“pixels per inch”) are both measurements of resolution density—the amount of detail in a given unit of area (in this case a square inch). Higher DPI/PPI counts result in sharper, more detailed prints.

So long as you use the vector (SVG) versions of the Sustainable Creighton and Eco•Reps logos and the Sustainable Creighton certified badge, these elements will scale to maintain a high DPI when printed. Bitmap assets like the paper textures and images used in layouts will not scale. To ensure designs look professional, you should try to stay above the following DPI/PPI thresholds for various projects:

PRINT

- For low quality prints like posters (which are meant to be viewed from a distance), a DPI of over 200 should be maintained for all bitmap assets (300 DPI is ideal)
- For higher quality prints like pamphlets, flyers, or booklets that will be viewed up close, a DPI of at least 300 is required

DIGITAL

- For digital materials like Instagram posts and presentations, a minimum PPI 150 should be maintained

HOW TO CHECK IMAGE DPI

- **Adobe Illustrator, Affinity Designer:** Select an image. The DPI/PPI will appear in the top left of the control bar
- **Adobe InDesign:** Select an image and open the Links panel. Scroll down to Link Info to find the DPI

Creating Engaging Instagram Posts

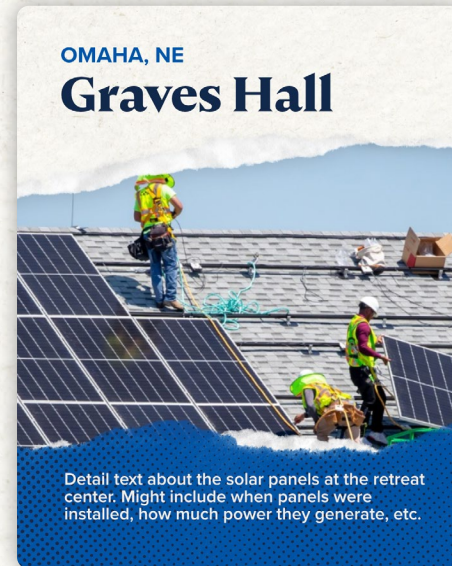
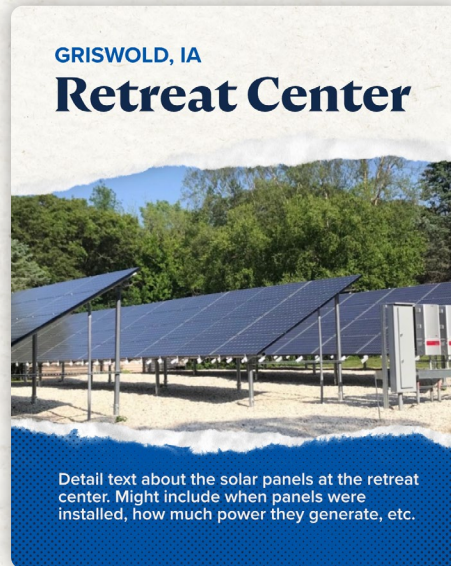
In order to keep students and the rest of the Creighton community engaged, Instagram posts should offer something to their viewers. To put it another way, instead of just viewing a post as a way to get out a piece of information, you should also think about what you want viewers to take away from it. Are you sharing information? If so, dig a bit deeper into that with your post. Are you advertising an upcoming event? Tell students what they can do to participate.

USING SIGNIFIERS FOR MULTI-SLIDE POSTS

When making Instagram posts with multiple slides, signify that there's more to see in the first image so that viewers who are scrolling quickly will notice and be more likely to engage:

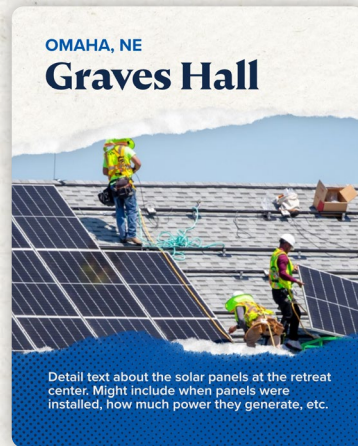
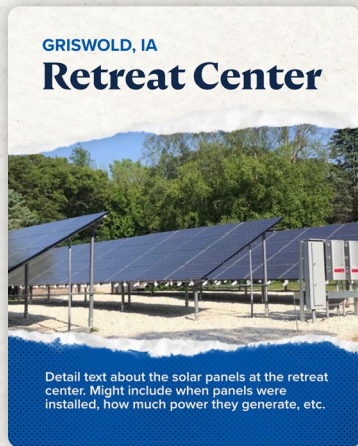


Example of a multi-image Instagram post with a signifier for more slides on the first image



TEXTURE VARIETY

In large layouts or multi-photo Instagram posts, it may be useful to reuse similar layouts in multiple places. To make the layout feel more organic, try to using different paper textures where possible and to flip textures used more than once.



Example of a multi-image Instagram post using the same layout across multiple slides but with textures that have been flipped (top) and swapped out (bottom).

SCALING & STRETCHING

Do not stretch paper textures out of proportion, and be wary of scaling them too much as they can appear pixelated (be mindful of the DPI mentioned in the previous section)

INCORPORATING LINKS

Instagram posts cannot contain links, but stories and bios can. As best practice for posts, direct users toward relevant links in the Sustainable Creighton bio.

QR codes are a great way to share URLs on physical media, but they should be avoided for Instagram posts since users will be unable to scan them. Instead, find a way to add relevant links to the account bio.



Adding Paper Effects to Images

When working with images, you may want to give them an organic appearance to feel more at home among other Sustainable Creighton branding elements. Here are two potential approaches worth considering:

BLENDING MODES

For a subtle look, you can blending modes on graphical foreground elements like images or logos to help them fit in visually. Where possible use the Linear Burn blending mode for this effect (Adobe Photoshop, Affinity apps) or Plus darker (Figma). In software where the Linear Burn blending mode is not available, the Multiply blending mode may be used instead.

These blending modes should only be used on light backgrounds (such as the white paper shard or “paper” colored background texture).



Normal

Linear Burn

PAPER TEXTURE CLIPPING MASK

You can apply one of the paper textures to your image as a clipping mask to achieve the “torn edges” look. This can be done using any of the sheet, segment, scrap, or shard textures, but you may want to use the “Image Mask Paper Shard” texture for best results.

Here’s how:

- In Adobe Photoshop, ensure that the paper texture is beneath the image you want to mask in the layers panel, then right-click on the image and choose “Create Clipping Mask”
- In the Affinity suite, ensure that the paper texture above the image you want to mask in the layers panel, then right-click on it and choose “Mask to Below.”
- In Figma, ensure that the paper texture is beneath the image you want to mask in the layers panel, then right click on the paper texture choose “Use as Mask.”



Example of an image using the “Image Mask Paper Shard” as a clipping mask

Creating Materials

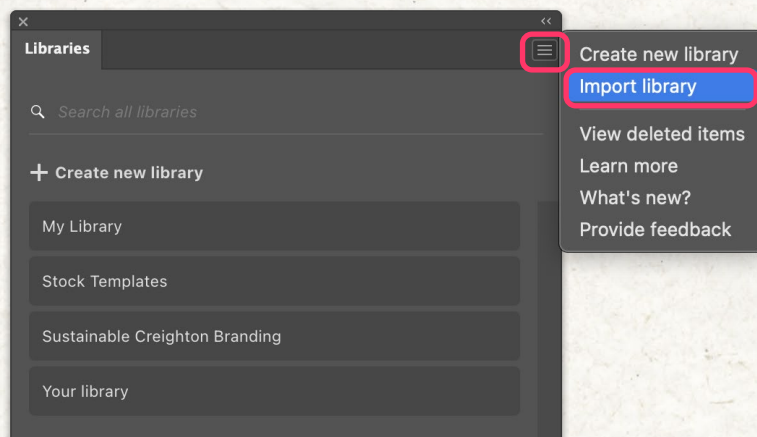
Asset Libraries

Accessing Sustainable Creighton Brand Assets

The Sustainable Creighton brand assets are stored in the Brand Assets folder. There you will find folders and subfolders with all of the individual assets, as well as two files named “Sustainable Creighton Branding.” When creating materials, it is absolutely possible to use the individual assets stored inside each folder, but it is likely much more convenient to use the Asset Library files instead. Here’s how to do it:

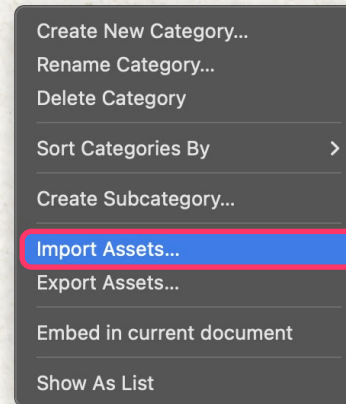
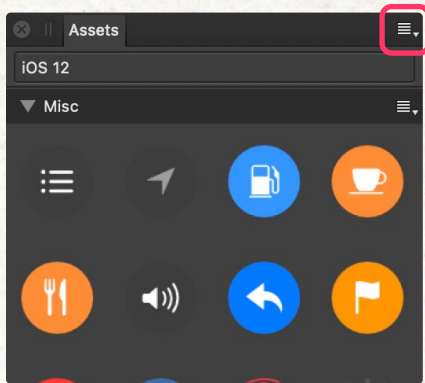
IMPORTING FOR ADOBE CREATIVE CLOUD

1. Open your Adobe app of choice and navigate to the Libraries panel (it may be called “CC Libraries” depending on the app). Click on the hamburger menu in the top right.
2. Select “Import Library.” When prompted to choose a file, navigate to the Brand Assets folder and choose the file named “Sustainable Creighton Branding (Adobe).cclibs”



IMPORTING ASSETS FOR AFFINITY

1. Open your Affinity app of choice and navigate to the Assets panel. Click on the hamburger menu in the top right.
2. Select “Import Assets.” When prompted to choose a file, navigate to the Brand Assets folder and choose the file named “Sustainable Creighton Branding (Affinity).afassets”



IMPORTING PARAGRAPH STYLES AND COLORS FOR AFFINITY

Unlike the Adobe Library, the Affinity Asset library does not include the Sustainable Creighton Paragraph styles or color palette. Both are included in the Affinity template files and can be imported:

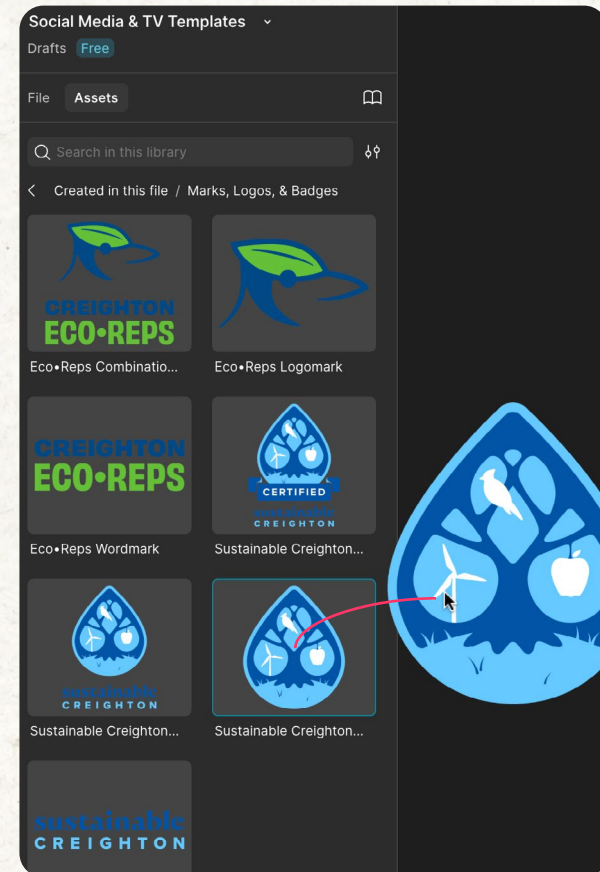
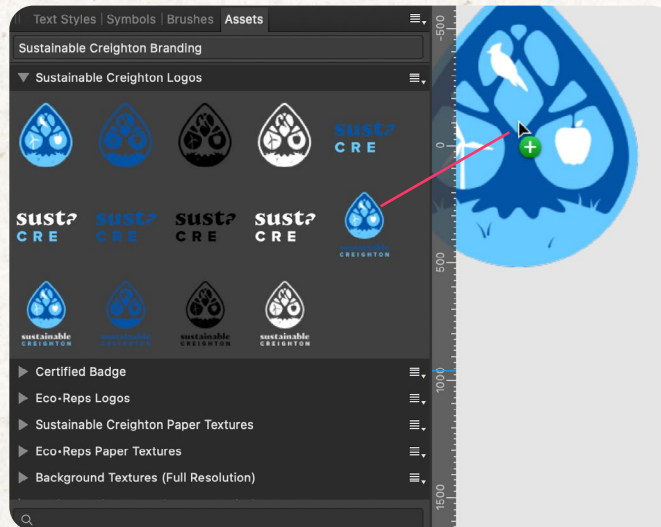
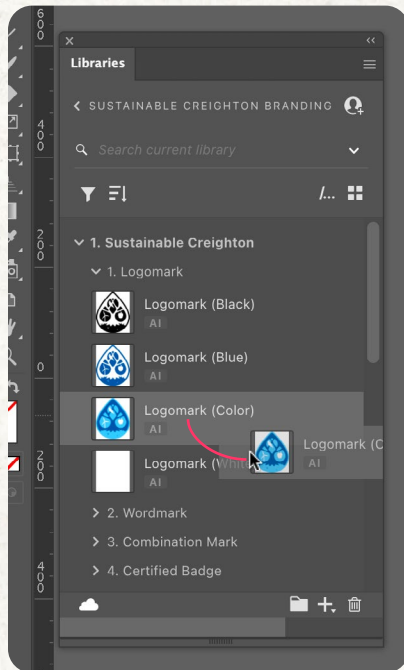
- Paragraph styles can be imported from the Affinity template files by going to the Text Styles channel and choosing “Import Styles” from the hamburger menu
- The color palette can be added from the “Sustainable Creighton Color Palette (Affinity).afpalette” file inside the Color Palettes subfolder inside the Branding Assets folder

IMPORTING FOR FIGMA

There is no need to import assets into Figma so long as you use the Social Media & TV Templates file, which has all of the Creighton Sustainability assets built in as components.

Using Asset Libraries

Asset Libraries allow you to easily find and add branding assets to your composition. Simply find the asset you're looking for and drag it into your layout:



Dragging out the Sustainable Creighton Logomark in Adobe Illustrator, Affinity Designer and Figma

Creating Materials Templates

Template Files

Templates for Print, Social Media & TV, and PowerPoint presentations are available. They are intended to be used alongside the Asset Libraries detailed in the [previous section](#). Template files contain example layouts and have the Sustainable Creighton color palette, Paragraph Styles, and more built in to make creating materials easy.

PRINT TEMPLATE

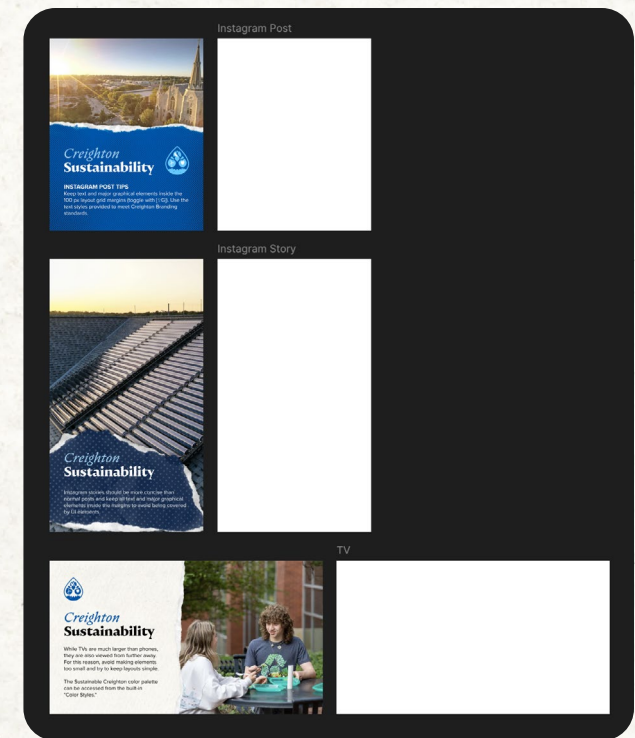
The print template is available for Adobe InDesign, the Affinity suite, and Microsoft Word. These programs are ideal for creating print files.

SOCIAL MEDIA & TV

The Social Media & TV template is available for Adobe Illustrator, the Affinity suite, and Figma. These programs are ideal for working with digital files.

PRESENTATION

The Presentation template is available for Microsoft PowerPoint. In addition to having unique slide templates for Sustainable Creighton, this file also includes the Creighton University template slides.



The Figma Social Media & TV Template



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