

Brand Standards

Creighton
UNIVERSITY

**Arizona Health
Education Alliance**

In Partnership with Dignity Health St. Joseph's Hospital and Medical Center,
Valleywise Health and District Medical Group

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For more details on University Communications and Marketing, please visit creighton.edu/ucom

For more information, contact **Shannon Johnson**, *Creative Director*, at 402.280.3820 or ShannonJohnson@creighton.edu

Creighton University Arizona Health Education Alliance

About

The Creighton University Arizona Health Education Alliance is a partnership formed with Creighton University, Dignity Health St. Joseph's Hospital and Medical Center, Valleywise Health, and District Medical Group to elevate and expand Graduate Medical Education programs for new generations of health care professionals to improve the health outcomes for the people of Arizona.

The Creighton University Arizona Health Education Alliance includes the following four organizations:



Official Name

Creighton University Arizona Health Education Alliance

Name Usage in Print and Digital Materials

On first reference:

Creighton University Arizona Health Education Alliance

On subsequent references:

Creighton Alliance

Do not abbreviate, remove words or alter in other ways.

- Alliance
- Arizona Health Education Alliance, Creighton
- Arizona Health Education Alliance
- Arizona Alliance

Creighton University Arizona Health Education Alliance

About the Partners



CREIGHTON UNIVERSITY

Creighton University, a comprehensive Jesuit, Catholic university, based in Omaha, Nebraska, has been providing excellence in health sciences education for more than 125 years. The Creighton University School of Medicine has a history of excellence and innovation in both undergraduate and graduate medical education. More than 200 full-time faculty teach at the Omaha campus. Since 2009, the Creighton University School of Medicine has been sending medical students in their final two years to Phoenix to learn and train at St. Joseph's Hospital and Medical Center. The Phoenix campus became fully operational in 2012 and today 48 students start their third-year of medical school there annually.



VALLEYWISE HEALTH

Valleywise Health has a proud tradition of being both the community safety net health care system, with a mission and commitment to serving the underserved and Arizona's only public teaching hospital. Valleywise Health consists of Valleywise Health Medical Center, the only Level I Trauma Center in Arizona verified by the American College of Surgeons to care for both adults and children, Arizona's only nationally verified Burn Center serving the entire Southwestern U.S., Valleywise Health's McDowell Healthcare Center, which is the largest provider of HIV primary care in Arizona, the Refugee Women's Health Clinic, the Arizona Children's Center, two behavioral health centers and 13 neighborhood Family Health Centers.



ST. JOSEPH'S HOSPITAL AND MEDICAL CENTER

The first hospital in the Phoenix area, St. Joseph's Hospital and Medical Center is part of Dignity Health, which has merged with Catholic Health Initiatives to form the largest Catholic health care system in the country. St. Joseph's is nationally recognized for quality tertiary care, medical education and research. It includes the internationally renowned Barrow Neurological Institute®, the Norton Thoracic Institute, Center for Women's Health and a Level I Trauma Center verified by the American College of Surgeons.

DIGNITY HEALTH MEDICAL GROUP (DHMG)

DHMG, an affiliate partner, comprises more than 200 physicians, nurse practitioners, physician assistants and certified nurse midwives. Its support staff of more than 500 covers a wide variety of specialties. With 30 practice sites and four hospitals interspersed throughout metro Phoenix, it provides more than 20 subspecialty services.



DISTRICT MEDICAL GROUP (DMG)

DMG is a not-for-profit entity consisting of more than 650 credentialed providers representing all the major medical and surgical specialties and subspecialties. Professional clinical services encompass all physicians and mid-levels staffing a 450-bed acute hospital, a 200-bed psychiatric hospital, a large diagnostic center, 11 family health centers, a nationally and internationally recognized burn center and numerous outreach programs. DMG serves AHCCCS Complete Care patients and their families at the DMG Children's Rehabilitative Services, a first-of-its-kind Multi-Specialty Interdisciplinary Clinic (MISC) in Phoenix. More than 95% of DMG physicians are board certified in over 25 specialties.

Creighton University Arizona Health Education Alliance

Mission

To improve the quality of the education experience for all learners through the operation of high-quality academic medicine programs that produce top clinical health professionals trained in quality and safety that will be ideal for the medical workforce requirements of Arizona and the affiliate partners.

MEETING DEMANDS IN ARIZONA

The collaborative organization is focused on expanding and strengthening advanced medical training, accelerating research opportunities, and advocating for medical education resources.

The partnership's goal to elevate and expand Graduate Medical Education programming to new generations of physicians, nurses and allied health professionals to improve the health outcomes for our community, state and nation. Arizona currently ranks in the bottom third of all U.S. states in the number of practicing physicians per 100,000 people. With its booming population, metro Phoenix and the state need more physicians and health professionals, and those professionals need more local, high-quality training opportunities.

As one of the nation's fastest growing states, Arizona needs more physicians and other medical professionals to meet the growing demand for services. The state is home to an aging population as well as new generations of Arizonans.

The Creighton University Arizona Health Education Alliance addresses the medical professional shortage by strengthening and expanding residency and fellowship programs among its partner institutions and provides the infrastructure, support and resources to elevate those training experiences.

HOW AND WHY AROUND THE CREIGHTON ALLIANCE IN ARIZONA

- Combining clinical learning environments helps meet critical accreditation requirements
- Larger base for providing implementation of milestones and evaluation of teaching effectiveness
- Larger base means more political impact
- More teaching resources and research opportunities
- Economic impact through collaborative activities
- Easier to impact health status of the community
- Centralized GME administrative function between Valleywise Health and St. Joseph's Hospital and Medical Center
- Uniformed policies, accreditation standards/monitoring and governance

Creighton University Arizona Health Education Alliance

Logo–Partnership Tagline

When using this logo, the Creighton University logo must appear with “Arizona Health Education Alliance” at all times.

The Creighton University Arizona Health Education Alliance logo should be used in all external communications—print, web or digital materials—and on items such as T-shirts, promotional items, signage, etc.

Do not alter the logo to include a logo from any school or college.

Do not alter, redraw, distort or rebuild the logo in any case.

Using this logo properly and consistently is vital to creating a strong brand presence.

Logo files are available for download at: logo.creighton.edu in the Creighton University Arizona Health Education Alliance folder.

MINIMUM SIZE

To ensure legibility, the minimum allowable reproduction size for the logo with the partnership tagline is 2.5 inches, with the width measured from the left edge to the right edge of the logo.

HORIZONTAL



In Partnership with Dignity Health St. Joseph’s Hospital and Medical Center,
Valleywise Health and District Medical Group

VERTICAL



In Partnership with Dignity Health
St. Joseph’s Hospital and Medical Center,
Valleywise Health and District Medical Group



In Partnership with Dignity Health St. Joseph’s Hospital and Medical Center,
Valleywise Health and District Medical Group

————— 2.5 INCHES —————

Creighton University Arizona Health Education Alliance

Logo–Horizontal

When using this logo, the Creighton University logo must appear with “Arizona Health Education Alliance” at all times.

The Creighton University Arizona Health Education Alliance logo should be used in all external communications—print, web or digital materials—and on items such as T-shirts, promotional items, signage, etc.

The logo can be used with or without the partnership information (as seen on page 6).

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Logo files are available for download at: logo.creighton.edu in the Creighton University Arizona Health Education Alliance folder.

Note:

The logo is only acceptable in Creighton blue (PMS 286), black or white.

HORIZONTAL

Creighton
UNIVERSITY

Arizona Health
Education Alliance

Creighton
UNIVERSITY

Arizona Health
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Creighton
UNIVERSITY

Arizona Health
Education Alliance

Creighton University Arizona Health Education Alliance

Logo—Vertical

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VERTICAL



Creighton
UNIVERSITY
Arizona Health
Education Alliance



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Arizona Health
Education Alliance



Creighton University Arizona Health Education Alliance

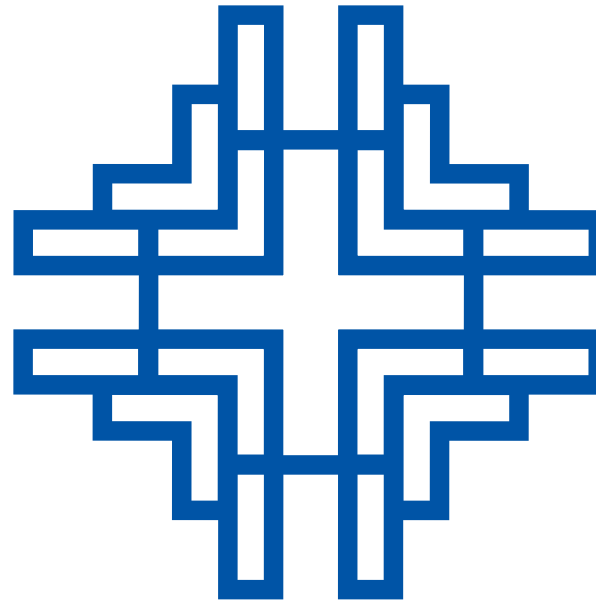
Meaning of the Design Element

The design element captures the purpose of the Creighton University Arizona Health Education Alliance: the coming together of four health care organizations, systems and educators to meet Arizona's growing demands for more health care professionals.

The design element consists of four identical pieces linked in a pattern—showing the connection among the four organizations of the Creighton Alliance. The four pieces point equally toward the center—a health care cross—signifying a common goal.

The element is intended to enhance and complement the design. It should never appear without the logo; see design examples on page 11.

Do not alter the design element in any way.



Creighton University Arizona Health Education Alliance

GRAPHIC ELEMENT AND LOGO - NOT PREFERRED

Design Element with Vertical Logo

The usage of the design element with the vertical logo is **NOT** preferred, but can be used if space is limited (i.e., on a lab coat pocket).

The usage of the design element with the vertical logo is to be used on lab coats only (see example). Any other uses may be presented to the Creighton University creative director for consideration.

Do not alter the design element in any way.



Creighton University Arizona Health Education Alliance

Examples of Creative Work



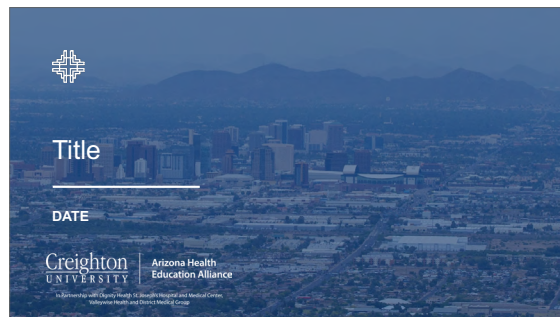
T-SHIRT DESIGN



LETTERHEAD + BUSINESS CARD



FOLDER COVER



POWERPOINT TEMPLATE



Creighton University Arizona Health Education Alliance

Email Signature

We recommend that you avoid using personal quotes or images in the signature as they distract from the content of your message and can delay your email from loading. If you do choose to include additional text, we suggest inserting it below the logo (see example).

See the following page for instructions on installing and editing your email signature. For access to the email signature template, email Shannon Johnson at ShannonJohnson@creighton.edu.

Email disclaimer (optional; not mandatory)

This email message is confidential, intended only for the named recipient(s) above and may contain information that is privileged or otherwise protected under applicable law. If you have received this message in error, or are not the named recipient(s), please notify the sender and delete this email message from your computer.

First Name Last Name

Title

Creighton University Arizona Health Education Alliance

T 402.280.xxxx | c 402.xxx.xxxx | TF 800.444.5555

2500 California Plaza Omaha, NE 68178 | alliance.creighton.edu



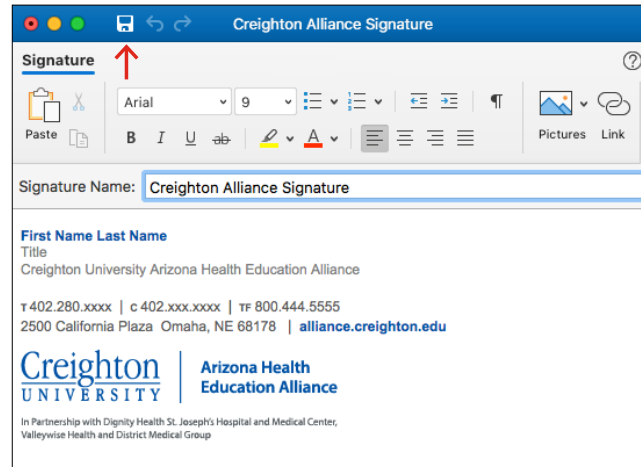
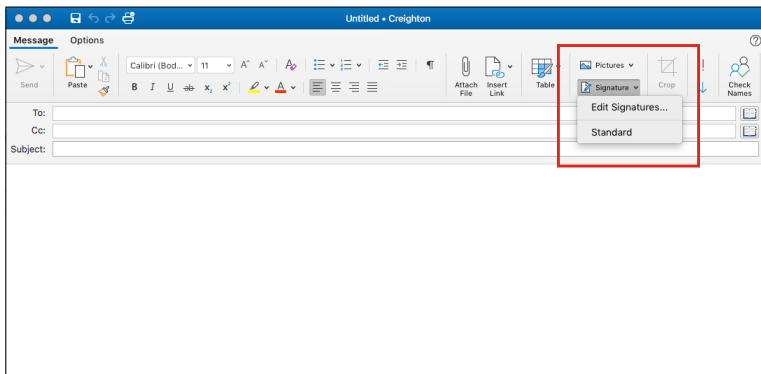
In Partnership with Dignity Health St. Joseph's Hospital and Medical Center,
Valleywise Health and District Medical Group

Text here (optional)

Creighton University Arizona Health Education Alliance

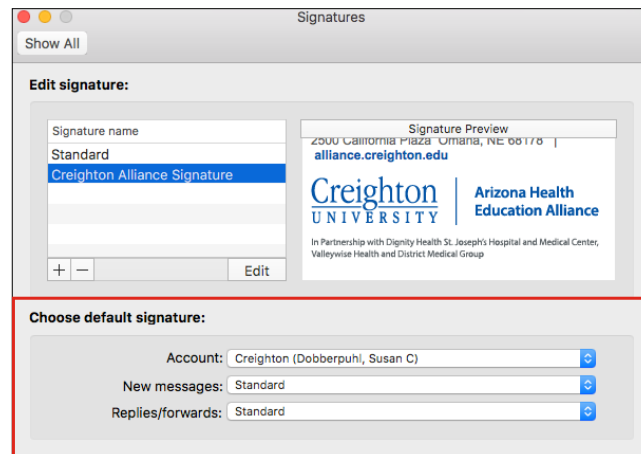
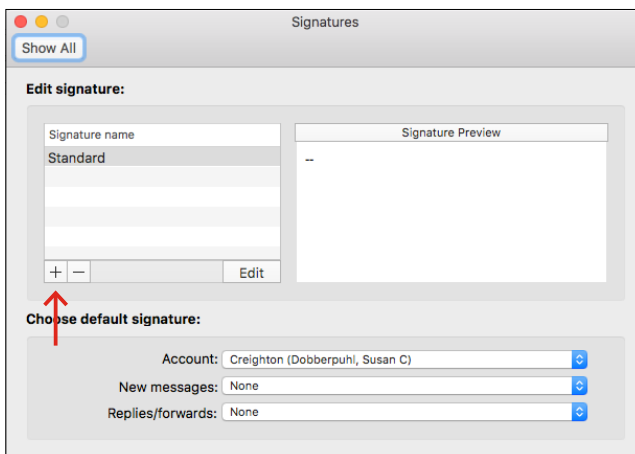
Email Signature Instructions

1. Copy (Control/Command + C) the signature template provided.
2. In Outlook, create a New Email.
3. Go to Signatures, "Edit Signatures".



5. Paste the signature into the window. Drag the email signature logo file into the window.
6. Edit the signature with your information and click the Save icon at the top. Click the red button in the top left corner to close the window.

4. Create a new signature by clicking on the "+".



7. At the bottom of the Signatures window, within "Choose default signature", you can modify which signature you want for new messages and replies/forwards.
8. When you are done, click the red button in the top left corner to close the window.

Contact

For more details on University Communications and Marketing, please visit: creighton.edu/ucom

For more information, contact:
Shannon Johnson, *Creative Director*
402.280.3820
ShannonJohnson@creighton.edu

To begin a project using the services of University Communications and Marketing, please visit: creighton.edu/ucom/brief