

CATEGORY: STUDENT

## Creighton Presidential Christmas Card

### Objectives

To commemorate the holiday season, the Office of the President asked for original greeting cards to send out on behalf of Creighton University. The goal was to create cards that were eye-catching, high quality and captured the spirit of Creighton. The president's office requested three versions of the cards: Christmas, Hanukkah and non-religious.

### Execution

We chose to design the cards with Creighton Hall as the centerpiece because of its distinctive art deco limestone façade, its history as Creighton's oldest building, and its location for the president's office. We added a green wreath to emphasize the season and to contrast against the backdrop in our blue brand color. To elevate the design, we used laser cutting to further emphasize Creighton Hall's architecture.

### Results

Our initial order included 2,000 cards, but after positive response from recipients, we added a second order. Creighton University President the Rev. Daniel Hendrickson, SJ, requested more cards to expand on his mailing list. We received dozens of compliments from individuals across campus and other recipients of the cards.

### Summary

The creative team designed festive and distinctive holiday cards for the president to send on behalf of Creighton. The design captured an iconic building of Creighton using laser cutting to highlight the building's importance and make the card stand out. The cards were so well received that we later ordered more cards than the initial order of 2,000. Creighton University's president had high praise for the design, as well.