

LIBERTY

UNIVERSITY
MARKETING

Style Guide Quick Tips

As the reflection of an institution of higher education — and the largest Christian university in the world — all materials representing Liberty University should demonstrate a spirit of excellence. Accuracy and consistency are important. When every piece of promotional material across our website and across our campus is consistent, the university has a cohesive and unified feel. Thank you for helping us maintain this spirit of excellence and unity.

Basics:

- *Always run spell check*
- *Always double-check the names of people and places for accuracy*
- *Check for extra, missing, or wrong words*
- *Verify that days and dates are accurate (make sure Monday, Oct. 9, is actually Monday, not Tuesday)*

Times:

- *Always use numbers, not words*
- *Do not use :00 with times; simply use the hour, such as 8 a.m. or 4 p.m. (no change to hours and minutes: 6:30 p.m. 9:15 a.m.)*
- *Always use a.m. and p.m. with periods*
- *When space allows, please use “noon” for 12 p.m. and “midnight” for 12 a.m.*

Dates:

- *When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec.*
- *Always use Arabic figures, without st, nd, rd, or th.*
- *If space allows, please use the standard format of Sept. 14*

Buildings and Room numbers:

- *Guests who are unfamiliar with our campus will only know building names that are consistent with campus maps – please refer to buildings by their names on the map*
- *Use figures and capitalize “Room” when used with a figure: Room 100, Room 2.*
- *Common rooms:*
 - *Montview Student Union, Alumni Ballroom*
 - *Green Hall, Room 1880*
 - *DeMoss Hall, Room 1100*

For further information on Liberty’s style and standards, please refer to the Editorial Style Guide on the Marketing webpage or email FinalQC@liberty.edu.