

YOU MATTER

LIBERTY
UNIVERSITY.

FACULTY/STAFF
POCKET GUIDE

“While our remarkable facilities may encourage students to enroll at Liberty,

IT IS OUR FACULTY AND STAFF

that keep students here and impact their lives for Christ.

YOU MATTER IS NOT JUST A MOTTO.

It is my personal statement about who you are and why you are here.”

Jerry Falwell, Jr. | *Chancellor & President*

OBJECTIVES:

SHOW WE ARE CHRISTIAN by our actions and words.

Keep students and guests, as **OUR CUSTOMERS**, the first priority.

Continually communicate the unique vision and offerings of Liberty to **EVERY STUDENT AND GUEST**.

CUSTOMER SERVICE STANDARDS

You should listen 80 percent and talk 20 percent of the time. Affirm the customer’s feelings – a sense of worth starts with the heart, not with product, price, and promotion.

Open body language can help diffuse an upset student or guest. A person brings their day to the interaction with you. If they are having a bad day, don’t take it personally; strive to make their day better.

Understanding will make students and parents feel valued.

“**M**y privilege” should be the response to “thank you.” Did you know that the words liberty and privilege are synonyms?

Approachability starts with a smile or friendly tone of voice.

Terminology specific to Liberty should be defined. For example, use “CFAW” if they will understand; if you are not sure, define the Liberty-specific terminology in simple language.

Take care of our students. If we don’t, another school will. Search to meet the student or guest’s intangible and tangible needs.

Expect to solve the problem, not pass it off. Students and guests subconsciously rate their experience at every point of contact.

Results you achieve are a direct reflection of your attitude and behaviors. Every moment of contact with a student or guest is an opportunity to add value.

ABOUT LIBERTY | VISION:

Maintaining the vision of its founder, Dr. Jerry Falwell, Sr., Liberty University develops Christ-centered men and women with the values, knowledge, and skills essential to impact tomorrow’s world.

ABOUT LIBERTY | DISTINCTIVES:

- **CHRIST-CENTERED** with facilities and networking opportunities comparable to those of state schools.
- Online, **NONPROFIT** education with the unparalleled benefits of an established brick-and-mortar campus.
- Over **1,700** students make up the On-Campus team that ensures **EVERY STUDENT** is ministered to and **PRAYED FOR DAILY**.
- An **UNCOMPROMISING DOCTRINAL STATEMENT**, based upon an inerrant Bible, a Christian worldview, and a strong commitment to political conservatism.
- Twenty highly competitive **NCAA DIVISION I** athletic programs for men and women.
- **TUITION COSTS** in the **LOWEST 10 PERCENT** of all private colleges and universities in America.

YOUR JOB
doesn’t change lives.
YOU DO

1 Peter 4:9-10

LIBERTY.EDU/YOUMATTER
@LIBERTYUMATTER

LIBERTY

UNIVERSITY®

POCKET BRAND GUIDE

WHAT IS A BRAND?

A company's brand is a critical component of organizational recognition. From taglines to logos, the brand is the image—and reputation—of an organization.

But for Liberty University, our brand is more than a logo or a color. Our brand is our story—a story of determination, vision, perseverance and making the impossible possible.

By staying true to the university's brand guidelines, you can help tell Liberty's story.

OUR BRAND IDENTITY IS OUR STORY.

At Liberty University, we don't allow our competition to define who we are. Instead, we have set ourselves apart from other academic institutions simply by standing by our mission of Training Champions for Christ. From students to faculty and staff, we each represent all that Liberty has to offer. Join us as a brand ambassador of Liberty University!

Ron Kennedy
Senior Vice President of Marketing

COLOR ME LIBERTY



LIBERTY BLUE • PMS 282
CMYK 100-68-0-54
RGB 10-37-78 • #0A254E



LIGHT BLUE • PMS 283
Used as an accent color.
CMYK 35-9-0-0



LIBERTY RED • PMS 193
CMYK 0-100-66-13
RGB 175-0-0 • #AF0000



CHARCOAL GRAY
Used as an accent color.
CMYK 0-0-0-85

TYPE IT UP

The font an organization uses plays a crucial role in maintaining a consistent identity.

Liberty's fonts were selected to ensure a recognizable and consistent presence amidst the sea of academic institutions. For Liberty designs, the ONLY approved fonts are **Adobe Garamond Pro** and **Myriad Pro**.

LIBERTY UNIVERSITY is written in **TRAJAN PRO**. This font may be used for titles and the name Liberty University.

SIGN IT DIGITAL

Your email signature is an important element in consistently communicating the university's brand. This is how it should look:

William Adama
Commander
Office of BSG

(434) 662-9566

LIBERTY
UNIVERSITY.

Liberty University | Training Champions for Christ since 1971

To download the official Liberty University email signature, visit www.liberty.edu/EMAILSIGNATURE

WORDMARK IT

Below you will find the Liberty University wordmark. It needs an "L" of space on all sides to look it's best. Do not alter, stretch, rotate, or copy the wordmark.



Below is an example of a department wordmark.

LIBERTY
UNIVERSITY.
Marketing

Our new tagline, *Training Champions for Christ since 1971*, shows pride in our history and is presented with a contemporary look as we move forward to the future.



RULES TO LIVE BY

Spell out Liberty

We want to ensure that we distinguish Liberty from all other academic institutions. Although it is much faster to write "LU," there are several other universities with the same initials, so spell it out.

Save the Monogram

The only approved use of the Liberty monogram is to decorate the mountainside. It's definitely too big and too heavy to be used anywhere else.

Training Champions for Christ

Always italicize *Training Champions for Christ* and capitalize it, like so.

For more information on the Liberty brand, contact branding@liberty.edu, call (434) 592-3100, or visit www.liberty.edu/BRAND