



LIBERTY

UNIVERSITY

MARKETING

Branding and Editorial Style Guide Quick Tips

As the reflection of an institution of higher education — and one of the largest Christian universities 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.

EDITORIAL GUIDELINES

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).

Tagline

- Our tagline should always be italicized when in complete form, whether that be *Train Champions for Christ* or *Training Champions for Christ*. All the words except “for” are always capitalized when the phrase is not spliced.
- When simplified to *Champion(s) for Christ*, it should be italicized.
- The branding tagline used on all marketing materials is *Training Champions for Christ since 1971*. The word “since” is not capitalized.

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.
- Use “noon” for 12 p.m. and “midnight” for 12 a.m.

Dates

- When a month is used with a specific date, abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.
- Always use Arabic figures without st, nd, rd, or th. (For example, March 1 is correct, but March 1st is not.)
- Use the standard format of a month and day: Sept. 14.

Buildings and Room Numbers

- Refer to buildings by the names provided on the campus map and in the editorial style guide to assist with campus navigation for guests.
- Use figures and capitalize “Room” when paired together: Room 100, Room 2.
 - Some common rooms include:
 - Montview Student Union, Alumni Ballroom
 - Green Hall, Room 1880
 - DeMoss Hall, Room 1100

BRANDING GUIDELINES

Colors

- Consistent color use helps strengthen the university’s visual identity. To maintain a unified look, we recommend:
 - *Primary Colors:* Red, Navy, or both should always be the primary colors in a design
 - *Secondary and Accent Colors:* Should take up no more than 20% of the overall design on external pieces. Limit the use of light blue and black.
- Limited flexibility is allowed for short-term, university-approved events (i.e., Cancer Awareness Month, a weekend concert, or a Health Expo). For these occasions only, alternate colors and artwork may be used. However, all items must display a Liberty University identifier, preferably the departmental wordmark or monogram.
 - Note that themed designs are not permitted for ongoing inventory, staff uniforms, or student gear and must be approved in advance.

Wordmarks

- The Liberty wordmark visually represents the overall university brand. It should be prominent on all pieces.
 - Two options are provided for the Liberty University wordmark: a stacked wordmark and a horizontal wordmark.

Athletics

- The athletics marks are only approved for use by NCAA Athletics, Club Sports, and external retail items.
- Our Athletics fonts are proprietary to LU Marketing. No licenses are available for use.

Seals

- The *Official University Seal* is reserved for use by the president and chancellor, on official university documents, and for formal university communications and functions, such as Commencement.
- The *Academic Seal* is reserved for departments that do not speak on behalf of the university president but still require a more prestigious seal than the monogram. It must be used in conjunction with the words “Liberty University.”