



# LIBERTY

## UNIVERSITY

BRAND GUIDE | WINTER 2016

“

**WHERE THE**  
*Spirit of the Lord*  
**IS, THERE IS**  
**LIBERTY**

”

*2 Corinthians 3:17*

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## OUR STORY

Founded in 1971 and a pioneer in distance education since 1985, Liberty is now the nation's largest private, nonprofit online educator, the largest university in Virginia, and the largest Christian university in the world. With our expanding profile among academic institutions and our unique mission, it is imperative that the Liberty brand is presented with a unified voice.

# LIBERTY UNIVERSITY

## OUR BRAND

The Liberty brand is a symbol of our mission of *Training Champions for Christ* and our commitment to academic excellence, world-class facilities, student life opportunities, and athletic accomplishment. 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.

This brand identity guide is not a list of restrictions. Instead, it is designed to outline the university's brand — visually and verbally — and to provide the tools necessary to ensure that Liberty's brand is communicated in a clear, consistent manner. Reference this guide when developing a marketing or communications strategy on behalf of Liberty.

## OUR MISSION

Since 1971, the mission of Liberty University has been to develop Christ-centered men and women with the values, knowledge, and skills essential for impacting tomorrow's world. After more than 40 years of educating young champions and defending the founding principles of our nation, our mission remains the same.

Today, Liberty's mission has expanded to impact lives not only residentially but also around the world. Because of online education, nearly 100,000 students are now attending Liberty University. The tagline *Training Champions for Christ since 1971* will continue to honor Liberty's history while focusing on equipping students to excel in their fields of study and impact their world.

## OUR TAGLINE

Our tagline, *Training Champions for Christ since 1971*, acknowledges the university's unique heritage, affirms our uncompromising mission, and echoes Liberty's commitment to Christian values, all of which distinguish us from other schools and universities.

In running text, "*Training Champions for Christ*" and "*Training Champions for Christ since 1971*" should always be italicized.

*Training Champions for Christ since 1971*



ACADEMIC BRAND MARKS

## WORDMARK

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.

*Please note that the “Small Size” wordmark has been adjusted to maintain visual prominence at dimensions under 1.5” wide.*

**LIBERTY**  
UNIVERSITY

## STACKED WORDMARK

**LIBERTY**  
UNIVERSITY

*Minimum Size: 1.5” wide*

## HORIZONTAL WORDMARK

**LIBERTY UNIVERSITY**

*Minimum Size: .125” tall*

## DEPARTMENTAL WORDMARKS

Each college, school, or department wordmark has five unique options. Providing a variety of options, allowing the designer to choose a version that will work best within the layout.

The internal wordmark does not include the word “university” and should only be used on pieces produced for an exclusively internal audience. The internal wordmark allows each department to present streamlined designs where audiences already associate “Liberty” with “Liberty University.”

*Vendors should always default to the stacked version of the official wordmark rather than the internal one.*

### STACKED WORDMARKS

LIBERTY  
UNIVERSITY  
SCHOOL *of* BUSINESS

LIBERTY  
UNIVERSITY  
SCHOOL *of* BUSINESS

LIBERTY  
UNIVERSITY  
SCHOOL *of* BUSINESS

### HORIZONTAL WORDMARK

LIBERTY | SCHOOL  
UNIVERSITY *of* BUSINESS

### INTERNAL WORDMARK

LIBERTY  
SCHOOL *of* BUSINESS

## SYMBOLISM OF THE SEAL

Every great seal of a college points back to its heritage, reminding students of their school's unique history. While Liberty University continues to grow, its mission — *Training Champions for Christ* — remains the same. This mission is integral to our identity, and as we increase in both achievement and influence, it is important to display this commitment for the world to see. To that end, a new seal, combining the strength of Liberty's traditions with an exciting vision for the future, will be the emblem of the university as we move through the 21<sup>st</sup> century.

Each component of the seal has been carefully chosen and incorporated to reflect Liberty's character.

As today's students, faculty, staff, and alumni continue to write the future of the university, the academic seal reminds us of our rich heritage, signifying to all who see it that Liberty University has been, is, and always will be *Training Champions for Christ*.

To the upper left sits the **Liberty Bell**, a replica of which resides at the top of Freedom Tower and proclaims Liberty University's dedication to the founding principles of this country.

These symbols rest upon a **shield** – the shield of faith, taken up by students as they go out into the world to impact the culture for Christ.

At the base of the seal lie **laurels**. This symbol, awarded to victors in ancient Greece, now represents our mission, *Training Champions for Christ*, which we have faithfully carried out since 1971.

Encompassing the shield is the **octagon**, reflecting the classic Jeffersonian architecture of Liberty's first building and many of the new buildings in the campus reconstruction.



The foundation of the seal — and the heart of the university — is the **Bible**, revealing the truths of God and the principles by which we live. Always open, the Word of God speaks to everyone who listens.

From the Bible arises a **flame**, signifying not only Liberty's motto, "Knowledge aflame," but also the light of the Gospel that Liberty students take with them out into the world. This light is so central to Liberty's identity that its sports teams bear the name, "the Liberty Flames."

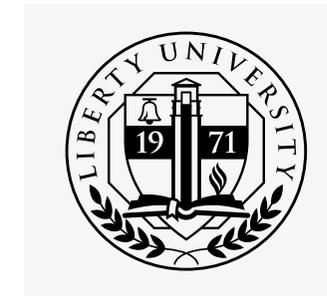
**Freedom Tower**, Liberty's iconic landmark, also sits upon the firm foundation of the Bible. It signifies the centrality of the Christian faith and its ability to enlighten every academic discipline.

The tower intersects with a visual reminder of the university's founding in 1971, and the two elements come together to form a **cross**, the defining symbol of Christianity.

## OFFICIAL UNIVERSITY SEAL

The Official University Seal is reserved for use by the President, Provost, and formal university functions such as Commencement. These uses are determined on a case-by-case basis.

*Please note that the “Small Size” seal has been adjusted to maintain visual prominence at dimensions under 1.25” wide. The windows on the tower were filled in and the year 1971 was made larger and bolder.*





**LIBERTY**  
UNIVERSITY



**LIBERTY**  
UNIVERSITY



**LIBERTY**  
UNIVERSITY



**LIBERTY**  
UNIVERSITY



**LIBERTY**  
UNIVERSITY



**LIBERTY**  
UNIVERSITY

## ACADEMIC SEAL

The Academic Seal is reserved for departments, colleges, and schools that fall under the Office of the Provost. It must be used in conjunction with the words "Liberty University."

*Please note that the "Small Size" seal has been adjusted to maintain visual prominence at dimensions under 1.25" wide.*



## ACADEMIC SEAL WITH DEPARTMENTAL WORDMARK

The Academic Seal may be used with departmental wordmarks and may be configured in one of three ways: Stacked Left, Stacked Center, and Horizontal. Alternatively, the seal itself may be used on the same piece as the normal departmental wordmark.

*Please note that the “Small Size” seal has been adjusted to maintain visual prominence at dimensions under 1.5” wide.*

STACKED LEFT WORDMARK (PRIMARY)



STACKED CENTER WORDMARK



HORIZONTAL WORDMARK





**LIBERTY**  
 UNIVERSITY  
 SCHOOL *of* MUSIC



**LIBERTY** | THE GRADUATE  
 UNIVERSITY | SCHOOL



**LIBERTY**  
 UNIVERSITY  
 SCHOOL *of* MUSIC



**LIBERTY** | THE GRADUATE  
 UNIVERSITY | SCHOOL

## MONOGRAM

The LU monogram is a less formal mark that can be used on promotional materials and merchandise.

However, it may only be used on materials that already clearly reference Liberty by using either the university wordmark or the word “Liberty.”

The monogram is composed of the “L” and “U” from Champion Serif, with a defining shadow under the “L” breaking into the “U.”

Shaded, solid, and outlined formats are available.



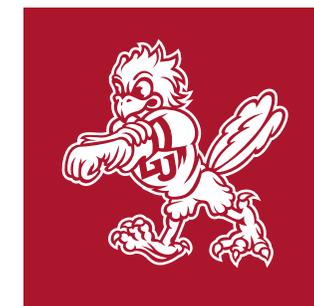
## HYBRID MARK

The hybrid mark exists to merge the academic and athletic sides of campus into one representative mark. It should not replace the wordmark on academic pieces.



## SPARKY

Sparky embodies the spirit and excitement of the student body. Primarily used as an athletics mark, Sparky remains versatile and available for a variety of other marketing materials. Sparky can stand alone on internal pieces; however, on merchandise he must be accompanied by the word "Liberty" or a wordmark.





PROFESSIONAL  
SCHOOL MARKS

## COLLEGE OF OSTEOPATHIC MEDICINE

This professional school mark may be used instead of the Academic Seal. It cannot stand alone and must be accompanied by the wordmark on all pieces.



**LIBERTY**  
UNIVERSITY  
COLLEGE of OSTEOPATHIC  
MEDICINE



## RAWLINGS SCHOOL OF DIVINITY

This professional school mark may be used instead of the Academic Seal. It cannot stand alone and must be accompanied by the wordmark on all pieces.



**LIBERTY**  
UNIVERSITY  
SCHOOL of DIVINITY



**LIBERTY** | SCHOOL of  
UNIVERSITY DIVINITY



## SCHOOL OF LAW

This professional school mark may be used instead of the Academic Seal. It cannot stand alone and must be accompanied by the wordmark on all pieces.



## SCHOOL OF NURSING

This professional school mark may be used instead of the Academic Seal. It cannot stand alone and must be accompanied by the wordmark on all pieces.





ATHLETICS BRAND MARKS

## ATHLETICS PRIMARY LOGO

The Liberty Athletics logo is the visual representation of the university's Athletics program. It is comprised of the Liberty monogram and the athletics eagle head.

No modifications may be made to the primary logo, including shape, proportions, or color.

In digital media, the athletics logo may be animated; for example, it can zoom in provided the final image is the Athletics logo accurately displayed in its entirety.

*\*The athletics marks are only approved for use by NCAA Athletics and Club Sports.*



## ATHLETICS WORDMARKS

The athletics wordmarks are comprised of the word “Liberty” written in Champion Sans and “Flames” written in Champion Serif.



**LIBERTY** *FLAMES*

For information on these official university typefaces, see page 55.

**LIBERTY**  
*FLAMES*



**LIBERTY**  
*FLAMES*

## ATHLETICS SOLITARY LOGO

The secondary solitary eagle logo must be used in conjunction with the word “Liberty,” “Liberty Flames,” or “Liberty University” to establish a connection with the university brand. For example, it may be used on the front of a team baseball cap with the word “Liberty” embroidered on the back.

No modifications may be made to the solitary eagle logo, including shape, proportions, or color.

The primary logo is preferred for merchandise, giveaways, and stand-alone items, but the solitary logo may be used where size or space limitations exist.

*\*The athletics marks are only approved for use by NCAA Athletics and Club Sports.*



## ATHLETICS TEAM WORDMARKS

To the right are examples of approved formatting for athletics team wordmarks. The primary team logo should be used the majority of the time. The solitary team logo should be used sparingly.

These are the official marks of Liberty NCAA and Club Sports teams. They represent the athletic spirit of the university.

*\*The athletics marks are only approved for use by NCAA Athletics and Club Sports.*

WORDMARK

**LIBERTY**  
**FOOTBALL**

**LIBERTY**  
**BASEBALL**

**LIBERTY**  
**HOCKEY**

PRIMARY TEAM



SOLITARY TEAM





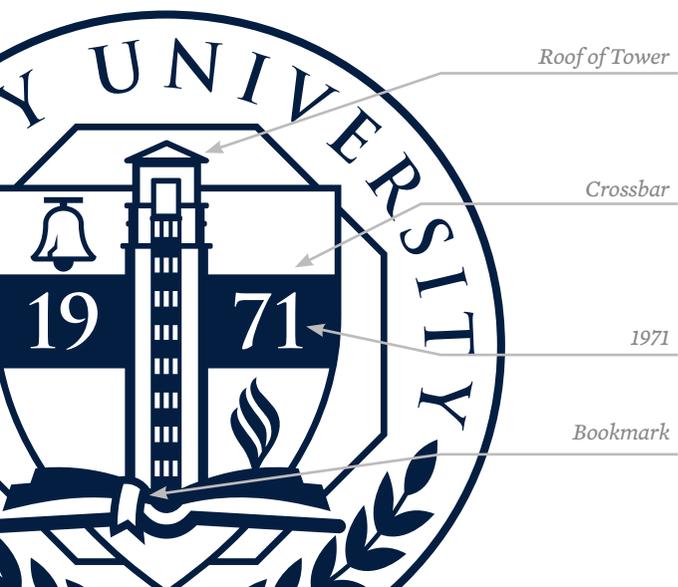
PROPER LOGO USE

## SEAL USE

To remain compliant with university branding, the correct version of the Official University Seal must always be used. See the contrasting images on the following page for examples.

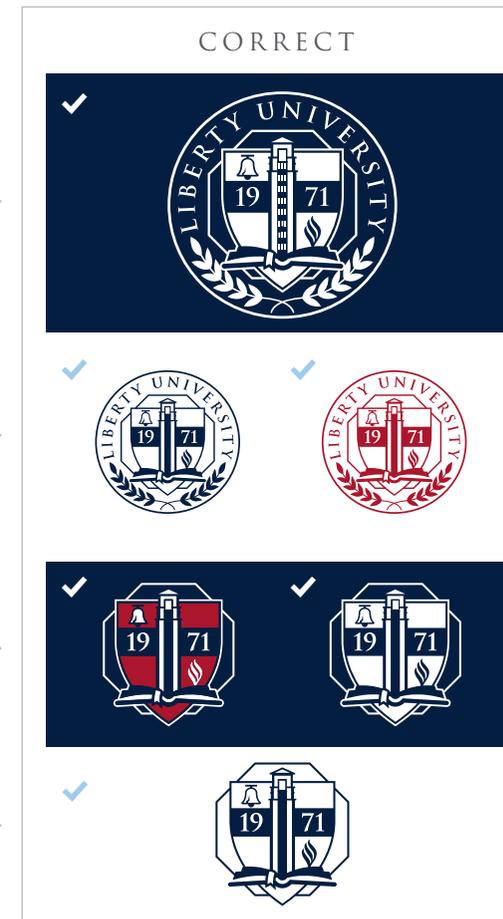
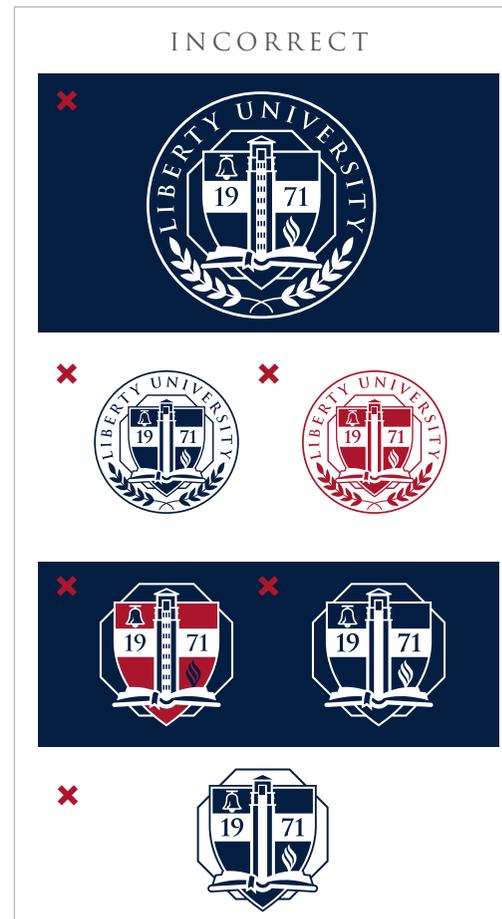
## KEY IDENTIFIERS

In order to identify the correct use of the seal, note the following:



**A one-color logo cannot simply be inverted to white for use on a dark background.**

The easiest way to recognize the correct logo is to look at the crossbar with 1971 inside it. The crossbar should never be white. 1971 should always be white. White logos on dark backgrounds have an extra outline on the shield, and the roof of the tower is not outlined – it is simply a triangle. The bookmark is always white with a dark outline.



## INCORRECT WORDMARK USE

The university visual identity should not be altered in any way. Below are a few examples of unacceptable uses:



Do not place on elements that hinder the readability of the logo



Do not overlay images or manipulate the logo



Do not treat the individual elements differently



Do not crop or bleed off the page



Do not tilt or rotate



Do not place on a background that is of similar hue or color



Do not use a color other than Liberty colors, black, or white



Do not skew, stretch, or warp



Do not rearrange the elements



Do not place in a shape that could be viewed of as part of the logo



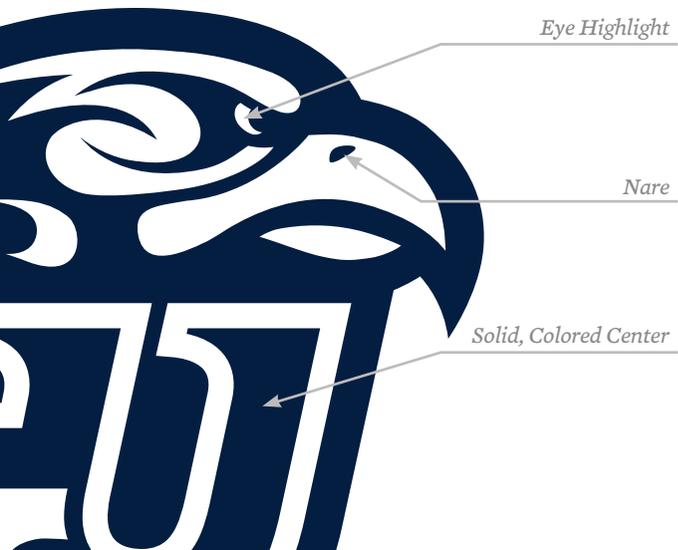
Do not add dimension

## ATHLETICS ONE-COLOR LOGO USE

To remain compliant with university branding for athletics, the correct version of the athletics logo must always be used. See the contrasting images on the following page for examples.

### KEY IDENTIFIERS

In order to identify the correct use of the primary athletics logo, note the following:



**A red or blue one-color logo cannot simply be inverted to white for use on a dark background.**

The easiest way to recognize the correct logo is to look at the eye and nare (nostril) of the eagle. The eye highlight should always be light and the nare should always be dark. The primary logo should always have a solid, colored center in the LU monogram.





TYPOGRAPHY & COLOR

## OFFICIAL TYPOGRAPHY

There are a number of typefaces which the university uses on a consistent basis. These have been selected for their clean academic look and versatility. Departments are recommended to use these typefaces whenever possible.

### ADOBE GARAMOND PRO

Regular AaBbCcDdEe		<i>Italic</i> <i>AaBbCcDdEe</i>
Semibold AaBbCcDdEe		<i>Semibold Italic</i> <i>AaBbCcDdEe</i>
Bold AaBbCcDdEe		<i>Bold Italic</i> <i>AaBbCcDdEe</i>

### TRAJAN PRO 3\*

EXTRA LIGHT	AABBCCDDEE
LIGHT	AABBCCDDEE
REGULAR	AABBCCDDEE
SEMIBOLD	AABBCCDDEE
BOLD	AABBCCDDEE

### GOTHAM

Light AaBbCcDdEe		<i>Light Italic</i> <i>AaBbCcDdEe</i>
Book AaBbCcDdEe		<i>Book Italic</i> <i>AaBbCcDdEe</i>
Medium AaBbCcDdEe		<i>Medium Italic</i> <i>AaBbCcDdEe</i>
Bold AaBbCcDdEe		<i>Bold Italic</i> <i>AaBbCcDdEe</i>
Black AaBbCcDdEe		<i>Black Italic</i> <i>AaBbCcDdEe</i>
Ultra AaBbCcDdEe		<i>Ultra Italic</i> <i>AaBbCcDdEe</i>

\*Trajan Pro 3 should be used as an all-caps typeface. Small caps are not preferred.

## LIBERTYFLAMES OFFICIAL TYPOGRAPHY

These typefaces have been created specifically for Liberty Flames Athletics. They are to be used for NCAA and Club Sports only and may not be distributed outside the Liberty University Marketing Department.

### CHAMPION SANS

THIS IS THE TYPEFACE OF CHAMPIONS

**ABCDEFGHIJKLMNOPQR  
STUVWXYZ 1234567890**

### CHAMPION SERIF

THIS IS THE TYPEFACE OF CHAMPIONS

**ABCDEFGHIJKLMNOPQR  
STUVWXYZ 1234567890**

## ALTERNATE TYPOGRAPHY

If you do not have access to the official university typefaces, please use one of the following options:

### GARAMOND

(Adobe Garamond Pro Alternate)

Regular AaBbCcDdEe		<i>Italic</i> <i>AaBbCcDdEe</i>
<b>Bold</b> AaBbCcDdEe		<b><i>Bold Italic</i></b> <b><i>AaBbCcDdEe</i></b>

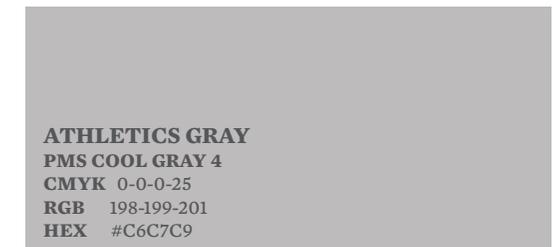
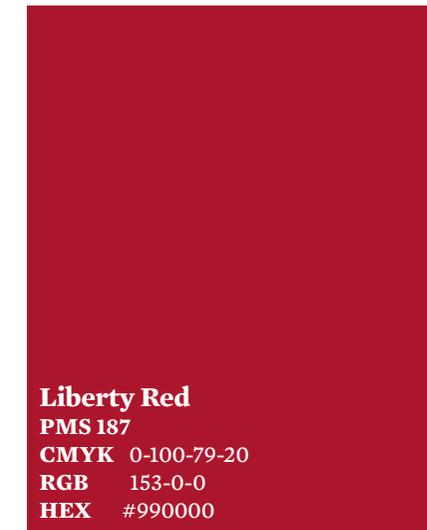
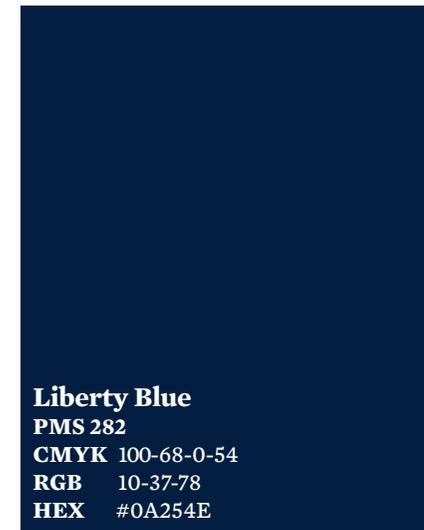
### ARIAL

(Gotham Alternate)

Regular AaBbCcDdEe		<i>Italic</i> <i>AaBbCcDdEe</i>
<b>Bold</b> AaBbCcDdEe		<b><i>Bold Italic</i></b> <b><i>AaBbCcDdEe</i></b>

## OFFICIAL COLORS

Consistent use of color plays an integral role in ensuring that the university's brand is visually unified. Liberty's official school colors — **Liberty Red** and **Liberty Blue** — serve as the primary color palette that should be featured in all communications, merchandise, and branding. A palette of grays and light blue serve as secondary colors.





COMMUNICATION

## ACADEMIC STATIONERY

When communicating on behalf of the university, help Liberty stand out by using university approved/provided stationery. Notice the university wordmark, colors, and the consistent design. These elements will enhance and increase the university brand impression.

Academic Stationery is approved for use by academic departments falling under the Office of the Provost.



## UNIVERSITY STATIONERY

When communicating on behalf of the university, help Liberty stand out by using university approved/provided stationery. Notice the university wordmark, colors, and the consistent design. These elements will enhance and increase the university brand impression.

University Stationery is approved for use by all university departments.



## ATHLETICS STATIONERY

For approved athletics stationery, please contact [marketing@liberty.edu](mailto:marketing@liberty.edu).



### LIBERTYFLAMES

Department of Athletics  
1971 University Blvd.  
Lynchburg, Va. 24502



## EMAIL SIGNATURE

The Liberty email signature is an important element in consistently communicating the university's brand and is a requirement for all university employees.

If your email signature is not in compliance with the Liberty University Email Signature Policy, you can find more information on how to run the signature creator with the most up-to-date format and brand style, as well as FAQ and examples at [Liberty.edu/EmailSignature](http://Liberty.edu/EmailSignature).

### Adjunct And Online Email Signature

**John Q. Sample '00**  
Sample Title

**(434) 582-2000**

**LIBERTY UNIVERSITY**  
Training Champions for Christ since 1971

### Official University Email Signature

**John Q. Sample '00**  
Sample Title  
Office of Champions

**(434) 582-2000**

**LIBERTY**  
UNIVERSITY

*Liberty University | Training Champions for Christ since 1971*

### Athletics And Club Sports Email Signature

**John Q. Sample '00**  
Sample Title  
Department

**(434) 582-2000**



**LIBERTY UNIVERSITY**  
Training Champions for Christ since 1971



MEDIA GUIDELINES

## PHOTOGRAPHY

Photography is one of the best tools for visually telling a story while creating a powerful connection between individuals and the university. Liberty's Photography Department documents life at Liberty and provides the images for marketing materials used by various university departments.

WHEN SELECTING PHOTOS, PLEASE CHOOSE IMAGES CAREFULLY BASED ON THE FOLLOWING GUIDELINES:

- *Photographs should directly represent aspects of Liberty, such as its students, professors, campus, facilities, apparel, etc.*
- *To convey a sense of belonging, individuals in photographs should be engaged in an activity or interacting with others in the following environments: classroom/studying, student events/socializing, and athletic events/cheering on the Liberty Flames.*
- *Use a variety of shots that display student interaction as well as campus facilities in use by students.*
- *Images may also represent seasons of the year in order to establish the diversity of campus life.*

- *When using campus photos, architectural structures or interior shots provide a sense of connection to the university.*
- *In accordance with the university population and student-to-professor ratios, images should represent racial, gender, age, academic, and professional diversity, when applicable.*
- *Photos must adhere to the hair and dress code of the university.*
- *Do not use imagery of students wearing apparel from other universities; it is preferred that they wear Liberty gear.*

PHOTOGRAPHY MAY ALSO BE GROUPED INTO MANY OF THE FOLLOWING CATEGORIES:

- *Athletics*
- *Christian and community service and missions*
- *Commencement and major events*
- *Facility shots and campus scenery*
- *Humanities/arts and culture*
- *International and study abroad*
- *Leadership*
- *Major speakers*
- *Science/research*
- *Seasonal images*
- *Spirituality*
- *Student life*
- *Teaching and learning*

## PROMOTIONAL VIDEO

Videography is another outlet that can be used to create a visual connection between viewers and Liberty. The photography guidelines should be applied to video and should promote the university's selling points and themes.

WHEN CREATING PROMOTIONAL VIDEO MATERIALS,  
PLEASE NOTE THE FOLLOWING:

Standard ending slate should include:

- *University wordmark*
- *Tagline: Training Champions for Christ since 1971*

When creating materials specific to Liberty University Online, please use the additional tagline:

- *Pioneering distance education since 1985, Liberty is now the nation's largest private, nonprofit online educator.*

## WEB PAGES

Liberty's website is perhaps one of prospective students' first encounters with the university. All information presented online via one of the university's websites should be consistently branded, accurate, and well-maintained to ensure effective communication to students, alumni, faculty, staff, the media, and the public.

*For more information on maintaining all university web content, view Liberty's web policy online at: [Liberty.edu/WebPolicy](https://liberty.edu/WebPolicy).*

## SOCIAL MEDIA

All content presented through university-affiliated social media outlets must be consistent in supporting the university brand and mission. Inappropriate or objectionable content, including photos and links, will be removed.

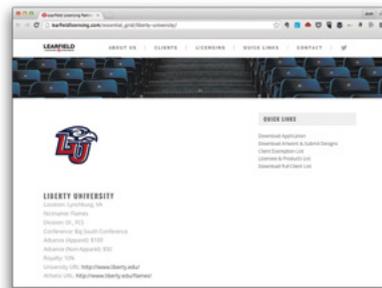
*For more information on university social media, visit: [Liberty.edu/SocialMedia](https://liberty.edu/SocialMedia).*



COLLEGIATE LICENSING

## MERCHANDISING

Consistency is key to the successful use of branded merchandise. To ensure the integrity of our licensing initiative, all merchandise vendors must be selected from an approved vendor list, thereby assuring that Liberty's departments get the best product at the best price.



All vendors and manufacturers producing products displaying a Liberty mark must be registered with Liberty's licensing company, **Learfield Licensing Partners**. Visit Learfield on the web at **Learfieldlicensing.com**.

For further questions, contact **branding@liberty.edu**.

## INDIVIDUAL MERCHANDISE REQUESTS

Individual/personal requests for embroidery are not permitted and will not be approved by the university's Marketing Department.

## VENDOR LICENSING APPROVAL

Per the Liberty University Purchasing Department, any vendor that is printing official university marks must be registered through **LearfieldLicensing.com**. This includes vendors that provide services for free or discounted rates. Any vendor is able to register through Learfield by visiting **LearfieldLicensing.com** and clicking *Get Registered*.

→ **The use of non-licensed vendors is prohibited.**

**Exceptions** to this policy for specialty items such as specific sport uniforms or equipment not typically available through one of the registered vendors can be requested by emailing **branding@liberty.edu** and will be considered on a case-by-case basis in conjunction with Purchasing.

*Please also note* that if any of the items bearing the university marks within a given order will be sold, royalties will be incurred on the entire order. Therefore, it is recommended that orders be separated based on intended use to avoid unnecessary royalty fees.



THIRD PARTY APPROVALS

## GUIDELINES

Instant recognition is a direct result of coordinated and consistent efforts when representing the university through publications, videos, displays, and more.

While the university's official wordmark and alternative logos are crucial to brand recognition, perhaps equally important is the consistent use of fonts, colors, and other visual elements outlined in this brand guide.

It is important that all print publications fulfill their intended purpose and reflect the university's image. All design pieces should convey meaningful information about the university, use Liberty's official colors, and present well-branded photography.

All printed materials must be created or approved by the Liberty Marketing Department's internal creative staff.

If you have been given prior written approval to produce your own creative on behalf of Liberty University, please contact your marketing project coordinator for final approval.

**LIBERTY**  
UNIVERSITY  
MARKETING

1971 University Blvd. | Lynchburg, Va. 24515