



LIBERTY UNIVERSITY

Brand Guide | Fall 2022



LIBERTY UNIVERSITY

Brand Guide | 2022

TABLE OF CONTENTS

Click to navigate to each page

<i>Our Brand Story</i>	<i>3</i>	<i>Academic Elements</i>	<i>17</i>	<i>Hybrid Elements</i>	<i>32</i>
Our Mission	5	Standard Wordmark	18	Monogram.	33
Our Story	6	Proper Wordmark Usage.	19	Hybrid Wordmark.	34
Our Brand.	8	University and Academic Seals	21	Sparky	35
<i>Brand Elements</i>	<i>10</i>	Departmental Wordmarks and Academic Seals	24	<i>Brand Policy & Support</i>	<i>36</i>
Brand Colors	11	<i>Athletics Elements</i>	<i>26</i>	Academic Stationery	37
Academic Typography	13	Athletics Wordmarks	27	Email Signature	38
Hybrid Typography	14	Primary and Solitary Logos	28	Licensing and Branding	39
Athletics Typography	15	Athletics One-Color Logo Use.	29	Index	40
Alternate Typography	16	Athletics Team Wordmarks	31	Notes	41
Typeface Tips and Tricks.	16				

SINCE
1971, WE
HAVE BEEN
TRAINING
CHAMPIONS
FOR CHRIST.

OUR BRAND STORY



LJ
TRAINING
CHAMPIONS
for CHRIST

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 50 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, over 130,000 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.

USAGE GUIDELINES:

- This phrase should always be italicized when in complete form, whether that be *Train Champions for Christ* or *Training Champions for Christ*. When simplified to *Champion(s) for Christ*, it should be italicized unless the marketing team offers a reasonable argument for why the usage is not a standard reference to Liberty's vision. All the words except "for" are always capitalized when the phrase is not spliced.
- The branding tag line used on all marketing materials is *Training Champions for Christ since 1971*. The word "since" is not capitalized.
- When the verb is separated from "*Champions for Christ*," the verb is not capitalized or italicized. (e.g., This year the John W. Rawlings School of Divinity will train more than 500 *Champions for Christ*.) Avoid prefacing "*Champion for Christ*" with other present participle verbs. For example, "teaching *Champions for Christ*" is not a preferred usage.

OUR STORY

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

1

1972-79



2

1980-81



3

1980-84



4

1983-88



5

1985-2016



6

1984-85



7

1985-99



8

2000-03



9

2004-13



LU

50+ YEARS OF
INTENTIONAL
BRANDING

OUR BRAND

The Liberty brand is a symbol of our mission of ***Training Champions for Christ*** and commitment to academic excellence, world-class facilities, student life opportunities, and athletic accomplishments. Our brand is our story — a story of determination, vision, and perseverance in 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.

The Liberty brand can be broken three sub-brands that target key functions of the university:

- **Academic** (For details, see “Academic Elements” on Page 17.)
- **Athletics** (For details, see “Athletics Elements” on Page 26.)
- **Hybrid** (For details, see “Hybrid Elements” on Page 32.)

ACADEMIC MARKS



LIBERTY
UNIVERSITY



HYBRID MARKS



LIBERTY
UNIVERSITY



ATHLETICS MARKS



LIBERTY
FLAMES



SINCE 1971,
WE HAVE BEEN
TRAINING
CHAMPIONS
FOR CHRIST.

BRAND ELEMENTS



BRAND COLORS

Consistent use of color plays an integral role in ensuring that the university’s brand is visually unified.

USAGE GUIDELINES

- **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



Liberty Navy

PMS	282
CMYK	100-68-0-54
RGB	10-37-78
HEX	#0A254E



Liberty Red

PMS	187
CMYK	0-100-79-20
RGB	183-13-29
HEX	#B72025

SECONDARY COLOR	SECONDARY COLOR	SECONDARY COLOR	ACCENT COLOR	ACCENT COLOR	ACCENT COLOR
Athletics Gray	Light Gray	Charcoal Gray	Light Blue	Darker Light Blue	Darker Navy
PMS COOL GRAY 4	PMS COOL GRAY 1	PMS COOL GRAY 11	PMS 283	PMS 284	PMS 289
CMYK 8-5-5-35	CMYK 3-1-1-15	CMYK 65-57-52-29	CMYK 35-9-0-0	CMYK 50-17-0-4	CMYK 100-71-0-80
RGB 162-165-168	RGB 211-214-217	RGB 85-86-90	RGB 159-203-237	RGB 117-172-216	RGB 0-8-59
HEX #A2A5A8	HEX #D3D6D9	HEX #55565A	HEX #9FCBED	HEX #75ACD8	HEX #00083B

ACADEMIC TYPOGRAPHY

Sample Typography

Header

16 pt., Livory Bold Italic

Subheader

10 PT., TRAJAN PRO 3 SEMIBOLD

Body

8 pt., Livory Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

Header

16 PT., TRAJAN SEMI PRO 3

Subheader

12 pt., Livory, Bold Italic

Body

9 pt., Adobe Garamond Pro, Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

Typefaces

TRAJAN PRO 3

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

LIVORY

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

ADOBE GARAMOND PRO

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

HYBRID TYPOGRAPHY

Typefaces

LIVORY

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

GOTHAM

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Sample Typography

Header

16 PT., GOTHAM BOLD

Subheader

12 pt., Livory Bold Italic

Body

Body text is 9 pt. Gotham book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Header

16 PT., LIVORY BOLD

Subheader

10 PT., GOTHAM MEDIUM

Body

8 pt. Livory Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

ATHLETICS TYPOGRAPHY

Sample Typography

Header

16 PT. CHAMPION SANS

Subheader

13 PT., GOTHAM CONDENSED BLACK ITALIC

Body

8 pt., Livory Regular with auto leading. Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Header

18 PT., CHAMPION SERIF

Subheader

13 PT., GOTHAM CONDENSED BLACK ITALIC

Body

9 pt., Adobe Garamond Pro, Regular with auto leading. Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Font is proprietary to LU Marketing. No licenses are available for use.

Typefaces

CHAMPION SERIF

AB

**ABCDEFGH IJKLMN
OPQRSTUVWXYZ**

1234567890

CHAMPION SANS

AB

**ABCDEFGH IJKLMN
OPQRSTUVWXYZ**

1234567890

GOTHAM CONDENSED

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

1234567890

GOTHAM

Aa

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

1234567890

Liberty Typeface Usage

	ACADEMIC USE	HYBRID USE	ATHLETICS USE	CAPS ONLY
ADOBE GARAMOND PRO	✓			
TRAJAN PRO 3	✓			✓
LIVORY	✓	✓		
GOTHAM		✓	✓	
CHAMPION SERIF			✓	✓
CHAMPION SANS			✓	✓

ALTERNATE TYPOGRAPHY

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

- Garamond
- Arial

TYPEFACE TIPS AND TRICKS

- **Is this typeface readable?**

Confirm the typefaces' readability by checking the:

- Type point size
- Contrast with the background
- Excessive use of glyphs or flourishes

- **Is the quantity of typefaces used enhancing or detracting from the message?**

Know why each typeface is used. If the purpose is unclear, it may not be needed. Typically, constraining a design to fewer typefaces (one to three) ensures clarity of message.

- **Is the use of typography enhancing or detracting from the overall hierarchy?**

By creating strong hierarchy, the viewer is empowered to jump to the pertinent information. Generally, it is recommended to have a minimum of 2 pts. difference from header to subheader text and from subheader to body text.

WE ARE
TRAINING
TOMORROW'S
LEADERS
TODAY.

ACADEMIC ELEMENTS



STANDARD 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.

STACKED WORDMARK



HORIZONTAL WORDMARK



PROPER WORDMARK USAGE

LIBERTY
UNIVERSITY



Do not
crop or bleed
off the page

LIBERTY
UNIVERSITY



Do not
tilt or rotate

LIBERTY
UNIVERSITY



Do not
rearrange or recreate
the elements

LIBERTY
UNIVERSITY



Do not
skew, stretch,
or warp

LIBERTY
UNIVERSITY



Do not
outline or create a key
line around the logo

LIBERTY
UNIVERSITY



Do not
overlay images or
manipulate the logo



Do not
place on a similar
hue or color



Do not
add dimension



Do not
Do not treat the individual
elements differently



Do not
add a dropshadow
or inner glow



Do not
use a color other
than Liberty
primary colors



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

UNIVERSITY AND ACADEMIC SEALS

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

See the next page for further guidance on seal usage.



APPENDIX 1: KEY IDENTIFIERS

Large Seal



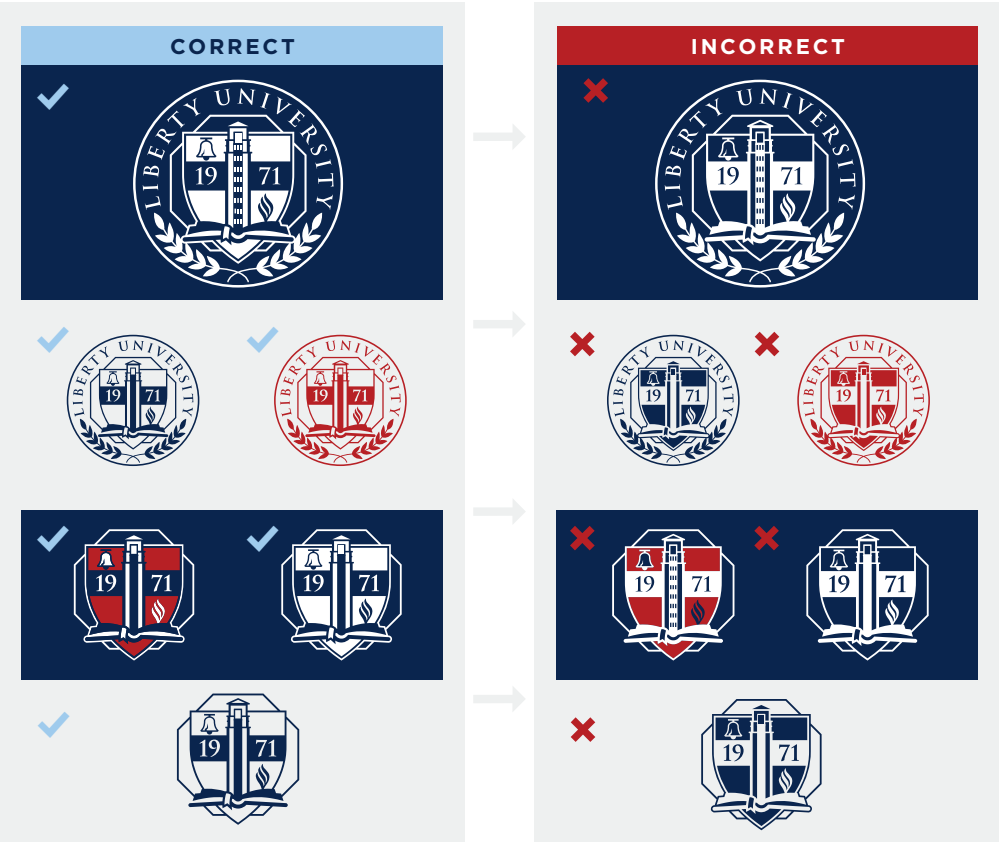
Small Seal



USAGE GUIDELINES

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

1. **One-color Seals:** These cannot simply be inverted to white for use on a dark background.
2. **Small Seals:** To use a seal smaller than 1.25" wide, the "Small Size" seal must be used. It has been adjusted to maintain visual prominence. The windows on the tower were filled in, and the year 1971 was made larger and bolder.
3. **Key Seal Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 1)
 - ① **Roof of Tower:** 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.
 - ② **Crossbar:** Should never be white
 - ③ **1971:** Should always be white
 - ④ **Bookmark:** Should always white with a dark outline
 - ⑤ **Tower:** Should either be able to clearly see the windows on the tower or if the seal is too small to see them then use the small seal without windows



Compare the key identifiers on the correct version to the incorrect versions. See if you can spot what is incorrect with each version.

DEPARTMENTAL WORDMARKS AND ACADEMIC SEALS

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

USAGE GUIDELINES

- **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.
- **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.*

DEPARTMENTAL WORDMARKS

Stacked

LIBERTY
UNIVERSITY
SCHOOL *of* BUSINESS

Horizontal

LIBERTY | SCHOOL
UNIVERSITY *of* BUSINESS

Internal

LIBERTY
SCHOOL *of* BUSINESS

DEPARTMENTAL WORDMARKS WITH SEALS

Stacked Left (Primary)



LIBERTY
UNIVERSITY
SCHOOL *of* HEALTH
SCIENCES

Stacked Center



LIBERTY
UNIVERSITY
SCHOOL *of* EDUCATION

Horizontal



LIBERTY | SCHOOL
UNIVERSITY *of* AERONAUTICS

WE RISE
TO THE
CHALLENGE.

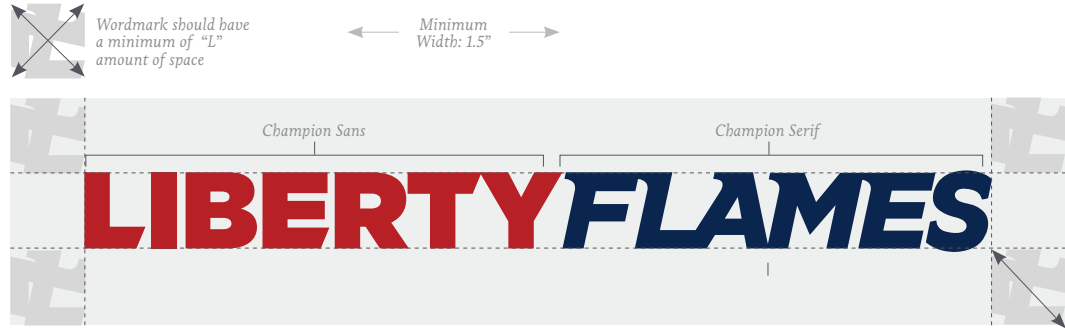
ATHLETICS ELEMENTS



ATHLETICS 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.



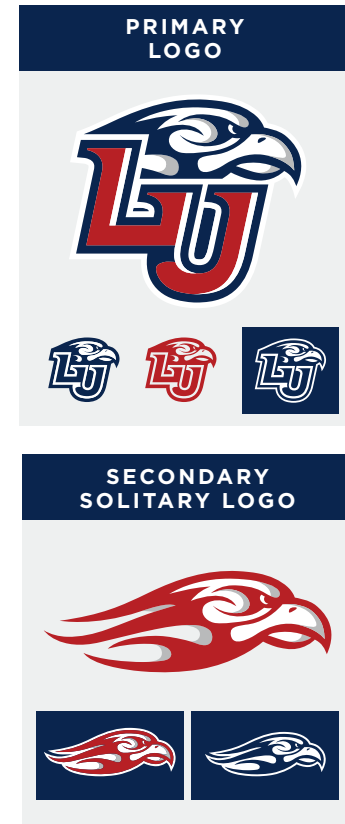
PRIMARY AND SOLITARY LOGOS

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

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.

USAGE GUIDELINES

- **No modifications** may be made 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. Materials produced for giveaways must use primary colored based stock.
- **In digital media**, the athletics logo may be animated, provided it is accurately displayed in its entirety at a point in the animation.
- **The athletics marks** are only approved for use by NCAA Athletics and Club Sports.



APPENDIX 2: KEY IDENTIFIERS

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.

USAGE GUIDELINES

- A red or blue one-color logo cannot simply be inverted to white for use on a dark background.
- **Key Seal Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 2)

- ① **Eye Highlight:** Should always be light
- ② **Nare:** Should always be dark
- ③ **LU Monogram:** Should always have a solid-colored center





Compare the key identifiers on the correct version to the incorrect versions. See if you can spot what is incorrect with each version.

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	PRIMARY TEAM	SOLITARY TEAM
		
		
		

WE PURSUE
EXCELLENCE
AND
INNOVATION.

HYBRID ELEMENTS



MONOGRAM

The LU monogram acts as a bridge of the academic and athletic brands. It is a less formal mark that can be used on any Liberty material. However, it cannot stand alone and may only be used on materials that 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.”

USAGE GUIDELINES

- When needing a one-color version of the monogram, you must use the solid or outlined version. You cannot use the shaded version or adjust an existing monogram in any way.



HYBRID WORDMARK

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. Sparky can stand alone on internal pieces; however, on merchandise he must be accompanied by the word "Liberty" or a wordmark.



WE ARE
LIBERTY
UNIVERSITY.

BRAND POLICY & SUPPORT



ACADEMIC STATIONERY

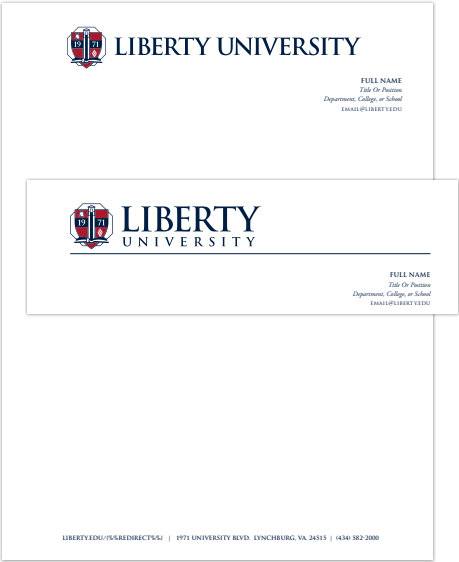
When communicating on behalf of the university, use university approved and/or provided stationery for professional consistency. Notice the university wordmark, colors, and design. Together, these elements enhance and increase the university’s brand impression.

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

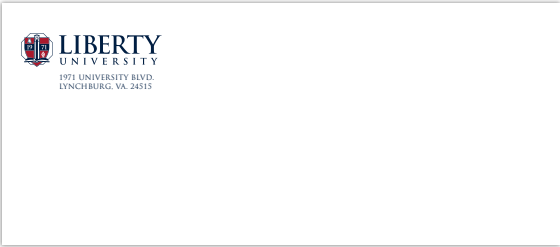
Business Card | Front & Back



Letterhead Options



Envelope



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.

**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



CONTACT US

[Liberty.edu/Branding](https://liberty.edu/Branding)
Branding@liberty.edu

LICENSING AND BRANDING

Liberty University has a robust licensing program and a variety of trademarks. The Liberty branding webpage includes content on the following:

- Liberty Licensing Program
- Brand Policies
- University Trademarks
- Student Groups
- Liberty Licensed Vendors/Manufacturers

For further questions or additional information, please visit [Liberty.edu/Branding](https://liberty.edu/Branding) or reach out to Branding@liberty.edu.

INDEX

Click the page number to navigate to each page

A

Academic — 13
 Academic Seal. *See also* **Seals**
 Academic Seals — 24
 Academics Elements — 17
 Academic Stationery — 37
 Academic Typography — 13
 Adobe Garamond Pro.
 See **Typography**
 Athletic — 15
 Athletic Elements — 26
 Athletics One-Color — 29
 Athletics Wordmarks — 27
 Athletic Typography — 15

B

Brand — 8
 Brand Policy & Support — 36

C

Champion. *See* **Typography**
 Colors — 11

D

Departmental Wordmarks — 24

E

Email Signature — 38

F

Font. *See* **Typography**

G

Gotham. *See* **Typography**

H

Hybrid — 14

Hybrid Elements — 32
 Hybrid Typography — 14
 Hybrid Wordmark — 34

L

Livory. *See* **Typography**
 Logo. *See* **Wordmark**

M

Marks — 9
 Mission — 5
 Monogram — 33

O

Official University Seal. *See*
 also **Seals**

P

Primary — 28

Professional School Seals. *See*
 also **Seals**

S

Signature — 38
 Solitary — 28
 Sparky — 35
 Standard Wordmark — 18
 Stationery — 37
 Story — 6

T

Team Wordmarks — 31
 Training Champions for Christ — 5
 Trajan Pro 3. *See* **Typography**
 Typography — 13–16

W

Wordmark — 18, 19, 24, 27, 31, 34



[Liberty.edu/Branding](https://liberty.edu/Branding) | Branding@liberty.edu

LIBERTY

UNIVERSITY

MARKETING

1971 University Blvd., Lynchburg, Va. 24515 | [Liberty.edu/Branding](https://liberty.edu/Branding) | Branding@liberty.edu