



LIBERTY UNIVERSITY

Brand Guide | Fall 2026



LIBERTY UNIVERSITY

Brand Guide | 2026

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SINCE 1971,
WE HAVE BEEN
TRAINING
CHAMPIONS
FOR CHRIST.

BRAND STORY



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 135,000 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.

TAGLINE USAGE GUIDELINES:

- Our tagline 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 tagline 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 VERBAL BRAND

To ensure consistency, the following should be referred to for any projects that include a general description of Liberty University:

Liberty University, founded in 1971, is the world’s premier Christian university, one of the largest private, nonprofit universities in the nation, and the largest university in Virginia. Located near the Blue Ridge Mountains on over 7,000 acres in Lynchburg, Va., Liberty offers more than 700 unique programs of study from the certificate to the doctoral level, with over 600 of these programs offered online. Utilizing its world-class infrastructure and Christian faculty, Liberty’s mission is to *Train Champions for Christ* with the values, knowledge, and skills essential for impacting tomorrow’s world.

In order to be clear, effective, and scholarly and to convey a unified university voice that supports our mission, Liberty uses the following tools to articulate our story both internally and externally:

- Liberty University Style Guide
- Associated Press Stylebook
- Merriam-Webster Dictionary

In addition to these resources, our Marketing Department maintains a verbal brand that reflects academic excellence and considers the impact of all messaging on the general public. Adhering to these high standards, our quality control team reviews every piece for information, voice, and tone as well as grammar, mechanics, punctuation, and overall presentation.



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.

It is essential that all marketing materials support our mission by telling our story with strong and precise verbal and visual branding. Therefore, when creating projects with external vendors or any other outside parties, please communicate with your marketing project coordinator for approvals on usage of official university marks, logos, colors, fonts, etc. See the “Liberty University Marketing” page 58 for more details and contact information.

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

- **Academic** (For details, see “Academic Elements” on Page 19.)
- **Athletics** (For details, see “Athletic Elements” on Page 33.)
- **Hybrid** (For details, see “Hybrid Elements” on Page 43.)

Whenever working with external vendors or any other outside parties on projects using these marks, please coordinate with and seek approval from the Marketing Department.

ACADEMIC MARKS

See Pages 19-29 for guidelines



HYBRID MARKS

See Pages 43-51 for guidelines



ATHLETICS MARKS

See Pages 33-40 for guidelines



WE STAND
AS A
COMMUNITY
ROOTED IN
FAITH.

BRAND ELEMENTS



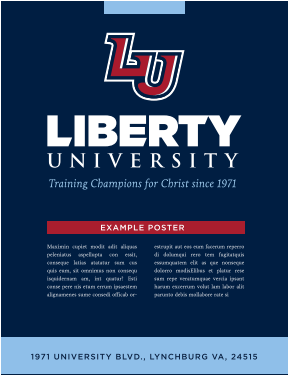
BRAND COLORS

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

EXAMPLE:



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

Athletics Gray

PMS	COOL GRAY 4
CMYK	8-5-5-35
RGB	162-165-168
HEX	#A2A5A8

SECONDARY COLOR

Light Gray

PMS	COOL GRAY 1
CMYK	3-1-1-15
RGB	211-214-217
HEX	#D3D6D9

SECONDARY COLOR

Charcoal Gray

PMS	COOL GRAY 11
CMYK	65-57-52-29
RGB	85-86-90
HEX	#55565A

RESTRICTED SECONDARY COLOR*

Light Blue

PMS	283
CMYK	35-9-0-0
RGB	159-203-237
HEX	#9FCBED

RESTRICTED SECONDARY COLOR*

Darker Light Blue

PMS	284
CMYK	50-17-0-4
RGB	117-172-216
HEX	#75ACD8

ACCENT COLOR

Darker Blue

PMS	289
CMYK	100-71-0-80
RGB	0-8-59
HEX	#00083B

*For guidance on usage of this color, refer to “Secondary and Accent Colors” on the previous page.

Brand Colors

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UNIVERSITY TYPOGRAPHY

Sample Typography

Header

Subheader

Body

16 pt., Livory Bold Italic

10 PT., TRAJAN PRO 3 SEMIBOLD

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

Subheader

Body

16 PT., TRAJAN SEMI PRO 3

12 pt., Livory, Bold Italic

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

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

Subheader

Body

16 PT., GOTHAM BOLD

12 pt., Livory Bold Italic

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

Subheader

Body

16 PT., LIVORY BOLD

10 PT., GOTHAM MEDIUM

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

Subheader

Body

16 PT. CHAMPION SANS

13 PT., GOTHAM CONDENSED BLACK ITALIC

9 pt., Gotham Book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis

Header

Subheader

Body

18 PT., CHAMPION SERIF

13 PT., GOTHAM CONDENSED BLACK ITALIC

9 pt., Gotham Book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis

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

Typefaces

CHAMPION SERIF

AB ABCDEFGHIJKLMN
OPQRSTUVWXYZ

CHAMPION SANS

AB ABCDEFGHIJKLMN
OPQRSTUVWXYZ

GOTHAM CONDENSED

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 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 typeface’s 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, limiting 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

LJ

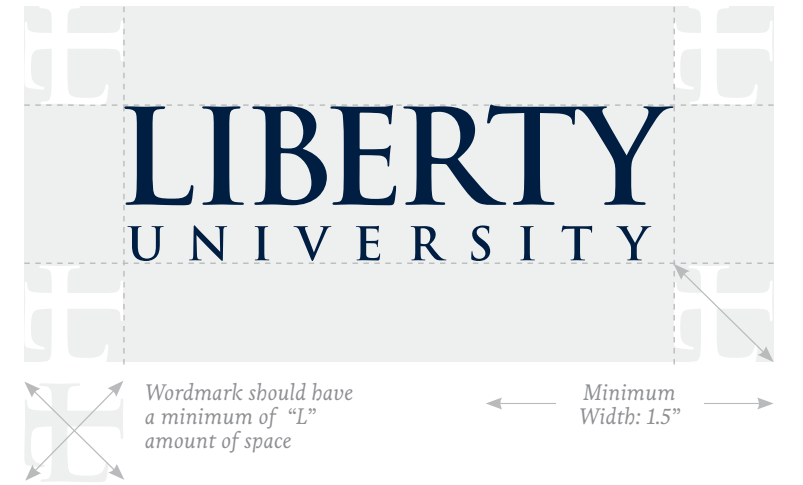
STANDARD
WORDMARK

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.

LIBERTY
UNIVERSITY

STACKED WORDMARK



HORIZONTAL WORDMARK



IMPROPER WORDMARK USAGE



Do not
crop or bleed
off the page



Do not
tilt or rotate



Do not
rearrange or recreate
the elements



Do not
place on a similar
hue or color



Do not
add dimension



Do not
Do not treat the individual
elements differently



Do not
skew, stretch,
or warp



Do not
outline or create a key
line around the logo



Do not
overlay images or
manipulate the logo



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 and chancellor, on official university documents, and for formal university communications 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

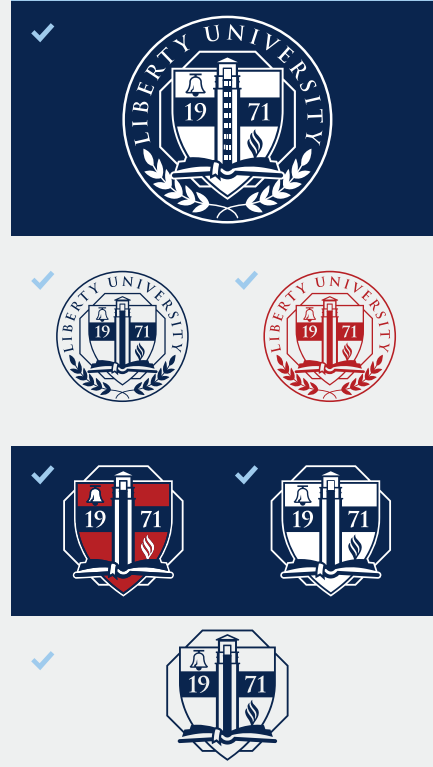


USAGE GUIDELINES

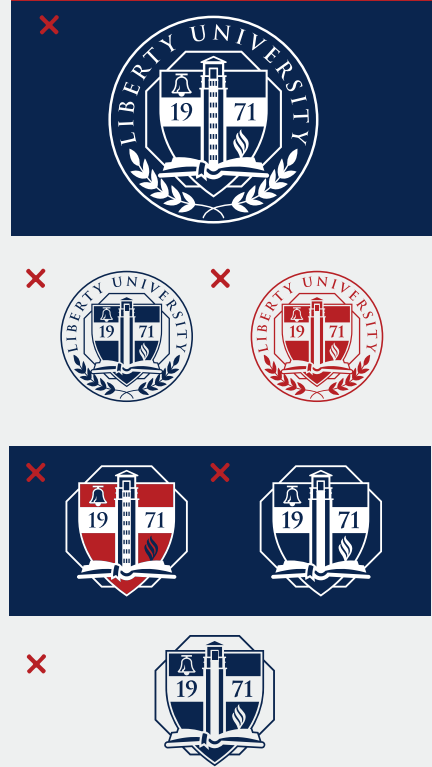
In order to identify the correct use of the seal, note the following:

- One-color Seals:** These cannot simply be inverted to white for use on a dark background.
- 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.
- Key Seal Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 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.
 - Crossbar:** Should never be white
 - 1971:** Should always be white
 - Bookmark:** Should always be white with a dark outline
 - Tower:** Should be able to clearly see the windows on the tower, but if the seal is too small to see them, then use the small seal without windows

CORRECT



INCORRECT



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 variations. 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



DEPARTMENTAL WORDMARKS WITH SEALS

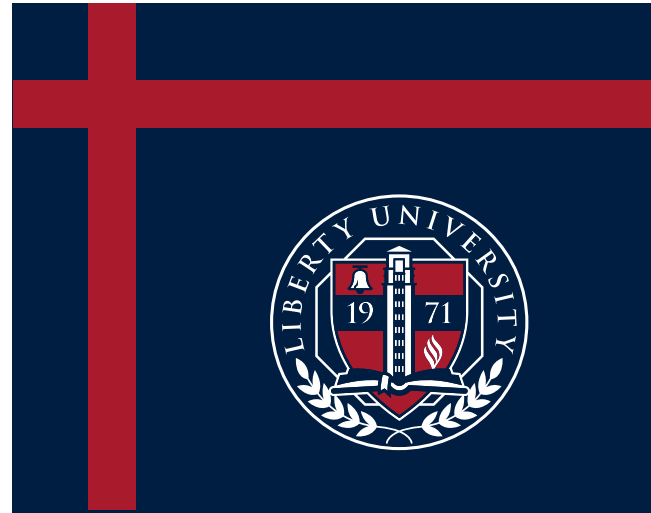


UNIVERSITY FLAG

A red cross fills the left side, with the arm extending over the seal. The seal is the focal point of the design, and it encompasses all the significant aspects of Liberty's history and the institution.

GUIDELINES FOR FLYING THE UNIVERSITY FLAG

- The flag is to be displayed in front of all significant university buildings.
- The flag may be used at special ceremonies, such as Commencement.
- The flag can be purchased through the Liberty University Barnes & Noble Bookstore.



71 FLAG

The tradition of flying a 71 flag began in 2007 as a way to commemorate the year Liberty was established and honor Dr. Jerry Falwell. A fan or family raised the 71 flag before every football game from 2007 until the south end of the stadium was closed in. In 2024, the 71 flag was replaced with a new university flag. Today, 71 flags remain a reminder of Liberty's spiritual foundation and highlight the legacy of Dr. Falwell.



WE RISE
TO THE
CHALLENGE.



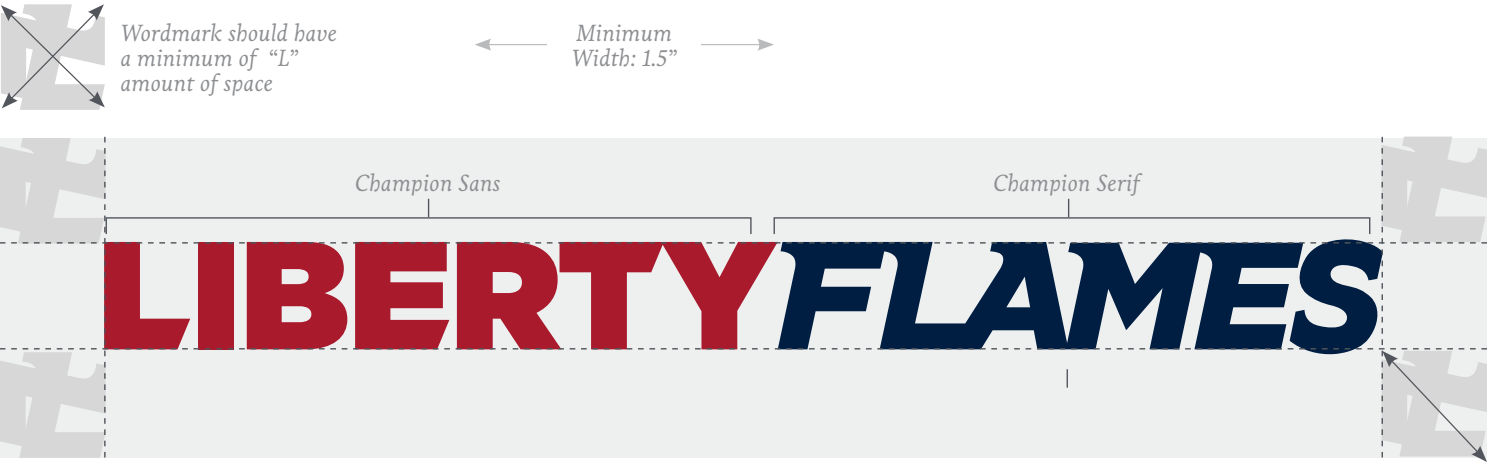
ATHLETICS
ELEMENTS

LU

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, Club Sports, and external retail items.

PRIMARY LOGO



SECONDARY SOLITARY LOGO



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 Logo 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



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, Club Sports, and external retail items.

WORDMARK	PRIMARY TEAM	SOLITARY TEAM
LIBERTY FOOTBALL	 LIBERTY FOOTBALL	 LIBERTY FOOTBALL
LIBERTY BASEBALL	 LIBERTY BASEBALL	 LIBERTY BASEBALL
LIBERTY HOCKEY	 LIBERTY HOCKEY	 LIBERTY HOCKEY

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.

Examples of usage of a hybrid wordmark would be university-branded promotional items (e.g., apparel, swag) and sponsorships (e.g., William Byron). Use of this mark must be approved by Liberty University Marketing.



PRIMARY SPARKY

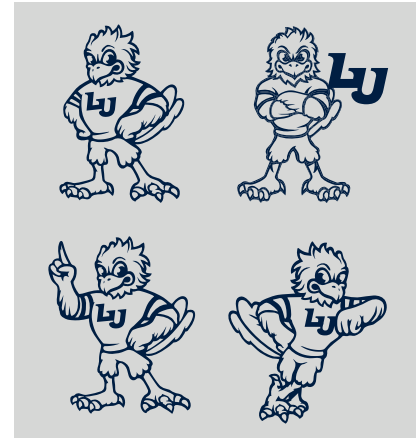
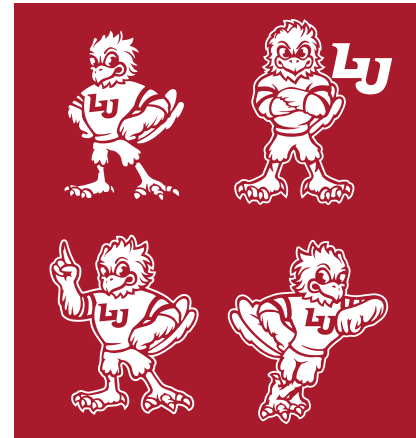
Sparky embodies the spirit and excitement of the student body. Sparky can stand alone on internal pieces; however, on merchandise, he must be accompanied by the word “Liberty” or a wordmark. Any modifications to Sparky must be created by Liberty University Marketing.



Liberty Navy	Liberty Red	Sparky Brown	Sparky Gold
PMS 282	PMS 187	PMS 7532	PMS 4515

SECONDARY SPARKY POSES

These additional variations of Sparky can stand alone on internal pieces; however, on merchandise, he must be accompanied by the word “Liberty” or a wordmark. The version of Sparky with his arms crossed must be accompanied by a wordmark or monogram.



SOLITARY SPARKY HEADS

Due to their simple design, solitary Sparky heads cannot stand alone. They must be accompanied by a primary Liberty mark such as the wordmark, Liberty script, or Athletics wordmark.



LIBERTY SCRIPT & FLAMES SCRIPT

The Liberty script can stand alone on internal pieces and merchandise; however, the Flames script must be accompanied by the word “Liberty” or a wordmark.

The word "Liberty" in a dark blue, flowing script font with a long, sweeping underline that extends to the right.

WITHOUT TAIL

The word "Liberty" in a dark blue, flowing script font, but without the long underline, set against a light gray background.The word "Flames" in a dark blue, flowing script font with a long, sweeping underline that extends to the right.

WE ARE
LIBERTY
UNIVERSITY.

BRAND POLICY & SUPPORT



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. Departments should also only use their approved wordmarks (i.e., athletics using an athletics wordmark).

For more information about options and to request official university stationery for your department or office (i.e., athletics, academic, administrative, etc.), please contact your marketing project coordinator.

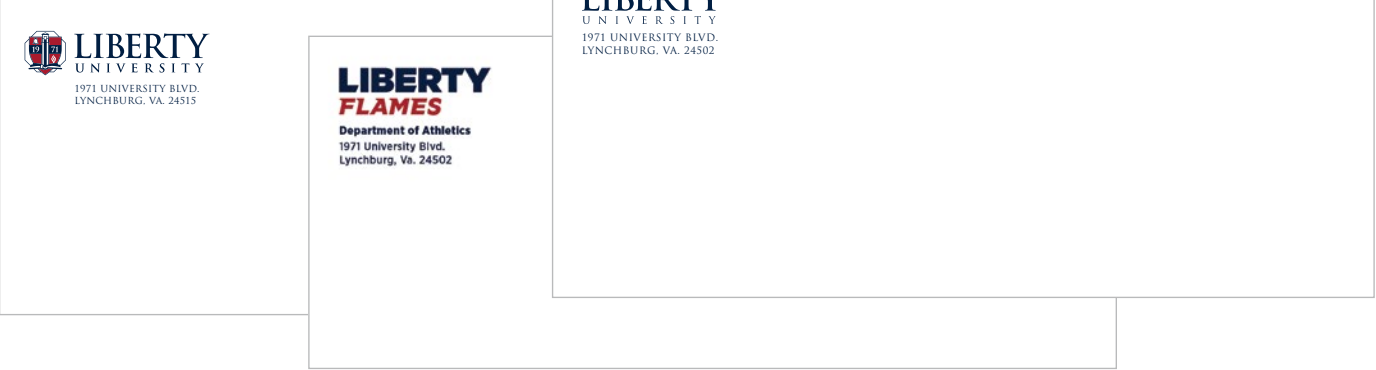
Letterhead Options



Business Card Options



Envelope Options



EMAIL SIGNATURE

The university signature is an important element in consistently communicating Liberty’s brand and is required for all employees. Please utilize the Signature Tool found at **Liberty.edu/Marketing/Licensing-Branding/Email-Signature-Policy** to make any necessary updates to your Liberty email signature.

GUIDELINES:

- Please use a clear, professional headshot (head and shoulders only). Do not use alternative images, such as caricatures, memes, or other graphics.
- Icons provided in the Signature Tool are approved for use. No other icons and/or logos are permitted. Should an unapproved icon be found, you will be asked to remove it from your signature immediately.
- Only traditional honorifics, such as “Mr.,” “Mrs.,” or “Ms.,” may be used in email communications. Do not include pronouns (e.g., “He/Him,” “She/Her”) in your Liberty email signature.
- To include social media in your signature (optional), please utilize the Signature Tool to add your department’s handle or Liberty University’s main accounts.
- You may include a Bible verse at the bottom of your signature (character limit: 450). Please utilize the Signature Tool to ensure that the verse and its reference are formatted correctly and include the translation being used.
- Do not use backgrounds, photos, and animated GIFs.

Main University Signature Template



Please note that the Bible verse, social media links, and “Schedule a Meeting” elements are optional.

Athletics Department Signature Template



THE LIBERTY UNIVERSITY MARKETING DEPARTMENT

Advancing Our Mission of *Training Champions for Christ*

As the face of the university, the Marketing Department partners with other departments to fulfill our mission to *Train Champions for Christ* together. While protecting the Liberty brand, we inspire and promote university experiences and events. Our teams include project coordinators, promotional writers, graphic designers, HTML developers, videographers, photographers, and social media specialists who create deliverables such as emails, digital ads, posters, brochures, and printed mailers to fulfill your needs.

Whenever working with external vendors or any other outside parties on projects using these marks, please coordinate with and seek approval from the Marketing Department.

LIFE CYCLE OF A MARKETING PROJECT

1. You submit a project request (PR) at *Liberty.edu/Marketing*.
2. Your project coordinator reviews your PR, contacts you if additional information is needed, and then forwards your request to our creative team.
3. Your project is created by our marketing professionals and then uploaded to Proof HQ (our proofing platform), where our quality control team edits the piece for content, including verbal and visual branding consistency.
4. Your project is produced in its final form. Please visit the “Expected Timeline” section on the “Project Process” page (*Liberty.edu/Marketing/Project-Process*) for detailed estimates for print and digital productions.

HELPFUL MARKETING WEBPAGES

Liberty.edu/Marketing — Liberty University Marketing Department’s main page
Liberty.edu/Marketing/Staff — List of Marketing teams and their contact information
Liberty.edu/Marketing/Project-Process — Overview of the production process, including timelines
Liberty.edu/Marketing/Request-a-Project — Portal for PR submissions

CONTACT INFORMATION

Marketing@liberty.edu
(434) 592-3100

We are excited to work alongside you in turning your idea into a strategy that will strengthen your department and support Liberty University’s mission.



CONTACT US

Liberty.edu/Branding
Branding@liberty.edu



Scan the QR code to visit the licensing and branding webpage.

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

For further questions or additional information, please visit **Liberty.edu/Branding** or reach out to **Branding@liberty.edu**.

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LJ
NOTES

LIBERTY

UNIVERSITY

MARKETING

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

