



LIBERTY

UNIVERSITY

Official Sub-Brand Style Guide for

STUDENT CLUBS



Important Usage Information

“Your brand is what other people say about you when you’re not in the room.”

JEFF BEZOS
FOUNDER OF AMAZON

Liberty University’s brand is broad and diverse. It is flexible enough to represent all the facets of the university — such as academics, athletics, professional schools, student clubs, and departments — but also must be consistent and recognizable to all audiences to be effective as a brand. You are part of this goal.

Together, we need to ensure that we are protecting the integrity of the brand while effectively engaging your audiences. Our brand rises and falls as we interact with the world around us, but when we work together, we can impact the success of Liberty’s brand.

This guide is created to supplement the broader Liberty brand and only contains details relevant to your sub-brand. It is vital that your team familiarizes itself with the complete brand identity. This resource can be found at [Liberty.edu/Branding](https://liberty.edu/Branding). For questions about branding implementation, please contact your representative in the Marketing Department.

If your club needs an official mark created, the Student Government Association director must submit a project request to Marketing for one to be created.

STUDENT CLUBS RECOGNIZED *by the* STUDENT GOVERNMENT ASSOCIATION

These marks may be used by student clubs that are recognized by the Student Government Association (SGA). These are the only marks containing official university branding that student clubs may use without receiving written approval from the Marketing Department.

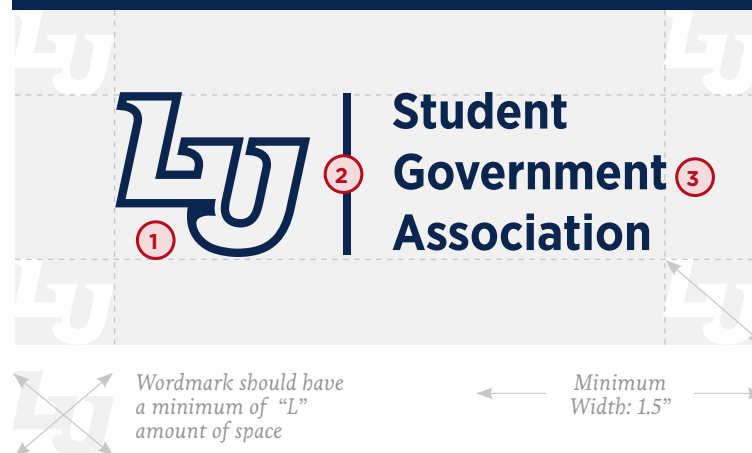
Please note that the use of the university monogram only denotes university recognition, not endorsement.

LINE FORMAT LOGO DETAILS

All student club logos are created in Line Format, creating consistency across the various university clubs.

- **Key Seal Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 1)
 - ① **Outlined Monogram:** No other monogram variation may be used, nor can modifications be made to the monogram.
 - ② **Pipeline:** This connects the club with the official brand. This cannot be substituted for another shape or color.
 - ③ **Official Club Title:** This should be the official name of the club, not slang or a nickname.
- **Color Options:** The mark is approved for use in three color options: Liberty Navy, Liberty Red, and White. The mark can only be used in these color options. Please take this into consideration when creating designs.

APPENDIX 1: KEY IDENTIFIERS



APPENDIX 2: COLOR OPTIONS

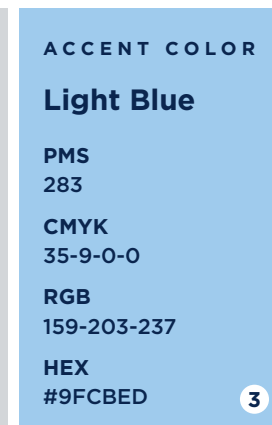
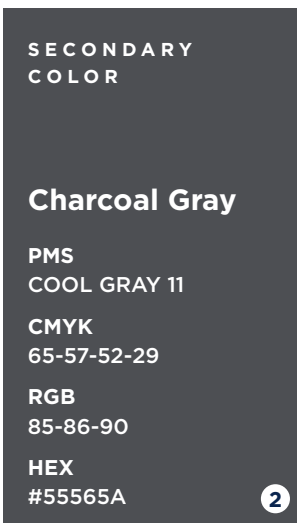
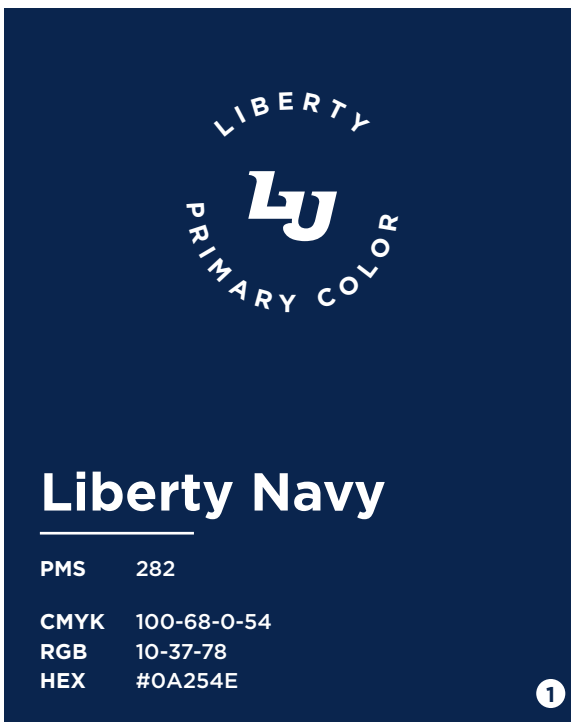


LIBERTY BRAND COLORS

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

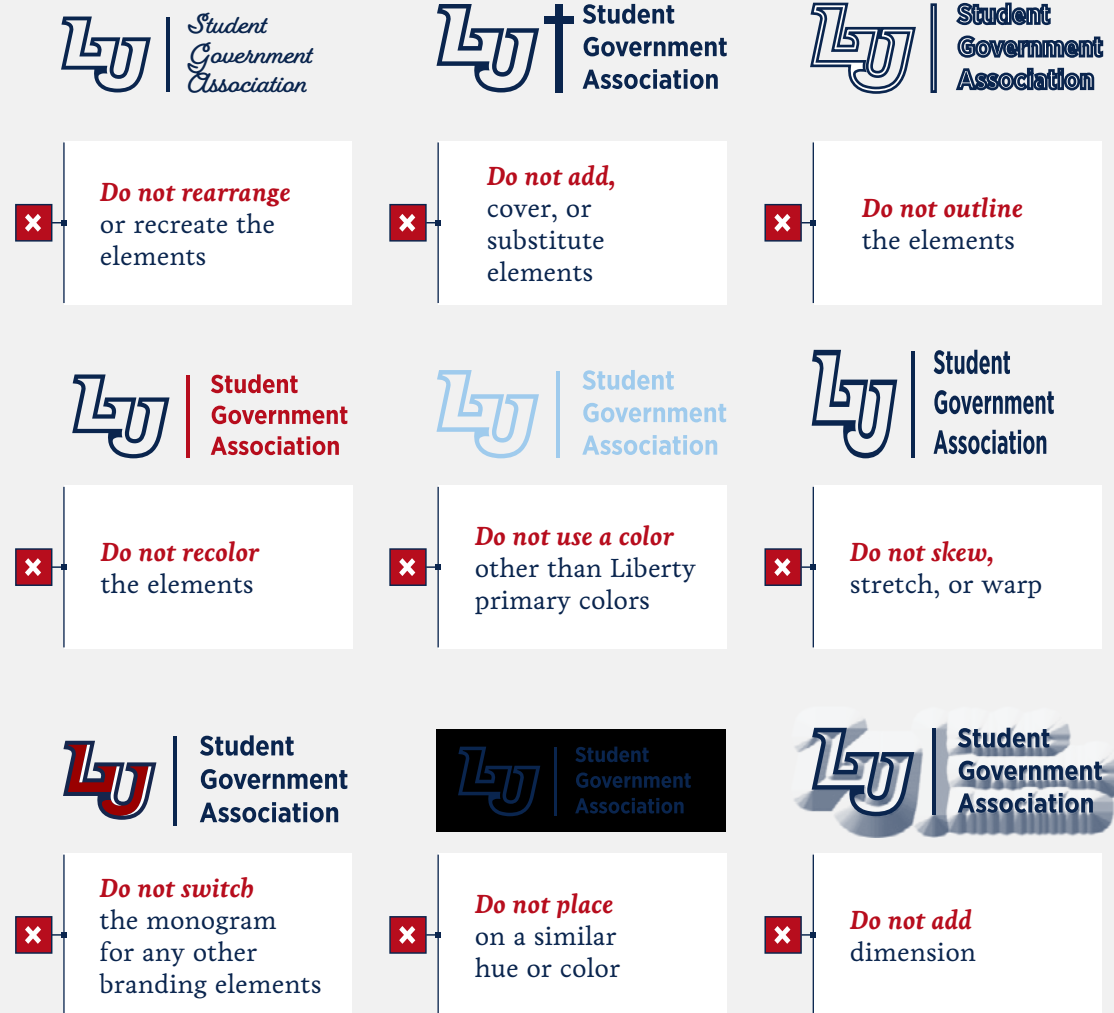
USAGE GUIDELINES

1. **Primary Colors:** Red, Navy, or both should always be the primary colors in a design. Primary colors must be used on base stock for all produced items.
2. **Secondary Colors:** Should be used to add dimension and variety to a design but should not compete with the primary colors.
3. **Accent Color:** Should take up no more than 20% of the overall design. This color is closely monitored.



LOGO USAGE *in* MARKETING MATERIALS

- The club mark must accompany any pieces that are produced for the club, including, but not limited to, posters, flyers, postcards, shirts, and social media.
- The mark must be included in the original line format and is not to be manipulated in any way. (See Appendix 3: Line Format Logo Misuses)
- All art should include Liberty brand colors and the official club logo somewhere on the piece.



LOGO USAGE *on* PROMOTIONAL MATERIALS

- **Licensing:** Any items with Liberty logos must be produced by vendors licensed with Liberty University.
- **Royalties:** If your items will be sold at retail in any form (T-shirts, sweatshirts, trinkets, etc.) or used for fundraising, royalties must be paid on the items. Your licensed vendor will include royalties in their unit cost and make the payment, but they will have to be informed.
- **Promotional-piece Artwork:** Promotional pieces (T-shirts, posters, etc.) may have unique artwork but must always have the official Line Format Logo somewhere on the piece. (See Appendix 4: Promotional Example)
 - ① **Artwork:** Any design element that is not the club's line format logo
 - ② **Line Format Logo:** This logo must be on all promotion items at a readable size but may be placed as desired to correspond with the design
- **Artwork Approval Process:** All artwork for promotional pieces must be submitted for approval to the Marketing Department by the SGA director. They can do so by placing a project request with the artwork attached at Liberty.edu/Marketing/Project-Process/. This process will take at least 2 business days, so please plan accordingly.
- **University-funded Items:** Any items purchased with university funds or being used for student giveaways must be done in primary colors (red, navy blue, or white).

APPENDIX 4: PROMOTIONAL EXAMPLE





We are Liberty.

FOR QUESTIONS CONTACT

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Additional brand licensing information can be found at [Liberty.edu/Branding](https://liberty.edu/Branding)