

YOU MATTER

LIBERTY
UNIVERSITY

FACULTY/STAFF
POCKET GUIDE

“While our remarkable facilities may encourage students to enroll at Liberty,

IT IS OUR FACULTY AND STAFF

that keep students here and impact their lives for Christ.

YOU MATTER IS NOT JUST A MOTTO.

It is my personal statement about who you are and why you are here.”

Jerry Falwell, Jr. | *President*

OBJECTIVES:

SHOW WE ARE CHRISTIAN by our actions and words.

Keep students and guests, as **OUR CUSTOMERS**, the first priority.

Continually communicate the unique vision and offerings of Liberty to **EVERY STUDENT AND GUEST**.

CUSTOMER SERVICE STANDARDS

You should listen 80 percent of the time and talk 20 percent of the time. Affirm the customer’s feelings — a sense of worth starts with the heart, not with product, price, or promotion.

Open body language can help diffuse an upset student or guest. A person brings their day with them when they interact with you. If they are having a bad day, don’t take it personally; strive to make their day better.

Understanding will make students and parents feel valued.

“**M**y privilege” should be the response to “thank you.” Did you know that the words liberty and privilege can be synonyms?

Approachability starts with a smile or friendly tone of voice.

Terminology specific to Liberty should be defined. For example, use “CFAW” if they will understand. If you are not sure, define the Liberty-specific terminology in simple language.

Take care of our students — if we don’t, another school will. Search to meet the student or guest’s intangible and tangible needs.

Expect to solve the problem, not pass it off. Students and guests subconsciously rate their experience at every point of contact.

Results are a direct reflection of your attitude and behaviors. Every moment of contact with a student or guest is an opportunity to add value.

ABOUT LIBERTY | VISION:

Maintaining the vision of its founder, Dr. Jerry Falwell, Liberty University develops Christ-centered men and women with the values, knowledge, and skills essential to impact tomorrow’s world.

ABOUT LIBERTY | DISTINCTIVES:

- **CHRIST-CENTERED** with facilities and networking opportunities comparable to those of more well-known schools.
- Online, **NONPROFIT** education with the benefits of an established brick-and-mortar campus.
- Over **1,700** students make up the team that ensures **EVERY STUDENT** is ministered to and **PRAYED FOR DAILY**.
- An **UNCOMPROMISING DOCTRINAL STATEMENT**, based upon Scripture, a Christian worldview, and a strong commitment to political conservatism.
- Twenty highly competitive **NCAA DIVISION I** athletic programs for men and women.
- **TUITION COSTS** among the **LOWEST** in the nation.

YOUR JOB
doesn’t change lives.
YOU DO

1 Peter 4:9-10

LIBERTY.EDU/YOUMATTER
@LIBERTYUMATTER

LIBERTY UNIVERSITY

POCKET BRAND GUIDE

WHAT IS A BRAND?

A company's brand is a critical component of organizational recognition. From taglines to logos, the brand is the image — and reputation — of an organization.

But for Liberty University, our brand is more than a logo or a color. 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.

OUR BRAND IDENTITY IS OUR STORY.

At Liberty University, we don't allow our competition to define who we are. Instead, we have set ourselves apart from other academic institutions simply by standing by our mission of Training Champions for Christ. From students to faculty and staff, we each represent all that Liberty has to offer. Join us as a brand ambassador of Liberty University!

Ron Kennedy
Senior Vice President of Marketing

COLOR ME LIBERTY



TYPE IT UP

The font an organization uses plays a crucial role in maintaining a consistent identity.

Liberty's fonts were selected to ensure a recognizable and consistent presence amidst the sea of academic institutions. For Liberty designs, the ONLY approved fonts are **Adobe Garamond Pro** and **GOTHAM**.

LIBERTY UNIVERSITY is written in **TRAJAN PRO**. This font may be used for titles and the name Liberty University.

SIGN IT DIGITALLY

Your email signature is an important element in consistently communicating the university's brand. This is how it should look:

William Adama
Commander
Office of BSG

(434) 662-9566

LIBERTY
UNIVERSITY

Liberty University | Training Champions for Christ since 1971

To download the official Liberty University email signature, visit www.Liberty.edu/EMAILSIGNATURE

WORDMARK IT

Below you will find the Liberty University wordmark. It needs an "L" of space on all sides to look its best. Do not alter, stretch, rotate, or copy the wordmark.

OFFICIAL WORDMARK



DEPARTMENTAL WORDMARK

LIBERTY
UNIVERSITY
SCHOOL of BUSINESS

RULES TO LIVE BY



The President's Seal

The President's seal is reserved for, well, the President. Please use the university wordmark instead.



Protect the Wordmark

Do not alter, stretch, rotate, or copy the wordmark.



Save the Monogram

The only approved use of the Liberty monogram is on promotional materials and merchandise already clearly referencing Liberty by using either the university wordmark or the word "Liberty."

Spell out Liberty

It is our goal that Liberty remains distinct from other academic institutions. On first reference, please use "Liberty University." Second reference may simply use "Liberty." "LU" may also be used for subsequent references to the university within the same piece.

Training Champions for Christ

Always italicize *Training Champions for Christ* and capitalize it, like so.

For more information on the Liberty brand, contact branding@liberty.edu, call (434) 592-3100, or visit www.Liberty.edu/BRAND