

Marketing Policy

Policy Information

Issuing Office

Marketing

Affected Parties

All University Departments

Policy Language

The Marketing Department must approve all mass communication to Liberty constituents (faculty, staff, students, alumni, fans and donors), as well as any projects produced that represent the Liberty University brand.

Policy Rationale

To ensure a consistent brand presence for Liberty University and maintain a standard of excellence in all University communication.

Definition of Glossary Terms

None specified

Procedural Information

Procedures

To initiate a project request for marketing, submit a project request through the Marketing Department website, including all relevant details. A project coordinator will be in contact regarding your project within 3 business days.?

To request approval of created artwork featuring the Liberty word mark, email the artwork to your Marketing project coordinator or to marketing@liberty.edu.

Sanctions

None specified

Exceptions

None