

# Branding Policy

## Policy Information

### Issuing Office

Marketing

### Affected Parties

All University Departments and General Public

### Policy Language

All content representing the Liberty University brand must adhere to the Liberty University Brand Identity Guide which can be found here: <http://www.liberty.edu/marketingdepartment/index.cfm?PID=11636>

### 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

None specified

### Sanctions

None specified

### Exceptions

None