

# OUR WORDMARK

### GUIDFLINES

The Liberty University School of Aeronautics Wordmark is a protected trademark within the Liberty University brand. Please see the Liberty University Brand Identity Guide included in this media kit's assets regarding wordmark usage, specifically:

LEGIBILITY REQUIREMENTS | pgs. 16-17 UNACCEPTABLE USES | pgs. 24-25

There are four specific versions of the wordmark which have been provided in the media kit, and should be used on a case-by-case basis.

### **BLACK**

May only be used on grayscale print mediums.

#### WHITE

May only be used on digital or print mediums where the background will render the colored wordmark illegible.

### **CMYK**

May only be used on print mediums.

### **RGB**

May only be used on digital mediums.



# **IMAGE**

### USAGE

The images included in this Media Kit's assets are specifically tailored to represent the Liberty University School of Aeronautics through various image treatments.

Therefore, the included images can be used on webpages or mediums which explicitly advertise the Liberty University School of Aeronautics Flight Training Affiliate (FTA) program, but:

- -May not be altered in any way except size
- -May not be used on any marketing mediums, unrelated or unapproved by the Liberty University Marketing Department.



# **OUR MESSAGING**

The following paragraphs were developed to represent Liberty University School of Aeronautics, and can be used on Web pages or other mediums that explicitly advertise the Liberty University School of Aeronautics Flight Training Affiliate program. The paragraphs may not be altered in any way and may not be used on publications unrelated to or unapproved by the Liberty University Marketing Department.

## LIBERTY UNIVERSITY SCHOOL OF AERONAUTICS FLIGHT TRAINING AFFILIATES PROGRAM

With the introduction of their Flight Training Affiliate (FTA) program, Liberty University has created the nation's largest flight school training network. Through this program, students can complete their general education requirements and the classroom portion of their aeronautics degree program online, and finish their training through {FTA name}, one of Liberty's Flight Training Affiliates.

### LIBERTY UNIVERSITY SCHOOL OF AERONAUTICS OVERVIEW

Liberty University School of Aeronautics equips students with the effective decision-making skills they need for a career as a commercial, military, or missionary pilot. Whether students choose to study online or on the Liberty University campus in Lynchburg, Virginia, academic courses increase their overall knowledge of safe flight operations, including how to respond to various weather conditions, aeromedical issues, and legal responsibilities.

### **MILITARY AND VETERANS BENEFITS**

Liberty University is proud to serve the men and women of the U.S. military and offers the following benefits:

- College Credit for Military Training
- GI Bill®/Veterans Affairs Benefits
- Military Scholarships
- Tuition Assistance

For more information, visit www.Liberty.edu/MilitaryAffairs.

### YELLOW RIBBON PROGRAM

Liberty University is a partner in the Yellow Ribbon program, which allows eligible students to continue their studies once their annual GI Bill® funding has been exceeded. Liberty does not have an annual cap on Yellow Ribbon programs.

### **LINKS**

www.Liberty.edu/Aviation www.Liberty.edu/FTA



The web banner provided in this media kit's assets may only be linked to the flight affiliate's anchor link provided by your School of Aeronautics representative.

### USAGE

The web banner is specifically designed to represent the Liberty University School of Aeronautics.

Therefore, the included web banner can only be used on the webpages of a flight training affiliate's website to provide viewers with a simple way of accessing official Liberty University School of Aeronautics enrollment information.



