



# Temple University

Current Revision Date: 04/29/21

**Established:** 1884

**Location:** Philadelphia, PA

**Mascot:** Owls

**Mascot Name:** Hooter T. Owl

**Conference:** NCAA Division I - FBS, American, Philadelphia Big 5

## Verbiage

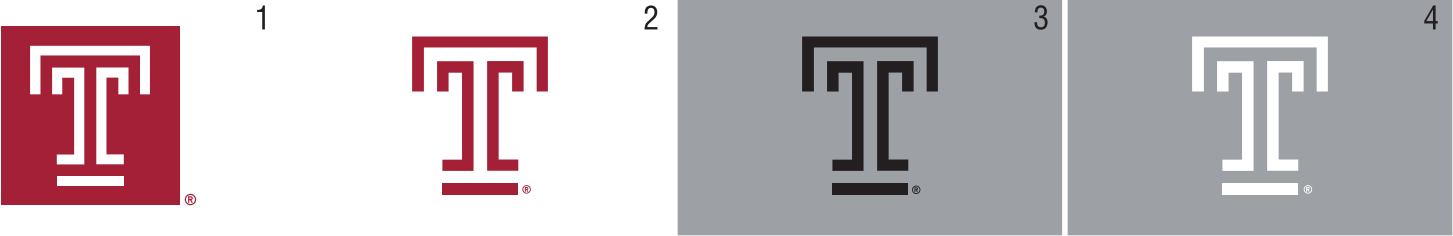
Beasley School of Law™	Fox School of Business™	School of Podiatric Medicine™	Temple Owls®
Boyer College of Music and Dance™	Klein College of Media and Communication™	School of Sport, Tourism and Hospitality Management™	Temple Rome™
College of Education™	Kornberg School of Dentistry™	School of Theater, Film and Media Arts™	Temple University®
College of Engineering™	Lewis Katz School of Medicine™	Temple Made®	TU™
College of Liberal Arts™	Owl™	Temple®	Tyler School of Art and Architecture™
College of Public Health™	Owls™	Temple Japan™	
College of Science and Technology™	School of Pharmacy™		

Cherry	Silver	Metallic Silver	Black	White
<b>PANTONE 201 C</b> <b>CMYK: 0, 100, 63, 29</b> MADEIRA Rayon: 1181   RA: 2270	<b>PANTONE 428 C</b> <b>CMYK: 12, 6, 5, 12</b>	<b>PANTONE 877 C</b> <b>CMYK: 23, 16, 17, 0</b> MADEIRA Rayon: 1011   RA: 2592	<b>PANTONE Process Black C</b> <b>CMYK: 0, 0, 0, 100</b> MADEIRA Rayon: 1000   RA: 2632	<b>PANTONE Process White</b> <b>CMYK: 0, 0, 0, 0</b> MADEIRA Rayon: 1001   RA: 2297

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

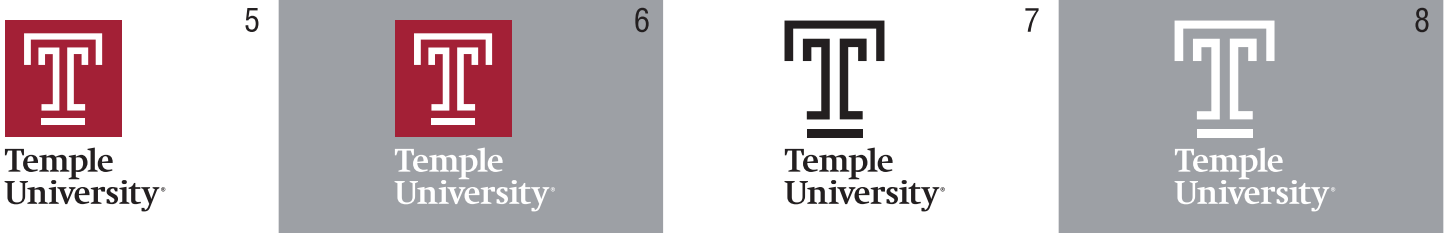
**NOTE:** All lockups must be supplied by Temple's Strategic Marketing and Communications department, and not created by individual units or merchandise suppliers. There are no school/college/ unit lockups for vertical logos.

## T Marks (Institutional and Athletic)



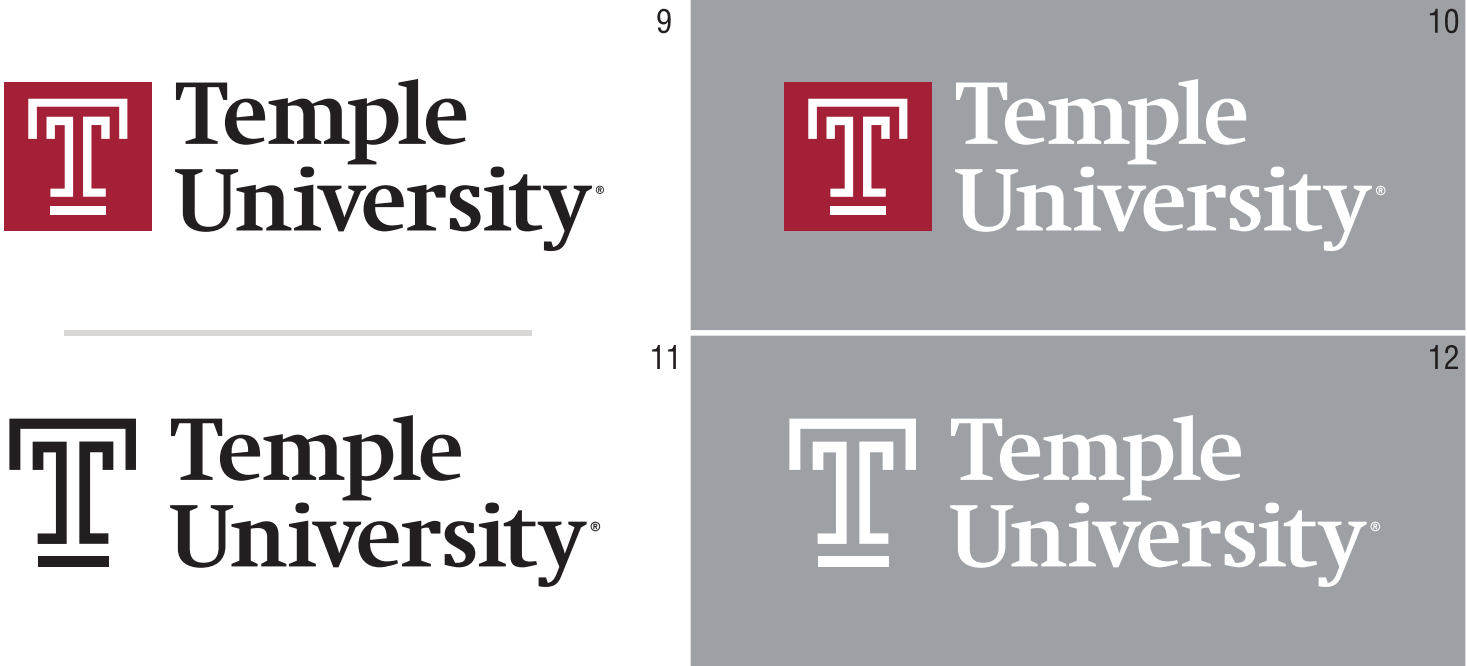
**RESTRICTION:** Temple T box must be cherry red (PMS 201). No other box colors are allowed. The Temple T may appear without the box in white, black or cherry red (PMS 201).

## Secondary Marks



**RESTRICTION:** Vertical limited use logos. To be used when horizontal logo is not appropriate for available space. There are no school/college/unit lockups for vertical logos. School/college/unit names may be typeset in Aktiv Grotesk font, provided they are separated from the logo by at least ¾ the height of the T box.

## Primary Marks



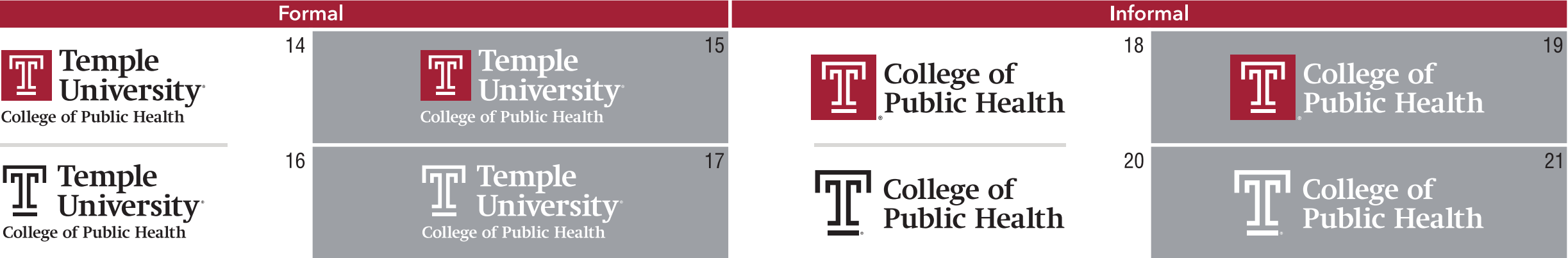
**NOTE:** The primary word marks can appear on various backgrounds as long as they are legible. The background CANNOT show through the Temple T.

## School Seal



**RESTRICTIONS:**  
Special Permission Required; Limited Use Only

## School / College Lockup Examples



Individual school/college/unit names may be used as lockups with the horizontal primary logos. Alternatively, school/college/unit names may be typeset in Aktiv Grotesk font, provided they are separated from the logo by at least ¾ the height of the T box.

**NOTE:** All lockups must be supplied by Temple's Strategic Marketing and Communications department, and not created by individual units or merchandise suppliers.



Athletics Marks

22

23

24

25

26

27

28

29

30

31

32

33

Sport-Specific Marks

34

35

36

37

38

39

40

41

NOTE: Athletic marks 22-25 can print in cherry (PMS 201), black, grey (PMS 428) or white

NOTE: Marks 1-4 are also used as Athletic Marks



**A B C D E F G H I J K L**

**M N O P Q R S T U V**

**W X Y Z**

**a b c d e f g h i j k l m n**

**o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8**

**ATHLETICS  
BASKETBALL**

**BASEBALL  
CREW**

**CROSS COUNTRY  
FENCING**

**FIELD HOCKEY  
GOLF**

**FOOTBALL  
LACROSSE**

**GYMNASTICS**

**ROWING  
SOCCER  
SOFTBALL  
TENNIS  
TRACK & FIELD  
VOLLEYBALL**

ADDITIONAL PERTINENT  
INFORMATION

- University seal not permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying/intersecting graphics to seal permitted.
- University licenses consumables with proper insurance (must have expiration date on packaging).
- University licenses health and beauty products with proper insurance.
- University permits numbers on products for resale with advanced approval.
- Mascot caricatures will be considered.
- Cross licensing with other marks may be permitted with advanced approval.
- No use of current players' name, image, or likeness is permitted, as it is in violation of NCAA rules/regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Registration mark may be omitted on products not for resale.
- Registration mark required on products for resale.
- When referring to a particular college and/or school, licensee must use the official name of the college and/or school. Please see the verbiage section for college and schools with special references.
- When submitting artwork for approval, each product must be submitted individually, the design must clearly show where the logo(s) will be used on the product, and the colors being used on the product must be listed.