Temple University

Established: 1884
Location: Philadelphia, PA
Mascot: Owls
Mascot Name: Hooter T. Owl
Conference: NCAA Division I - FBS, American, Philadelphia Big 5

<table>
<thead>
<tr>
<th>Cherry</th>
<th>Silver</th>
<th>Metallic Silver</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 201 C CMYK: 0, 100, 63, 29</td>
<td>PANTONE 428 C CMYK: 12, 6, 5, 12</td>
<td>PANTONE 877 C CMYK: 23, 16, 17, 0</td>
<td>PANTONE Process Black C CMYK: 0, 0, 100</td>
<td>PANTONE Process White CMYK: 0, 0, 0</td>
</tr>
<tr>
<td>RA: 2270</td>
<td>RA: 2592</td>
<td>RA: 2592</td>
<td>RA: 2632</td>
<td>RA: 2297</td>
</tr>
</tbody>
</table>

NOTE: All logos 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 logos 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 ¼” height of the T box.

School / College Lockup Examples

RESTRICTIONS: Special Permission Required; Limited Use Only

NOTE: All logos must be supplied by Temple's Strategic Marketing and Communications department, and not created by individual units or merchandise suppliers.
ABCDEF
MNPQRSTUV
WXYZ
abcdefghijklmn
opqrstuvwxyz
012345678

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.