

USAGE GUIDELINES

	Yes	No	
• University seal permitted on products for resale:		X	Advanced approval required.
• Alterations to seal permitted:		X	
• Overlaying / intersecting graphics permitted with seal:		X	Advanced approval required.
• University licenses consumables:		X	Advanced approval required.
• University licenses health & beauty products:		X	Advanced approval required.
• University permits numbers on products for resale:	X		
• Mascot caricatures permitted:	X		
• Cross licensing with other marks permitted:	X		
• Register mark may be omitted on products not for resale:	X		
• Register mark required on products for resale:	X		

• NO USE of current player's name, image, or likeness is permitted on commercial products, as it is in violation of NCAA rules and regulations.

• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

• 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 above for colleges and schools that have 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 on the submission.

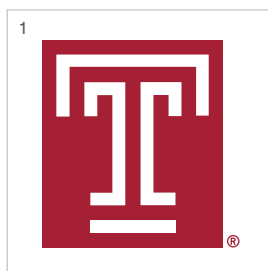
VERBIAGE

Temple University ®
 Temple ®
 TU™
 Owls™
 Owl™
 Temple Owls ®
 Temple Tuff™

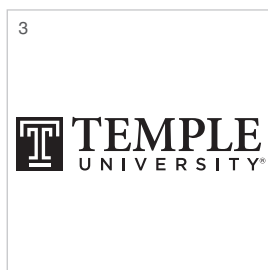
Tyler School of Art™
 Fox School of Business™
 Boyer College of Music and Dance™
 Beasley School of Law™
 Temple Japan™
 Temple Rome™

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INSTITUTIONAL MARKS



RESTRICTION: Temple T box must be either Cherry Red (PMS 201) or Pantone Process Black; no other box colors are allowed. The Temple T may appear without the box in White, Pantone Process Black, or Cherry Red (PMS 201).



NOTE: The primary word marks can appear on various backgrounds as long as they are legible.

Lockup Examples:



Individual school/college/unit names may be used as lockups with the horizontal primary logos (#2-4 on art sheet). Alternatively, school/college/unit names may be used in any size or font, provided they are separated from the logo by at least the height of the Temple T. **Note: All lockups must be supplied by Temple's Strategic Marketing and Communications, and not created by individual units or suppliers.**

COLOR INFORMATION

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COLORS	PANTONE®	COATED	UNCOATED	THREAD COLORS	
Cherry Red	201	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181	RA 2270
Yellow	116	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	C:12 M:6 Y:5 K:12			
White	Process White			MADEIRA 1001	
Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

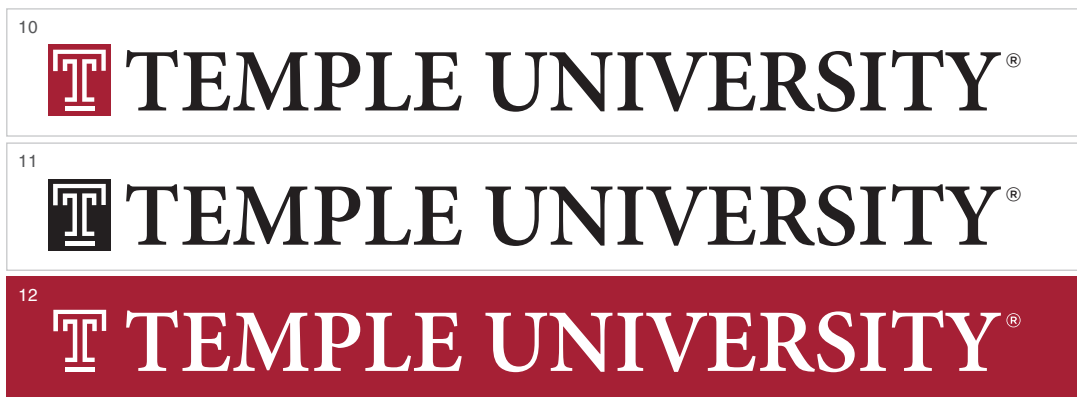
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INSTITUTIONAL MARKS (CONTINUED)



Restriction: Limited Use Logos. To be used when horizontal logo is not appropriate for available space. School/college/unit lockups can be supplied when needed in special circumstances.
Note: All lockups must be supplied by Temple's Strategic Marketing and Communications Office, and not created by individual units or suppliers.



Restriction: Limited use logos. To be used when allowable space dictates a short, horizontal logo (e.g. pens). School/college/unit lockups can be supplied when needed in special circumstances.
Note: All lockups must be supplied by Temple's Strategic Marketing and Communications Office, and not created by individual units or suppliers.

COLOR INFORMATION

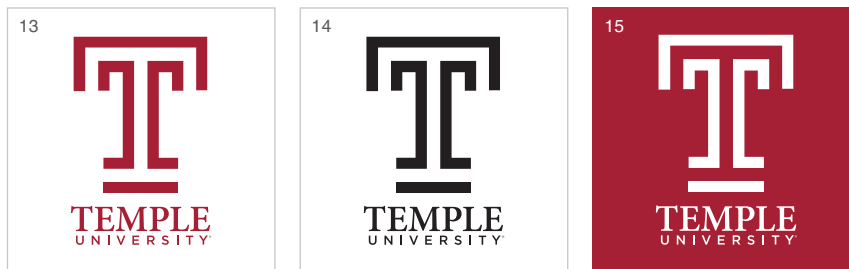
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Metallic Silver	877	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	C:12 M:6 Y:5 K:12			
White	Process White			MADEIRA 1001	
Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

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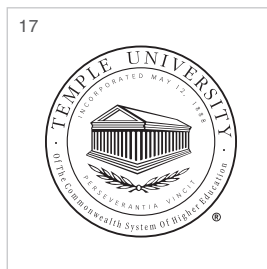
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INSTITUTIONAL MARKS (CONTINUED)



Restriction: This word mark can appear in Cherry Red (PMS 201), Pantone Process Black, or White. It can be used on various backgrounds, but must be large enough to be easily legible. Please note that it is a stand-alone mark and cannot be used as a lockup with a school/college name. It must be separate and distinct from all other graphics on a given design.

SCHOOL SEAL



Restriction: School Seal is for Executive Use only, and cannot be used on soft goods. Exceptions require pre-approval.

COLOR INFORMATION

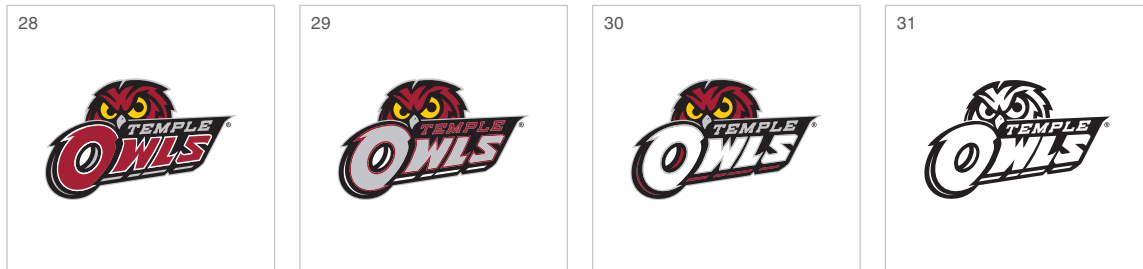
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Yellow	116	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	C:12 M:6 Y:5 K:12			
White	Process White			MADEIRA 1001	
Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

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PRIMARY ATHLETIC MARKS



SECONDARY ATHLETIC MARKS



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Yellow	116	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	C:12 M:6 Y:5 K:12			
White	Process White			MADEIRA 1001	
Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

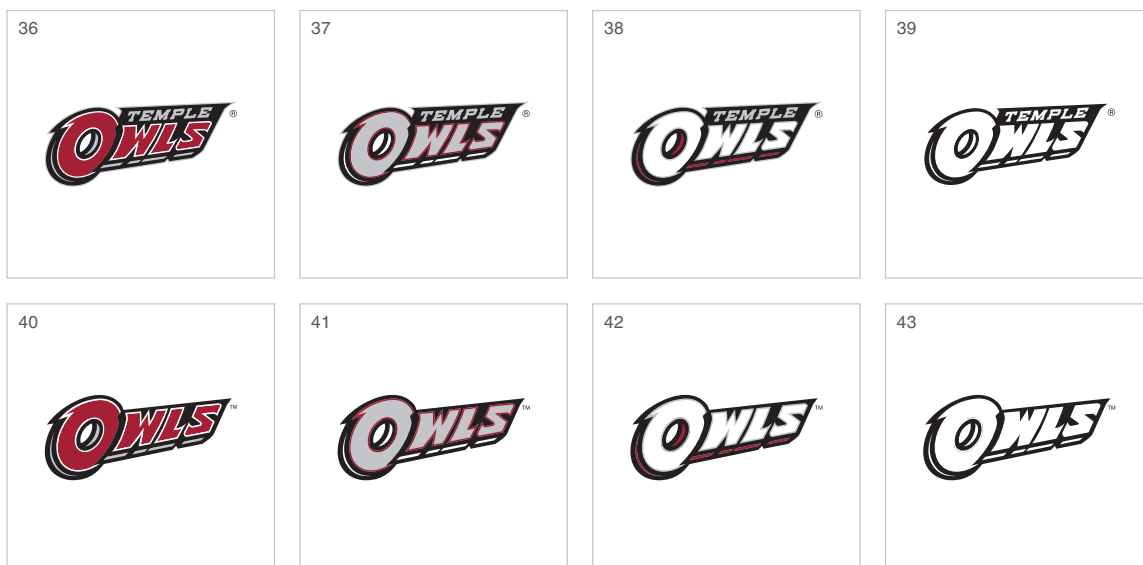
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SECONDARY ATHLETIC MARKS (CONTINUED)



WORDMARKS



COLOR INFORMATION

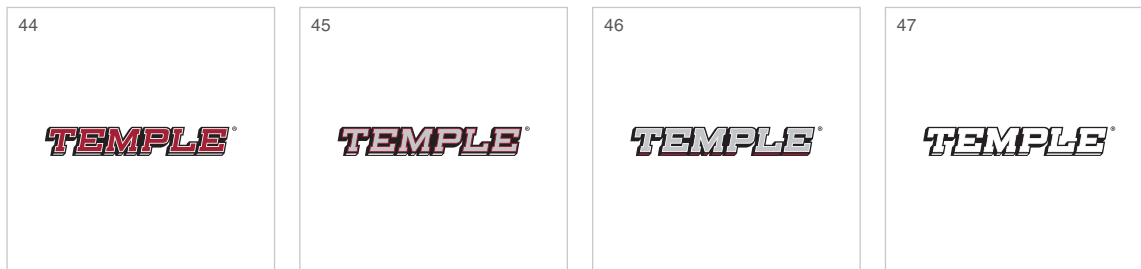
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Yellow	116	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	C:12 M:6 Y:5 K:12			
White	Process White			MADEIRA 1001	
Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

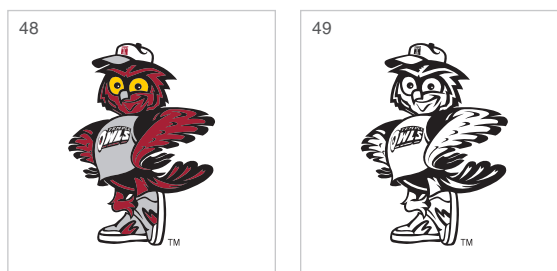
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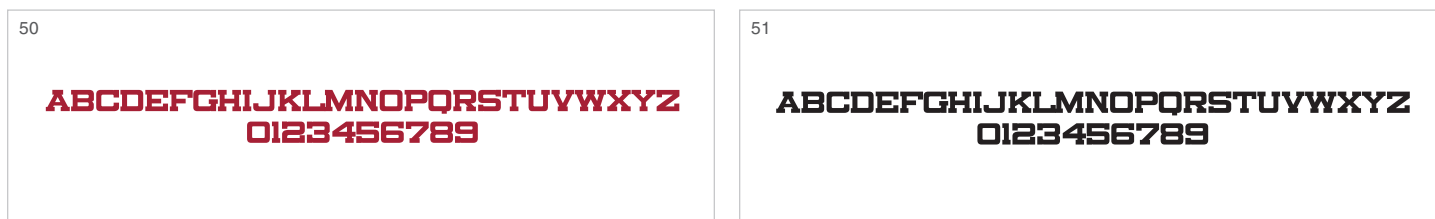
WORDMARKS (CONTINUED)



KID'S MARKS



ATHLETICS ALPHABET



COLOR INFORMATION

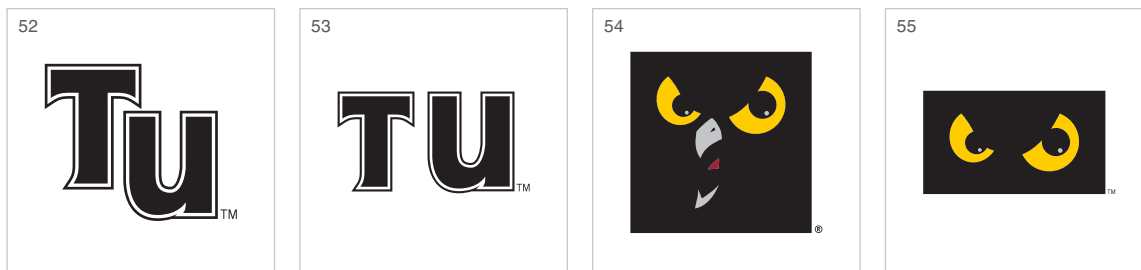
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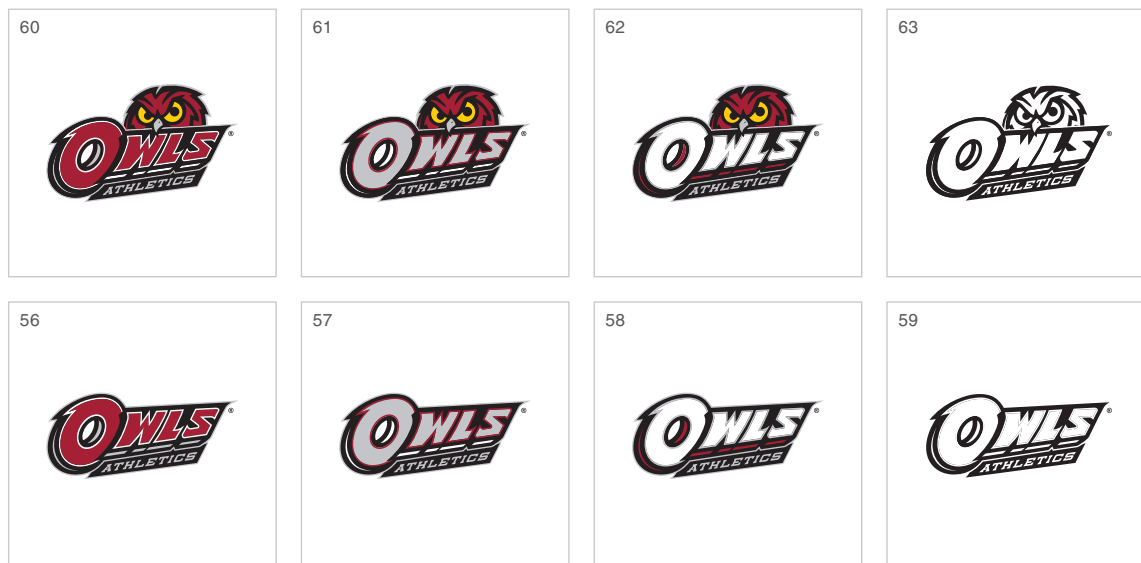
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ALTERNATE MARKS



Restriction: Must have "Temple University®" as an identifier on the product.

SPORT SPECIFIC MARKS



Note: Temple University offers versions of these marks for all sports on campus; Please download the Sport Specific Artwork Pack at the top of the page to access files.

COLOR INFORMATION

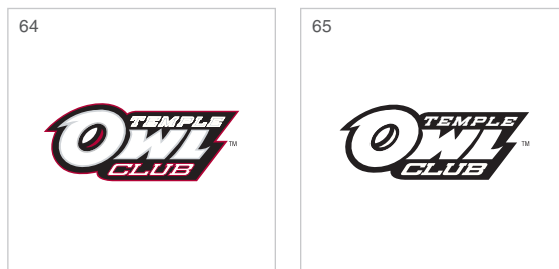
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Silver	428	C:12 M:6 Y:5 K:12			
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Black	Process Black	C:0 M:0 Y:0 K:100		MADEIRA 1000	

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OWL CLUB MARKS



WE THE T MARKS



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