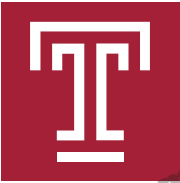


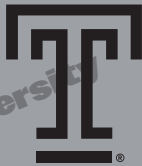
 Temple University Current Revision Date: 02/28/25			Verbiage							
Established: 1884 Location: Philadelphia, PA Mascot: Owls Mascot Name: Hooter T. Owl Conference: NCAA Division I - FBS, American, Philadelphia Big 5			Beasley School of Law™ Boyer College of Music and Dance™ College of Education™ College of Engineering™ College of Liberal Arts™ College of Public Health™ College of Science and Technology™		Fox School of Business™ Klein College of Media and Communication™ Kornberg School of Dentistry™ Lewis Katz School of Medicine™ Owl™ Owls™ School of Pharmacy™		School of Podiatric Medicine™ School of Sport, Tourism and Hospitality Management™ School of Theater, Film and Media Arts™ Temple Made® Temple® Temple Japan™		Temple Owls® Temple Rome™ Temple University® TU™ Tyler School of Art and Architecture™	
Cherry		Silver	Metallic Silver		Black		White			
PANTONE 201 C CMYK: 0, 100, 63, 29 MADEIRA Rayon: 1181 RA: 2270		PANTONE 428 C CMYK: 12, 6, 5, 12	PANTONE 877 C CMYK: 23, 16, 17, 0 MADEIRA Rayon: 1011 RA: 2592		PANTONE Process Black C CMYK: 0, 0, 0, 100 MADEIRA Rayon: 1000 RA: 2632		PANTONE Process White CMYK: 0, 0, 0, 0 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)

1

2

3

4

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

5

6

7

8

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.

School Seal

13



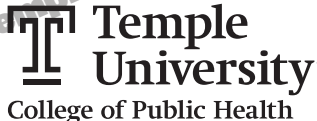
RESTRICTIONS:
Special Permission Required; Limited Use Only

School / College Lockup Examples

Formal

Informal

14

16

15

17

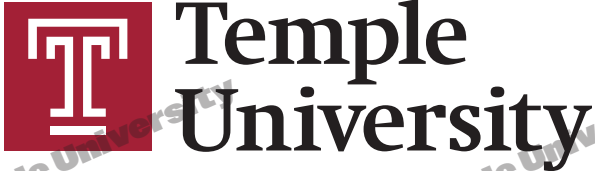
18

20

19

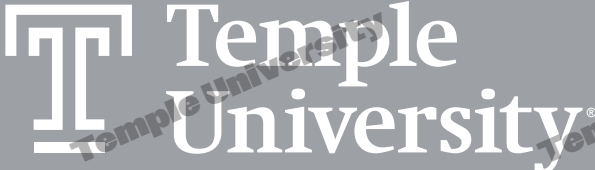
21

Primary Marks

9

10

11

12

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



Temple University

Current Revision Date: 02/28/25

Athletics Marks



Sport-Specific Marks



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 9

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.



Spirit Marks

Owl Logo



Owl Head



TEMPLE
OWLS



TEMPLE OWLS

NOTES

- To maintain correct color placement, the logos include a white outline.
- When applied over white, this outline is allowed to blend into the background.
- When applied over red or black, the white elements—including the outline—can be printed in one color, without the background fill.
- The owl logo must be used as is—no deviation of color or proportion.
- The owl logo cannot be used with any other mark in the same imprint area.

- Any text used with the owl logo needs to be placed in a separate imprint area.
- The owl, T, and outline must ALWAYS remain white—no deviation of color or proportion.
- The owl head and outline must ALWAYS remain white—no deviation of color or proportion.
- Any exceptions are at the discretion of Strategic Marketing and Communications.
- Mark 45: Can be used on any solid color when one color print, embossing, etching, or engraving



Spirit Marks

Owl Head

50



TEMPLE
ATHLETICS

51



TEMPLE
ATHLETICS

52



TEMPLE ATHLETICS

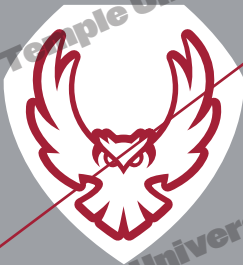
COMMON MISUSES



Do not reverse the logo



Do not reverse the logo



Do not dissect the logo



Do not rotate the logos



Do not alter the proportions

NOTES

- To maintain correct color placement, the logos include a white outline.
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