



Temple University

Current Revision Date: 09/28/26

Established: 1884

Location: Philadelphia, PA

Mascot: Owls

Mascot Name: Hooter T. Owl

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

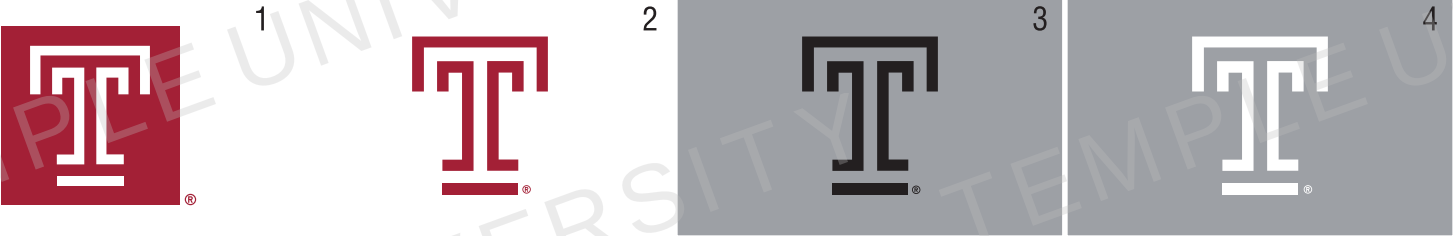
Verbiage			
Beasley School of Law™	Klein College of Media and Communication™	School of Theater, Film and Media Arts™	Tyler School of Art and Architecture™
Boyer College of Music and Dance™	Kornberg School of Dentistry™	Temple Made®	
College of Education and Human Development™	Lewis Katz School of Medicine™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

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.

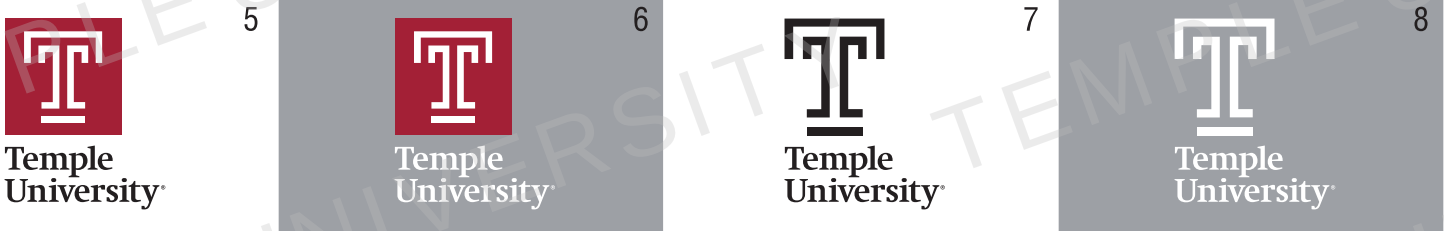
NOTE: All lockups must be supplied by Temple's Strategic Marketing and Communications department, and not created by individual units or merchandise suppliers. There are no school/college/ unit lockups for vertical logos.

T Marks (Institutional and Athletic)



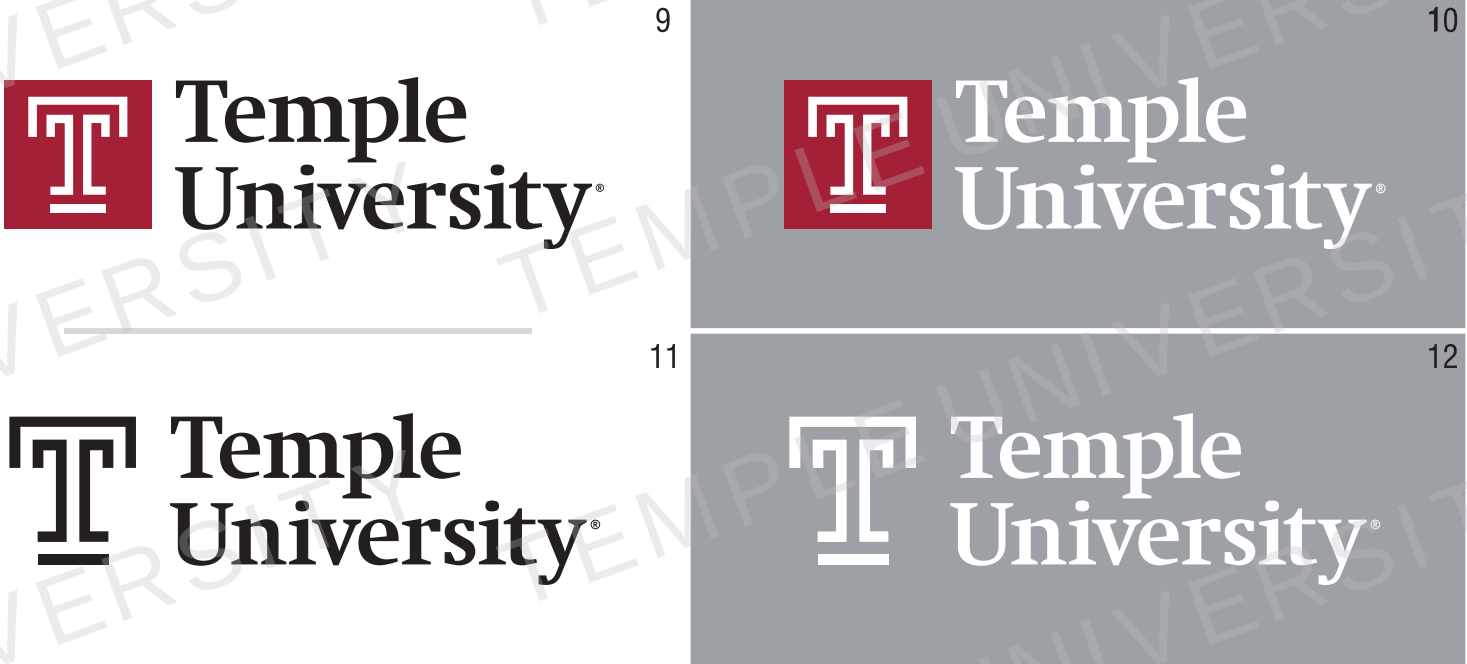
RESTRICTION: Temple T box must be cherry red (PMS 201). No other box colors are allowed. The Temple T may appear without the box in white, black or cherry red (PMS 201).

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



School / College Lockup Examples

Formal		Informal	
14		15	
16		17	
18		19	
20		21	

RESTRICTIONS:
Special Permission Required; Limited Use Only

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.

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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



42



43



44



45

Owl Head



46

TEMPLE
OWLS



47



TEMPLE
OWLS

48



TEMPLE OWLS

49

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

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