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

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.

RESTRICTIONS:
- Special Permission Required; Limited Use Only

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

T Marks (Institutional and Athletic)

1. Cherry
2. Silver
3. Metallic Silver
4. Black
5. 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, 100
MADEIRA Rayon: 1001 | RA: 2632

PANTONE Process White
CMYK: 0, 0, 0, 0
MADEIRA Rayon: 1001 | RA: 2297

Silver

PANTONE 428 C
CMYK: 12, 6, 5, 12

Metallic Silver

PANTONE 877 C
CMYK: 23, 16, 17, 0
MADEIRA Rayon: 1011 | RA: 2592

Black

PANTONE Process Black C
CMYK: 0, 0, 100
MADEIRA Rayon: 1001 | RA: 2632

White

PANTONE Process White
CMYK: 0, 0, 0, 0
MADEIRA Rayon: 1001 | RA: 2297

Secondary Marks

5. Temple University
6. Temple University
7. Temple University
8. Temple University

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School / College Lockup Examples

Formal

14. Temple University
College of Public Health
15. Temple University
College of Public Health
16. Temple University
College of Public Health

Informal

18. Temple University
College of Public Health
19. Temple University
College of Public Health
20. Temple University
College of Public Health
21. Temple University
College of Public Health

RESTRICTIONS:
- 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 ¼ 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.

NOTE: The marks of Temple University are controlled under a licensing program administered by CLC and require written approval for use.
• 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 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.

NOTE: The full body mark cannot be used with any other mark. The full body mark cannot be used with text. The full body mark must be used as is with no deviation of color or proportion. To maintain correct color placement, the logos include a white outline. When applied over white this outline is allowed to blend into the background.

ADDITIONAL PERTINENT INFORMATION

• 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.

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