

## Trademark and Logo Use Guidelines for Student Organizations at Temple University

### Registration Marks and Trademarks

A registration mark (®) and trademark (™) denote a type of intellectual property consisting of a recognizable sign, design or expression that identifies products or services from a particular source and distinguishes them from others. They are typically found on logos, names, phrases, words or designs.

Temple University names and logos are protected intellectual property. Student organizations may use trademarked university names to identify their organization. For reference, please see the verbiage section found at the top right of [these guidelines](#). However, student organizations **may not** incorporate registered logos/marks in their own logos. This means that you can refer to your student organization name (for example, Temple Sandwich Club), but you cannot use any Temple logos (for example, the “T,” the Hooter mascot or a school/college logo).

### Licensed Vendors

Any emblematic items created, whether for resale or promotional, must go through a Temple licensee. When purchasing merchandise or apparel for your organization such as t-shirts, water bottles, pins, etc., students **must** use a licensed vendor if your design incorporates any Temple names. [See more information and a list of licensed vendors](#).

### Hand-drawn Artwork

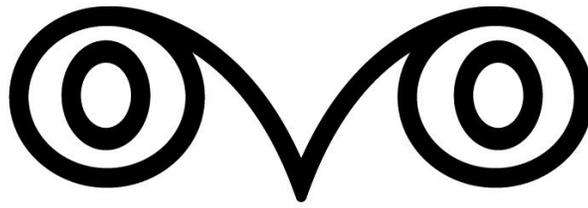
Students may create artwork that conveys the spirit of their organization. Do not redraw protected university graphics such as the “T” or the Hooter mascot.

#### **Student groups may use the graphics below**

The graphics shown below should only be used as decorative artwork for posters, banners, t-shirts, etc. They should not be used as part of a student organization logo.

#### Owl Eyes

The owl eyes graphic is available for use by Temple student organizations. Merchandise featuring the owl eyes does not require a registration symbol. The owl eyes may be used as accent artwork on your materials but should not be used within your logo. Students can email the brand team in Strategic Marketing and Communications via email at [brand@temple.edu](mailto:brand@temple.edu).



**Student organizations may NOT use the marks below**

Official university marks should not be used by student organizations or groups. A mark is a symbol, element, art design or visual image.

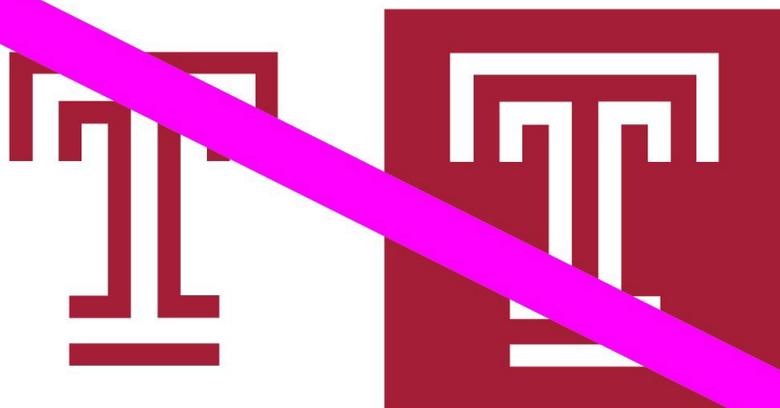
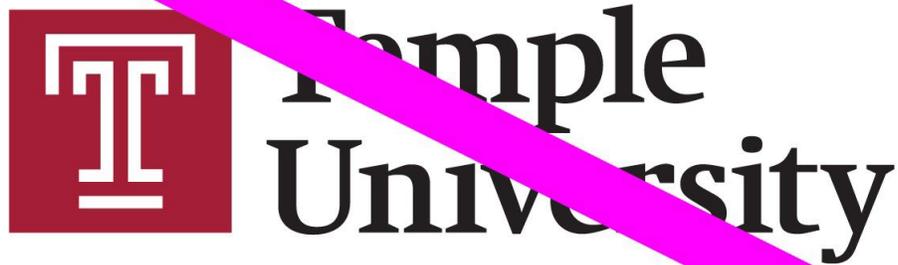
University Seal

The university seal should not be used by student organizations. It is typically reserved for use by the Executive Office of the President and on official university documents.



### University Logos

The "T" and primary university logo (T + wordmark) are the main identities of the university and cannot be used for student organizations.



### Owl-Marks

The screeching owl and owl head are former identifiers of the university but have been decommissioned and are no longer available for use by any organizations. In addition, until the university shares new owl marks, student organizations are not allowed to create their own owl marks or designs.



## Questions

If you have any questions about what you can and cannot use in your organization's marketing, apparel and promotion items, please contact the Strategic Marketing and Communications Office at [brand@temple.edu](mailto:brand@temple.edu).