



# Temple University

Current Revision Date: 11/26/24

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

### 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.

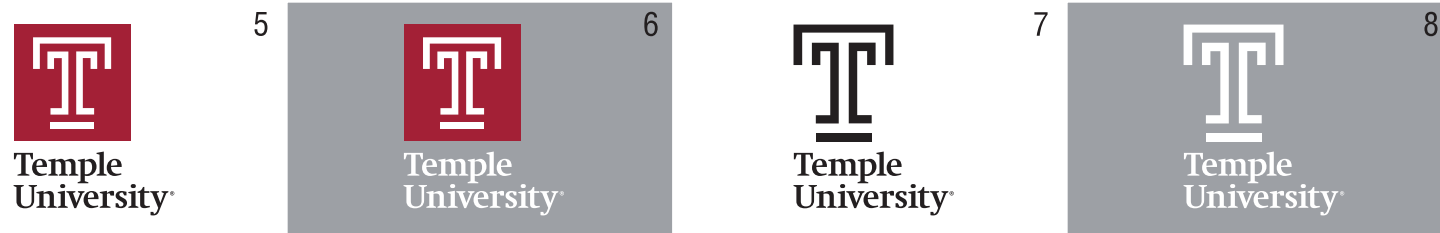
**NOTE:** All lockups must be supplied by Temple's Strategic Marketing and Communications department, and not created by individual units or merchandise suppliers. There are no school/college/ unit lockups for vertical logos.

### 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.

### School Seal



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### School / College Lockup Examples

#### Formal

#### Informal



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16



17



20



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**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



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

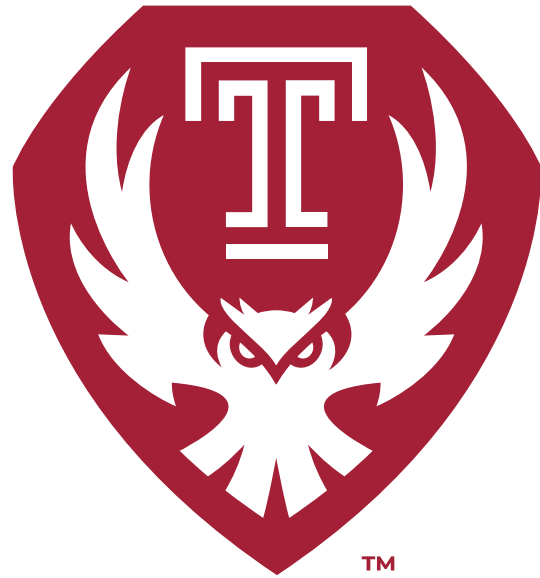
### Sport-Specific Marks





## Spirit Marks

### Owl Logo



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### Owl Head



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**TEMPLE  
OWLS**



46

**TEMPLE  
OWLS**



47

**TEMPLE OWLS**

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### 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.

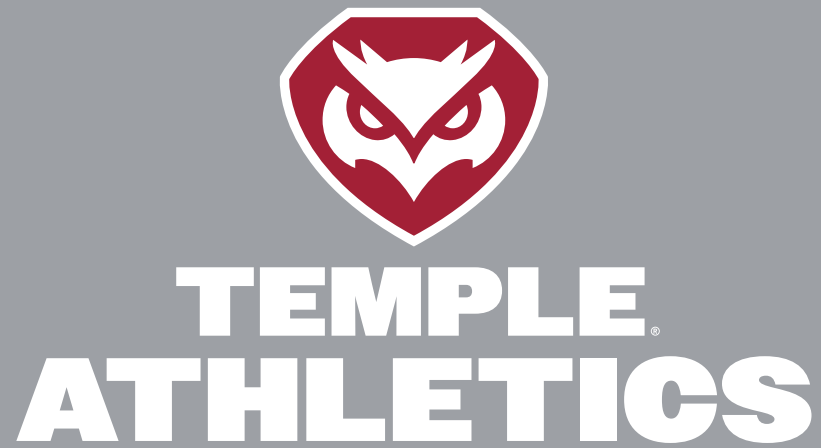
- Any text used with the owl logo needs to be placed in a separate imprint area.
- The owl, T, and outline must ALWAYS remain white—no deviation of color or proportion.
- The owl head and outline must ALWAYS remain white—no deviation of color or proportion.
- Any exceptions are at the discretion of Strategic Marketing and Communications.



## Spirit Marks

### Owl Head

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### 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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**ABCDEFGHIJKL**

**MNOPQRSTUVWXYZ**

**XYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**0123456789**

**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.