

## USAGE GUIDELINES

	Yes	No	Notes
University seal permitted on products for resale		X	Or advance approval required
Alterations to seal permitted		X	
Overlaying / intersecting graphics permitted with seal		X	
University licenses consumables	X		Insured providers only
University licenses health and beauty products	X		Insured providers only
University permits numbers on products for resale	X		Or advance approval required
Mascot caricatures permitted	X		
Cross licensing with other marks permitted	X		
Register mark may be omitted on products not for resale	X		
Register mark required on products for resale	X		

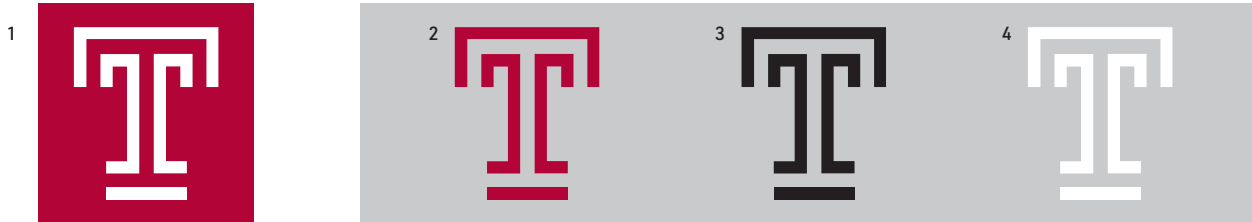
- NO USE of current player's name, image or likeness is permitted on commercial products, as it is in violation of NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs or tobacco related products may be used in conjunction with university marks.
- When referring to a particular college and/or school, licensee must use the official name of the college and/or school. Please see the verbiage section below for colleges and schools that have 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 on the submission.

## VERBIAGE

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

# TEMPLE UNIVERSITY

## INSTITUTIONAL MARKS



**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).



**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/COLLEGE LOCKUP EXAMPLES

### FORMAL



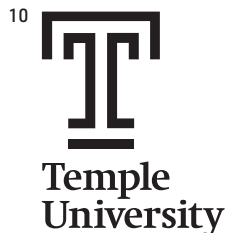
### IN-MARKET



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  $\frac{3}{4}$  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.

## INSTITUTIONAL MARKS (continued)



**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 type-set in Aktiv Grotesk font, provided they are separated from the logo by at least  $\frac{3}{4}$  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. There are no school/college/unit lockups for vertical logos.

# TEMPLE UNIVERSITY

## VINTAGE LOGO MARKS

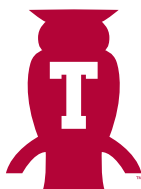
TEMP7-V-00001



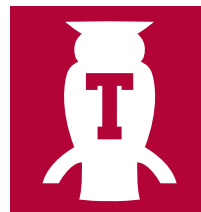
TEMP7-V-00003



TEMP7-V-00004



TEMP7-V-00005



TEMP7-V-00009



**NOTE:** The vintage word marks can print in cherry (PMS 201), black, grey (PMS 428) or white.

## VINTAGE WORD MARKS

TEMP7-V-000010



TEMP7-V-000011



TEMP7-V-000012



**NOTE:** The vintage word marks can print in cherry (PMS 201), black, grey (PMS 428) or white.

## SCHOOL SEAL



**RESTRICTIONS:** The School Seal is for executive use only, and cannot be used on merchandise without advance approval.

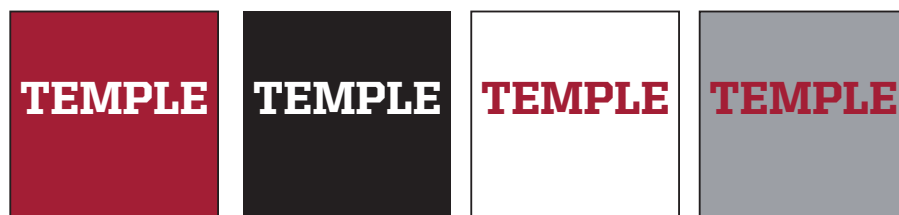
# TEMPLE UNIVERSITY

## ATHLETICS MARKS

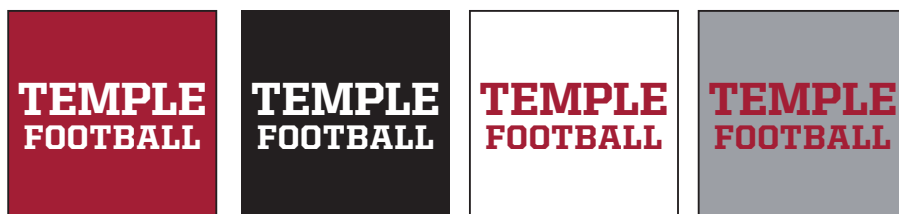
### T LOGO + SPORT



### TEMPLE



### TEMPLE + SPORT



### OWLS



### OWLS + SPORT



**NOTE:** Athletic marks can print in cherry (PMS 201), black, grey (PMS 428) or white.