

**USAGE GUIDELINES**

	Yes	No	
• University seal permitted on products for resale:		X	Advanced approval required.
• Alterations to seal permitted:		X	
• Overlaying / intersecting graphics permitted with seal:		X	Advanced approval required.
• University licenses consumables:		X	Advanced approval required.
• University licenses health & beauty products:		X	Advanced approval required.
• University permits numbers on products for resale:	X		
• Mascot caricatures permitted:	X		
• Cross licensing with other marks permitted:	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 above for colleges and schools that have special references.
- Individual school/college/unit names may be used with either the horizontal or vertical primary logos (#2-16 on art sheet), but the marks must be separated by no less than the height of the Temple “T” on all products. When separated from the primary logo, the school/college/unit name may be used at any size.
- The use of the Temple “T” logo must be accompanied by the Temple University wordmark with the exception of those instances that require extremely large presentations (banners, etc.) or extremely small ones (pens, pins, rings, etc.).
- 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.

**“TEMPLE MADE” MARKS**

“Temple Made” may not be used in conjunction with the Temple “T”.  
 “Temple Made” may be used with either the horizontal or vertical primary logos (Page 2 and 3), but the marks must be separated by at least the height of the Temple “T” on all products

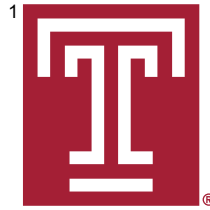
**VERBIAGE**

Temple University ®  
 Temple ®  
 TU™  
 Owls™  
 Owl™  
 Temple Owls ®  
 Temple Tuff™

Ambler College™  
 Tyler School of Art™  
 Fox School of Business™  
 Boyer College of Music and Dance™  
 Beasley School of Law™  
 Temple Japan™  
 Temple Rome™

Reproduction of any logos or wordmarks is prohibited without the approval of  
 Temple University and Learfield Licensing Partners.  
 For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

**INSTITUTIONAL MARKS**



**RESTRICTION:** The Temple "T" box must be either red or black. No other colors are allowed. "T" must always appear in white. The use of the Temple "T" logo must be accompanied by the Temple University wordmark with the exception of those instances that require extremely large presentations (banners, etc.) or extremely small ones (pens, pins, rings, etc.).



**NOTE:** You must use the approved university colors or the \*PANTONE® colors listed in this style guide. The colors in this style guide are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE is a registered trademark of PANTONE, Inc.

**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2014.

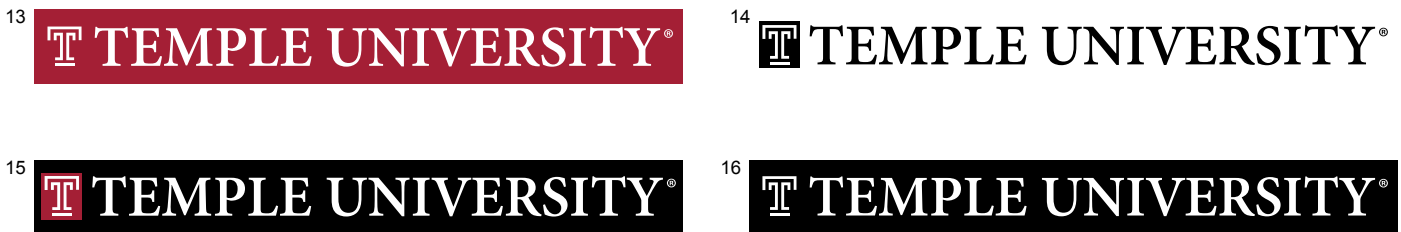
COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181 RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125 RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011 RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12		
White	Process White					MADEIRA 1001
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

**INSTITUTIONAL MARKS (CONTINUED)**



**Restriction:** Limited use logos. To be used when horizontal logo is not appropriate for available space.



**Restriction:** Limited use logos. To be used when allowable space dictates a short, vertical logo (e.g. pens).

**COLOR INFORMATION**

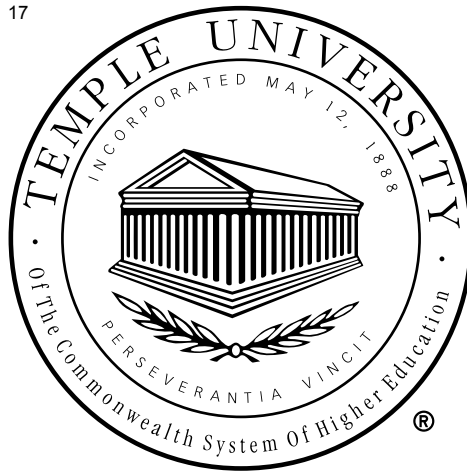
The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS	
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181	RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12			
White	Process White					MADEIRA 1001	
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000	

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners.  
For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

**SCHOOL SEAL**

17



**Restriction:** School Seal is for Executive Use only, and cannot be used on soft goods. Exceptions require pre-approval.

**PRIMARY ATHLETIC MARKS**

18



19



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS	
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181	RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125	RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011	RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12			
White	Process White					MADEIRA 1001	
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000	

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

SECONDARY ATHLETIC MARKS



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181 RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125 RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011 RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12		
White	Process White					MADEIRA 1001
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

WORDMARKS



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181 RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125 RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011 RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12		
White	Process White					MADEIRA 1001
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners.  
For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

KID'S MARKS

48



49



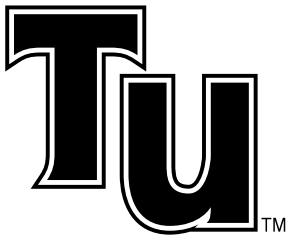
ATHLETICS ALPHABET

50

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

ALTERNATE MARKS

51



52



53



54



Restriction: Must have "Temple University®" as an identifier on the product.

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181 RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125 RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011 RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12		
White	Process White					MADEIRA 1001
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

**SPORT SPECIFIC MARKS**



**Note:** Temple University offers versions of these marks for all sports on campus; please download the Sport Specific Artwork Pack at the top of the page to access files.

**OWL CLUB MARKS**



**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2014.

COLORS	PANTONE®	HTML	RGB	COATED	UNCOATED	THREAD COLORS
Cherry Red	201	#990033	R:152 G:30 B:50	C:0 M:100 Y:63 K:29	C:0 M:100 Y:63 K:12	MADEIRA 1181 RA 2270
Yellow	116	#FECB00	R:254 G:153 B:0	C:0 M:22 Y:98 K:2	C:0 M:44 Y:98 K:2	MADEIRA 1125 RA 2466
Metallic Silver	877	#8A8D8F	R:138 G:141 B:143	C:23 M:16 Y:17 K:0		MADEIRA 1011 RA2592
Silver	428	#C3C8C8	R:195 G:200 B:200	C:12 M:6 Y:5 K:12		
White	Process White					MADEIRA 1001
Black	Process Black			C:0 M:0 Y:0 K:100		MADEIRA 1000

Reproduction of any logos or wordmarks is prohibited without the approval of Temple University and Learfield Licensing Partners.  
For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.