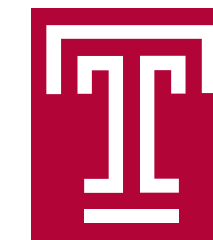


TEMPLE UNIVERSITY
Logo Usage Guide 2014



OUR ICONIC LOOK IS STEADFAST.



The Temple “T” was designed in 1983 by students in a graphic arts and design class at Temple’s Tyler School of Art to celebrate the university’s 100th anniversary. Its design is intended to represent “strength and positive character, with open ends that are symbolic of the free exchange of ideas that is the hallmark of a Temple education.”

TEMPLE CHERRY AND WHITE



PANTONE 201 C

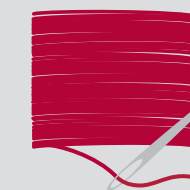
Print

Pantone: 201 C
CMYK: 0/100/63/29



Web

HEX #9E1B34
RGB: 158/27/52



Embroidery

Madeira 1181 thread



Embroidery

Madeira 1001 thread

#CherryOn

ONE TEMPLE

Temple University has reached a new point of recognition and prominence and is competing with the greatest urban research universities worldwide. In such a complex competitive environment, members of the university community must work together toward the greatest benefit of the whole organization.

Temple's logo is a prominent way to demonstrate our collective strength and unity.

ADDED FLEXIBILITY

When the original unified logo system was developed in 2005, social media and mobile functionality were just beginning to emerge. Nearly 10 years later, **ours is a bolder, more balanced logo that can be optimized at a range of sizes and in various media.** It's also flexible enough to ensure schools, colleges, units and affiliated entities demonstrate their Temple affiliation while setting themselves apart.

TEMPLE'S LOGO OPTIONS

PRIMARY



VERTICAL (limited use)



HORIZONTAL (limited use)



THE LOGO LOOKS GOOD ON PAPER.

Information on ordering stationery is available at Staples Print Solutions via the TUmktplace.

Letterhead: 8.5" x 11" (not to scale)

Letterhead: 8.5" x 11" (not to scale)

Business card: 3.5" x 2" (not to scale)

No. 10 envelope: 9.5" x 4.125" (not to scale)

Letterhead Content:

TEMPLE UNIVERSITY
 School of Tourism and Hospitality Management

Margaret K. Sample
 Assistant Director of Communications
 Sport Industry Research Center

Speakman Hall 349
 1810 N. 13th St.
 Philadelphia, PA 19122
 Phone: 215-204-2624
 Fax: 215-204-9153
 mksample55sthm@temple.edu
 sthm.temple.edu

Business Card Content:

TEMPLE UNIVERSITY
 School of Tourism and Hospitality Management

Margaret K. Sample
 Asst. Director of Communications
 Sport Industry Research Center

Speakman Hall 349
 1810 N. 13th St.
 Philadelphia, PA 19122
 T 215-204-2624
 M 267-204-9153
 mksample55sthm@temple.edu
 sthm.temple.edu

Envelope Content:

TEMPLE UNIVERSITY
 School of Tourism and Hospitality Management

Speakman Hall 349
 1810 N. 13th St.
 Philadelphia, PA 19122

THE LOGO IS FLEXIBLE.

There are several options for using the Temple University logo with a school, college or unit. The name of the school, college or unit can be represented in content separately or in a "lockup"—the Temple University logo with a school, college or unit wordmark attached.

College identified as part of text

BOYER COLLEGE OF MUSIC AND DANCE

50th Annual Student Recital

OR

College identified as part of primary logo

TEMPLE UNIVERSITY
 Boyer College of Music and Dance

OR

Center identified as part of primary logo

BOYER COLLEGE OF MUSIC AND DANCE

50th Annual Student Recital

TEMPLE UNIVERSITY
 Center for the Arts

College identified as part of text

THE LOGO IS WEARABLE.

Note: The Temple "T" and university wordmark are among the registered trademarks managed by Temple's official licensing partner, Licensing Resource Group. To select an approved vendor, go to temple.edu/operations/business-services/ICSLicensees001.htm. Learn more at temple.edu/operations/business-services/TUTrademarkPolicy.htm.



Use either an official school, college or unit lockup or separate your division name from the logo by at least the height of the "T" at any scale.

THE LOGO IS MOBILE.

temple.edu home page



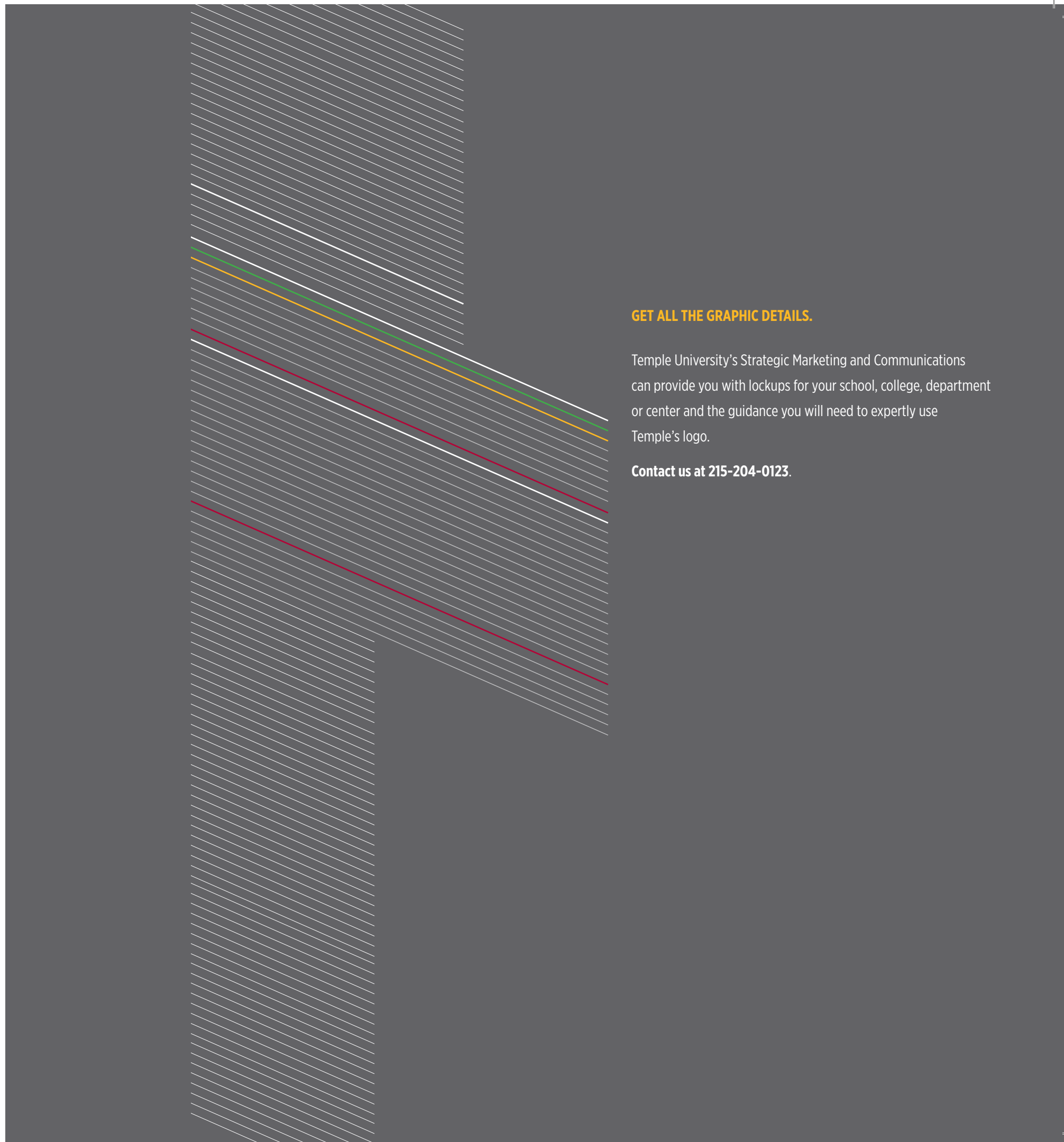
temple.edu home page



TREAT THE LOGO WELL.

- **The logo looks a certain way.** Take care not to stretch it, re-create it, hang things on it, add drop shadows or graphics, or force it to do other things it isn't comfortable with.
- **The "T" has a companion.** Always use the complete logo, including the words "Temple University." Strategic Marketing and Communications can help you determine when exceptions are necessary.
- **The "T" likes space.** It sits in a color box or on a field of color—never inside a keyline box.
- **The logo is more than a design element.** Use Temple's logo to identify, not as a pattern or decoration.

See page 1 for color guidance.



GET ALL THE GRAPHIC DETAILS.

Temple University's Strategic Marketing and Communications can provide you with lockups for your school, college, department or center and the guidance you will need to expertly use Temple's logo.

Contact us at 215-204-0123.



**Strategic Marketing and
Communications**