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The Temple University Style Guide is a resource for creative executions of the brand. These guidelines outline the fundamental elements of the brand and offer basic instructions for how to use them.

Brand recognition benefits all aspects of the institution. Adherence to these guidelines will ensure brand consistency, strengthen recognition, and increase effectiveness.
BRAND POSITIONING
Temple University has adopted the following brand positioning statement to summarize the nature and aspirations of the university:

“TENACIOUS VISION IN ACTION”

This phrase is meant to convey the “tenacious,” unrelenting drive of Temple students, alumni, leadership, faculty, staff, and the university itself. Their “vision” refers to the process of seeing needs in society and setting goals to achieve a positive result in any way they can. At Temple, people don’t just set their minds to something; they set their entire being to it. They don’t have lofty, unattainable goals. They put change “in action” by actually delivering on their goals, doing whatever it takes to make things happen.

This statement is not a tagline; it is an internal guide for marketing communications and should never appear on outward-facing materials. It is designed to encapsulate the essence and aspirations of the institution. External-facing communications should strive to convey this key message without ever explicitly using the phrase.
THE TEMPLE UNIVERSITY BRAND IS BUILT ON FOUR PILLARS OF TRUTH:

**Philadelphia’s Public University:** Temple continues to live up to Conwell’s original vision — to provide individuals with a quality education and make a greater impact not only on the city of Philadelphia, but also on the rest of the world.

**Ever-Advancing for Success:** Temple is comprised of students and faculty who are passionate about learning and growing for the betterment of the world, Philadelphia, and themselves, as evidenced by the institution’s continually progressing, high-caliber academics and experience.

**Real World in Real Time:** Temple students and graduates seamlessly transition into their careers and can thrive in any environment as a result of Temple’s urban location and access to valuable cultural, social, professional, and experiential learning opportunities.

**Relentless Drive:** People at Temple do not have an entitled “you owe me” attitude. Their work ethic and entrepreneurial spirit drive them to create and boldly pursue opportunities with confidence and passion.

These four aspects of the institution prove the brand’s truth. All marketing communications should focus on these attributes (or a selection of these attributes) as proof points for what makes Temple University unique.
TAKE CHARGE

Within each of us lives the potential for greatness. But some aren’t satisfied with just potential. Some desire more. Some yearn to turn promise into results. They’re not afraid to fight for what they want or what they believe. Those individuals embody Temple University. And in turn, Temple acts as the powerhouse that charges these students to a full capacity of knowledge, skill, and passion, and then releases them outward on a mission to pulse through the veins of this city, to serve as its lifeblood, and to drive Philadelphia, and the world, forward to a brighter future.
BRAND ART
(CONCEPTUAL ONLY)

Brand art is the initial phase of concepting within a brand’s overall identity. It is simply a starting point that inspires all future executions and evolves into approved work.
COPY TONE
COPY TONE GUIDELINES

All copy for Temple University should strive to capture the overarching brand in both tone and message. (The following examples are referenced specifically to demonstrate these copy guidelines. Design guidelines begin on page 17.)
"Take charge" is a challenge for students everywhere to push themselves and give 100% in everything they set out to accomplish. We want to convey Temple University’s city location as a hub for real world experience, proving that students are not only a part of the Temple community, but part of Philadelphia, and the world as well.

In addition to conveying important information about the story at hand, the electricity theme can be incorporated through word choice, but it should contribute to the overall message and should not be overdone.

**DON’T:**
- Use too many puns
- Force the electricity theme where it is irrelevant
- Overuse “Temple Made” messaging

**DO:**
- Play off brand promise (“Tenacious Vision in Action”)
- Contextualize Temple’s global perspective
- Write headlines that can become a series (“When others take...”)
The tone for all copy should be confident, passionate, and invigorating. It should convey a sense of grit, but never grittiness, expressing that success is always a choice. All university communications—from social media posts to alumni materials to event promotions to admissions pieces—should use the following tone words as a guide.

PURPOSEFUL
PIONEERING
UNEXPECTED
PROUD
FEARLESS
STEADFAST
BOLD
DIRECT
HEADLINES

Headlines should be strong, proud, and unapologetic, but never boastful. They should have a sense of forward-moving energy, using word choice to help achieve this. For example, instead of saying “We give our all,” we’d write “There is no off switch.”

In general, headlines serve as an overarching anthem for the brand. More contextual headlines should hint at the subject (and body copy should always deliver on the headline), but should still convey the overall anthem feel. For example, a headline about outcomes should not simply state, “Our alumni do great things,” but should instead emphasize their energy, with language like “Entering the workforce with full force.”

The following is a list of every headline appearing in the campaign. All future headlines should fall in line with the approved messaging.

- WHEN OTHERS TAKE BREAKS, WE TAKE CHARGE.
- WHEN OTHERS TAKE SHORTCUTS, WE TAKE CHARGE.
- COLLEGE STUDENTS TAKE CLASSES. TEMPLE STUDENTS TAKE CHARGE.
- WHEN OTHERS TAKE A BACK SEAT, WE TAKE CHARGE.
- WHEN OTHERS TAKE IT EASY, WE TAKE CHARGE.
- WHEN OTHERS TAKE THE EASY WAY, WE TAKE CHARGE.

TAP INTO OUR ENERGY
- THERE IS NO SUBSTITUTE FOR 100%
- IT’S TIME TO TAKE CHARGE
- BROAD STREET RUNS NORTH-SOUTH. TEMPLE LEADS EVERYWHERE.
- PLUGGED INTO THE CITY POWERING THE WORLD

Moving forward, punctuation of headlines should follow basic rules of grammar with two exceptions:

- Do not use a period in any simple, one-sentence headlines.
- Do not use punctuation in headlines made up of one or more incomplete sentences (i.e., Plugged into the city/Powering the world). Instead, separate these thoughts in design (i.e., second line is in white italic type).
BODY COPY

In general, body copy should be stimulating and direct, building in energy to the end through many short, powerful, emotionally driven statements.

A storytelling approach can be used when conveying a more informational message (like the history of Temple or a student’s achievements), but copy should still maintain an energetic flow throughout and pay off the overarching message of Temple’s global impact.

All body copy should inspire the reader to realize their passions and work hard to make them a reality, while also feeling a prideful loyalty to Temple University. Electricity-themed language can be incorporated through word choice, but again, only sparingly.

To maintain brand equity, “Temple Made” should still make an appearance in messaging, but it must be complementary to the “Take Charge” concept.
TYPOGRAPHY
TYPOGRAPHY

TYPEFACES
There are three different typefaces used throughout the Temple brand in both web and print. Specific usage rules are defined in the “Design Spectrum” section of this document (pg. 26).
PHOTOGRAPHY
PHOTOGRAPHY

PHOTOGRAPHIC STYLE
Photography in the Temple University brand should have a focus on lifestyle and the city rather than simply a classroom environment. When possible, natural lighting and settings are ideal. There should always be an element of movement and motion in photos, either from the subject itself, or from the use of angled, dramatic, and unexpected cropping.

PORTRAITS
Portraits should capture a day in the life of students and faculty at Temple University. They are always natural and candid—never posed, and subjects should avoid eye contact with the camera if possible. Portraits should not overuse Temple apparel.

CAMPUS ENVIRONMENT
Photos of the campus environment and Philadelphia should achieve a balance between grit and beauty. The city’s energy should be captured through natural urban textures.
COLOR PALETTE
The Temple University brand uses primary and secondary color palettes. The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement pieces. Additionally, one or two colors in the secondary palette may be introduced, but they should be used with discretion and should never overpower the primary brand colors.

### PRIMARY PALETTE

- **PMS 201 C**
  - C=0 M=100
  - Y=63 K=29
  - #A41E35

- **PMS Black**
  - C=0 M=0
  - Y=63 K=29
  - #222222

- **PMS 430 C**
  - C=0 M=0
  - Y=0 K=75
  - #899197

### SECONDARY PALETTE

- **PMS 202 C**
  - C=30 M=95
  - Y=75 K=29
  - #8c2132

- **PMS 1788 C**
  - C=0 M=96
  - Y=83 K=0
  - #e20f84

- **PMS 219 C**
  - C=6 M=98
  - Y=9 K=0
  - #ee2738

- **PMS 254 C**
  - C=45 M=99
  - Y=0 K=0
  - #90d1bb

- **PMS 297 C**
  - C=52 M=4
  - Y=2 K=0
  - #6ec4e8

- **PMS 2925 C**
  - C=76 M=24
  - Y=0 K=0
  - #007bc2

- **PMS 5763**
  - C=52 M=38
  - Y=78 K=16
  - #767a4c
<p>Here are just a few suggested primary and secondary color combinations.</p>
BRAND ELEMENTS
BRAND ELEMENTS

The Temple University brand includes a variety of graphic elements that can be used to add visual interest to creative materials. These elements should be used to help convey the message of taking charge and add a sense of forward-moving energy to the overall design, including action-oriented patterns, textures, marks, and cropping. While they may be used throughout all creative executions, certain elements should be used more or less frequently depending on design, audience, and/or spectrum (see page 28).

• The red diamond pattern is the most dominant graphic element used in public campaigns, but should be used with discretion in other pieces. It is used generally as a background or border to create a sense of energy and motion.
• The red and white dot pattern is a secondary element used to further enhance other design elements.
• The positive charge pattern, another background element, represents positive action and should be used sparingly.
• Several of these elements can be used together, but each layout should generally have only one visually dominating graphic element, as explained on the following slide.
• When possible, crop images at an angle to create energy within the layout.
DESIGN SPECTRUM
THE TEMPLE BRAND IS FLEXIBLE AND CAN BE USED FOR DIFFERENT TYPES OF EXECUTIONS. THE DESIGN SPECTRUM IS COMPRISED OF THREE DISTINCT MODES OF THE BRAND.

BREAKDOWN OF DESIGN SPECTRUM

1. BOLD
2. INFORMATIONAL
3. SOPHISTICATED
BOLD

MODE 1
Messaging here should be high-impact and inspirational. In copy, elements from the “charge” concept, (electrical themes) should be used, but care should be taken to ensure it isn’t heavy handed. Brand elements can be used frequently within the design, however. The colors used in the “Bold” look should be primarily cherry, white, and shades of black and gray. This type of messaging should be used in pieces showcasing the overarching Temple brand. This “Bold” messaging can be used for ad campaigns, Temple Made communications, and general undergraduate communications.
TYPE USAGE

HEADLINES

- Set Choplin Light Italic in black boxes bleeding off the left of the layout. Use Colfax Black Italic to emphasize the second half of headlines.
- Colfax Black Italic can be used as an alternate headline option, either alone or paired with Colfax Light Italic.
TYPE USAGE

LAYOUT

• All body copy should be set in Meta Pro Normal or Meta Condensed.
• Use font families to create hierarchy and organize info within layouts.

DEATIL OF POSSIBLE TYPE STYLING

IT'S NO SECRET that employers love Temple interns. What was a secret, however, was that the CIA was illegally hacking into United States Senate computers. Well, it was a secret, at least, until Temple student Ali Watkins broke the story wide open. After earning an internship at McClatchey in Washington, Ali, a senior Journalism major in Temple's School of Media and Communication, wrote an article titled “Probe: Did the CIA spy on the U.S. Senate?” that not only got people talking, it sparked a national debate regarding privacy. Ali was hired by McClatchey shortly after. Maybe it’s a tenacity they were born with. Maybe it’s a work ethic developed while studying here on North Broad. Whatever it is, Temple Interns always dig deeper. And whether or not they strike gold, they’re always viewed as priceless.

THE TEMPLE STRING QUARTET PERFORMING LIVE
SATURDAY, APRIL 2ND
RITTENHOUSE SQUARE

Examples of mixed type and boxed call-outs (3 pt rule) set in Meta Black

Body copy should be set around 8.5 pt using color and placement best for layout

What do you get when you take 40,000 TENACIOUS STUDENTS, young adults in perpetual motion, self-starters, and plug them into the HEART of one of America's most exciting urban centers and then FUEL THEM with opportunities—opportunities for their creativity, desires, and ambitions... what do you get? You get a living, breathing force, 40,000 strong, primed to BLAZE NEW PATHS TO SUCCESS, to power this city, and TO ELECTRIFY EVERYONE ALONG THE WAY.

Example of meta body copy with Choplin used for call-outs
DESIGN ELEMENTS

LAYOUT

- Choplin Light Italic is the main typeface for headlines in the Temple University brand and should always be set in all caps.
- The secondary typeface, Colfax Black Italic, may also be used in headlines but is reserved for big moments and should be used sparingly.
**CAMPAIGN ELEMENTS**

The Temple University Take Charge Campaign brand follows a hierarchy of elements on all pieces:

Headline copy and photography should always be the most prominent, followed by the Temple "T" and URL. Generally, the URL should appear in the lower right corner within a black box, which bleeds off the edge.

- When necessary, the Temple "T" and URL, with the #TempleMade lock-up can be used.
- The #Templemade lock-up may be placed at your discretion, provided it does not overwhelm the other elements.
- The Temple "T" may be used alone for instances as small as a pin and large moments like a flag. Please contact the Strategic Marketing and Communications Team for clarifications, questions or approval.

![ TEMPLE T, URL, AND TEMPLEMADE LOCK-UP ](image)

![ EXAMPLES OF MESSAGING ](image)
The Temple brand is robust, and in informational communications we have the ability to show that it can flex. Overarching brand design elements can be used heavily here, as well as the brand’s full range of colors, all the while keeping in mind that these pieces will often be copy-heavy. Different color schemes can be used to differentiate between different branches of the university. Start with the primary color palette, and use no more than two additional colors from the secondary color palette as complements to keep the color palette from getting overly complex. We have room to break the grid in these pieces, allowing for larger type moments. These considerations should be used when creating viewbooks and large brochures, web content, and admissions pieces.
+ TYPE USAGE

HEADLINES

- Use Choplin and Colfax in any weight and style, but no more than two styles in a headline.

EXAMPLE OF A HEADLINE SET IN CHOPLIN EXTRA LIGHT ITALIC AND COLFAK BLACK ITALIC. COLFAK AND CHOPLIN CAN BE USED INDIVIDUALLY OR TOGETHER IN ANY WEIGHT OR STYLE.

EXAMPLE OF A HEADLINE SET IN COLFAK LIGHT. COLFAK AND CHOPLIN CAN BE USED INDIVIDUALLY OR TOGETHER IN ANY WEIGHT OR STYLE.
TYPE USAGE

LAYOUT

- All body copy should be set in Meta Pro Normal or Meta Condensed.
- Use font families to create hierarchy and organize info within layouts.

EXAMPLES OF POSSIBLE TYPE STYLING

BODY COPY SHOULD BE SET AROUND 8.5 PT USING COLOR AND PLACEMENT BEST FOR LAYOUT

**IT’S NO SECRET** that employers love Temple interns. What was a secret, however, was that the CIA was illegally hacking into United States Senate computers. Well, it was a secret, at least, until Temple student Ali Watkins broke the story wide open.

After earning an internship at McClatchey in Washington, Ali, a senior journalism major in Temple’s School of Media and Communication, wrote an article titled “Probe: Did the CIA spy on the U.S. Senate?” that not only got people talking, it sparked a national debate regarding privacy.

All was hushed by McClatchey shortly after.

Maybe it’s a tenacity they were born with. Maybe it’s a work ethic developed while studying here on North Broad. Whatever it is, Temple interns always dig deeper. And whether or not they strike gold, they’re always viewed as priceless.

**PETER SMITH, CLASS OF ‘14, ELIS MOS MA**

**QUATUOR CO RAE CONSECTA NIS EVENEM**

**LATUR MOLUM, VIT VOLUPTA TENIHN**

CAPTIONS ARE SET SMALLER THAN BODY COPY (AROUND 6PT) AND SHOULD BE SHORT AND CONCISE.
DESIGN ELEMENTS

LAYOUT

Small elements such as headers, graphic flourishes, and sidebars can be added to enhance layouts. Currently, their graphic styling is undefined, but this document should be used as reference to create additional elements that are in line with the current Temple brand.

Use a mixture of solid and transparent color to keep colors balanced.

All brand elements can be used, but they should be used sparingly. The dot pattern and colored geometric pieces are featured here.
MESSAGING HERE SHOULD USE A MORE PROFESSIONAL TONE. SMALL HINTS OF THE BRAND'S PERSONALITY CAN SHINE THROUGH IN PLACES LIKE HEADERS OR BREAKDOWNS. MINIMAL COLOR PALETTE AND USE OF WHITE SPACE HELPS COMMUNICATE MORE OF A CLEAN AND RESERVED APPROACH. TYPOGRAPHY IN THIS DIRECTION SHOULD BE MORE TRADITIONALLY LAYED OUT. TYPOGRAPHY AND LINE WEIGHTS SHOULD BE KEPT ON THE THINNER SIDE IN ORDER TO MAINTAIN A MORE ELEGANT LOOK. THIS TYPE OF LOOK AND FEEL SHOULD BE USED FOR ALUMNI PIECES, DONOR RELATIONS, RESEARCH, AND GRADUATE COMMUNICATIONS.
+ **TYPE USAGE**

**HEADLINES**

- Use Choplin Thin.
- Subheads or secondary info can use Choplin in another size or weight to complement the headline in the layout.

![Choplin Thin Headline](image1)

**AN OWL’S WORK IS NEVER DONE**

![Choplin Thin Headline with Subhead](image2)

**THE CURRENT**

**TEMPLE THEN, TODAY, AND TOMORROW**
TYPE USAGE

LAYOUT

• All body copy should be set in Meta Pro Normal or Meta Condensed.
• Use the Choplin font family to create hierarchy and organize info within layouts.

EXAMPLES OF POSSIBLE TYPE STYLING

AS A TEMPLE ALUM, you’re no stranger to hard work and late nights. And as a generous donor, your tenacity has no doubt spared great success in your life. It is a perfect reflection of your efforts in helping shape the future of our institution, we would like to present you with this desk lamp. May it remind you of where you came from, and light your nights for years to come.

Aliquam id laboriosam desitio id et dicitur eunet a se canimus mi et quis enim laboris, suppo tobes vite de de aequanam exceptus conse quis om sit tarece et voluptatis aut quam seque id eum vello dere atque idemque consetdus quantum ex est esse esse consueput et eceptur tion mure fulmin et voluntiam movamen 761% diletis et volun delecta eti vol nodi
quas exae aedid qui non pediplicium et voluptat.

BODY COPY SHOULD BE SET AROUND 8.5 PT USING COLOR AND PLACEMENT BEST FOR LAYOUT

NO MATTER WHEN YOU ATTENDED TEMPLE UNIVERSITY, THINGS HAVE CHANGED SINCE THEN.

CALL-OUTS USE CHOPLIN THIN
DESIGN ELEMENTS

LAYOUT

- Use restraint and white space on these pieces.
- Use the primary color palette.
- The Black Diamond pattern can ONLY be used on pieces in the Sophisticated design spectrum.
- Use thin line weights for design elements.

CALL-OUT USING META
BLACK CONTAINED IN A BOX WITH A 3 PT RULE

BLACK DIAMOND PATTERN

PLUS PATTERN SET AT .5 PT STROKE

EXAMPLE LAYOUT USING WHITE SPACE AND RESTRAINT
DIGITAL
**WEBSITE:**

To initiate a website project and set up an initial consultation, please contact:

Ron Vitale, Director - Web Technology  
rvitale@temple.edu

The objective of this consultation is to ensure a successful website project following the guidelines, processes and requirements of the University. This may include recommendation to contact one of several Drupal vendors that are available to help schools/colleges and administrative units deliver on website redesigns. The Drupal vendors that were selected represent a wide range of capabilities and pricing, and are primed and ready to engage with university staff.

**ACCESSIBILITY:**

Temple University demonstrates its commitment to access and inclusion by ensuring that the information and technology it creates or provides is accessible in accordance with applicable law. For a full list of accessibility guidelines, please visit:

http://accessibility.temple.edu/policies-guidelines/standards-and-guidelines
DIGITAL BRAND COLOR PALETTE

The Temple University brand uses primary and secondary color palettes. The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement pieces. Additionally, one or two colors in the secondary palette may be introduced, but they should be used with discretion and should never overpower the primary brand colors.

**PRIMARY PALETTE**
To be used for headers, body copy and links. These HEX colors pass WCAG AA contrast ratio.

- PMS 201 C
  - #A41E35
  - RECOMMENDED FOR H1
- PMS Black
  - #222222
  - RECOMMENDED FOR H2 AND GENERAL BODY COPY
- PMS 430 C
  - #899197
  - RECOMMENDED FOR H3
- PMS 2925 C
  - #6ec4e8
  - RECOMMENDED FOR FOOTER LINKS
- PMS 297 C
  - #6ec4e8
  - RECOMMENDED FOR FOOTER LINKS
- PMS 202 C
  - #8c2132
- PMS 1788 C
  - #ee2738
- PMS 117 C
  - #ae872d
- PMS 382 C
  - #90d1bb
- PMS 254 C
  - #9c268f
- PMS 1235 C
  - #fcb426
- PMS 337 C
  - #1d62e
- PMS 5763
  - #767a4c

**SECONDARY PALETTE**
Not to be used for type. Use only for graphics and as accents. These HEX colors do not pass WCAG AA contrast ratio.

- PMS 201 C
  - #A41E35
- PMS Black
  - #222222
- PMS 430 C
  - #899197
- PMS 2925 C
  - #6ec4e8
- PMS 297 C
  - #6ec4e8
- PMS 202 C
  - #8c2132
- PMS 1788 C
  - #ee2738
- PMS 117 C
  - #ae872d
- PMS 382 C
  - #90d1bb
- PMS 254 C
  - #9c268f
- PMS 1235 C
  - #fcb426
- PMS 337 C
  - #1d62e
- PMS 5763
  - #767a4c
DIGITAL ADS

FACEBOOK NEWS FEED AD

YOUTUBE AD

PLUGGED INTO THE CITY
POWERING THE WORLD

728 X 90 BANNER AD

COLLEGE STUDENTS
TAKE CLASSES.
TEMPLE STUDENTS
TAKE CHARGE.

300 X 250 BANNER AD

160 X 600 BANNER AD
LOGO GUIDELINES
**LOGO GUIDELINES**

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**TEMPLE UNIVERSITY BRAND HIERARCHY**

**CORE BRAND**
Core Brand = Temple

---

**SUB-BRANDS**
Sub-Brands = Schools, Colleges, Academic Departments, Administrative Units, Centers, and Institutes

---

**BRAND EXTENSIONS**
Brand Extensions = Campus Designations and Auxiliary Brands
**LOGO GUIDELINES**

**USAGE: PRINT**

**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 "lock-up" with the Temple University logo, shown below.

Questions on logo usage should be directed to TULogos@temple.edu.
MERCHANDISE

For guidance on merchandise with the Temple University logo, please contact Business Services at 215-204-0589.

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.
QUESTIONS
QUESTIONS

This style guide is a tool to help you strengthen the consistency in your communications. However, it isn’t designed to impose restrictions on creativity.

If you have any questions as you help craft our brand, please contact:

BRAND@TEMPLE.EDU

or

LOGOS@TEMPLE.EDU