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**

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

Embroidery
Madeira 1181 thread

Web
HEX #9E1B34
RGB: 158/27/52

Embroidery
Madeira 1001 thread
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**

![Temple University Logo](image)

**VERTICAL (limited use)**

![Temple University Logo](image)

**HORIZONTAL (limited use)**

![Temple University Logo](image)
**THE LOGO LOOKS GOOD ON PAPER.**

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

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**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.
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.

THE LOGO IS MOBILE.

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.
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.