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# COLLEGE OF PUBLIC HEALTH **LOGO USAGE GUIDE**

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## **FOR DIGITAL USE** [ .png & .jpg files ]

*Instagram / Twitter / Facebook / Any additional social media  
Email images / Digital flyers / Presentations*



## **FOR PRINT USE** [ .eps file ]

*Flyers / Presentations / Clothing / Products / Additional materials*



[ **VISUAL EXAMPLES ON PAGE 2** ]

**Kinesiology**

*(Department-specific logo above)*

## **Placing the logo**

- Use the full color version when possible, but make sure it's not covering an important part of the image or document
- Use the black version on light backgrounds / Use the white version on dark backgrounds
- The 1-color versions can be used to simplify a busy or colorful image while still being readable
- Do not rotate, stretch, alter, distort or change the colors of the logo
- Do not add any additional outlines, shapes or text to the logo
- Make sure the logo is not too small to ensure legibility

## **Temple branding reminder**

- Do not add type, stretch, distort, or reduce the size of the Temple University logo
- Do not place the logo too close to another logo or anything else *(See page 2 for specifics)*
- Stick to Temple colors and fonts - available for download in the Communications & Marketing section on the CPH tab in TUPortal
- The Temple University logo was updated in summer 2019—see below for a comparison of the old and the current logo. Do not use the old logo.



**CORRECT, UPDATED LOGO**



**INCORRECT, OLD LOGO**

## **Additional Notes**

- The white versions of the logo will typically show up as a white box when you're seeing a preview of it within an email or folder menu. This doesn't mean that the file is broken and it will appear correctly when you open it in the correct program
- Try to make exclusively square images for use on Instagram with type that's not too small or close to the edges
- If you're ever unsure about the usage, want to double check anything, or need to update materials that use the old logo, feel free to contact our graphic designer: [abby.musial@temple.edu](mailto:abby.musial@temple.edu)

## LOGO VARIATIONS



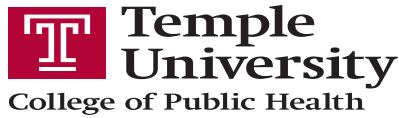
**FULL COLOR**  
(transparent background)



**BLACK**  
(transparent background)



**WHITE, RED T**  
(transparent background)



**STRETCHED HORIZONTALLY  
OR VERTICALLY**



**REDUCED OPACITY**

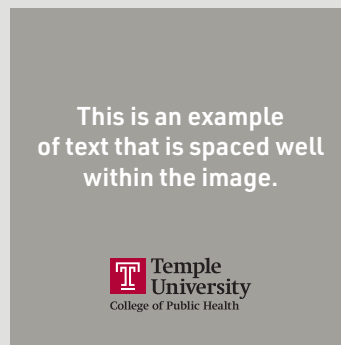


**TOO SMALL**

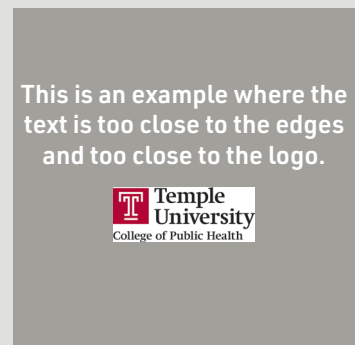
## SOCIAL MEDIA USAGE



Here is how the correct **.jpg** version  
of the full color logo will look.  
It has a white box behind it **at all times**.



Logo with transparent background, spaced  
correctly from text



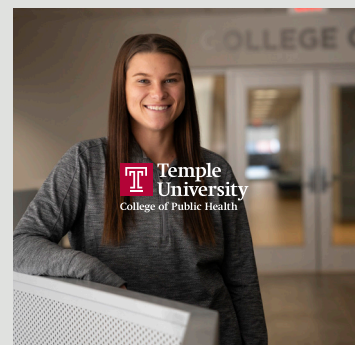
White box was sized down and isn't  
necessary, and is too close to text



Stands out, is readable and is  
not covering anything



Hard to read and see, gets  
lost in background



Covers the focus of the image,  
and is distracting

## LOGO PLACEMENT

In general, when placing the TU logo make sure the  
distance between it and anything else (text, logo, etc.)  
is equal to the **height** of the box behind the Temple T.

This will still be true even if you scale the logo larger  
or smaller—the distance between the logo and other  
objects should remain proportionally larger or smaller  
to the height of the box behind the Temple T.

