

# TCU BRAND STANDARDS GUIDELINES QUICK REFERENCE

See complete guidelines at: [www.tcu.edu](http://www.tcu.edu)

The arched TCU logo must appear on all official University publications, external advertisements and promotions; logos may NOT be reduced to smaller than 1/2-inch horizontally. If you have questions please contact the Marketing and Communication Department [officeofgraphicdesign@tcu.edu](mailto:officeofgraphicdesign@tcu.edu)

## UNIVERSITY COLOR

Horned Frog Purple  
PMS 268 C  
CMYK 79, 100, 0, 20  
RGB 77,25,121  
HEX #4d1979

Horned Frog Grey  
PMS 429 C  
CMYK 38,27,27,0  
RGB 164,169,173  
HEX #a3a9ac

Horned Frog White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255

Horned Frog Black  
CMYK 0, 0, 0, 100  
RGB 0, 0, 0

Secondary colors available, check website for full list

## DEFINITIONS



### LOGO

Symbolic, identifying mark that conveys origin, identity, or ownership.



### WORD MARK

Uniquely styled type, text treatment comprising of letters.



### COMBINATION MARK

The combination of a word mark and the TCU logo.



### ICON

Images, either abstract or concrete, that symbolize a brand or sub-brand; icons are only used in conjunction with colleges' combination marks.

### SECONDARY IMAGERY

Graphic elements that support the TCU identity while conveying a distinguished look or feel (photos, patterns, or illustrations).

### EVENT/INITIATIVE GRAPHIC

Graphic to market event:

- can be a word mark
- not attached to the TCU logo
- includes associated combination mark or TCU logo if no association (with proper clear space)
- can include secondary imagery and/or stylized fonts

## MODIFIER USAGE



Internal marketing departments for individual colleges and schools can determine whether they would like to use the "modifier" in conjunction with their combination mark. Modifiers should be developed by the Office of Graphic Design.

## CLEAR SPACE + LOGO USAGE

### CLEAR SPACE + IDENTITY STANDARDS

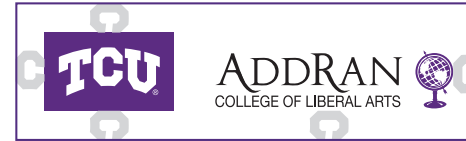
All TCU collateral must include the arched TCU logo no smaller than .5 inches. **DO NOT USE THE TCU LOGO AS A WORD.**

For prominence and clarity, maintain clear space around the arched TCU logo the width of the "C" character, as shown.

This spacing distance should be used to separate the logo from other verbiage / graphic elements from both internal and external sources.

### ACADEMIC COMBINATION MARKS:

The C-width clear space also applies to combination marks, as shown. The size ratio of the "C" is relative to the attached TCU logo within the mark.



### UNIVERSITY FROG

The University Frog may be used with or without the arched TCU logo; when appearing with the arched logo, the University Frog must adhere to its original position.

The University Frog should not be used in conjunction with word marks or text. A screen of 20 percent or less may be used as a watermark and not restricted to clearspace.

When using the University Frog without the logo, its preferred position is pointing toward the upper right corner of the page. In some cases, it may point to the upper left corner of the page. It may never be pointed downward. Maintain clear space as shown.

### ATHLETIC FROG

The Athletic frog is reserved for athletics, but may be used as a spirit mark on non-Athletics publications geared toward school spirit, with approval of the Associate Athletics Director of External Operations.

### CLEAR SPACE

