

Official TCU logos and color combinations.

TCU Purple: PMS - 268
 Process - C=79, M=100, Y=0, K=20
 RGB - R=77, G=25, B=121
 Web Hex - 4d1979

All TCU logos must adhere to the width of the character C in the arched application of "TCU," as shown below. TCU logos are not to be used in conjunction with words or icons that violate the C-width clearspace unless supplied by the TCU Office of Graphic Design.

USER AGREEMENT:

Any individual or company wishing to use TCU's logos and trademarks must obtain the right to do so in writing from the University. All uses of TCU's logos and trademarks for retail or promotional products must be licensed and shall be regulated by the Licensing Program at TCU.

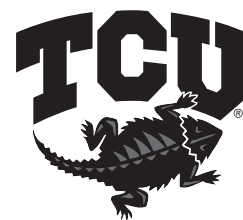
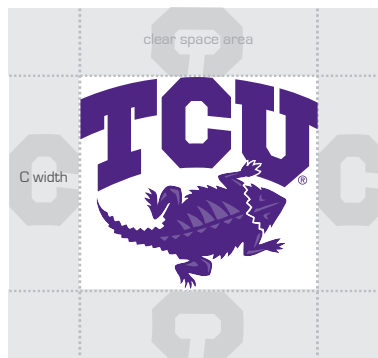
PRIMARY LOGO



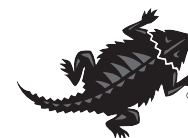
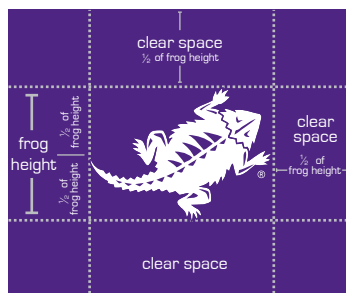
CLEAR SPACE



LOGO with UNIVERSITY FROG



UNIVERSITY FROG



All TCU collateral must include the arched TCU logo no smaller than .5 an inch.

Do not use the TCU logo as a word.

ATHLETIC FROG



The Athletic Frog is reserved for Athletics, but can be used as a spirit mark on non-Athletics publications geared toward school pride with approval of the Associate Athletics Director for External Operations. The Athletic Frog cannot appear with the arched logo. The Athletic Frog and the arched TCU logo can only appear together on football helmets.