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

UNIVERSITY COLOR

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horned Frog Purple</td>
<td>268</td>
<td>79,100,0,20</td>
<td>77,25,121</td>
<td>#4d1979</td>
</tr>
<tr>
<td>Horned Frog Grey</td>
<td>429</td>
<td>38,27,27,0</td>
<td>164,169,173</td>
<td>#a3a9ac</td>
</tr>
<tr>
<td>Horned Frog White</td>
<td>0,0,0</td>
<td>0,0,0</td>
<td>255,255,255</td>
<td></td>
</tr>
<tr>
<td>Horned Frog Black</td>
<td>0,0,100</td>
<td>0,0,0</td>
<td>0,0,0</td>
<td></td>
</tr>
</tbody>
</table>

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

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 clear space.

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.

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.