



TCU BRANDING

VISUAL IDENTITY STYLE GUIDE

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Visual Identity Program

Effective marketing communication features consistent themes and facts that stand for an institution's mission, vision, and values. Over time these themes and facts become niche-defining thoughts and feelings in the minds of audiences. Eventually, these thoughts and feelings become associated with the name, logo, distinctive colors, and design elements that appear with them.

When these unique niche- and character-defining thoughts and feelings are evoked in the minds of audiences each time the institution's name and/or logo appears, the institution has become a "brand."

Schools, colleges, academic departments and other programs within the organization sometimes have a need for a distinctive identity within the overall institutional identity or brand. This is true when the internal unit is communicating with a specific market segment that has specific and unique expectations, such as athletics fans or fine arts supporters. In these cases "sub-brands" are established which appeal to these markets but still retain the look and feel of the overall institutional family.

The guidelines in this manual are intended to establish and sustain this brand name status for TCU. Please use them when presenting the University's many messages.



University Name

On all official University publications and external advertisements the name should appear as TCU. Texas Christian University may be spelled out elsewhere in the communication if it is needed for clarification with the intended audiences. “TCU” as the institution’s name is used to stand for the total academic and campus experience as described below.

Defining “The TCU Experience”

Alumni of TCU speak of a special “TCU Experience.” Research indicates that it is the result of an uncommon balance of at least four factors.

- TCU offers the academic strengths and choices of a major university tempered with the true humanity of a small college and works to develop and nourish the individual talents of each student.
- TCU is a friendly, caring community. The University’s teacher-scholars conduct and publish research, but their primary focus is upon teaching and mentoring. Professional staff members strive to be national leaders in their fields of expertise and consistently demonstrate that expertise. TCU students, too, are uncommon and impressive — well-rounded individuals with high potential for success and leadership.
- TCU has a special church relationship. TCU is not a Bible college as people often think of that term. However, the University takes pride in its historic relationship with the Christian Church (Disciples of Christ), which has always stressed a broad interpretation and respect for faith traditions. TCU does not seek to impose a particular religious point of view, but challenges each student to consider what he or she believes, whether by taking advantage of courses in the religion department or by becoming involved with campus organizations representing many different faiths.
- TCU’s emphasis on the development of the individual takes place in a liberal arts-centered institution that is global in the broadest sense of the word. TCU is global in the way it develops curriculum, in the myriad opportunities it offers for study abroad and in the way its faculty, staff and students think about the future and what will be required to build an ethical and productive world community.



University Logos

All approved TCU logos, Frog logos and wordmarks may be downloaded at <http://www.publications.tcu.edu/logos>. Logos may only be used by entities affiliated with TCU.

The arched TCU logo must appear on all official University publications and external advertisements and promotions. Several variations of the logo are available; none may be reduced to smaller than 1/2-inch horizontally. In addition, the logo should never be rotated or re-proportioned beyond its original appearance. Requests for exceptions should be made through the Director of Publications.



Use of the TCU Logo and Seal

The official logo is the arched TCU. On letterhead, brochures and other university marketing and communication materials, the logo should be used either alone or with “Texas Christian University” spelled out beneath it in the correct proportion and font. Consequently, the seal should be reserved for formal or ceremonial uses, such as on official documents and certificates, or displayed in official areas.

The university seal is not a logo and should not be placed on materials so that it appears as such. Other uses must be approved by the Chancellor’s Office.



University Tagline

“Learning to Change the World” is the University’s official tagline and may only appear as a designed “wordmark,” available for download or delivery by the Office of Publications. It must always appear with the TCU arched logo and must adhere to its original position relative to the logo. The tagline, however, may be written as part of any body text promoting the University.



University Frogs

The University approves only two official Frog logos. The University Frog may be used on all University publications. The Athletics Frog may also be used on non-Athletics publications, with permission from the Director of Sports Marketing.



University Frog

Both Frog logos may be used with or without the TCU arched logo; when appearing with the logo, the Frog logos must adhere to their original position relative to the arched logo. When using the University Frog without the logo, it must be pointing toward the upper right or upper left corner of the page, never downward.



Athletic Frog

Ideally, the color purple should be used when presenting either Frog, but certain approved color variations may be used.



University Mascot

The image of SuperFrog (one word with the “F” capitalized) may be used in all University publications and its image may be modified within reason for “fun” or artistic reasons. However, all renditions of SuperFrog need to reflect the current mascot costume, adopted in 2000. Please refrain from using any imagery that suggests that SuperFrog is an amphibious creature.



University Colors

TCU’s school colors are purple and white—purple for royalty, white for a clean game—but purple has long been the strongest color brand for TCU. It is essential that the proper shade of purple be used for all University documents. These color specifications apply to all logos using purple as well.

TCU Purple



PMS 268 used for coated paper stocks



PMS 267 (alternate) used for uncoated paper stocks

To build PMS 268 using 4/c process:
C=91, M=94, Y=0, K=24

To build PMS 267 using 4/c process:
C=91, M=94, Y=0, K=23

To build PMS 268 using RGB:
R=52, G=42, B=123

College, School and Institute Branding

Logos, Taglines and Wordmarks

Any College, School or Institute may have its own logo, tagline and/or wordmark. However, each College, School or Institute is asked to work with the Office of Publications to create a logo and tagline that will not only reinforce and complement the TCU brand, but also capture the mission of the college, school or institute. Please note that all College, School or Institute logos should include the color purple.



Any unnamed college, school or institute **must include "TCU"** in its logo or wordmark (e.g., TCU College of Education). Named schools (e.g., M.J. Neeley School of Business) may also want to incorporate TCU in logo or wordmark, if it adds context and is not confusing.



Official Publications and Ads

In all official College, School or Institute publications, the arched TCU logo or arched **TCU logo and Learning to change the world** wordmark must be present on the back cover. Requests for exceptions can be made through the Director of Publications.

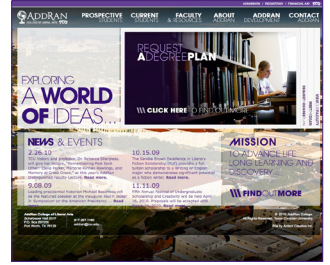
In all advertisements for a College, School or Institute, please include the arched TCU logo at the bottom of the ad, with a space buffer around the logo equal to the size of the logo when placed in the ad. Note, the **Learning to change the world wordmark may also be used if space permits**, but is not necessary if space is at a premium. Where a College, School or Institute includes its own tagline or wordmark in an ad, the TCU Learning to change the world wordmark should not be present.

Stationery and Business Cards

If a College, School or Institute has developed its own logo, tagline or wordmark for use in letterhead, business cards and memo or fax cover sheets, the **TCU logo should appear at the bottom**.

Web Pages

The University is working to incorporate all TCU-related Web pages into a cohesive package. All departmental Web coordinators are asked to work directly with the Office of Website Management and to include the arched TCU logo in the upper left-hand corner. The suggested “web-safe” purple is #4D1979. Other requirements may be made as the TCU Web presence evolves.



University Vehicles

All TCU vehicles—from street vehicles to maintenance carts—should be white and labeled with an approved arched TCU logo with the University Frog. Athletics vehicles may use the Athletics Frog. Given cost considerations, it is understood that this may require time and money to accomplish.

External Constituents

Any organization using the TCU campus for its activities (i.e., summer camps) may not use any TCU logo or image to imply TCU co-sponsorship, unless that is the case. The approved arched TCU logos, Frogs and Learning to change the world wordmark may be used in association with directions to campus or in providing information about the University. Requests for exceptions should be made through the Director of Conference Services.