MOVING UP

TCU desires to be a world-class, values-centered university. As our University becomes more well-known as a national university, we must continue to tell our story in an integrated fashion so that it resonates with, and creates support among, our various constituents.

The University owns a very distinct position in higher education.
• We are person-centered
• We educate deep thinkers
• We are intellectual “investigators”
• We are global
• We have exciting athletic programs on our campus
• We are consistently ranked among the top 100 national universities

When, over time, we discuss and present about our university in an integrated and consistent manner, it paints a wonderful picture to the outside world, as well as to all who hold it dear. Our story can be told with words, symbols, colors, speeches, pictures and even video but, in order to do it effectively, we must all speak with one unified voice. The next few pages of this branding guide will help you better understand how to support TCU’s messaging, color and logo, and use of the University’s other marks in the development of communication and marketing materials, so that we may all speak as one.

Victor J. Boschini, Jr.
Chancellor

R. Nowell Donovan
Provost

Tracy Syler-Jones
Vice Chancellor,
Marketing & Communication
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Consistency yields familiarity

Effective marketing and 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.”
TCU’S MISSION

To educate individuals to think and act as ethical leaders and responsible citizens in the global community

TCU’S VISION

To be a world-class, values-centered university

TCU’S VALUES

TCU values academic achievement, personal freedom and integrity, the dignity of and respect for the individual, and a heritage of inclusiveness, tolerance and service
THE TCU POSITION STATEMENT

Our position statement sums up our brand in the marketplace and helps establish TCU as a world-class, values-centered university.

For those who wish to make a difference, the personalized TCU experience inspires values-centered endeavors in an inclusive, friendly environment. A dynamic university, on par with any across the globe, TCU stands out due to its sense of spirited belonging. With the support of the Horned Frog family, people from all backgrounds collaborate to ask big questions and seek useful answers.

Supported by core tenets:

1. A friendly, diverse and personalized university experience in a unique city
2. An academic culture that nurtures intellectual curiosity and critical thinking
3. Mentors and programs that encourage creativity, discovery, adaptability, leadership and an entrepreneurial perspective
4. Small school liberal arts feel, combined with major resources for career preparation
5. A global perspective and international experiences that produce world citizens
6. Outstanding facilities and extensive on-campus housing that promote community building
7. Top-ranked NCAA Division I competition that fosters a spirit of pride and belonging
THE UNIVERSITY NAME

Many major universities use their initials in external publications and TCU is no exception. On all official University publications and external advertisements the name should appear as “TCU.”

Texas Christian University may be spelled out elsewhere in the advertisement or publication if further clarification is needed.
Color is a very important part of TCU’s brand because it also helps us visually speak with one voice. Using the same color over time builds the University’s visibility and helps connect people to TCU.

TCU’s school colors are purple and white, but purple has long been the strongest color for TCU. It is essential that the proper shade of purple be used for all internal and external official University publications, documents and printed merchandise. While there is some allowable integration of purple variations in the design, the predominant color should be purple PMS 268 and should be 85 percent of a design’s color. The PMS 268 color specification must be applied to the arched logo and the Horned Frog logos.

The correct TCU purple for website development is #4d1979. See expanded color palettes under TCU Paint Box on Page 31.
UNIVERSITY LOGO

Our current logo, the arched TCU, has served as the University’s emblem for more than three decades. This mark provides a visual trigger that immediately helps individuals recognize TCU.

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.

In addition, the logo should never be rotated or re-proportioned beyond its original appearance. When printing with Pantone Matching System (PMS) colors, a solid purple logo must use PMS 268. In black-and-white print situations, a reversed-out white logo or a solid black logo can also be used. The TCU logo and marks are copyrighted and may be used only by TCU entities or by contractual written permission (see examples on page 8).

Clear space

An importance of maintaining consistency should also be applied to logo clarity. Provide clear space around the logo equal to the width of the “C” character. This creates prominence and clarity. The arched TCU logo should use proper clear space to separate the logo from elements of other (even internal) entities.
TCU – LOGOS – IDENTITY STANDARDS
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.

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 Assistant Athletics Director, Marketing. The Athletic Frog cannot appear with the arched logo. The Athletic Frog and the arched TCU logo can only appear together on football helmets.

THESE LOGOS ARE REGISTERED WITH THE PATENT AND TRADEMARK OFFICE OF THE UNITED STATES AND MAY ONLY BE USED ACCORDING TO THE GUIDELINES CONTAINED WITHIN, OR WITH EXPRESSED PERMISSION OF TCU’S MARKETING & COMMUNICATION DIVISION, OR VIA CONTRACTUAL OR LICENSE RIGHTS WITH THE COLLEGIATE LICENSING COMPANY.
INCORRECT TCU LOGO USAGE

- thin outlined - outdated
- touching letters
- turned on diagonal
- skewed vertically
- not brand color
- skewed horizontally
**LOGO NO NOS**

**Don’t** use the arched TCU logo as a word.

**Do** use the word TCU in the same font and logo in different design real estate.

---

**Don’t** fill the TCU with a pattern or print.

**Do** use a brand-approved color for the TCU fill color at ALL times.
(see page 6)

![TCU Colors](image)

Purple, black, silver or white

---

**Don’t** add elements to the arched TCU.

**Do** use proper clear space around the TCU.
(see page 7)

---

Not to be used in conjunction with words or icons unless supplied by the TCU Office of Graphic Design
MULTIPLE INTERNAL SPONSORS

Don’t use multiple TCU combination marks in the same piece.

Do list the names of the TCU entities accompanied by the parent brand TCU logo.

Sponsored by
TCU Provost Council, College of Education, AddRan College of Liberal Arts, Harris College of Nursing & Health Sciences, Pre-Health Professions Institute, John V. Roach Honors College and the College of Science & Engineering
DEFINITIONS

**Logo:**
Symbolic, identifying mark that conveys origin, identity or ownership.

**Word mark:**
Uniquely styled type; text treatment comprised 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 subbrand; 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 used 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

SUBBRANDING & MODIFIERS

TCU strives to illustrate, identify and highlight the distinctions of each of its schools and colleges. Part of that work includes the development of a word mark and/or distinctive look using secondary imagery that will complement and reinforce the TCU brand and capture the essence of the college or school.

A **word mark** is text-based, primarily consisting of only letters.
Word marks in conjunction with the arched TCU become **combination marks**.

Centers, institutes, departments, divisions and administrative departments within schools or colleges with established word marks will attach their name to those established marks.

**Colleges may use an icon in conjunction with their word mark.**

Each area is asked to work with account executives from the Office of University Marketing to create an identity that falls in line with the TCU brand.

Word marks are not to be used without the arched TCU logo.
Combination marks should be used in all cases.
MODIFIERS:

• should be developed by the Office of Graphic Design
• can be used for departments, programs or offices
• will be in a common font and size
• attach to the combo mark in a consistent manner determined by the Office of Graphic Design

Internal marketing departments for individual colleges and schools can determine whether they would like to implement the use of the “modifier” in conjunction with their combination mark.

In a cases where no modifier is used, parent brand or combination marks apply. Modifiers are not required but individual entities cannot have their own “logo” unless expressly approved by the Office of Graphic Design.
COLLEGE COMBINATION MARKS

1. TCU ADDRAN COLLEGE OF LIBERAL ARTS
2. TCU BOB SCHIEFFER COLLEGE OF COMMUNICATION
3. TCU COLLEGE OF EDUCATION
4. TCU COLLEGE OF FINE ARTS
5. TCU HARRIS COLLEGE OF NURSING & HEALTH SCIENCES
6. TCU JOHN V. ROACH HONORS COLLEGE
7. TCU NEELEY SCHOOL OF BUSINESS
8. TCU COLLEGE OF SCIENCE & ENGINEERING

rev. 02/2016
The “boxed” TCU is used in conjunction with the college or school wordmark to form the academic combination mark.

Only academic arms of the institution should be using the boxed TCU.

The boxed TCU should not be used as the parent brand. If using the primary TCU parent brand, a “floating” TCU is appropriate.

Any subbrand of TCU can tie to the parent TCU brand if preferred, as long as adhering to clear space and other standards outlined in the TCU Brand Standards (see Page 7).

The boxed TCU was developed to:
- set the proportion of the arched TCU logo in relation to the primary modifier (college or school).
- give prominence to the TCU logo in a combination mark.
- allow for more contrast to distinguish the TCU parent brand.
- allow for distinction for schools and colleges.

**Clear space for academic combination marks:**
The C-width clear space also applies to combination marks. You should have clear space for a combination mark in the width of a “C” around all edges of the mark. The size ratio of the “C” is relative to the attached TCU logo (see Page 7 for further clarification).
ADMINISTRATION MARKS

FONTS & SIZING

Vertical application (centered)

- **TCU BRAND STANDARDS**
  - **EUROSTILE** (ALL CAP) (17 pt leading)
  - Eurostile (Sentence Case) (15 pt leading)
  - 1pt stroke rule
  - .75 inch tall
  - PMS 268 if running 4 color: color match to PMS 268

Horizontal application (left align)

- **MARKETING & COMMUNICATION**
- Office of Graphic Design
  - 14 pt **EUROSTILE** (ALL CAP) (17 pt leading)
  - 12 pt Eurostile (Sentence Case) (15 pt leading)
  - .75 inch tall
  - C-width
  - **MARKETING & COMMUNICATION**
  - Office of Graphic Design

Only exceptions can be approved by the Marketing & Communication Division.
EXAMPLES OF USAGE
OFFICE OF GRAPHIC DESIGN OFFICIAL USAGE

Parent Brand Approach:
Arched TCU in separate design space.
Using department/office as words.
Not a combination mark (attached to TCU).

Combination Mark Approach
Using combination mark (TCU + College/Division)
in proper font and proportion.

Horizontal mark

TCU
OFFICE OF GRAPHIC DESIGN

Vertical mark

TCU
OFFICE OF GRAPHIC DESIGN

Parent Brand

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

OR

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

Parent Brand

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

Parent Brand

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

Combination Mark
[supplied by the Office of Graphic Design]

Parent Brand

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

Parent Brand

RIFF RAM
WHO YOUR Mamma GIVE EM THE BELL, TCU

TCU
OFFICE OF GRAPHIC DESIGN

Combination Mark
[supplied by the Office of Graphic Design]
Department of ENGINEERING

Examples of Usage

Parent Brand Approach:
Archived TCU in separate design space. Using department/offices as words.
Not a combination mark (attached to TCU).

Combination Mark Approach
Using combination mark (TCU + College/Division) in proper font and proportion.

Modifier Approach
Using combination mark (TCU + College/Division + Department [modifier]) attached in proper font and proportion.

Is Engineering for YOU?
www.website.tcu.edu

Department of
ENGINEERING
www.website.tcu.edu

Is Engineering for YOU?
www.website.tcu.edu

Using combination mark (TCU + College/Division + Department [modifier])
attached in proper font and proportion.

Using combination mark (TCU + College/Division) in proper font and proportion.

Using combination mark (TCU + College/Division) in proper font and proportion.

www.website.tcu.edu
OFFICIAL BUSINESS CARDS

Business cards should be ordered through TCU Printing Services: 817-257-7838.
If you do not use the TCU Printing Services, TCU will not pay for your business cards.

The options below are available with registered emboss (at an extra cost).

Type not to become smaller than 7 pt minimum
Font face: Eurostile
stock: 110lb cover  colors: PMS 268, 75% black

Option #1

Clear space around the TCU logo applies (C-width).
See TCU Brand Standards.

Edits can only be made to the “text portions” of the business card template - highlighted in yellow.

Your name will appear in ALL CAPS.
Subsequent associations will appear below College/Division/ or Department in title case.

No other logos or artwork can be added to the card - text only in the highlighted areas.

The back of the card shall remain blank.

Option #2A
(format recommended for cards with under 200 characters)

Option #2B
(format recommended for cards with over 200 characters)
Letterhead should be ordered through TCU Printing Services: 817-257-7838. TCU Letterhead will have the seal watermarked into the paper (visible if held to light - not printed) TCU parent brand, official combination marks with or without the modifier can be used in the formats below.

Contact Printing Services to have your letterhead customized.
HORNED FROGS

The University uses two special horned frog depictions as additional visual identifiers for TCU: the signature University Frog and the Athletic Frog.

Horned frogs are spiked, heavily armored and fiercely territorial. The Texas horned lizard is the state reptile of Texas. Horned lizards are affectionately known as horned frogs, but ARE NOT amphibious creatures. The popular nickname comes from the lizard’s rounded body and blunt snout, which give it a decidedly froglike appearance.

Horned frogs have unusual hornlike spines on the back of their heads and smaller spines scattered over their backs and sides. These “horns” do not contain bone but are actually specialized body scales that serve to protect the lizards from predators. They help camouflage the creature by breaking up the outline of its body.

The color purple should be used when presenting either frog, but certain approved color variations, such as gray or black, may be used. When printing with PMS colors, the color purple must be PMS 268.
University Frog
The signature University Frog may be used on all University publications.

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 (see Logo section, Page 10).

The University Frog should not be used in conjunction with word marks or text (see recommended clearspace Page 10). 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.

Athletic Frog
TCU has tremendous school pride and spirit, a feeling that is readily captured through TCU’s participation in the Big 12. The Athletic Frog is reserved for Athletics, but can be used as a spirit mark on non-Athletics publications geared toward school pride or other materials with approval of the Assistant Athletics Director, Marketing. The Athletic Frog cannot appear with the arched logo. The Athletic Frog and the arched TCU logo can only appear together on football helmets.
BRAND EXTENSIONS

Official Publications and Ads
All official TCU publications and advertisements must include the arched TCU logo. If the arched TCU logo is included in the word mark or combination mark, an additional arched TCU logo is not necessary.

Email signatures
University email signatures should follow the guidelines established in this document when using the University Frog and arched TCU logo.

University Vehicles
All TCU vehicles – from street vehicles to maintenance carts – should be labeled with an official TCU logo.

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 previously arranged and officially contracted with and approved by the University. The approved arched logo may be used in association with directions to campus or in providing information about the University. Requests for exceptions should be made through the Office of University Marketing.
The University integrates all TCU-related Web pages so that we may speak with one voice on the Web. Web designed pages should include the approved college, school, institute, center or department combination mark or word mark. All Web coordinators are asked to work directly with the Office of Website and Social Media Management and their account executive in the Office of University Marketing.

The correct purple for TCU websites is #4d1979.
WEB STANDARDS

The Office of Website and Social Media Management functions as the University’s in-house consultant for website development needs and other new media projects. The office works in partnership with on-campus units to help provide solutions for web and new media projects. All TCU websites should be initiated by first contacting the assigned account executive in the Office of University Marketing.

Website Hosting
All official TCU websites will be hosted on servers maintained by TCU. To request web space, please contact the Office of Website Management at ext. 7809, or request a job online by visiting www.GetOnline.tcu.edu.

If it is determined that an individual project requires an outside firm to assist, the Office of Website Management, Office of University Marketing, and the Marketing & Communication Project Manager will facilitate that relationship as well as ensure quality by addressing security, data integrity, consistency and support.

Domain Names
To request a tcu.edu URL, contact the Office of Website Management at ext. 7809. When a URL outside of the TCU.edu domain is required, units must still contact the Office of Website Management.

Domain names that do not follow these guidelines will not be supported and run the risk of not being linked to or from other official TCU web pages.

Information Technology
Information Technology (IT) acts in a support role and is responsible only for technical issues regarding web accounts, University servers, and system configurations; including maintenance of TCU web servers. IT personnel will review technical issues/considerations prior to the initiation of a project. All projects are governed by Official IT Policies and Procedures.

Responsibility of any sites which are not hosted on the tcu.edu domain or for any sites developed by outside vendors without the consent of the Office of Website Management will be the responsibility of the individual unit involved.

Approval of official websites
Websites created by University departments, programs and administrative offices are considered “official” and require appropriate vice chancellor, dean, director or department chair approval before going live. Personal or curricular pages created by students, student organizations, faculty or staff are not considered official TCU web pages.
Copyright Statement
All official sites will abide by copyright law and respect the intellectual property of others and should display the following: © Texas Christian University. All rights reserved.

Student Information Disclosure
The disclosure of information about students is governed by the Federal Family Educational Rights and Privacy Act (FERPA). Please consult http://www.reg.tcu.edu/privacy.asp for guidelines prior to posting student information on websites.

Privacy
Websites that collect individually identifiable information must provide a link to the University’s official privacy statement (www.tcu.edu/privacy.asp). For more information on handling and storing Sensitive Personal Information (SPI) please review TCU’s official SPI policy in the Policies and Procedures section of the TCU Security home page (security.tcu.edu).

Ecommerce
Any sites that have a need to accept any form of online payment must adhere to the policies set forth by Information Technology on this matter. For more information please consult the Policies and Procedures section of the TCU Information Security Services home page (security.tcu.edu).

Links to and from non-university websites
Links from official TCU websites to any non-University site must not imply University endorsement of the site’s products or services. The following disclaimer must be included unless it is clear from the context that the University does not endorse the product or service: “Links on these pages to non-University sites do not represent endorsement by Texas Christian University.”

Student organization web pages
Student organizations are encouraged to create websites to provide information about their programs, services, and events. Organizational websites must have a faculty sponsor, who is responsible for the content, and include the name and e-mail address of the individual responsible for maintaining the organization’s website.

Student organizations can request links from the appropriate official TCU website by contacting the Office of Website Management.

Student organization websites will display the following disclaimer: “Unofficial information may be posted and maintained by TCU faculty, staff and student groups or individuals. TCU does not accept any responsibility or liability for any information contained on these pages.”
All TCU web pages are subject to all existing laws and University policies, and may not be used to promote businesses, goods or services; for advertising; or to provide financial gain for any individual or organization.

Personal Web pages
Personal web pages created by faculty, staff or students are the sole responsibility of their authors. The University may provide lists of and/or links to personal web pages. The University is not responsible for and does not monitor the content of these pages. However, the University may investigate complaints, remove web pages that are deemed unacceptable, and ensure all pages do not pose a legal liability to the University.

Personal pages must not convey the impression that the author is representing, giving opinions, or otherwise making statements on behalf of the University or any unit of the University.

Website content maintenance
Website content maintenance is the responsibility of the individual school, department or unit. Web page content must comply with the Web Standards and University stylebook and should not violate University policies or federal, state and local laws.

Website-related training
Training may be handled by Office of Website Management personnel, Information Technology training staff or both. Training for specific web development tools (HTML, Dreamweaver, Flash, Photoshop, etc.) is the responsibility of individual units.

Noncompliance with web standards & policies
Questions about content of any official TCU website may be directed to the Office of Website Management at ext. 7809.

For personal/student organization sites, questions should be directed to the appropriate academic dean, chair or unit head.

Noncompliance with the established Web Standards may result in lack of publishing or linking to official tcu.edu web pages.
SOCIAL MEDIA

Purpose of Social Media Guidelines
This document summarizes the best practices for TCU pages on social networking sites. These practices address the University’s official presence on social media sites. These guidelines are established via a committee headed up by the Marketing and Communication division and are Cabinet approved.

Social Media Worksheet
Before signing up to join a social media site for your school, college or organization, make sure you have a plan. First, work with a member of TCU’s Marketing and Communication team to see how social media will fit into your overall marketing plan. Expect to discuss these topics:

Administrators: Who will be responsible for posting content and monitoring your site? Avoid having an hourly employee take on responsibility since this can be a job that requires hours beyond 8-5, Monday - Friday.

Goals and Strategies: What do you hope to gain from having a presence in social media? List your goals and the strategies you will use to obtain those goals.

Content: Is there enough content to post at least twice per week? Do you have opportunities to post rich content such as videos and photos? Remember that this is a conversation. Post content that gives your users a chance to give their input.

Audience: Who is your audience and how will they benefit from your social media presence? List your primary audiences. Do you have secondary ones, too? How will you reach out to them initially? Remember, simply setting up a Facebook page isn’t enough - you have to invite people.

Approval: Once you’ve defined your social media goals and strategies, get approval from your dean or supervisor to use social media for your area.

Evaluation: Regularly evaluate your efforts based on the plan you outlined. Many social media platforms (Facebook, Twitter, LinkedIn, etc.) provide metrics that you can use in your evaluation.

Before Starting
It’s a good idea to experience social networking before managing a social networking site. Create a personal account and spend some time learning how these sites work*. Also look at what other colleges or similar groups have done successfully.

Once approval has been given to administer a social networking site on behalf of a TCU school, college or department, contact Amy Peterson x4993 for assistance with strategy and set up. Neeley School staff and faculty should contact Neeley External Relations x6034.

*Personal accounts cannot be used as official TCU sites.
Social Media General Guidelines

1. Be honest and transparent in all your social media interactions.
2. Remember that all posted content is available to the public, including media.
3. Use the school, college or department word mark in conjunction with the arched TCU logo. (Please insert attached images!)
4. Use the same naming convention across all platforms:
   - www.twitter.com/TCU
   - www.youtube.com/TCU
5. Monitor sites throughout the day, over the weekend and after business hours. (consider the pay implications for and discuss details with a manager before asking a non-exempt employee to monitor after normal business hours).
6. Post a variety of relevant, valuable and engaging content. Examples include articles, photos, videos, events, and links that refer back to an official TCU web page or social media site.
7. Content also can be selected from the TCU News and Events site, TCU Magazine, Flickr, or the TCU video library on YouTube.
8. An administrator or manager must change social networking passwords when an approved social networking administrator leaves.
9. The director of communication is responsible for developing the University’s response in a crisis. This response must be used to answer questions related to University crises. In a crisis, the response will be posted on the tcu.edu homepage.
10. Social networking sites should be kept social. If possible, retweet or share posts from other TCU schools, colleges, or organizations.
11. Anyone in charge of social media for an official TCU page must adhere to University conduct and policy when operating in such a capacity.

Moderating Comments
Followers and fans will share their thoughts by commenting on a story, feature, tweet, or post. Encourage lively, thoughtful and civil conversations that stay within the following guidelines:
1. Comments should be clean and constructive.
2. Accept the good and the bad, but not the ugly. Swearing, discriminatory or derogatory language should be deleted.
3. Negative comments should be addressed in a positive and honest manner. Avoid direct arguments with a fan or follower.
4. Delete solicitors’ comments on official TCU social networking sites.
5. Monitor sites throughout the day and over the weekend to remove unwanted comments and quickly answer questions.
7. For more help responding to comments, contact your Office of Strategic Communications account executive at x7810. Neeley School faculty and staff should contact x6034.
THE TCU PAINT BOX is designed to support the University’s brand and identity while giving users the flexibility they need to meet a variety of objectives. The primary palette includes Horned Frog Purple, Grey, Black and White and is intended for use in all applications. The secondary palettes have been carefully selected to give users options for greater diversity in design across various applications. The additional colors complement the primary color palette and support the TCU brand.

**Horned Frog Purple should be the dominant color in all applications.**

Those using secondary color palettes are strongly discouraged from mixing and matching colors from different secondary palettes.

This document also includes examples of how various palettes may be used.

“A brand is a series of expectations that people have based on the promises you have made.”

-Seth Godin
“purple for royalty, white for a clean game”
The Bold & Vibrant secondary palette is designed to bring a friendly feel and color accent to layouts, as well as to highlight important information. These energizing colors include Old School Orange, Goldenrod Yellow and Academic Aqua.

**Primary Colors**

- **Horned Frog Purple**
  - PMS 268 C
  - CMYK 79, 100, 0, 20
  - RGB 77, 25, 121

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

- **Horned Frog Grey**
  - PMS 429 C
  - CMYK 38, 27, 27, 0
  - RGB 164, 169, 173

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

**Secondary Colors**

- **PMS 716 C**
  - CMYK 0, 63, 100, 0
  - RGB 244, 125, 32

- **PMS 128 C**
  - CMYK 3, 14, 82, 0
  - RGB 249, 212, 75

- **PMS 571 C**
  - CMYK 40, 24, 0
  - RGB 149, 218, 207
The Executive secondary palette coordinates with the primary palette and can be used to add a touch of refinement to layouts, as well as to highlight important information. These elegant colors include Trinity Blue, TCU Brick Buff and Prairie Brown.
TCU COLOR WHEEL

This secondary palette includes TCU Brick Buff, Reptile Green and Toad Teal and can be used to highlight important information and set a distinctive design tone.
SAMPLE USAGE

PMS 716 C  PMS 128 C  PMS 571 C

Bold & Vibrant
TCU STYLE GUIDE

THE TCU STYLE GUIDE The Style Guide provides an A-Z guide to issues such as capitalization, abbreviation, punctuation, spelling, numerals and other questions of language usage for TCU and its entities. A complement to brand standards, the Style Guide clarifies writing components to build credibility within publications, demonstrate a commitment to high-quality and professional communications, and to enhance our audiences’ understanding of TCU. It provides the foundation upon which to base writing decisions.

For issues not addressed in the Style Guide, please consult the Associated Press Stylebook and follow those parameters.
# TCU Brand Standards

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HISTORY

• Founded as AddRan Male and Female College, Thorp Spring, 1873-1895 (Thorp has no ‘e’, Spring no final ‘s’).
• Moved to Waco in 1895. Waco facility burned in 1910, and TCU then moved to Fort Worth.

UNIVERSITY’S NAMES

• AddRan Male and Female College, 1873-1889
• Add-Ran Christian University, 1889-1902
• Texas Christian University, 1902-present

FACTS

• Information is available online at “TCU At a Glance” at http://www.tcu.edu/at-a-glance.asp.
• Official fall 2015–2016 enrollment of 10,323: 8,894 undergraduates; 1,429 graduate students
• Student/faculty ratio is about 13:1.
• Freshman-to-sophomore retention rate of 90 percent.
• 87,700 living alumni
• Campus size: 277 acres
• International students come to TCU from more than 75 countries. Undergraduate international student enrollment in fall 2015 was more than 400.
• The Class of 2019 was selected from more than 18,500 applicants.

TCU’S ENDOWMENT

The TCU endowment comprises the long-term investment assets of the University. These assets are strategically invested by the chief investment officer and his staff under the direction of the Investment Committee of the Board of Trustees. Total investments as of May 31, 2015, were about $1.7 billion.
ACADEMIC DIVISIONS
AddRan College of Liberal Arts
Bob Schieffer College of Communication
College of Education
College of Fine Arts
College of Science & Engineering
Harris College of Nursing & Health Sciences
Neeley School of Business
John V. Roach Honors College

ADVISORY BOARDS AND COUNCILS
Board of Trustees
Brite Divinity School Board of Trustees
Chancellor’s Advisory Council
Clark Society Board
Frog Club Board
TCU Leadership Center Board of Partners
National Alumni Board
TCU Parents Council
Quinq Club Board of Directors

School and College Advisory Boards

AddRan College of Liberal Arts
AddRan College Board of Visitors
AddRan Emeritus Faculty Council

Bob Schieffer College of Communication
College of Communication Advisory Board

College of Education
College of Education Board of Visitors

College of Fine Arts
International Fine Arts Board of Visitors

College of Science & Engineering
College of Science & Engineering External Advisory Board
Department of Engineering Board of Advisors
TCU Institute of Child Development Advisory Board
TCU Energy Institute Board of Advisors

Harris College of Nursing & Health Sciences
Harris College of Nursing & Health Sciences Board of Visitors

John V. Roach Honors College
Board of Visitors

Neeley School of Business
International Board of Visitors (IBOV)
Accounting Advisory Board
Business Information Systems Advisory Board
EMBA Alumni Advisory Board
LKCM Center for Financial Studies Advisory Board
Marketing Advisory Board
MBA Advisory Board
MBA for Energy Advisory Board
Neeley Alumni Executive Board
Neeley Entrepreneurship Center Advisory Board
Neeley Experiential Learning Advisory Board
Supply and Value Chain Center Advisory Board
Transaction and Investment Professionals Board
ALUMNI RELATIONS

alumnus (singular male)
alumni (plural male or plural male and female)
alumna (singular female)
alumnae (plural female only)

Alumni Relations

Dee J. Kelly Alumni & Visitors Center (Use ampersand not and. There are only two correct ways to refer to the center: by its full name or “the Kelly Center.”)

FrogFest (Homecoming celebration for alumni, parents and TCU friends)
lifetime dues membership (one-time gift: $600 for a couple; $500 individual, $400 first year after graduation)

National Alumni Board
TCU Alumni Association

Alumni Association Chapters

Parents and friends are invited to all chapter events.

Atlanta Chapter
Austin Chapter
Chicago Chapter
Dallas Chapter:

- Frog Families: Alumni and their little Frogs connect for fun-filled and educational experiences.
- Frog Fans: Sports fans connect for game-watching parties, coaches’ events and to display their purple pride
- Lifelong Learning: Frogs connect to learn more about the arts, debate hot topics and attend challenging lectures
- TCU Business Network: Professional Frogs and friends in the business community connect for networking, speakers and programs tailored by TCU
- Volunteer Frogs: Frogs who want to make a difference in the world connect for service and involvement in the community
- Young Alumni: Graduates from the past 10 years connect for cultural, educational and social events

Fort Worth Chapter:

- Frog Families
- Frog Fans
- Lifelong Learning
- Premier Frogs: A dynamic group designed to help alumni in their 30s and 40s stay connected to the University
- TCU Alumni Career Network: Connecting leadership and career opportunities for students, parents, alumni and friends
- Volunteer Frogs
- Young Alumni
Houston Chapter:

- **Froggie Moms**: Moms and relatives of current and former students, as well as female alumnae, connect to support the University and maximize their students’ experiences.
- **Frog Families**
- **Frog Fans**
- **Lifelong Learning**
- **TCU Business Network**
- **Volunteer Frogs**
- **Young Alumni**

Kansas City Chapter

Denver Chapter

Los Angeles Chapter

San Antonio Chapter

San Diego Chapter

St. Louis Chapter

Tri-State Area Chapter (New York, New Jersey, Connecticut)

Washington Metro Chapter

Official Special Interest Groups

**Black Alumni Alliance (BAA)**

**Golden Frogs**: A program designed especially for Horned Frog alumni who attended TCU during the early ’60s, as well as the preceding decades.

**Hispanic Alumni Association (HAA)**

**Quinq Club [pronounced “Quink”]**: Organization for alumni who graduated, or whose preferred class graduated, 50 or more years ago (can be a non-degreed alum).

Leadership Awards

(Formerly known as Alumni Awards. Not all awards are given annually.)

- **Alumni Service Award**
- **Distinguished Alumni Award**
- **Distinguished Student Award**
- **Founders Award**
- **Honorary Alumni Award**
- **Outstanding Young Professional Award**
- **Royal Purple Award**
- **Valuable Alumni Award**
ATHLETICS

Amon G. Carter Stadium (Per the Chancellor, use full name with middle initial unless simply calling it “the stadium.” Never use “Carter Stadium.”)

Athletics Media Relations

athletics program

Bleacher Creatures (children who run out on the field before a game with the team)

Champions Club, Founders Club, etc. (Amon G. Carter Stadium)

Coach Gary Patterson - head football coach Gary Patterson (When full description is used, do not capitalize, even though it comes before the name.)

Director of Intercollegiate Athletics Chris Del Conte (per Chancellor)

Fast Break Club

Founders Plaza (Amon G. Carter Stadium)

Frog Horn

Horned Frog (official mascot — space between words) Refer to all TCU athletic teams as Horned Frogs; Frogs on second reference.

Hyperfrogs

student-athletes

SuperFrog (mascot’s nickname — no space between words)

TCU Equestrian team

TCU Frog Club. …Scholarships for Champions

TCU Lettermen’s Association (Use whole name on first reference. On later reference use “Lettermen’s Association.”)

TCU Lettermen’s Hall of Fame

tip-off

the TCU Frog Club (Use whole name on first reference. Don’t capitalize the “T” in “the.” On later reference use “the Frog Club.”)

www.gofrogs.com

Big 12 Conference

Big 12 Conference

Not “Big XII” or “Big Twelve” (TCU moved to this conference in July 2012.)

Big 12 Championships

Big 12 events should only be referred to as championships, not tournaments. Championship is always singular unless referring to combined men’s and women’s championships (cross country, swimming, tennis, etc.), which are two events at the same site. For example:

• Big 12 Cross Country Championships
• Big 12 Soccer Championship
• Phillips 66 Big 12 Men’s Basketball Championship
• Big 12 Tennis Championships
All-Big 12 Teams
All-conference honors are awarded for all league sports. All-league honorees will be identified as follows:

- All-Big 12
- All-Big 12 First Team (not First Team All-Big 12)
- Big 12 All-Tournament Team
- Academic All-Big 12 Team

Major awards are capitalized (Big 12 Player of the Year, Big 12 Rookie of the Year)

BUILDINGS/MAPS
Use formal name of campus facilities with uppercase in formal communication. Official names can be found at http://bldglist.tcu.edu.

On second reference, if the proper name is used, drop the first and middle name/initial and retain uppercase: Wright Admission Center.
When the proper name is not used on second reference, lowercase: admission center.

Exceptions:
- Brown-Lupton University Union; University Union (always capitalize)
  (BLUU is acceptable for internal, on-campus use)
- Campus Commons; always use this way. Do not shorten name or lowercase.
- Collegiate Beaux Arts (architectural style of most TCU buildings)
- Facilities Master Plan
- Intellectual Commons

The official TCU campus map, located at www.maps.tcu.edu, is the only map that should be distributed to ANYONE (this comes directly from the Chancellor).
Square Footage of TCU Facilities
A listing of the square footage of all major TCU facilities can be found in the fall Fact Book produced each year by the Office of Institutional Research. Fact Book information also can be found at http://ir.tcu.edu.

THE CHRISTIAN CHURCH (DISCIPLES OF CHRIST)
The Christian Church (Disciples of Christ) is a Protestant community that began in the United States two centuries ago. Coming largely from Presbyterian parentage, Disciples bear many similarities to the faith and practice of traditional Christian communities. Distinctive characteristics of Disciples include believer’s baptism, weekly communion and a commitment to unity of all Christians and to the dialogue between faith and reason. A reforming impulse leads to ongoing re-examination of personal faith commitments. Disciples are profoundly committed to social justice and to honoring the dignity of all persons, as well as to constructive dialogue across all faith communities and traditions.

TCU-Church Relationship
Texas Christian University is the largest of 21 colleges and universities associated with the Christian Church (Disciples of Christ), a denomination committed to demonstrating true community, deep Christian spirituality and a passion for justice. With the full support of the Disciples, TCU is committed to the highest standards of scholarship, affording students the rigorous challenges that make higher education worthwhile. Reflection on questions of meaning and value is crucial to genuine learning. TCU’s covenant with the Christian Church (Disciples of Christ) supports an approach to education that brings together faith, reason and intellectual curiosity. [Note: TCU is associated with, not governed by, the Christian Church (Disciples of Christ).]
COLLEGE OF FINE ARTS

artist-in-residence
Bass Performance Hall
choreographer-in-residence

DanceTCU – one word with “Dance” italicized

Department of Interior Design & Fashion Merchandising
Department of Graphic Design
distinguished guest artist
distinguished guest professor

Faculty and Friends Chamber Music Series

Germán Gutiérrez [pronounced Hair-MAHN GOO-tee-AIR-ez]

Latin American Music Festival
PianoTexas International Academy & Festival (formerly the TCU/Cliburn Piano Institute) There is no space between Piano and Texas.

School of Art (formerly the Department of Art and Art History)
School for Classical & Contemporary Dance (formerly the Department of Ballet and Modern Dance)

School of Music
Tamás Ungár [pronounced Tah MAHSH OONG Gar]

TCU Cellofest
TCU Concert Chorale
TCU Jazz Ensemble
TCU Jazz Festival
TCU Marching Band
TCU Steel Drum Band
TCU Symphony Orchestra

The Art Galleries at TCU
Moudy Gallery (in J.M. Moudy Building North)
Fort Worth Contemporary Arts gallery (2900 W. Berry Street)

the Van Cliburn International Piano Competition
the Van Cliburn International Piano Competition Archives

Theatre TCU – theatre, theater – if it pertains to TCU, use theatre, for example: Jerita Foley
Buschman Theatre, Department of Theatre, theatre major

Trinity Shakespeare Festival at TCU (began June 2009)
COMMUNITY SCHOLARS

The Chancellor’s Council on Diversity established the Community Scholars Program in 1999. Since the first class enrolled in 2000, more than 200 Community Scholars have enriched the TCU community. TCU has helped to make college a reality for top students who attend 11 under-represented public high schools across the metroplex.

The University has Community Scholars partnerships with a number of DFW area high schools, including Diamond Hill Jarvis, Dunbar, North Side, O.D. Wyatt, Polytechnic, Trimble Tech and South Hills; DeSoto High School; Sam Houston in Arlington; and Lincoln and Carter in Dallas.

DEGREES

This list offers some examples of common degrees:

- Bachelor of Arts or BA
- Bachelor of Science or BS
- bachelor's degree or baccalaureate degree

- Ed.D. in Educational Leadership
- J.D. (Doctor of Jurisprudence)
- Master of Arts or MA
- Master of Science or MS
- Master of Business Administration or MBA
- Master of Divinity or M.Div.
- master's degree
- MBA/Ed.D. in Educational Leadership
- M.D.
- Doctor of Philosophy or Ph.D.
- Doctor of Nursing Practice (DNP)
- Doctor of Ministry or D.Min.
- Doctor of Education or Ed.D.
- doctoral degree
FINANCIAL AID AND SCHOLARSHIPS
About 75 percent of TCU students benefit from financial aid.

Official Names of Scholarships
A list of most of the endowed scholarships can be found in the TCU catalog. If the scholarship you are looking for is not in the list, contact Samantha Suttle in Donor Relations, c.s.suttle@tcu.edu, for the official name. To get to the list, go to www.catalog.tcu.edu/current_year/undergraduate/1499.htm.

Official Names of Chairs and Professorships
A list of chairs and professorships can be found in the TCU catalog. To get to the list, go to www.catalog.tcu.edu/current_year/undergraduate/1496.htm.

FISCAL YEAR
Follow these rules regarding “fiscal year” in all written reports and documents:
Use either: FY2012 (No space between the “Y” and the “2”) or Fiscal Year 2012
Do NOT use: FY ’12, FY 2012, FY12

FUNDRAISING
The Campaign for TCU, the University’s 7-year campaign, raised $434.1 million to create a world-class, values-centered university experience for TCU students. When it concluded May 31, 2012, the campaign had surpassed its original goal by $184 million. Since 2012, alumni, parents and friends have contributed more than $250 million in support of TCU’s people and programs.

50th Class Gift
fund raiser (Note: Your computer spellchecker will indicate that this is one word, but we use two.)
fundraising (noun)
fund raising (verb)
fund-raising event (adjective)
gifts-in-kind
kickoff (Do not use in reference to the campaign.)
Senior Class Legacy
TCU Calling All Frogs Phonathon
TCU Class Gift
The Office of Annual Giving
the Faculty/Staff Annual Campaign
**the Addison & Randolph Clark Society** (the Clark Society on later reference)

(See Gift Clubs for giving levels)

**tagline:** *TCU Clark Society: Leadership Donors Investing In TCU’s Future*

Referencing the Clark Society: “The Addison & Randolph Clark Society recognizes students, alumni, parents and friends who annually strengthen TCU with leadership-level investments. Clark Society members have a resounding and continuous impact across the entire campus, leading an effort to elevate the University through philanthropy. Annual gifts of $1,000 or more can be designated toward any program a donor wishes to support. For more information about the Clark Society, please visit www.clarksociety.tcu.edu, call the Donor Relations Office at 817-257-7806 or email us at donorrelations@tcu.edu. Gifts may be sent to University Advancement, TCU Box 297044, Fort Worth, Texas 76129. They also may be made by calling 817-257-7800 or online at makeagift.tcu.edu."

**the Clark Society Board**

**the Junior Clark Society**

**tagline:** *TCU Junior Clark Society: Giving Forward*

**Clark Society Scholars**

**Clark Society Endowed Scholarship**

**Clark Weekend**

(Note: when referring to the Clark Society, do not use terms such as *elite* and *prestigious*. Use terms such as *inclusive* and *fun*. Emphasize support of our students as opposed to support of the institution. The Clark Society Board has specifically requested this change.)

**Office of Gift Planning** (not Planned Giving)

**The B.M. and Frances Britain Society** recognizes the many generous alumni and friends who have included TCU and/or Brite Divinity School in their estate plans. (On later reference use “the Britain Society.”)

**the TCU Frog Club**

**tagline:** *Scholarships for Champions*

Use whole name on first reference. Don’t capitalize the “T” in “the.” On later reference use “the Frog Club.”

**Mary Wright Admission Center** (Please note, the admission center was named for Mary Wright in recognition of multiple generous gifts to TCU by Bob and Mary Wright. Their gift did not “fund,” “underwrite” or “make possible” the admission center. This also applies to Marlene Moss Hays Hall, Marion Hall, and Pamela and Edward Clark Hall.)
GENERAL WRITING INFORMATION

**affect, effect** – Affect, as a verb, means to influence: *The game will affect the standings.* Affect, as a noun, is best avoided. It occasionally is used in psychology to describe an emotion, but there is no need for it in everyday language. Effect, as a verb, means to cause: *He will effect many changes in the company.* Effect, as a noun, means result: *The effect was overwhelming.*

**all right** (never alright)

**American Council on Education** (when abbreviated as ACE, say each letter, not the word “ace.”)

**ampersand (&)**: Use the ampersand (&) if it is a formal part of the title or name.

**baby boomer**

**backbone**

**barbecue** (not barbeque or Bar-B-Q)

**Barnett Shale**

**Berry Street Initiative**

**boardroom**

**campuswide** (words created with the suffix “wide” are written as one word with no hyphen)

**can/may**: “Can” denotes ability. “May” denotes possibility and permission.

**capitalization**: Capitalize sparingly; lowercase academic subjects/majors and minors unless they are proper nouns (mathematics, French). Capitalize the formal, full names of centers, bureaus, institutes, schools, colleges, departments, administrative offices, boards and committees; lowercase informal usages. Examples: *Center for Cultural Analysis* (formal), *cultural analysis center* (informal); *Office of Residential Services* (formal); *residential services* (informal); *Graphic Design Program* (formal), *graphic design* (informal).

**CFA** (Chartered Financial Analyst)

**chair, chairman, chairwoman** – use the preferred position title or the individual’s preference.

**charterholder**

**check in** (verb), **check-in** (noun, adjective)

**co-curricular**

**co-chair**

**coed**

**coeducation**

**coeducational**

**comma in a series**: Do not use a comma before the word “and” in a series.

**complement/compliment** – Complement denotes completeness or the process of supplementing something. Compliment denotes praise or the expression of courtesy.

**continual/continuous** – Continual means steady repetition, over and over again. Continuous means uninterrupted, steady, unbroken.

**course titles**: Capitalize the proper name of a course to denote a course of study.

**emerita** (feminine singular), **emeritus** (masculine singular), **emeriti** (masculine plural),

**emeritae** (feminine plural)

**ensure, insure** – Insure means to establish a contract for insurance of some type; ensure means to guarantee.
entitled, titled – Entitled means one has the right to do or to have something. Use titled to introduce the name of a publication, musical composition, seminar, etc.

extracurricular

fewer, less - In general, use fewer for individual items, less for bulk or quantity: I had less than $50 in my pocket; however, I had fewer than 50 one-dollar bills in my pocket.

firsthand

Fort Worth, not “Ft. Worth”

Fort Worth Star-Telegram (the Fort Worth Star-Telegram [“the” is not italicized])

forward not forwards, toward not towards, upward not upwards

hands-on

health care (two words)

in-service

intramural (competitive units within a single community or institution)

intermural (competitive teams from different universities)

kickoff (one word if adjective or noun, avoid in reference to campaign events)

kick off (two words if verb)

landman

lectern, podium, pulpit, rostrum (A speaker stands behind a lectern, on a podium or rostrum, or in the pulpit.)

lifelong

me, myself and I

Incorrect: The staff and myself thank you for your contribution.
Correct: The staff and I thank you for your contribution.

Incorrect: Deliver the equipment to my partner or myself.
Correct: Deliver the equipment to my partner or me.

Metroplex (capitalize when referring to Dallas-Fort Worth metroplex)

middle income

Modern Art Museum of Fort Worth

more than/over – acceptable in all uses to indicate greater numerical value

multimedia

National Cowgirl Museum & Hall of Fame

The New York Times

nonfiction

nonprofit organization

noon, midnight – Use without numeral “12” before. To avoid confusion, do NOT use 12 a.m. or 12 p.m. in reference to either noon or midnight.

oilman

one-half

one-on-one
possessive pronouns versus contractions: The possessive forms of personal pronouns are my, mine, our, ours, your, yours, his, her, hers, its, their, theirs. None of them takes an apostrophe. Nor does the possessive form of who (whose). Please note the difference between its (the possessive of it) and it’s (“it is”); your (the possessive of you) and you’re (“you are”); whose (the possessive of who) and who’s (“who is”); and their (the possessive of they), there (“in that place” or “in that way”), and they’re (“they are”).

principal, principle – principal is a noun and adjective meaning someone or something first in rank, authority, importance or degree. It can also refer to an original monetary sum invested or lent, such as endowment principal. Principle is a noun that means a fundamental truth, law, doctrine or motivating force.

problem-solving
ratios – use figures and hyphens: a 2-1 ratio
serviceman
servicewoman
service member
Southwestern Exposition and Livestock Show (and not &)
stand-alone
startup (noun and adjective) – used to describe a new business venture
state-of-the-art
state names should be spelled out
stationary is to stand still; stationery is paper
tax-free
teacher-scholars
temperatures – use figures for all except zero. Use a word, not a minus sign, to indicate temperatures below zero.

T-shirt
Texas and Southwestern Cattle Raisers Association (and not &)
The Wall Street Journal
underwrite
under way (two words unless referring to a ship launching)
United States or U.S. (always use periods)
Washington, D.C., not Washington, DC
well-known
work force
workout
workplace
GIFT CLUBS

Clark Society Membership Levels

**Lifetime Giving Recognition**

- Visionary: Cumulative gifts of $25 million or greater
- Pillar: Cumulative gifts of $10 million to $24,999,999
- Founder: Cumulative gifts of $1 million to $9,999,999
- Benefactor: Cumulative gifts of $500,000 to $999,999
- Sustainer: Cumulative gifts of $250,000 to $499,999
- Centurion: Cumulative gifts of $100,000 to $249,999
- Patron: Cumulative gifts of $50,000 to $99,999

**Annual Giving Recognition**

- Chancellor’s Council: Annual gifts of $10,000 or greater
- Dean’s Council: Annual gifts of $5,000 to $9,999
- Director: Annual gifts of $2,500-$4,999
- Member: Annual gifts of $1,000 to $2,499

**Junior Clark Annual Giving Levels**

- Calendar year of graduation: An annual gift of $50 or greater
- Years 1-3 after graduation: An annual gift of $100 or greater
- Years 4-6 after graduation: An annual gift of $300 or greater
- Years 7-9 after graduation: An annual gift of $500 or greater
GRADUATION YEARS
- Patrick Beckham '59 (no comma before or after year)
- Floppy and Genevieve Blackmon '43 ’44 (when both are graduates)
- Jim ’57 and Eloise Holder (husband only is graduate)
- Jim and Eloise Holder ’57 (wife only is graduate)

INITIALS
When two initials are used in a name, do not separate with a space. Example: J.M. Moudy.

INTERNATIONAL
Center for International Studies: TCU Abroad
The Center for International Studies: TCU Abroad provides more than 150 study abroad programs in 45 countries. Study abroad programs supported by the Center for International Studies must be at least two weeks in length, provide TCU academic credit and meet rigorous standards for cultural learning, academic integrity, and health and safety. Program types include:
- TCU in London, Florence & Seville: semester- or academic year-long programs directly enrolling TCU students at local universities in these cities.
- TCU faculty-led summer programs: 2-5 week-long programs taught and directed by TCU faculty.
- TCU Partner & Prestigious Programs: select, high-quality semester-long, year-long and summer programs operated by third-party providers, such as International Education of Students (IES) and Council on International Educational Exchange (CIEE), and carefully vetted by the Center for International Studies.

Certificate in International Studies is a certification added to the TCU degree that incorporates coursework, skill-building programs and interaction with international communities.

JUNIOR, SENIOR AND III
- William D. Smith Jr.
- William D. Jr., and Helen Smith (when wife is included)
- William D. Smith III (no comma needed)
NEELEY SCHOOL OF BUSINESS

Use the Neeley School of Business at TCU for all formal communications, first mention. Use “Neeley School” or “Neeley” on subsequent references. Only use M.J. Neeley School of Business when referencing the history of the school.

Tagline: It’s More Than Business. It’s Personal.®


Alcon Career Center (named space for Career Services at the Neeley School)
BNSF Next Generation Leadership Program
BNSF Railway Endowed Professor in Leadership
C-Level Confidential (MBA event with a CEO)
Charles F. and Alann P. Bedford Professor of International Business
C.R. Williams Professor of Financial Services
Davis Family Entrepreneur-in-Residence
Duncan Faculty Fellowship
Dyess Lectureship in Marketing
Educational Investment Fund (EIF)
Eunice and James L. West Chair in Supply Chain Management
Graduate Career Service Center (GCSC)
International Board of Visitors (IBOV)
Investment Strategies Conference
John V. Roach Dean of the Neeley School of Business at TCU
J. Vaughn and Evelyne H. Wilson Professor in Business (2)
J. Vaughn and Evelyne H. Wilson Chair (Business)
Kleinheinz Family Foundation Endowed Chair in International Finance and Investments
Luther Henderson Chair of Strategic Management and Leadership
Luther King Capital Management Center for Financial Studies (LKCM Center for Financial Studies on subsequent references)
MBA Marketing Case Competition
M.J. Neeley Professor of Management
M.J. Neeley Professor of Marketing
Neeley Academic Advising Center
Neeley & Associates MBA Consulting (MBA consulting projects)
Neeley eNews
Neeley Entrepreneurship Center
  • Bill Shaddock Venture Capital Fund
  • Coleman/TCU Faculty Fellows in Entrepreneurship
  • Entrepreneurship Club at TCU (formerly TCU Collegiate Entrepreneurship Club or TCU CEO)
  • Jane and Pat Bolin Innovation Forum
  • Small Business of the Year Award
  • TCU Collegiate Entrepreneur of the Year
  • Richards Barrentine Values and Ventures® Business Plan Competition
Neeley Fellows
Neeley Magazine
Neeley Premium Credentials™
Neeley Professional Development Center
O. Homer Erekson, John V. Roach Dean of the Neeley School of Business at TCU
Professional Program in Accounting (PPA)
Robert and Edith Schumacher Executive Faculty Fellow in Innovation and Technology
Robert and Edith Schumacher Faculty Fellow in Entrepreneurship
Robert and Maria Lowden Chair of Finance
Stan Block Endowed Chair in Finance
Supply and Value Chain Center
Tandy Center for Executive Leadership
Tandy Executive Speaker Series
TCU Business Breakfast of <CITY NAME>
TCU High School Investor Challenge
Theodore and Beulah Beasley Faculty Fellowship (3)
William M. Dickey Entrepreneur-in-Residence

Degree Programs
Bachelor of Business Administration (BBA)
Executive MBA (EMBA)(weekends)
Full-time MBA (MBA)
Full-time Accelerated MBA
MBA for Energy Professionals (evenings)
Master of Science in Supply Chain Management (MS SCM)
Professional MBA (PMBA) (evenings)
Professional Accelerated MBA
Educational Leadership Program (MBA/Ed.D. dual degree)
Master of Accounting (MAc)
NUMBERS

ages – use figures for people and animals but not for inanimates: The boy is 13 years old; the law is twelve years old. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun: A 10-year-old girl, but the girl is 10 years old. The party is for 4-year-olds. The man is in his 40s (no apostrophe).

grade, grader – hyphenate in combining forms: a third-grade pupil, a 12th-grade student, second-grader, 10th-grader.

No. 1 – as in “We’re No.1” or “The school was rated No.1.”)

numbers – spell out a number at the beginning of a sentence, with one exception: a numeral that identifies a calendar year: 1968 marked a turning point in the Vietnam War. Spell out whole numbers below 10.

Use figures for 10 and above: They had 10 dogs and four cats. When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word; do NOT use commas between other separate words that are part of one number: twenty, twenty-one, one hundred forty-five.

numerals – spell out one through nine and first through ninth, use numerals for 10 and 10th and above. For more details, see the AP Stylebook. Use figures for dimensions, percentages, ages, distances, computer storage capacity.

percent – write out “percent” instead of using % sign, and use a figure instead of spelling out (3 percent).

OUTSIDE BUSINESS NAMES AND TITLES

Use what the company uses. Check website and spell out or abbreviate accordingly.

Corporation or Corp.

Company or Co.

Check for commas between names and whether to use & or and.

Inc. (Use comma before and after in a sentence, i.e. Talbot, Inc., founded in 1899.)

SCHOLARSHIPS

assistantships

Chancellor’s Scholar Program

Community Scholars (Also see Community Scholars separate listing.)

fellowships

J.W. Fulbright Student Program

Fulbright Scholar

Fulbright Scholarship

Fulbright winner

Gates Cambridge Scholarship

Gates Millennium Scholar

Goldwater Scholar

Marshall Scholarship

Rhodes Scholar

Harry S. Truman Scholarship

Truman Scholar
middle income scholarships (no hyphen)
A list of most of the endowed scholarships can be found in the TCU catalog at http://www.catalog.tcu.edu/current_year/undergraduate/1499.htm. If the scholarship you are looking for is not in the list, contact Samantha Suttle in Donor Relations, c.s.suttle@tcu.edu, for the official name.

SEASONS, DATES
fall (seasons not capitalized)
Sept. 23-24, 2011 (not 23 and 24). Abbreviate months when dates follow, except for March, April, May, June and July.
Sept. 3 (not September 3rd)
fall 2011 (no comma)
July 2011 (no day, no comma)
May 12, 2011 (day, comma — if the full date is used in a sentence, use a comma after the year as well)
1990s (no apostrophe)
’90s
mid-1990s

SPACES AFTER PERIODS
Use one space after periods at the ends of sentences in printed publications. Do not use two spaces after periods in initials or following titles such as Mr., Mrs., Ms., Dr. and Rev.)

TCU
Use Texas Christian University on first mention in a communication from the Chancellor or on formal occasions. However, in articles in publications and in informal letters, we generally use TCU on first reference.

TCU (no periods)

the University (Use capital letter only when TCU can replace the University. Do not capitalize the “t” in the. Example: Do not capitalize University in a sentence such as: “This university is unique.” One wouldn’t say: “This TCU is unique.”)
SCHOOLS AND COLLEGES

On first reference, use the full, formal name of the school/college. Examples: AddRan College of Liberal Arts, Bob Schieffer College of Communication, College of Education, College of Fine Arts, Harris College of Nursing & Health Sciences, Neeley School of Business, John V. Roach Honors College, College of Science & Engineering. On second reference, the use of school or college (both lowercase) is acceptable.

Department of Mathematics
the mathematics department

Advise TX College Advising Corps – under the Center for Urban Education; aims to increase the number of low-income, first-generation and underrepresented Texas students entering and completing post-secondary education.

Robert D. Alexander Lectureship in the Liberal Arts

Andrews Institute of Mathematics & Science Education – established to provide an environment for innovation and change in mathematics and science education through creative research, community partnerships and professional development.

Applied Projects Partnership Program (Institute for Environmental Studies)

BNSF Career Center – named space of career center and located in Jarvis Hall. Center is named after Burlington Northern Santa Fe Corporation, but use BNSF when referring to it.

boardroom – one word

Paul F. Boller, Jr., Symposium on the American Presidency – every other year, began in November 2009

T.J. Brown & C.A. Lupton Foundation (first reference); Brown-Lupton Foundation (second reference)

Center for Career & Professional Development – formerly Career Services

Center for Public Education

Center for Community Involvement & Service-Learning

Center for Evidence Based Practice and Research – a collaborating center of the Joanna Briggs Institute

Center of Oncology Education (Harris College)

Center for Strategic and International Studies (CSIS), Washington, D.C. TCU’s Bob Schieffer College of Communication co-sponsors a series of monthly dialogues with CSIS featuring top public policy experts, government officials, leading scholars and prominent journalists.

Center for Texas Studies (AddRan College)

Chancellor’s Award for Distinguished Achievement as a Creative Teacher and Scholar

chairholder – one word

Chancellor’s Assembly

Chancellor’s Staff Award for Outstanding Service

Clark Society (See Fundraising)

Convergence Center (Department of Journalism)

Core Curriculum (See TCU Core Curriculum)

The Commission on the Future of TCU – italicize complete name; do not italicize when using the Commission on later reference (See Vision in Action).
coursework

*cum laude* – with distinction.

Daryl D. Schmidt Lectureship on Religion in Public Life - held every other year, began 2009.

Davies School of Communication Sciences & Disorders (Harris College)

Department of Criminal Justice – formerly part of Sociology, Criminal Justice and Anthropology.

Department of Interior Design and Merchandising – formerly the Department of Design, Merchandising & Textiles.

Department of Film, Television and Digital Media (FTDM) – formerly Department of Radio-TV-Film.

Department of Journalism – formerly the School of Journalism.

Department of Modern Language Studies – formerly the Department of Modern Languages & Literatures.

Department of Sociology and Anthropology

Department of Spanish and Hispanic Studies

Department of Strategic Communication – formerly the School of Strategic Communication.

Disciplina Est Facultas can be translated both as “Learning Is Power” and “Education Is Opportunity.” (Both translations fall under the TCU trademark.)

dormitory – don’t use. Use residence hall instead.

TCU Energy Institute

Extended Education

Facilities Master Plan

Faculty Senate

Michael R. Ferrari Award for Distinguished Service and Leadership

The Festival of Student Scholarship and Creativity - campuswide event that is held in conjunction with Honors Week. Each college/school at TCU participates by hosting a showcase event or forum for their students’ work.

first-year students or freshmen

Fogelson Honors Forum

Fort Worth-TCU Symphonic Choir

founders of TCU – Addison and Randolph Clark; only Addison was president of AddRan or TCU.

Frog Camp

Frog Club (See Fundraising)

FY2012, Fiscal Year 2012

Gates of Chai Lectureship in Contemporary Judaism

GPA – always use the abbreviation when referring to grade point average.

Green Honors Chair

Gwendolyn P. Tandy Memorial Film Library

High School Journalism Workshop

Homecoming

*Image* magazine – student-run publication

Information Technology – formerly Technology Resources

Intellectual Commons

Institute of Behavioral Research (IBR)

Institute for Critical and Creative Expression (AddRan College)

Institute for Environmental Studies (Science & Engineering)

Institute for Urban Living and Innovation (AddRan College)
International Student Teaching Program (College of Education program under the European Teacher Education Network of Colleges and Universities that facilitates the exchange of TCU education students through different colleges and universities in Europe each semester.)

Jerry W. Allen Engineering Scholars

Jim Wright Symposium

John V. Roach Honors College (Honors College on second reference)

J. Vaughn and Evelyne H. Wilson Honors Fellow

J. Vaughn and Evelyne H. Wilson Professorship in the Honors College

KinderFrogs School – laboratory school for students aged 18 months to 6 years with Down syndrome and other developmental delays. Do not capitalize “s” in syndrome.

Leap Frog for KinderFrogs fundraising event.

magna cum laude – with great distinction.

Master of Environmental Management - joint offering of Neeley School and College of Science & Engineering.

Dorothy Garrett Martin Delta Gamma Memorial Lecture in Values and Ethics

Mercer Presentation Showcase

Mary Couts Burnett Library: Information Commons, Technology Resources (Help Desk).
The library's Special Collections department comprises the Speaker Jim Wright Collection, the Amon G. Carter Collection, the Van Cliburn International Piano Competition Archive, the William Luther Lewis Collection, the Pate-Newcomer Luxembourg Collection, the TCU Archives and Historical Collection, and the TCU Photo Archives, including the Linda Kaye Collection.

Miller Speech and Hearing Clinic

Model UN Program

Oscar E. Monnig Meteorite Gallery, the Monnig Meteorite Gallery

Moore Symposium (AddRan College)

The Morris Foundation Academic Wing – part of Starpoint School/KinderFrogs facility. “The” is always capitalized.

Mortar Board

Alice Neeley Special Education Research and Service Institute – established to provide an environment for innovation and change in special education through exemplary teaching, creative research, creative outreach and professional development.

NeighborhoodNews.tcu.edu - website for neighboring communities.

New Media Writing Studio (AddRan College)

Office of Admission (no final “s”)

on-campus jobs

Parents Association

Pat Schieffer, not Patricia Penrose Schieffer or Patricia Schieffer

Petroleum Land Practices Certificate program (Energy Institute)

Pre-Health Professions Program for prospective doctors, dentists and veterinarians

premed

premedical program

Program in Jewish Studies at TCU and Brite Divinity School
Quality Enhancement Programs (QEP)
Radio/TV/Film (now called Department of Film, Television and Digital Media)
Ranch Management
Regional Spelling Bee – the College of Education hosts the Scripps Regional Spelling Bee for North Texas’ brightest spellers.
Research Apprentices Program (RAP) (physics department)
Schieffer Symposium on the News (discontinued in 2016)
School of Art
School of Geology, Energy & the Environment
School of Nurse Anesthesia
SERC (Science & Engineering Research Center)
Sponsored Programs – formerly Sponsored Research.
Sports Broadcasting major in Film, Television and Digital Media department
Staff Assembly
Starpoint School – laboratory school for students aged 6 to 12 years with learning differences.
SRS (Student Research Symposium)
summa cum laude – with highest distinction
TCU Center for Evidence Based Practice (Harris College)
TCU Center for Oncology Research & Education
TCU Center for Remote Sensing and Geographic Information Systems (GIS)
TCU Child Development Institute
TCU Leadership Center
TCU Core Curriculum (first reference); core curriculum in second reference (omit TCU; lowercase)
Approved description: “The distinctive TCU Core Curriculum provides the opportunity for students to explore significant achievements in the liberal arts while gaining an understanding of the past, an awareness of the global and cultural issues of the present, and a foundation for becoming responsible citizens and ethical leaders in the future.” (Went into effect with Class of 2009)
Core Implementation Committee
the TCU Daily Skiff – do not capitalize or italicize “the.”
The TCU Magazine – italicize and capitalize all three words.
TCU 360 – student-run website offering news from the Daily Skiff, Image magazine and TCU News Now.
TCU Energy Institute
TCU Family Weekend
TCU High School Journalism Workshop
TCU IdeaFactory
TCU Institute of Child Development
TCU Mapping Enhanced Counseling – internationally recognized innovation for drug addiction treatment; a joint program of the Department of Psychology and the IBR.
TCU News Now – student newscast.
TCU-Oxford Sustainable Futures Initiative
TCU Purple Bike program
TCU seal – was developed for the 1914-1915 Horned Frog by Ed R. Bentley. The seal is now reserved for the Chancellor or for other special TCU uses. Get permission from the Chancellor’s office before
using on anything, including business cards, stationery, newsletters, brochures, Web pages, etc.

**Technical Services** - formerly Business Services

**Texas Christian University Fall Convocation & Founders' Celebration**

**Texas Center for Community Journalism**

**theatre, theater** – If it pertains to TCU, use theatre – Example: Jerita Foley Buschman Theatre, Department of Theatre, theatre major.

**Trinity Shakespeare Festival** - inaugural season was June 2009.

TRiO programs (College of Education) – provides outreach to support eligible students from first generation and less advantaged backgrounds.

**vivarium**

**Vision in Action**: The Academy of Tomorrow

**Wassenich Award for Mentoring in the TCU Community** [pronounced Wass-in-ick]

**Washington Internship Program**

**William L. Adams Center for Writing**

**Women & Gender Studies** – formerly Women’s Studies

**Mary Wright Admission Center**
TITLES

Chairman Clarence Scharbauer III  (Scharbauer is pronounced SCAR-BURR.)
Clarence Scharbauer III, chairman of the Board of Trustees
J. Luther King, Jr., former chairman of the Board of Trustees (Use chairman, not chair; do not use
Chairman Emeritus.)
Vice Chairman Mark L. Johnson
Mark L. Johnson, vice chairman of the Board of Trustees
Chancellor Victor J. Boschini, Jr., on first reference
Chancellor Boschini or the Chancellor on later reference (Note: Do not use Vick or Vic.)
Chancellor Emeritus William E. Tucker
the late Chancellor Emeritus James M. Moudy
Jean Mrasek, chief of staff
Provost R. Nowell Donovan
R. Nowell Donovan, provost and vice chancellor for Academic Affairs (full title)
Provost Donovan
the Provost
Provost Emeritus William H. Koehler or William H. Koehler, provost emeritus
Vice Chancellor Donald J. Whelan, Jr.  (Capitalize when title comes before name.)
Donald J. Whelan, Jr., vice chancellor for University Advancement (lowercase when title comes after
name)
Tracy Syler-Jones, vice chancellor for Marketing and Communication
Kathryn Cavins-Tull, vice chancellor for Student Affairs
Brian G. Gutierrez, vice chancellor for Finance and Administration
Trustee (Always capitalize when referring to TCU or Brite Trustees.)
trustee (Always lowercase when referring to other institutions’ trustees.)
Emeritus Trustee(s) - formerly Honorary Trustee(s) for TCU. When leaving active status as Board
members, some (but not all) Trustees are elected to emeritus status.
Honorary Trustee(s) - became a new designation in 2006 for individuals who have offered exceptional
service and generosity to the University. The first three Honorary Trustees were W.A.“Tex” Moncrief, Perry
Bass and Anne Marion.
Board of Trustees (Always capitalize when referring to TCU Board, but not external boards.)
artist-in-residence  (Do not capitalize.)
choreographer-in-residence  (Do not capitalize.)
distinguished guest artist
executive-in-residence  (Do not capitalize.)
interim - Capitalize when in a title preceding a name: “… said Interim Dean Joan Smith.” Do not
capitalize when following name: “… said Joan Smith, interim dean.”
Rev. - When this description is used before an individual’s name, precede it with “the.”
The Honorable – American, federal, state and local government officials are referred to by the courtesy title “The Honorable.” On envelopes, write this on the line above the person’s full name. It is preferable not to use the abbreviation “The Hon.” People who have earned this title may be addressed as such for life; however, they should not use it to refer to themselves. Do not address a person in conversation by this title. Instead, use “Mr.,” “Ms.,” “Mrs.” or “Dr.”

Order of spouses in address – When wife is Dr. and husband is Mr., on address use this form: “Dr. Lynn D. and Joseph W. Ball.” On salutation, use this form: “Dear Dr. and Mr. Ball.”

When both spouses are doctors and share a surname (both have doctorates or are medical doctors) - On address use this form: “Dr. Joseph W. Ball and Dr. Lynn D. Ball.” On salutation, use this form: “Dear Drs. Ball.”

When both spouses are reverends and share a surname, on address use this form: “Rev. Joseph W. Ball and Rev. Lynn D. Ball.” On salutation, use this form: “Dear Revs. Ball.”

Reverend comes first unless the doctor is a TCU/Brite person. (Example: Dr. Newell Williams, president of Brite Divinity School, would come before his wife, Rev. Sue McDougal.)

UNIVERSITIES

Rice University, but Rice and Duke universities
Texas A&M (no spaces before and after the ampersand)
University of Texas at Austin or UT – Austin
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Contact information

Questions on brand standards: Office of Graphic Design, 817-257-5057
 Initiate a project: Strategic Communications Management, 817-257-7810 or visit mkc.tcu.edu
 Website question: Office of Website and Social Media Management, 817-257-5218
 Promotional giveaways: Licensing Education Committee, 817-257-6108
 Retail products with marks: Athletics, 817-257-6108