



TCU[®] BRANDING

VISUAL IDENTITY STANDARDS

2012

www.marketingandcommunication.tcu.edu



Moving Up

TCU is becoming a more well-known, national university, thanks in large part to our campus community and friends. As the University enters a new level of visibility, we must continue to tell our story in an integrated fashion so that it resonates with and creates support among our various constituents.

Our Story

The University owns a very distinct position in higher education. Our story is a multifaceted mosaic of people, schools, colleges, programs, events and facilities. We are person-centered. We are intellectual “investigators.” We have exciting athletic programs on our campus. And we are consistently ranked among the top 100 national universities. When, over time, we talk 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. Telling our story can be done with words, symbols, colors, speeches, pictures and video but, in order to do it effectively we must all speak with one voice. The next few pages of this 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



TCU BRANDING

Visual Identity Standards

TABLE OF CONTENTS

Visual Identity1

The TCU Experience.....1

University Name.....2

University Logo.....2

University Color.....3

College, School, Institute and Center Branding.....3

TCU Seal.....4

TCU Tagline.....4

University Frogs.....4

Athletic Frog and Spirit Marks.....5

University Mascot.....5

Web Pages.....6

Official Publications and Ads.....6

Letterhead and Business Cards.....6

Email signatures.....7

University Vehicles.....7

External Constituents.....7



Visual Identity

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.”



The TCU Experience

The TCU experience is multifaceted, a wonderful mosaic of people, programs and events that can be summed up as follows:

- **A friendly, diverse and personalized private university experience in a vibrant city**
- **Heritage and culture that nurture intellectual curiosity, critical thinking and the search for meaning and values**
- **Mentors and academic programs that encourage creativity, discovery, adaptability, leadership and an entrepreneurial perspective**
- **The breadth of the liberal arts found at smaller schools, combined with the depth of career preparation and resources found at larger institutions**
- **A global perspective and international experiences that produce citizens of the world**
- **Outstanding facilities and extensive on-campus housing that actively promote community building**
- **Top-ranked NCAA Division I competition that fosters a spirit of pride, tradition and belonging**

TCU also has a historic relationship with the Christian Church (Disciples of Christ), which stresses a broad interpretation and respect for faith traditions.



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 communication if it is needed for clarification with the intended audiences.



University Logo

Our current logo, the arched TCU, has served as the University's emblem for more than three decades. Therefore, this mark has the power to cut through information clutter and provide a visual trigger that immediately helps individuals recognize TCU. Schools and colleges and their centers or institutes within the organization sometimes have a need for a distinctive identity within the overall institutional identity or brand. While the University allows schools, colleges, institutes or centers to have their own logos, **the arched logo must always be included** and the mark must be developed in conjunction with an Office of Communications account executive and the Office of Publications to retain the look and feel of the TCU brand. <http://www.mkc.tcu.edu/get-started.asp>



The arched TCU logo must appear on all official University publications, 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. When printing with Pantone Matching System (PMS) colors, a solid purple logo or a logo outlined in purple **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 written permission.

University Color

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 – purple for royalty, white for a clean game – but purple has long been the strongest color for TCU. The 'TCU purple' is in the purple color family and 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. The PMS 268 color specification must be applied to the arched logo and the horned frog logos.

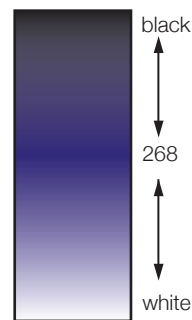
The correct TCU purple for website development is #4d1979



PMS 268

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

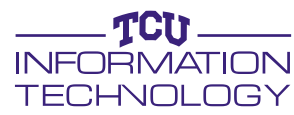
To build PMS 268 using RGB:
R=52, G=42, B=123



College, School, Institute and Center Branding

TCU strives to illustrate, identify and highlight the distinctions of each of its schools, colleges, centers and institutes. Part of that work includes the development of a logo, tagline or wordmark. A logo can either consist of a pictorial representation of a brand or a stylized font treatment. A wordmark is a text-based logo and primarily consists of text only. Any college, school, institute or center may have its own logo, tagline or wordmark. However, each area is asked to work with the Office of Communications account executives to create a brand, which might include development of a logo, tagline or wordmark, that will complement and reinforce the TCU brand and capture the essence of the college, school, institute or center.

<http://www.mkc.tcu.edu/get-started.asp>. Logos and wordmarks must include the arched TCU logo as well as the color purple in the correct PMS 268 color. Departments in schools or colleges with established wordmarks or logos will attach their name to those established marks. Divisions attach their name to the arched logo.



TCU Seal

The University seal is not a logo and is therefore reserved for special uses only. Those uses include but are not limited to:

- Admission acceptance letters
- Diplomas
- Chancellor communication

The seal is not for use in advertising or other external publications and is not for use with vehicles. Other limited uses must be approved by the Chancellor's Office.

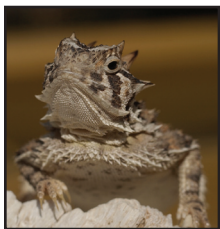


TCU's Tagline

The University's tagline, "Learning to Change the World," may also be used in advertising if space permits or with official publications. If used apart from copy, the tagline must be used as represented here. If used in copy, no special treatment is required.



University Frogs



The University uses two special horned frog depictions as additional visual identifiers for TCU. (In Texas, horned lizards are affectionately known as horned frogs.) The signature University Frog may be used on all University publications. The Athletic Frog may also be used on non-Athletics publications or materials as a spirit mark, with permission from the Associate Athletics Director for External Operations (see below for uses).

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 example below). 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. Use of this frog is strongly encouraged.

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.



Athletic Frog



University Frog



Do not change color



Do not point down



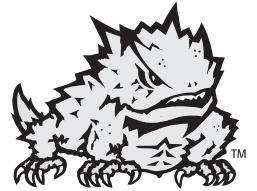
Do not change position



Do not distort or skew

Athletic Frog and Spirit Marks

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 Associate Athletics Director for External Operations. The Athletic Frog cannot appear with the arched logo. The Athletic Frog and the arched TCU logo can only appear together on football helmets.



To access graphic standards for the Big 12, please go to the resources tab on the Marketing & Communication website.

Athletics Color

A deep violet was approved by Athletics in 2012 for use in uniforms for better readability of the color in photographs and on television. This color is reserved for Athletics' use only and is not approved for use outside of Athletics.

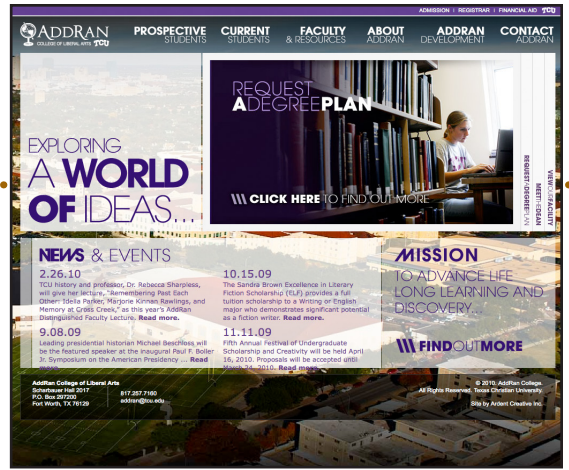
University Mascot

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.



Web Pages

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 logo or wordmark. All Web coordinators are asked to work directly with the Office of Website Management. The correct purple for TCU websites is #4d1979.

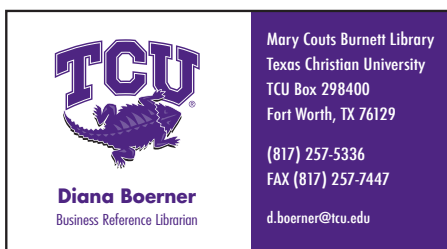


Official Publications and Ads

In all official TCU publications and advertisements, the arched logo must be present. If the arched logo is included in the wordmark or logo, an additional arched logo is not necessary.



Letterhead and Business Cards



On letterhead, brochures, business cards and other University marketing and communication materials, the logo should be used alone or with "Texas Christian University" spelled out beneath it in correct proportion and font.

A college, school, institute or center that develops its own logo may use that mark on letterhead, brochures, and other marketing and communication materials.

Email signatures

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

University Vehicles

All TCU vehicles – from street vehicles to maintenance carts – should be labeled with the arched TCU logo or the University Frog. Athletics vehicles may use the Athletic Frog independent of the arched logo on their vehicles.

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 has been previously arranged and officially approved. The approved arched logo, Frogs and “Learning to Change the World” tagline 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 Communications.