



Texas Christian University

Current Revision Date: 04/08/16

Established: 1873

Location: Fort Worth, TX

Nickname: Horned Frogs

Mascot Name: SuperFrog

Conference: Big 12

Verbiage

Texas Christian University ®
TCU ®
TCU Horned Frogs ®
Horned Frogs™
Fear The Frog™

Go Frogs™
Riff Ram™
Riff Ram Bah Zoo™
SuperFrog™

Purple

Gray

Black

Anthracite

PANTONE 288 C
MADEIRA: 1112
RA: 2254

PANTONE Cool Gray 3 C
MADEIRA: 1010
RA: 2537

PANTONE Process Black C
MADEIRA: 1005
RA: 2296

PANTONE 447 C
MADEIRA: 1361
RA: 2565

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



Word Marks

HORNED FROGS.

HORNED FROGS.

HORNED FROGS.

HORNED FROGS.

HORNED FROGS.

Horned Frog Marks



Institutional Marks



University Seal can only be used for the Chancellor's Office and Graduation products.



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Helmet Marks

28



29



30



31



Sport Specific Marks

41

TCU
ATHLETICS

42

TCU
BASEBALL

43

TCU
EQUESTRIAN

44

TCU
RIFLE

45

TCU
BASKETBALL

46

TCU
FOOTBALL

47

TCU
SOCCER

48

TCU
CROSS COUNTRY

49

TCU
TRACK & FIELD

50

TCU
GOLF

51

TCU
SWIMMING & DIVING

52

TCU
TENNIS

53

TCU
BEACH VOLLEYBALL

54

TCU
VOLLEYBALL

55

HORNED FROGS
BASKETBALL

56

HORNED FROGS
FOOTBALL

57

HORNED FROGS
SWIMMING & DIVING

Mascot Marks

32



33



34



35



Frog Hand Marks

36



37



38



39



40



58

HORNED FROGS
BASKETBALL

59

HORNED FROGS
FOOTBALL

60

HORNED FROGS
SWIMMING & DIVING

61

HORNED FROGS
BASKETBALL

62

HORNED FROGS
FOOTBALL

63

HORNED FROGS
SWIMMING & DIVING

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits approved numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks