



Texas Christian University

Current Revision Date: 02/06/25

Established: 1873

Location: Fort Worth, TX

Nickname: Horned Frogs

Mascot Name: SuperFrog

Conference: Big 12

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

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

Purple

White

Black

Grey

PANTONE 268 C
MADEIRA: 1112
RA: 2254

White
MADEIRA: 1001
RA: 2342

PANTONE Process Black C
MADEIRA: 1006
RA: 2296

PANTONE Cool Gray 3 C
MADEIRA: 1010
RA: 2537

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

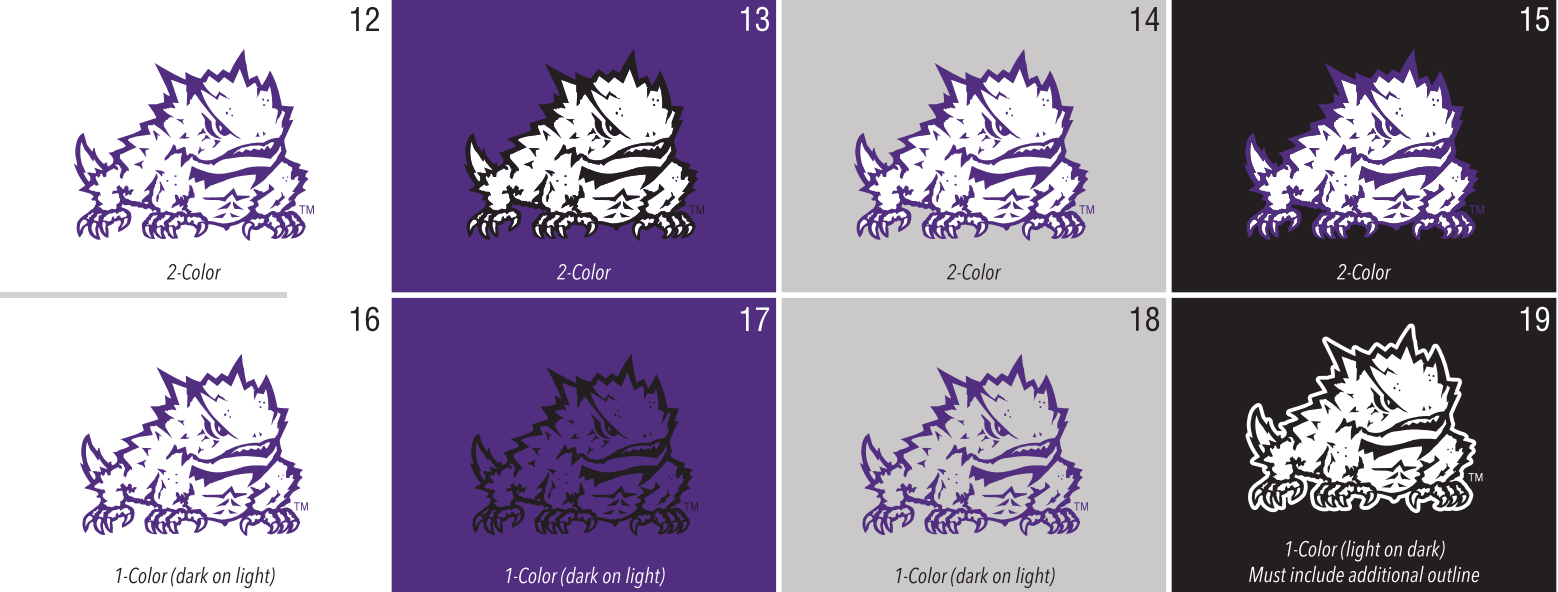


NOTE: Marks #4-6 are Available for Retail Only (No Internal Use)

Athletic Word Marks



Athletic Horned Frog Marks



Academic Marks



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



Helmet Marks

23



The Horned Frog should always face the front of the helmet

24



The Horned Frog should always face the front of the helmet

Frog Hand Marks

25



26



27



28



29



Mascot Marks

30



31



32



33



Hero SuperFrog Marks

34



35



36

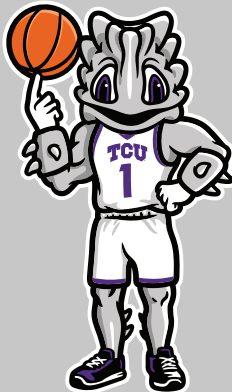


37



SuperFrog Basketball Marks

38



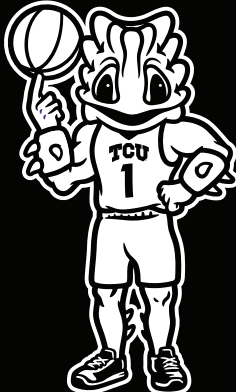
39



40



41



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 not permitted. Must use official versions.
- 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. NIL license type required along with Brandr Group agreement.
- No references to alcohol, drugs, firearms, or tobacco related products may be used in conjunction with University marks.