



# Texas Christian University

Current Revision Date: 02/06/25

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

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

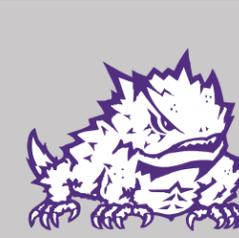
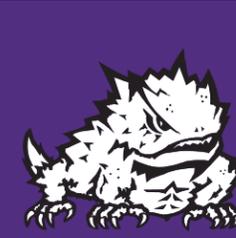
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## Primary Marks



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

## Athletic Horned Frog Marks



## Academic Marks

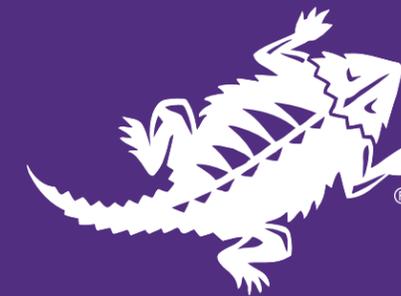
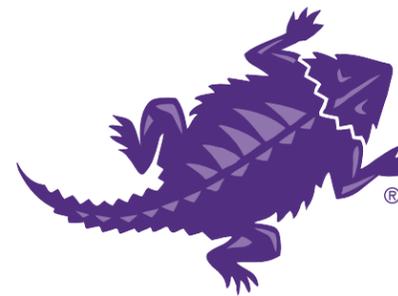
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University Seal can only be used for the Chancellor's Office and Graduation products.



## 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.