

TCU[®]

150 

1873

2023

LEAD ON: CELEBRATING 150 YEARS OF TCU

150th ANNIVERSARY TOOLKIT



“During our 150th anniversary celebration, we will remember our past, express gratitude for our present and intentionally prepare for our future. The most important part of our celebration also will be the driving force behind TCU’s success — our people.”
– Chancellor Victor J. Boschini, Jr.

How To Use This Toolkit

We all have an important part to play in shaping and sharing TCU’s story, and a unified look and feel are essential to our 150th celebration success. This toolkit was created for the TCU community to utilize when planning, writing, creating and sharing information about TCU’s 150th with our audiences. Please note that TCU Marketing & Communication will handle the design and production of most 150th campaign materials. For examples, see page [16](#).



Table of Contents

150th FOUNDATION

Theme	<u>5</u>
Audiences	<u>6</u>
Goals	<u>7</u>

150th MESSAGING

Key Messaging	<u>9</u>
Storytelling Angles	<u>10</u>
Voice	<u>11</u>
General Writing Guidelines	<u>12</u>
150th Writing Style Guide	<u>13</u>

150th VISUAL IDENTITY

150th Campaign Look	<u>16</u>
Logo	<u>18</u>
Size & Spacing	<u>20</u>
Misuse	<u>21</u>

150th Foundation



Theme

LEAD ON: Celebrating 150 Years of TCU

"Lead On" is our university's rallying cry, and it's still our leading message. It conveys energy, leadership, achievement and a feeling of forward momentum.

By using the theme "Lead On: Celebrating 150 Years of TCU," our Sesquicentennial will leverage existing brand equity to celebrate this important milestone.



150th MESSAGING

Audiences



The Internal Family
Current students, faculty, staff



The Extended Family
Alumni, donors, Frog fans, families of current students, Fort Worth community, etc.



The Future Family
Future students and their families, grad students and prospective employees



Peers & Press
Peer institutions, press, media

150th MESSAGING

Goals

TCU's 150th anniversary is a golden opportunity to advance the university and its mission. To maximize impact, the Sesquicentennial Executive Committee established the following five goals to steer our collective efforts as we celebrate.

>> Values

Publicize and promote refreshed institutional values as the timeless core of TCU and the driving force for a bright future by and for the university.

Audience: All Audiences

>> Alumni Engagement

Inspire pride and excitement in alumni affiliation with TCU; motivate them to reconnect with TCU earlier and more often.

Audience: The Extended Family

>> Brand Awareness

Celebrate TCU's position of strength as a national university with staying power and a deep connection to Fort Worth.

Audience: All Audiences

>> Campaign Engagement

Energize donors to elevate their engagement during the final stretch of the Lead On: A Campaign for TCU.

Audience: The Internal Family & Extended Family

>> Fort Worth Connection

Celebrate and re-commit TCU's connection with the city as "the university of Fort Worth."

Audience: The Internal Family & Extended Family, The Public

150th Messaging



150th MESSAGING

150th Key Messages

When writing and communicating about TCU's 150th, keep the following key messages in mind:

TCU's 150th is a moment to reaffirm and celebrate the shared spirit and values that connect Horned Frogs and to show the world what we can do when we're empowered to **Lead On — together**.

- Our 150th celebration is grounded in commemorating **action and impact** — showcasing Horned Frogs as “people who do” across time.
- TCU's story can be defined by the impact that results when people from different backgrounds come together to dream, collaborate and build their future.
- TCU has a legacy of creating leaders who shape and improve the world. But **at TCU, leadership isn't a person or a title — it's a behavior** that can be nurtured to grow over time. We need (and have) leaders at all levels.
- The 150th is a milestone within the broader arc of TCU history. We've come a long way, but we're not content to rest on our laurels. We're a university on an **upward trajectory** with a bold vision for the future.
- TCU's history is multifaceted and complex, and it belongs to the entire community. It's important to **be authentic as we examine our past**.
- As Horned Frogs, **we have the power to creatively imagine and shape TCU's future — starting now**. The action we take in the present will define the next 150 years.

150th MESSAGING

Storytelling Angles

Want to connect your story and your work to TCU's 150th but don't know where to start? These three storytelling angles can help. They'll guide you in brainstorming topics that are anchored to the university's 150th messaging.

LEAD ON Here

Embrace the importance of place. "Here" is our campus, the city Fort Worth, the state of Texas and any place and time where Horned Frogs come together.

Consider stories about:

- Campus transformation, both physical and abstract
- Fort Worth partnerships and impact in key sectors
- Art, creativity and performance on campus, in Fort Worth and around the world
- Experiential and service learning in the community
- TCU's Texas roots and campus history
- The current TCU experience and what makes it unique
- Alumni, student and employee leadership in the community

LEAD ON Now

"Now" is TCU's values in action—how we're changing, growing, responding, innovating and ideating. It's also stories of the people who are taking action. "Now" leans into TCU's present, putting a spotlight on the community at this moment in its forward trajectory. We celebrate the past and look to the future, but now, at 150, we celebrate the active links that bridge the two.

Consider stories about:

- New and innovative programs and courses
- Pragmatic solutions to societal issues
- Interdisciplinary work
- Creative ideas and approaches
- Improvements in diversity, equity and inclusion
- Excellence in academics, athletics, arts and culture
- How we put TCU values into practice

LEAD ON for the Greater Good

"For the greater good" is our story of purpose and impact in the past, present and future. This is where we highlight TCU's gifts to the world, celebrating what our values and character have given to others by allowing beneficiaries of TCU's impact to help tell the story.

Consider stories about:

- People, causes and programs that Horned Frogs have impacted
- Research with real-world impact
- Service to the campus, local and global community
- TCU leaders who have impacted the world across our 150-year history
- Leaders at all levels who are helping others

150th MESSAGING

Voice

Our 150th messaging is so much more than what we say — it's how we say it (and write it). Voice is what a brand sounds like and the values it represents. In other words, it's your brand personality. Voice should be distinctive in its style but shouldn't vary, even if the audience does.

TCU's brand voice can be described as:

- **Inclusive:** We're a welcoming, respectful community that values collaboration, and that strong sense of belonging is why people often say they "bleed purple."
- **Energetic:** We're doers — active, enthusiastic people who have a passion to positively impact our communities and our world.
- **Empowering:** We support one another to live and lead with purpose. A TCU education instills confidence and enables students to go out into the world, ready to make a difference.
- **Futuristic:** We're growth-focused and always have one eye looking toward the future, even when we're celebrating our past and embracing our present.
- **Values-driven:** We're united and fueled by a shared sense of purpose — the desire to create and be ethical leaders.
- **Bold:** We see the world through a different lens. Horned Frogs take risks and are willing to make a stand for what they believe in.



TCU's 150th Brand Anthem

Watch the brand voice come to life.

General Writing Guidelines

Do

Know your audience

Who are you trying to reach and what do they want?

[See 150th audience information](#)

Use active voice and powerful verbs

This is a big deal — not every university reaches 150 years still thriving and growing, so let's celebrate. Avoid past tense and make sure your writing style reflects TCU's emphasis on impact and our forward momentum.

Consider inclusivity

Is there anyone you might be leaving out? Think through word choice to make sure you're engaging the most people with your content as possible.

Avoid third-person point of view

Instead, use first-person (I, we, our, us) and second-person (you) to make your copy feel more personalized.

Use a clear call-to-action

When the reader is done with this article or email or whatever you're writing, what should they do?

Don't

Forget the academic angle

While our traditions and school spirit are an important part of the 150th, remember — we're a world-class academic institution first and foremost.

Write too much

Especially when it comes to writing digital content, less is more. People have short attention spans, so ditch filler words like "very" and focus on clear, concise messages.

Use jargon

Even if you're comfortable with certain acronyms or sayings, that doesn't mean your entire potential audience will be.

Force excitement

Use exclamation points sparingly, if at all. Instead, rely on your word choice and tone to support the celebratory feel.

150th MESSAGING

150th Writing Style Guide

Using a consistent writing style is just as important as a consistent visual identity.

When writing about TCU's 150th, please follow the guidelines below. *Note: This toolkit is intended for copywriting purposes; campaign elements such as the 150th hashtag, URL and logo may deviate slightly.*

How you refer to TCU's 150th depends on the audience and whether it's the first time you're referencing the celebration. But, in short, **TCU's 150th** is preferred in most cases.

First Reference

• **Primary and internal use:** TCU's 150th

- The term "TCU's 150th" is best since it's friendlier — not everyone knows the definition of Sesquicentennial (or can say it!).
- Example: "All faculty and staff are asked to submit a favorite memory in recognition of TCU's 150th anniversary."

• **Formal use (limited):** Texas Christian University's Sesquicentennial

- "Sesquicentennial" should only be used on first reference in formal communications such as printed invitations and Chancellor communications, but is permissible for variety if language is becoming repetitive. Make sure to capitalize Sesquicentennial.
- Example: "Chancellor Victor J. Boschini, Jr. invites the Board of Trustees to a reception celebrating Texas Christian University's Sesquicentennial."

• **External use:** Texas Christian University's 150th

- Spelling out Texas Christian University on first reference is preferred when communicating with external audiences, such as news media, peers and other partners.
- Example: "Texas Christian University's 150th celebration event is sure to draw a crowd."

Subsequent References

• **TCU's 150th**

- For all uses, the term "TCU's 150th" is recommended for second and subsequent references.

LANGUAGE

Writing Style Guide

Do

- Use the possessive form of TCU interchangeably as sentence structure demands.
- Use “celebration” or “anniversary” following a reference to help clarify.
Example: “TCU’s 150th celebration is a once-in-a-lifetime experience.”
- Capitalize Sesquicentennial

Don’t

- Use “Sesqui”
- Forget the “th” or use “TCU 150”
- Use 150th Sesquicentennial or Sesquicentennial anniversary (it’s redundant).

#TCU150



The hashtag #TCU150 is encouraged on social media. The website, email address and logo also forgo the “th” for simplicity’s sake (150.tcu.edu, TCU150@tcu.edu), but written references should use “150th.”

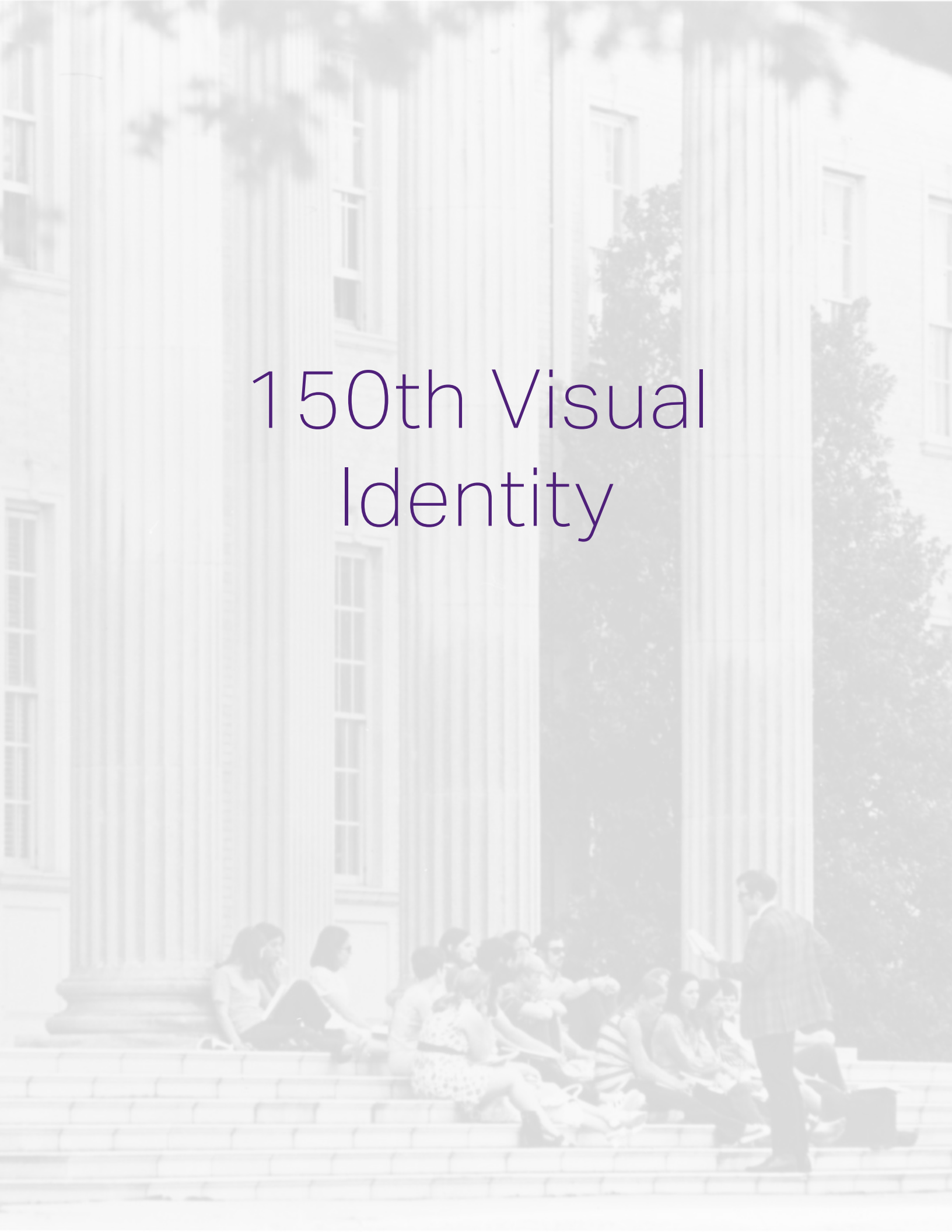
More Information

TCU Marketing & Communication generally follows the Associated Press Stylebook. Reference TCU’s Writing Style Guide for TCU-specific writing guidelines such as building names and academic units.



[View the TCU Writing Guide](#)

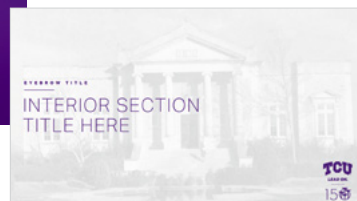
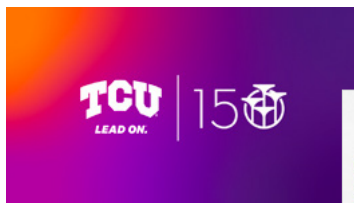
150th Visual Identity



150th VISUAL IDENTITY

150th Campaign Look

TCU Marketing & Communication will handle production of most 150th-branded collateral. Templates for videos and presentations have been created for use by TCU students, faculty and staff and can be accessed via the [150th website](#). Any questions relating to using the logo or templates can be directed to brand@tcu.edu.



Download 150th Assets:

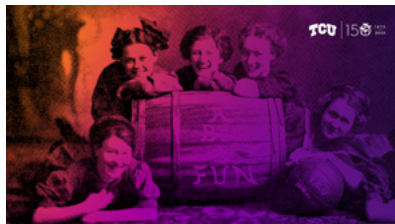
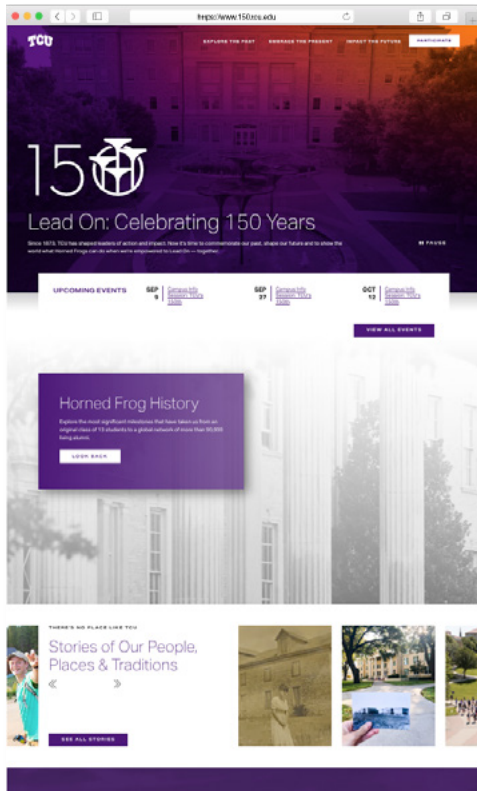
[PowerPoint Template](#)

[Video End Cards](#)

[Digital Swag](#)

150th VISUAL IDENTITY

150th Campaign Look



150th VISUAL IDENTITY

150th Logo

TCU's 150th logo is a combination of the arched TCU logo, which remains unchanged, and a special 150 icon with the Sesquicentennial date range. The icon is an illustration of Frog Fountain, a campus landmark that symbolizes the passing of knowledge from one class to the next.

Please note: the 150th mark is not required (or appropriate) to use on all materials. For general use or materials with a shelf life beyond the Sesquicentennial year, the standard arched TCU mark remains the best choice.



[Download logo files](#)



150th HORIZONTAL LOGO WITH DATES



150th VERTICAL LOGO WITH DATES

VISUAL IDENTITY

Color Variants

When using the logo, it is important to provide significant contrast between the mark and the background. This will ensure that the mark is clear and stands out.



[Download logo files](#)



FOR USE WITH LIGHT BACKGROUNDS



FOR USE WITH LIGHT BACKGROUNDS



FOR USE WITH DARK BACKGROUNDS

VISUAL IDENTITY

Size & Spacing

When using the 150th logo, make sure it's used at an appropriate size for the design. If the mark is too small, it loses impact, readability and small details are lost. We also want the logo to have adequate space to "breathe." By providing clear space around the logo, it ensures that the mark is not overwhelmed by other visual elements.

In situations where the mark cannot comply with size and spacing guidelines due to the material on which it is being printed — a pen for example — contact brand@tcu.edu for guidance.



MINIMUM SIZE

Logo should NOT be reduced beyond 1.25" horizontally or and .75" vertically



CLEAR SPACE

Provide clear space around the logo equal to the width of the "C" character

VISUAL IDENTITY

Misuse

To protect the brand, it is imperative to maintain the 150th logo's integrity. Please take special care to avoid common mistakes like those shown below.



DO NOT ALTER THE PLACEMENT OR SIZE OF LOGO ELEMENTS



DO NOT USE LOW RESOLUTION VERSIONS OF THE LOGO



DO NOT ADD EFFECTS SUCH AS DROP SHADOWS, REFLECTIONS OR OUTLINES



DO NOT USE COLORS OUTSIDE OF THE APPROVED PALETTE



DO NOT SKEW, STRETCH, DISTORT OR SCALE DISPROPORTIONATELY



DO NOT LAYER OVER BACKGROUND GRAPHICS



DO NOT COMBINE ANY COLLEGE OR DEPARTMENT LOGOS WITH THE 150th LOGO



Questions?

Contact TCU150@tcu.edu or visit 150.tcu.edu