



STUDENT
AFFAIRS

Student Affairs Branding Guidelines

In order for Student Affairs to build a strong brand on campus and in the community it is essential for all divisions to follow branding guidelines. If everyone works together, we will enhance the image of each department as well as the overall image of Student Affairs and TCU.

When each department uses the Student Affairs logo it creates awareness of what Student Affairs does and how imperative the division is to the TCU student experience. Below are the logo guidelines.

- The Student Affairs logo must be visible on all communications that departments develop. This includes printed materials, emails, website, etc.
- The logo should be easily visible, large enough to read and high quality so it is not pixilated. If you do not have an electronic version of the logo please contact Susan Nethery at 817-257-5641 or susan.nethery@tcu.edu and she will assist you.
- Below are examples of the approved Student Affairs logos for various departments.



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Brown-Lupton Health Center



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Housing & Residence Life



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