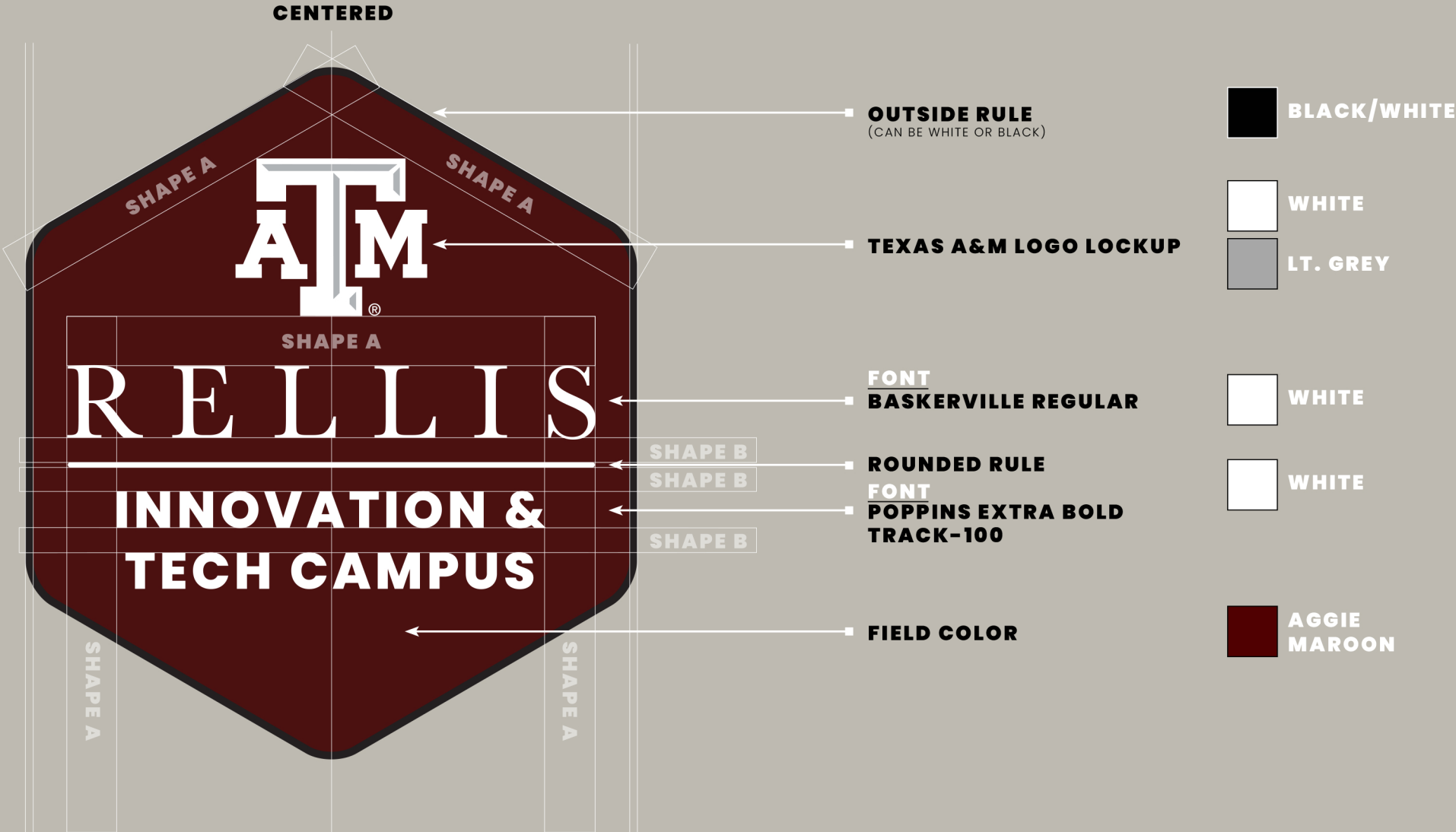# BRAND STANDARDS

SEPTEMBER 2023

LOGO STRUCTURE

When using any Texas A&M-RELLIS logo, be sure to scale all marks proportionally, and use the electronic logo files as provided with registered trademark symbol:

CENTERED

SHAPE A

SHAPE A

SHAPE A

SHAPE B

SHAPE B

SHAPE B

SHAPE A

SHAPE A

OUTSIDE RULE
(CAN BE WHITE OR BLACK)

TEXAS A&M LOGO LOCKUP

FONT
BASKERVILLE REGULAR

ROUNDED RULE

FONT
POPPINS EXTRA BOLD
TRACK-100

FIELD COLOR

BLACK/WHITE

WHITE

LT. GREY

WHITE

WHITE

AGGIE
MAROON

LOGO USAGE

There are 3 acceptable usages of the RELLIS logo. (Downloadable)

Clear. All White.

Main logo lockup.

Main logo lockup. White rule.
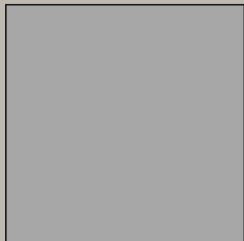
BRAND COLORS AND FONTS

AGGIE MAROON

PMS 7421

C 15	R 80
M 100	G 0
Y 39	B 0
K 69	HEX 50000

BLACK

BLACK

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	HEX 000000

LT. GREY

PMS 422C

C 19	R 167
M 12	G 167
Y 13	B 167
K 34	HEX A7A7A7

WHITE

WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	HEX FFFFFF

BASKERVILLE REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 :;!?

POPPINS EXTRA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 :;!?

RELLIS PROPERTY LOGO SET

Main logo lock-up.

Texas A&M-RELLIS subbrands logo will use the same logo structure standards as the main logo.
Please use the downloadable logo mark.

ĀTM
RELLIS
TEXAS A&M
ENGINEERING
EXTENSION
SERVICE

ĀTM
RELLIS
BUSH COMBAT
DEVELOPMENT
COMPLEX

ĀTM
RELLIS
PROVING GROUNDS
RESEARCH FACILITY

ĀTM
RELLIS
TEXAS A&M
ENGINEERING
EXPERIMENT
STATION

ĀTM
RELLIS
NATIONAL
ARCHAEOLOGY
CONSERVATION
RESEARCH LAB

ĀTM
RELLIS
TEXAS A&M
TRANSPORTATION
INSTITUTE

ĀTM
RELLIS
CENTER FOR
INFRASTRUCTURE
RENEWAL

ĀTM
RELLIS
ACADEMIC
ALLIANCE

ĀTM
RELLIS
ALERT

White outside rule.

Texas A&M-RELLIS subbrands logo will use the same logo structure standards as the main logo.
Please use the downloadable logo mark.

A̅TM RELLIS — TEXAS A&M ENGINEERING EXTENSION SERVICE

A̅TM RELLIS — BUSH COMBAT DEVELOPMENT COMPLEX

A̅TM RELLIS — PROVING GROUNDS RESEARCH FACILITY

A̅TM RELLIS — TEXAS A&M ENGINEERING EXPERIMENT STATION

A̅TM RELLIS — NATIONAL ARCHAEOLOGY CONSERVATION RESEARCH LAB

A̅TM RELLIS — TEXAS A&M TRANSPORTATION INSTITUTE

A̅TM RELLIS — CENTER FOR INFRASTRUCTURE RENEWAL

A̅TM RELLIS — ACADEMIC ALLIANCE

A̅TM RELLIS — *ALERT*

**Texas A&M-RELLIS subbrands logo will use the same logo structure standards as the main logo.
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ĀTM
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ĀTM
RELLIS
ACADEMIC
ALLIANCE

ĀTM
RELLIS
ALERT