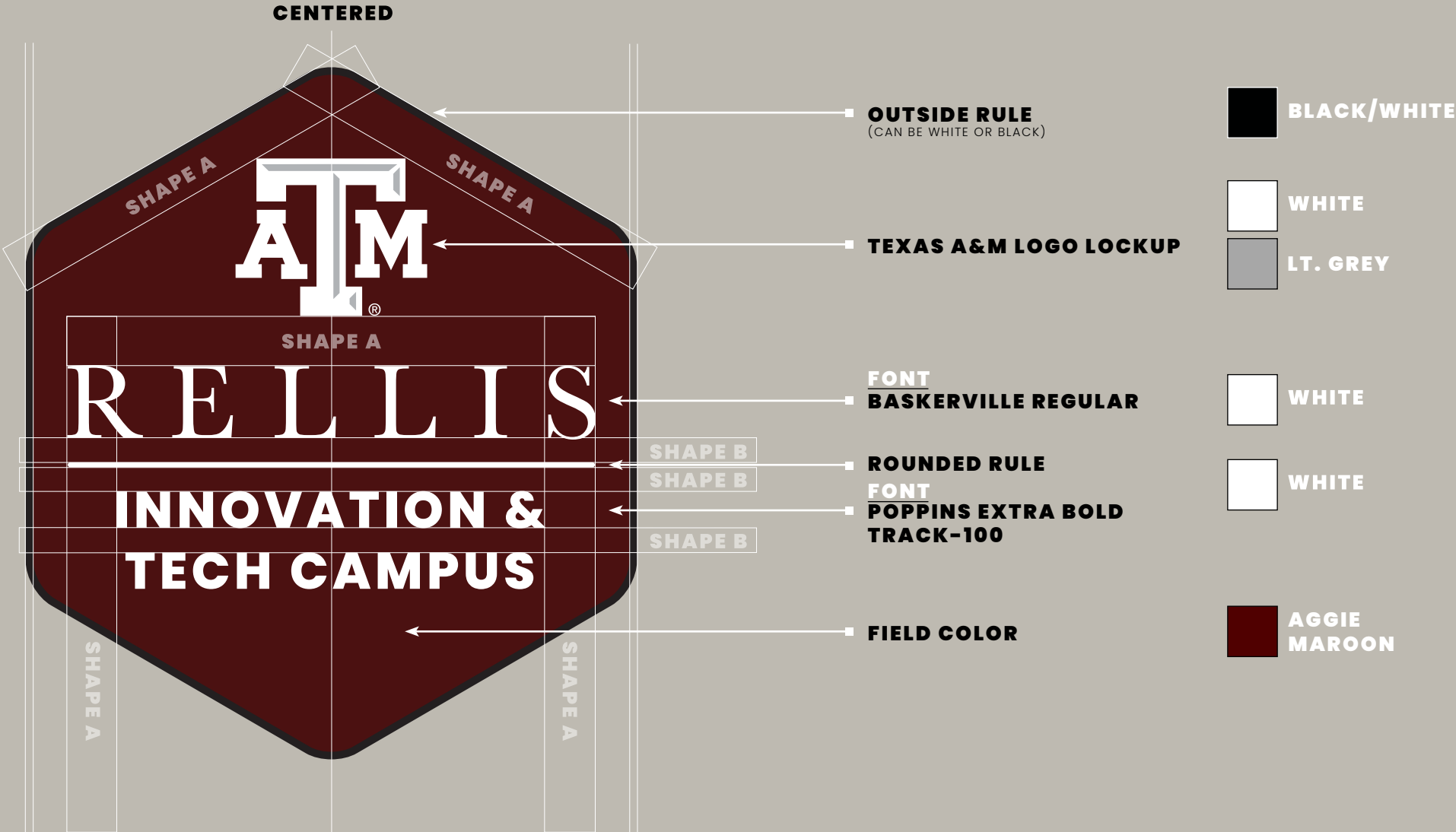# BRAND STANDARDS

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

RELLIS

SHAPE B
SHAPE B
SHAPE B

INNOVATION & TECH CAMPUS

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)
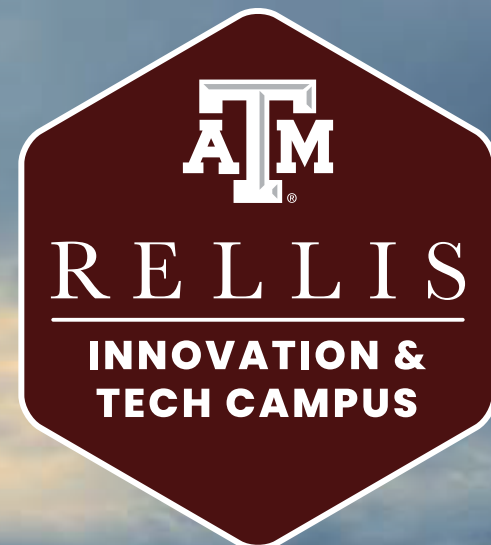

Clear. All White.

Main logo lockup.
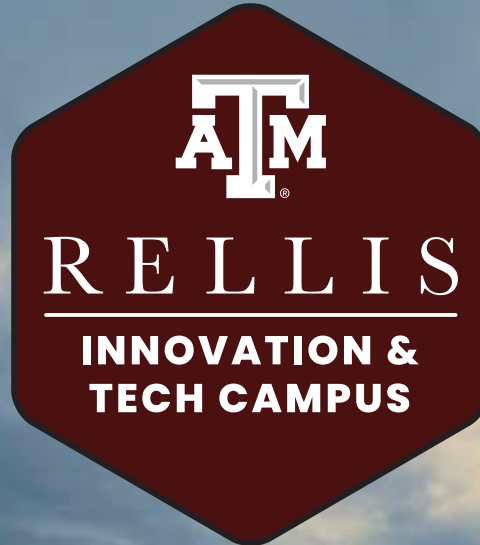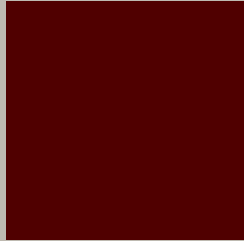

Main logo lockup. White rule.

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
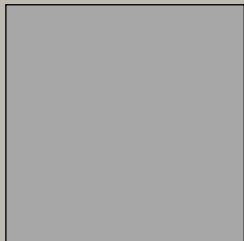
PMS 422C

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 :;!?

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.

ATM RELLIS
TEXAS A&M
ENGINEERING
EXTENSION
SERVICE

ATM RELLIS
BUSH COMBAT
DEVELOPMENT
COMPLEX

ATM RELLIS
PROVING GROUNDS
RESEARCH FACILITY

ATM RELLIS
TEXAS A&M
ENGINEERING
EXPERIMENT
STATION

ATM RELLIS
NATIONAL
ARCHAEOLOGY
CONSERVATION
RESEARCH LAB

ATM RELLIS
TEXAS A&M
TRANSPORTATION
INSTITUTE

ATM RELLIS
CENTER FOR
INFRASTRUCTURE
RENEWAL

ATM RELLIS
ACADEMIC
ALLIANCE

ATM RELLIS
ALERT

RELLIS PROPERTY LOGO SET

White outside rule.

**Texas A&M–RELLIS subbrands logo will use the same logo structure standards as the main logo.
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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
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CONSERVATION
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TEXAS A&M
TRANSPORTATION
INSTITUTE

ĀTM
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RENEWAL

ĀTM
RELLIS
ACADEMIC
ALLIANCE

ĀTM
RELLIS
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A&M RELLIS — TEXAS A&M ENGINEERING EXTENSION SERVICE

A&M RELLIS — BUSH COMBAT DEVELOPMENT COMPLEX

A&M RELLIS — PROVING GROUNDS RESEARCH FACILITY

A&M RELLIS — TEXAS A&M ENGINEERING EXPERIMENT STATION

A&M RELLIS — NATIONAL ARCHAEOLOGY CONSERVATION RESEARCH LAB

A&M RELLIS — TEXAS A&M TRANSPORTATION INSTITUTE

A&M RELLIS — CENTER FOR INFRASTRUCTURE RENEWAL

A&M RELLIS — ACADEMIC ALLIANCE

A&M RELLIS — ALERT