

Logo Guidelines | Updated January 2023



TEXAS A&M
RELLIS



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RELLIS

PURPOSE OF THESE LOGO GUIDELINES

As The Texas A&M University System unveils our new Texas A&M-RELLIS campus logo, it is important to maintain the integrity of communications across all media—print, digital signage, collateral and more.

The consistent use of the logo, typography and color will ensure our communications efforts are both memorable and recognizable as distinctively ours.

These guidelines will ensure that our team members, vendors and agency-partners express our brand identity effectively across all advertising and marketing communications executions.



USAGE GUIDELINES

The RELLIS logo is a critical component of our brand identity. Strict adherence to the guidelines for logo usage ensures we project a strong and consistent persona across every platform.

- Always use original artwork for the logo; poor-quality reproductions are unacceptable.
- The logo may often appear on a dark background color. To ensure optimum legibility, reversed-out logos should not appear on backgrounds with a tint lighter than 50%.

Full-Color Logo



Single-Color Logo



Reversed-Out Logo

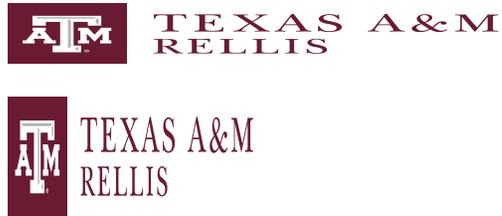


USAGE PROHIBITIONS

DO NOT:

- Alter the logo in any way.
- Use any part of the logo as part of another word.
- Redesign, redraw, modify, distort or alter the proportions of the logo.
- Surround the logo with—or place in the foreground over—a pattern or design.
- Rotate or render the logo three-dimensionally.
- Add words, images or any other new elements to the logo.
- Replace the approved typeface with any other typeface.

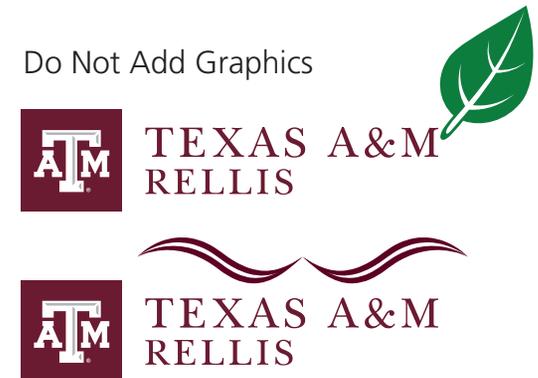
Do Not Stretch or Compress



Do Not Alter Color



Do Not Add Graphics



Do Not Distort



Do Not Add Shadow



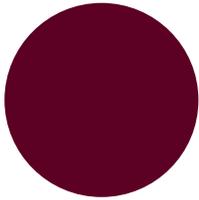
LOGO SIZING

The minimum print and digital sizes of the logo are listed below.



LOGO COLORS

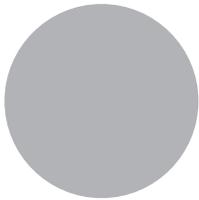
The RELIS logo includes the following colors. To ensure consistent color usage, adhere to the Pantone, CMYK, hex and RGB formulas as outlined below.



Maroon

R 80	C 15
G 0	M 100
B 0	Y 39
HEX 500000	K 69

COATED PMS 7421C
UNCOATED PMS 7421U



Bevel Color (35% black)

R 177	C 0
G 179	M 0
B 182	Y 0
HEX b1b3b6	K 35

LOGO TYPEFACES

The RELIS logo uses New Baskerville Roman as the typeface.

Use of any other typefaces, in any other relative proportions, with any modifications (italics, bold, etc.), is strictly prohibited.



TEXAS A&M
RELLIS

New Baskerville Roman

BRAND GUARDIANS

If you have any questions regarding these logo guidelines, or if you need help addressing an issue not covered herein, please contact our brand guardians:

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