

BRANDING

Logo

To preserve the Picnic Rescue Food Recall Search Tool logo's integrity, it should always be sized so that words are readable. If placed over a background, a solid background color or red and white picnic blanket image with transparent black overlay (shown) should be used. Use black or white text to ensure maximum readability.



COLORS

Primary color

HEX: #ff561d
RGB: 255 / 86 / 29
CMYK: 0 / 81 / 96 / 0



shade



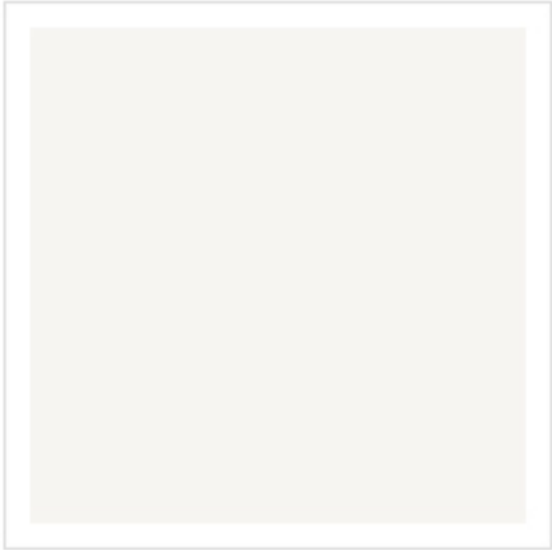
tint



pastel

Secondary color

HEX: #f7f5f1
RGB: 247 / 245 / 241
CMYK: 2 / 2 / 4 / 0



shade



tint



pastel

Accent color

HEX: #00b4ff
RGB: 0 / 180 / 255
CMYK: 65 / 14 / 0 / 0



shade



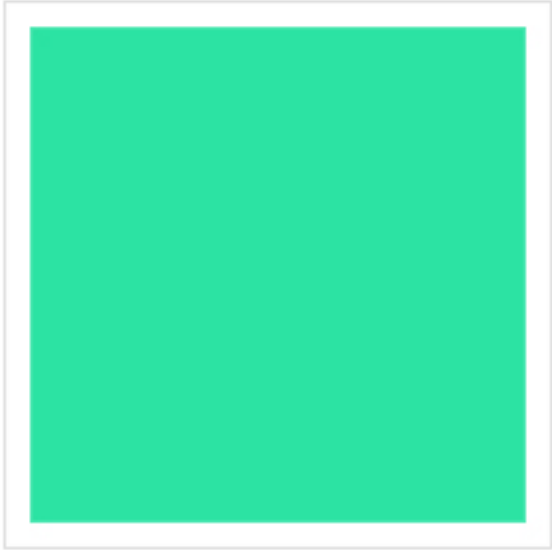
tint



pastel

Accent color

HEX: #2ce3a4
RGB: 44 / 227 / 164
CMYK: 61 / 0 / 53 / 0



shade



tint



pastel

Accent color

HEX: #e6da00
RGB: 230 / 218 / 0
CMYK: 13 / 5 / 100 / 0



shade



tint



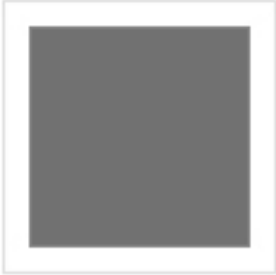
pastel

Accent color

HEX: #353535
RGB: 53 / 53 / 53
CMYK: 69 / 63 / 62 / 57



shade



tint



pastel

FONT FAMILY

Font family: Lato (Google Font)
Styles: Regular
Bold

Aa

Lato

TYPOGRAPHY

Heading 1

Font family:	Lato
Font style:	Regular
Font size:	32pt / 42px / 2.55em
Color:	#353535
Leading:	36pt / 48px / 3em

Sub-Heading 1

Font family:	Lato
Font style:	Bold
Font size:	18pt / 24px / 1.5em
Color:	#353535
Leading:	22pt / 29px / 1.8em

Paragraph

Font family:	Lato
Font style:	Regular
Font size:	18pt / 24px / 1.5em
Color:	#000000
Leading:	22pt / 29px / 1.8em

Navigation

Font family:	Lato
Font style:	Regular
Font size:	20pt / 26px / 1.6em
Color:	#ffffff

Mobile Navigation

Font family:	Lato
Font style:	Regular
Font size:	17pt / 23px / 1.45em
Color:	#ffffff

Disclaimer Text

Font family:	Lato
Font style:	Regular
Font size:	12pt / 16px / 1em
Color:	#ffffff
Leading:	14pt / 19px / 1.2em

Tagline

Font family:	Lato
Font style:	Regular
Font size:	18pt / 24px / 1.5em
Color:	#ffffff

Footer

Font family:	Lato
Font style:	Regular
Font size:	12pt / 16px / 1em
Color:	#000000
Leading:	16pt / 22px / 1.4em

Footer Link Text

Font family:	Lato
Font style:	Regular
Text-decoration:	Underlined
Font size:	12pt / 16px / 1em
Color:	#ca3301
Leading:	16pt / 22px / 1.4em

Wisconsin Food Recall Results

The quick brown fox jumps over the lazy dog.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque interdum arcu eu velit consequat cursus. Suspendisse et quam id mauris pulvinar elementum. Donec blandit ante semper ligula feugiat, et pharetra diam lobortis. Mauris malesuada, mauris sit amet posuere ultricies, justo diam scelerisque massa, nec molestie nunc eros non lacus. In at sapien mauris.

Find Local Recalls About Contact

Find Local Recalls About Contact

The Picnic Rescue Food Recall Search tool uses data obtained from OpenFDA. OpenFDA is a beta research project and is not real-time.

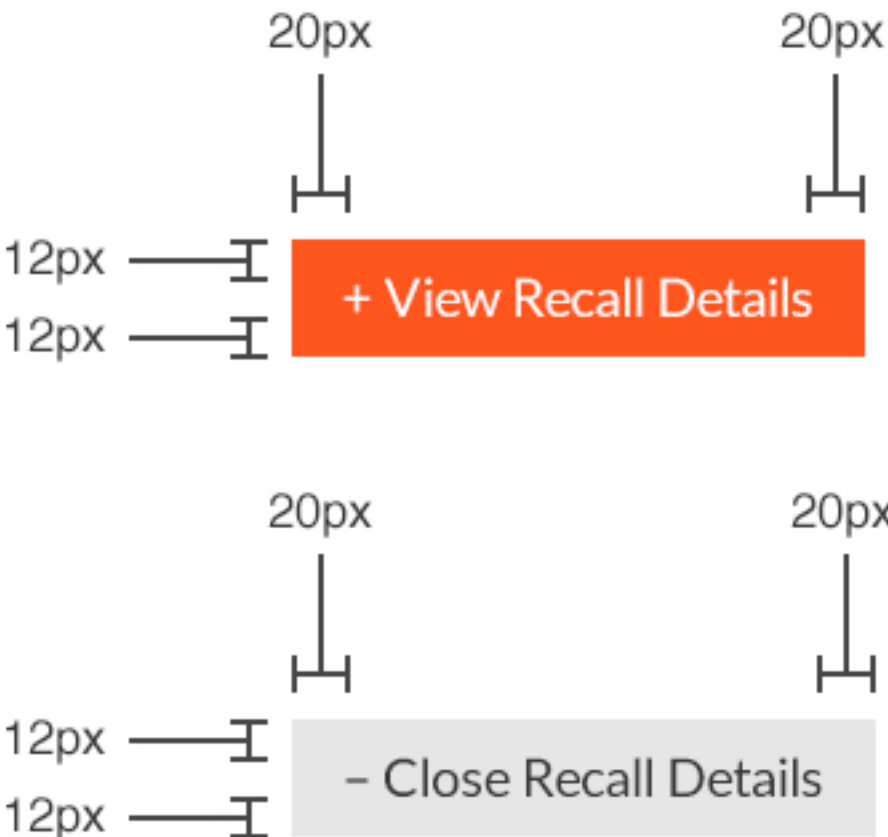
Be the hero at your next family gathering by avoiding recalled food items!

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BUTTONS

Font family:	Lato
Font style:	Regular
Font size:	20pt / 26px / 1.6em
Leading:	24pt / 32px / 2em
Primary button color:	#ff561d
Primary button font color:	#ffffff
Secondary button color:	#e6e6e6
Secondary button font color:	#353535
Top margin:	12px
Bottom margin:	12px
Minimum left margin:	20px
Minimum right margin:	20px
Corner radius:	0px
Button height:	40px



ICONS

Colors:	#ff561d, #00b4ff, #2ce3a4, #e6da00, #353535
Icon height:	24px
# of icons:	5

