



Rapid Response

DESIGN STANDARDS



Color Palette



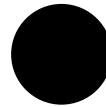
P&G Dark Orange
PANTONE 158
C0 M64 Y95 K0
R255 G112 B0



P&G Medium Orange
PANTONE 143
C0 M32 Y86 K0
R255 G184 B15



P&G Light Orange
PANTONE 7506
C0 M7 Y23 K1
R249 G242 B209



P&G Black
C0 M0 Y0 K100
R0 G0 B0



P&G Medium Grey
C0 M0 Y0 K50
R127 G127 B127

Typography

Arial
BODY TEXT

Arial Bold
TITLES, HEADERS

Quicksand
TEXT WITHIN LOGO

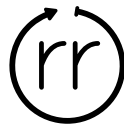
Acceptable Logos



**rapid
response**



rapid response
Know Sooner, Act Faster.



**rapid
response**



rapid response
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Do not stretch, distort, recolor, or replace any components of the logo.
Fully black or fully white variations of each logo may be used if necessary.

