

RAPID RESPONSE TEAM BRAND GUIDELINES

V1.1 | 1

PRIMARY LOGO

The primary RRT logo is the stacked version in blue & grey and should be used in most situations.



SECONDARY LOGOS

CGC number



Horizontal – Use only when space is limited and if the primary logo will be too small to be legible.



LOGO VARIANTS

Solid blue – Use this logo for one-color print applications when only one color can be used.



Solid black – Use this logo for one-color print applications when only black ink can be used.



Solid white – Use this logo anytime it appears on a dark background.



Always:

- Use one of the final, approved files that have been provided
- Keep ample “clear space” around the logo, separate from other elements & text

Never:

- Place the logo over a busy image
- Move/reconfigure the logo elements
- Stretch the logo
- Add drop shadows, bevels, or other effects to the logo
- Change the colors or typeface of the logo

COLOR PALETTE

Primary



medium blue

CMYK (full color printing)
92, 38, 0, 15

PMS (spot color printing)
Pantone 300 C

RGB (digital/on-screen)
0, 92, 186

Hex (web)
#005CBA



dark blue

CMYK (full color printing)
100, 74, 0, 52

PMS (spot color printing)
Pantone 288 C

RGB (digital/on-screen)
0, 42, 98

Hex (web)
#002A62



light blue

CMYK (full color printing)
94, 29, 0, 0

PMS (spot color printing)
Pantone 2184 C

RGB (digital/on-screen)
7, 128, 226

Hex (web)
#0780E2

Secondary



green

CMYK (full color printing)
57, 0, 84, 0

PMS (spot color printing)
Pantone 368 C

RGB (digital/on-screen)
105, 190, 40

Hex (web)
#69BE28



grey

CMYK (full color printing)
0, 0, 0, 75

PMS (spot color printing)
Pantone Cool Grey 10 C

RGB (digital/on-screen)
98, 101, 105

Hex (web)
#626569

Tertiary



red

CMYK (full color printing)
11, 100, 100, 0

PMS (spot color printing)
Pantone 1795 C

RGB (digital/on-screen)
217, 33, 40

Hex (web)
#D92128

Note: Red should be used extremely sparingly and should not exceed 1% of the overall color on a given page.

PRIMARY TYPOGRAPHY

Headlines – Teko is the primary typeface that should be used for all headlines.

TEKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

TEKO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

TEKO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

Sub-headlines & body copy – Montserrat is the primary typeface that should be used for all sub-headlines and body copy.

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

MONTSERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!"\$&*)

SECONDARY TYPOGRAPHY

Arial is the secondary typeface used when the primary typefaces are not available (e.g., PowerPoint presentations or emails).

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!\$&*)

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;?!\$&*)

TYPE COLORS

In order to maintain legibility, use only the following type colors when placed on these background colors.

Dark blue background – white & green type

24/7 EMERGENCY SERVICES
24/7 EMERGENCY SERVICES

Green background – white & dark blue type

24/7 EMERGENCY SERVICES
24/7 EMERGENCY SERVICES

Light blue background – white, green, & dark blue type

24/7 EMERGENCY SERVICES
24/7 EMERGENCY SERVICES

Grey background – white & green type

24/7 EMERGENCY SERVICES
24/7 EMERGENCY SERVICES

Medium blue background – white & green type

24/7 EMERGENCY SERVICES

Note: All colors in the brand palette will work on a white background.

ICONOGRAPHY

The following icons should be used when referencing the seven RRT services.



**WATER
MITIGATION**



**MOLD
REMOVAL**



**FIRE & SMOKE
DAMAGE
RESTORATION**



**STORM DAMAGE
REPAIR**



**BIOHAZARD
CLEANUP**



**RECONSTRUCTION
& REMODELING**



**KITCHEN & BATH
REMODELING**



**DISINFECTING
SERVICES**

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PHOTOGRAPHY

When using photography, make sure images are not pixelated or blurry. Photos should always have a minimum resolution of 300 dpi for print purposes and 72 ppi for digital purposes.

Photography should have a cohesive look & feel and should have an HDR (High Dynamic Range) effect applied. To achieve this effect in Photoshop, first make sure the photo is in RGB mode, then choose 'Image' > 'Adjustments' > 'HDR Toning'. In the HDR Toning dialog box, you can adjust the individual settings to achieve the desired look.

Stock photography

RRT-supplied photography should be used in most cases, however stock photography may be used and should be properly licensed and visually fall within these brand guidelines. Please check with appropriate RRT personnel prior to the purchase and use of stock photography.

Color overlays

Overlays using the primary blue colors may be used to help type stand out when placed over a photo.



TEXTURES

To enhance the brand experience, using textured backgrounds are highly encouraged. Only textures that are natural, rugged and can be found in certain building or home improvement materials should be used.

Textures should be used to compliment the brand look & feel, not overpower it. Use textures in moderation.

The opacity of textures may be screened back to allow for better legibility of type. Additionally, any of the primary colors may be used as an overlay.

