



Relocation Assistance Program (RAP) Logo Usage Guidelines

The RAP logo is comprised of the program name, illustration of the box, and the tagline. If you would like to use the logo, you must use it in the form in which it is provided. Do not manipulate the logo in any way, nor blend the logo with any other logos or graphics. Avoid using the logo at a size smaller than 1-1/4" wide in order to maintain legibility of the tagline. Also, please take care to never distort, stretch, or rotate the logo. If you have a question about how best to utilize the logo to brand your program, feel free to [request guidance](#).

Many variations of the RAP logo have been provided. The information below will help guide you in its use. Files have been provided for use on the web as well as multiple print applications. It is imperative that the correct file be used for the correct application in order to maintain the quality and integrity of the logo. If you are unsure which to use for a particular project, forward the entire batch along to your designer or printer — they'll know which one to use.

<i>Type of Use</i>	<i>File Suffix</i>
Web use, eNewsletters, or other online communications	.gif
Importing into word processing software such as Microsoft Word or PowerPoint	.png
Vector file for offset printing (or high quality digital printing)	.eps
Raster file for offset printing (or high quality digital printing)	.tif

RAP Palette



Yellow

Pantone 7406
CMYK 0/20/100/0
RGB 255/204/0
HEX # ffcc00



Orange

Pantone 152
CMYK 0/50/85/0
RGB 255/153/51
HEX # ff9933



Red

Pantone 186
CMYK 0/100/80/10
RGB 204/0/51
HEX # cc0033



Blue

Pantone 659
CMYK 55/30/0/0
RGB 115/147/210
HEX # 6699cc



Green

Pantone 7490
CMYK 34/0/85/35
RGB 124/150/59
HEX # 7c963b



Black

Pantone black
CMYK 0/0/0/100
RGB 0/0/0
HEX # 000000

Do you have questions regarding the RAP branding? [Email your questions »](#)