

# Brandmark Guidelines

[feelthereaction.com](http://feelthereaction.com)  
[feelthereactionglobal.com](http://feelthereactionglobal.com)

Brand Toolkit 2022



Distributors are welcome to use the ReAction®, EnTourage™, FTR Global® and FTR Foundation brandmarks in their communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the Corporate brands. The brandmarks are available in several formats. There are black and white versions of each logo also available.

To preserve visual integrity, our brandmarks should be reproduced only from digital files. The brandmarks should not be redrawn or reproduced by manipulating the master brandmarks in anyway. To assure compliance, submit approvals by email. If you have any questions about usage, please contact **Customer Service** at:

**888-80-REACT** or by email: [reactionftrglobal@gmail.com](mailto:reactionftrglobal@gmail.com).

# Brandmark minimum and maximum size

## Brandmark Size for Print Reproduction

To preserve the legibility of our brandmark, the minimum size for print reproduction is **1.2" in height for all our brandmarks.**

**There is no maximum size for the brandmark.**



VERTICAL

## Brandmark Size for Online Applications

To preserve the legibility of our brandmark online, the minimum size for web is **120 pixels high** for all our brandmarks

## Safety zone

It is important that the brandmark never feels congested, and that it has a sense of openness. For that reason, there should be a clear space around the brandmark. No other elements, such as typography, pictures, partner brandmarks, art or borders, can appear in the safety zone. **The safety zone is equal to the size of the largest character (on the logotype) from the brandmark.**



## Four Color Reproductions

The brandmark should always be used in full color. If the background in which the brandmark will appear is a dark color that won't allow the full-color brandmark to be used, the brandmark should appear in knockout (white brandmark over a color background). The safety zone for the brandmark remains the same.



## One Color (Black and White) Reproductions

In instances of black and white color reproduction, the brandmark should appear in black. If the background against which the brandmark will appear is a darker color, the brandmark should appear in knock-out. The brandmark can appear in knockout on an uncluttered photo background. Providing the background has sufficient contrast.



FULL COLOR-light background



REACTION®



REACTION®  
Feel The Reaction!™

FULL COLOR-dark background



REACTION®



REACTION®  
Feel The Reaction!™

BLACK/WHITE-light background



REACTION®



REACTION®  
Feel The Reaction!™

FULL COLOR-light background



FULL COLOR-light background



FULL COLOR-light background

ENTOURAGE™



ENTOURAGE™

REACTION®



ENTOURAGE™

FULL COLOR-dark background

ENTOURAGE™



ENTOURAGE™

REACTION®



ENTOURAGE™

# What not to do

Do not rearrange the elements of the brandmark



Do not distort, stretch or tilt the brandmark.



Do not alter the brandmark colors.



Do not tint or screen the brandmark.



Do not use an isolated element of the brandmark.

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Do not place brandmark on a busy background

