



REACT GEAR

The reACT Brand, when consistent, is more relevant and relatable to Montana youth. ReACT has established a contract with Qwik Signs & Classic Creations company to produce all reACT gear. This partnership allows for the evolvement of the brand and brings it more in line with the look, feel and style that appeals to today’s youth. The company is located in Helena, Montana, and all orders will be shipped out three weeks after purchase. For any questions, please contact the [ReACT Youth Engagement Specialist](#).

We are all ambassadors of the reACT Brand, and it’s important that we embrace this contract and implement it from now on for all gear and promotional program items. This helps us build a consistent brand that our audiences recognize, remember and trust.

COLORS

Pantone 3115 C

4-Color Process (C 63 M 0 Y 5 K 0)

RGB (R 28 G 285 B 226)



Pantone Black 6 C

4-Color Process (C 0 M 0 Y 0 K 100)

RGB (R 0 G 0 B 0)



FONTS

“Gotham Ultra” is the font used in the reACT Logo.

“Gotham” and “Roboto Slab” are the complementary font families recommended for use to ensure consistency in all print/collateral/digital pieces.

EXAMPLES OF CURRENT BRANDED GEAR

LONG SLEEVE SHIRT



BACK OF SHIRT



PULLOVER HOODIE



