echoreflect

Naming and Logo Guide

Quick guidance for updating your materials from GoReact to EchoReflect.

WRITING THE NAME

- In text, write **EchoReflect**: capital E, capital R, no space. Please avoid Echo Reflect, Echoreflect, ECHOREFLECT and echoreflect.
- On first mention, use "EchoReflect, Echo360's video assessment solution." After that, "EchoReflect" is enough.

UPDATING YOUR MATERIALS

- **Replace GoReact with EchoReflect** in your current materials: course pages, syllabi, training guides, slides, help documents, signage and websites.
- Use EchoReflect on its own. There is no need to show both names side by side.
- Leave as they are: signed contracts, order forms and other legal documents already in force, and past publications, citations or event records that refer to GoReact. Update those the next time you refresh them.

USING THE LOGO

- Use the official logo files. The lowercase "echoreflect" styling is part of the artwork, so please do not retype or rebuild it.
- Place the logo directly on a white or light gray background, with no box or band behind it.
- Keep the logo in its original colors (black and raspberry). Do not stretch, recolor, rotate or add effects to it.
- Do not combine it with the GoReact logo or create a combined mark.
- Do not set the name in all capital letters in graphics. Use EchoReflect as written above.

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