



The signature

Two renderings of the Otter Tail Power Company signature have been prepared—a positive version for use on white or light backgrounds and a reverse version for use on dark backgrounds.

These signatures are not interchangeable (see attached sheets).

The signature should not be redrawn, repositioned, or modified in any way.

First generation of original art should be used to ensure high-quality reproduction. Size reduction of reproduction art is permitted. For larger reproduction artwork, reproduction sheets, or an approved digital file of the logo, contact Otter Tail's Print and Mail Services or Public Relations Departments.



A



B



C

Signature color

A. Two-color positive signature: Black logotype and PMS® 300 horizontal bars.

B. One-color positive signature: Black.

C. One-color reverse signature: black background.

Colors indicated on this page may be used only as reference. Refer to PANTONE® Color Formula Guide for correct color.

Signature integrity

F. A clear area of 1X (indicated by cap height "L") surrounding the signature is to remain void of other imagery.

G. Preferred signature reproduction size for most print applications.

H. Absolute minimum signature reproduction size.



F



G



H

New Baskerville
New Baskerville Bold
New Baskerville Italic
New Baskerville Bold Italic

Franklin Gothic
Franklin Gothic Medium
 Times Roman

Supporting typography

New Baskerville is the preferred company font to be used in print pieces.

Franklin Gothic is also acceptable for sans serif applications.

Times Roman is for word processing and typewriter use only.

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POWER COMPANY

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