



**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.

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 Power Company's Print and Mail Services or Communications Departments.



A



B

**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.
- D. Tone on tone. (Embroidery only)

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



C



F



G



H

**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.

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

**Franklin Gothic**  
**Franklin Gothic Medium**  
 Times Roman

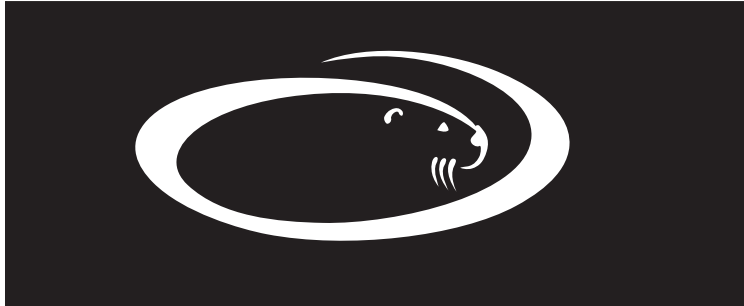
**Supporting typography**

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.

Otter Tail Power Company approval is required prior to using the company logo or otter swirl in any fashion. Please send a proof of the layout in which you plan to use the company logo to the Otter Tail Power Company representative who approved its use. He/she will seek the approval of Rebecca Michael in our Communications Department or Dawn Tenneson in our Print & Mail Services Department prior to production. Thank you.



**The signature**

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

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 Power Company’s Print and Mail Services or Communications Departments.



A



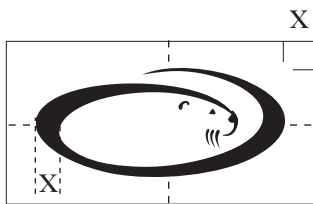
B

**Signature color**

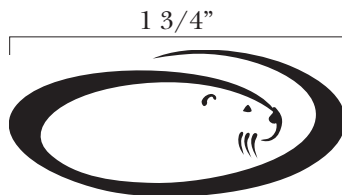
- A. One-color positive signature: Black.
- B. One-color reverse signature: black background.
- C. Tone on tone. (Embroidery only)

**Signature integrity**

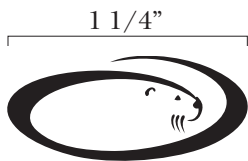
- F. A clear area of 1X (indicated by left-hand body width of the otter) surrounding the signature is to remain void of other imagery.
- G. Preferred signature reproduction size for most print applications.
- H. Preferred signature reproduction for most embroidery applications.
- I. Absolute minimum signature reproduction size.



F



H



G



I

Otter Tail Power Company approval is required prior to using the company logo or otter swirl in any fashion. Please send a proof of the layout in which you plan to use the company logo to the Otter Tail Power Company representative who approved its use. He/she will seek the approval of Rebecca Michael in our Communications Department or Dawn Tenneson in our Print & Mail Services Department prior to production. Thank you.