Visual Identity Guide

Building connection through consistent visual identity

OTTER TAIL
POWER COMPANY

Index

Logos and marks

Logo and mark standards

These standards are intended to preserve the integrity of our visual identity, which includes our company logo, otter swirl, and their variations.

- Use only approved electronic artwork without alterations.

- If you need to resize logos and marks, do so proportionately (hold down the "Shift" key and drag a corner handle to scale your image). Never skew, stretch, condense, or rotate artwork.

- Be sure not to:

  - Change the orientation.

  - Add effects (bevel, emboss, glow, shadow, outline, etc.).

  - Use as a background for images and text (with the exception of the swirl mark—see page 3).

  - Use to create a pattern.

  - Insert into a block of text or replace the name of our company with our logo.

Logo and mark variations

Primary company logo

Use our primary logo for all advertising, marketing, and public relations efforts. When choosing a logo, the first choice should always be our full-color primary logo.

Primary logo

Secondary company logo

Use our secondary logo only in layouts where there isn't room for our primary logo (on forms or regulatory documents where space is tight). If at all possible, use our primary logo.

Secondary logo

Otter swirl mark

The otter swirl mark is most commonly used internally in place of our primary logo. You can also use it externally as a design element (footer, header, etc.) as long as you prominently include our primary logo on the piece.
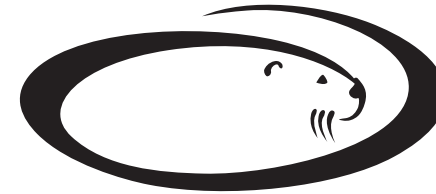
Otter swirl mark

Swirl mark

A simplified version of the otter swirl mark, the swirl mark can be a design element for internal or external use. It also can be a background for text or photos. When used for external applications, prominently include our primary logo on the piece.

Swirl mark

Logo and mark color variations

To accommodate a range of production and printing requirements, a few logo color variations are available. Below are the only approved variations.

Use only approved electronic artwork of all company logos and marks, which you can find on Otter Connect or otpco.com/media. If you're unable to find what you're looking for, please reach out to The Print Shop or Communications.

Primary company logo	**Secondary company logo**	**Otter swirl mark**	**Swirl mark**
Full color	Full color	Black (standard use)	Black (standard use)
Black only	Black only	OTP blue	OTP blue
Reverse	Reverse	Reverse	Reverse

Note: Reverse logos and marks can be set over our brand base and neutral colors (see page 8), as well as photos, with a low-complexity background.

Logo and mark clear space and size
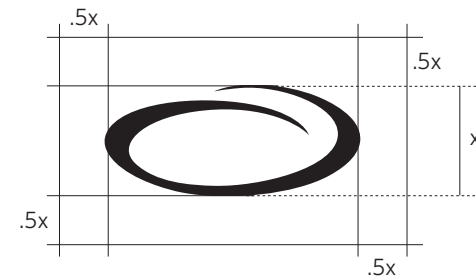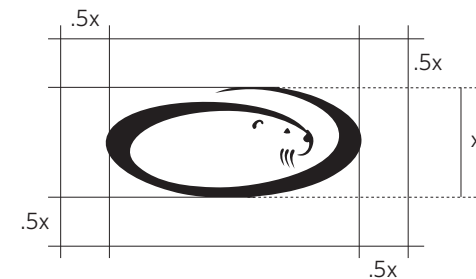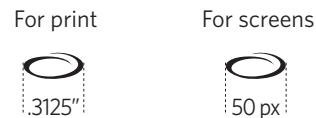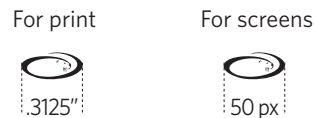
Clear space (see right)

The clear space is the margin between a logo or mark and the edge of the page, photo, or text. This margin creates an isolation area, helping to ensure visual prominence of our logos and marks.

For logos, a clear space of 1X (indicated by the height of the capital "L") is to remain void.

For marks, a clear space of .5X (indicated by 1/2 of the height of the mark) is to remain void.

Minimum size (see below)

To ensure legibility, we've set a minimum size for our logos and marks.

For print	For screens
.75"	100 px

For print	For screens
.75"	100 px

For print	For screens
.3125"	50 px

For print	For screens
.3125"	50 px
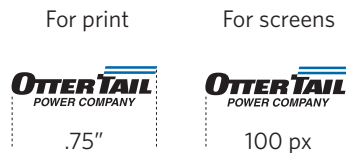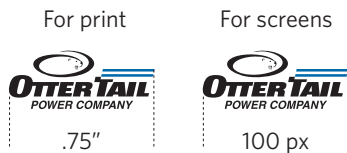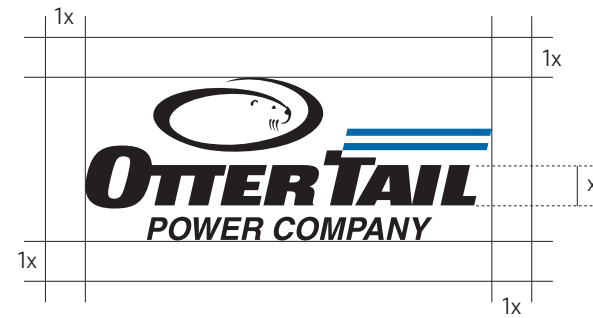
Department and project marks

We use project marks for department names and other projects as requested, which include:

- Swirl mark with department name.
- Swirl mark with project acronym and name. You may request a variation without the name for internal use only.

We intentionally create project marks with minimal design elements for a consistent and unified look throughout our company. See examples at right.

Department with otter swirl mark

Some departments may prefer a simpler visual and could use our otter swirl mark placed before the department name. Possible uses for this type of representation include Otter Connect or apparel. See examples below.

THE **PRINT** SHOP

REGULATION AND
RETAIL ENERGY SOLUTIONS

AMI
ADVANCED METERING
INFRASTRUCTURE

LEADUP
N E T W O R K

- Communications

- Environmental Services

Project logos

We reserve project logos for initiatives with high external visibility, such as new generation and large transmission efforts. See examples below.

To request a specific mark or project logo, please reach out to The Print Shop.

Apparel and swag

When ordering clothing items, choose from our logo or swirl. Full color, tone on tone, or white treatment is acceptable. When ordering promotional items, please use our full-color logo whenever possible.

We typically reserve our otter swirl for internal items only.

When ordering **department or project-based** apparel and promotional items, only use approved department and project marks and logos.

Color

Base

Our logo is the foundation for the base color of our brand and is our most significant visual identifier.

OTP Blue
Pantone 7691CP
C100 M44 Y0 K15
R0 G102 B154
Hex #00669A

Neutral

Our neutral palette adds stability to text and backgrounds. Reserve black for text only, but use gray and navy for backgrounds, design elements, headlines, and subheads. Clarity and readability should always be the goal. Specific levels of gray aren't designated since levels may vary depending on the media used.

Black

Charcoal
80% Black

Gray
30% Black

Navy
C100 M81 Y31 K17
R13 G63 B110
Hex #0d3f6e

State specific

Minnesota, North Dakota, and South Dakota are the focus of various state-specific layouts. We've assigned a color to each state to help differentiate layouts that are limited for space, such as regulatory layouts.

Note: If there's space to use the shape of the state as a design element, opt for using OTP Blue for layout elements instead of the state color.

Minnesota
C81 M15 Y100 K2
R44 G154 B66
Hex #2c9a42

North Dakota
C3 M61 Y88 K0
R238 G128 B55
Hex #ee8037

South Dakota
C19 M40 Y100 K0
R210 G156 B44
Hex #d29c2c

Core

Select core colors from the blue/green color spectrum. When considering core colors, designers can select the colors most suitable for a specific layout. Use core colors sparingly for elements such as subheads and call outs, and never let them become the dominant color in a layout.

Typical core colors

C100 M96 Y18 K6	C99 M85 Y3 K0	C82 M41 Y0 K0	C77 M5 Y50 K0	C81 M1 Y100 K0	C59 M2 Y100 K0	C47 M0 Y98 K0	C16 M0 Y96 K0
R42 G49 B125	R27 G68 B156	R18 G129 B197	R0 G175 B154	R2 G174 B75	R118 G188 B67	R149 G201 B61	R224 G230 B33
Hex #2a317d	Hex #1b449c	Hex #1281c5	Hex #00af9a	Hex #02ae4b	Hex #76bc43	Hex #95c93d	Hex #e0e621

Accent

Select accent colors from the red/yellow color spectrum. Use accent colors in special circumstances where core colors won't suffice, such as charts or graphs that require multiple colors.

Typical accent colors

C2 M10 Y100 K0	C3 M38 Y100 K0	C0 M60 Y100 K0	C0 M82 Y98 K0	C8 M100 Y86 K1	C35 M87 Y0 K0	C67 M82 Y0 K0	C100 M100 Y32 K25
R254 G220 B0	R244 G168 B29	R255 G131 B0	R240 G84 B35	R219 G30 B52	R170 G68 B153	R112 G76 B159	R37 G33 B93
Hex #fedc00	Hex #f4a81d	Hex #ff8300	Hex #f05423	Hex #db1e34	Hex #aa4499	Hex #704c9f	Hex #25215d

Web

We also have color guidelines for otpco.com and Otter Connect. Please reach out to Communications if you need this information.

Typography

Primary typeface

Our standard print typeface is Whitney. This family includes a variety of weights allowing for a wide range of messaging. We use Whitney for all advertising and marketing efforts.

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

When space is limited, such as in tables or graphs, use Whitney Condensed.

Whitney Condensed Book

Whitney Condensed Medium

Whitney Condensed Semibold

Whitney Condensed Bold

Alternative typefaces

If our primary typeface isn't available, alternative typefaces are acceptable for applications such as company letters, PowerPoint presentations, and more. Aptos is the current default font for Microsoft Office applications and is an acceptable choice.

Choose a clean sans serif typeface without decorative strokes. Limit your document to one typeface with several font options (regular, italic, bold, bold italic). Readability and ease of communication are the priority.

You'll find examples of clean sans serif typefaces below.

Aptos
Aptos Display
Aptos Regular
Aptos Display Italic
Aptos Italic
Aptos Semibold
Aptos Semibold Italic
Aptos Bold
Aptos Display Bold
Aptos Bold Italic
Aptos Diplay Bold Italic
Aptos Extra Bold
Aptos Extra Bold Italic
Aptos Black
Aptos Black Italic

Avenir
Avenir Book
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Black Italic

Calibri
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Helvetica
Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

Franklin
Franklin Book
Franklin Italic
Franklin Medium
Franklin Medium Italic
Franklin Demi
Franklin Demi Italic

We also have typography and font guidelines for otpco.com and Otter Connect. Please reach out to Communications if you need this information.

Imagery

Photography

A picture is worth a thousand words. We use consistent imagery to reflect our customers and employees, helping them see themselves in our brand. Imagery translates seamlessly across bill inserts, print ads, digital platforms, our website, static and electronic billboards, customer newsletters, presentations, etc. Before we gather story assets, we plan for how they'll work on all platforms.

Style parameters include:

- Timeless and traditional
- Clean and bright
- People focused
- Varied representation (age, race, gender, ability, etc.)
- Residential and business settings
- Safety approved

We prefer to use professional company photos whenever possible; however, we do supplement with stock photos and sometimes photos we receive from employees.
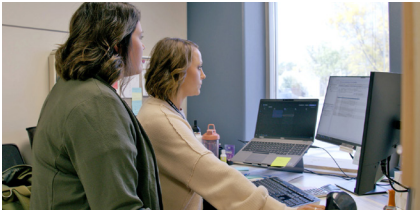
Iconography

Icons, illustrations, and infographics should have a flat design quality with a simple, clean aesthetic.

- Choose and create appropriate icons that relate to the topic, content, and text.
- Icons and graphics should be easily recognizable and convey a simple, clear message.
- Icons should appear in one of our approved brand colors.
- Infographics should be neatly displayed with easy readability.

Otter graphics

Ollie the Otter, our official company mascot, is our only approved otter graphic and a recognized part of our brand. Custom or unofficial otter illustrations aren't permitted.

If you'd like to include Ollie in any materials, please reach out to The Print Shop.

Charts and graphs

Similar to icons and illustrations, charts and graphs should have a flat design quality with a simple, clean aesthetic.

- Typestyles and colors should follow our brand standards.
- If using a graphic in the design of a chart or graph, choose a clean, straightforward option with a flat design.
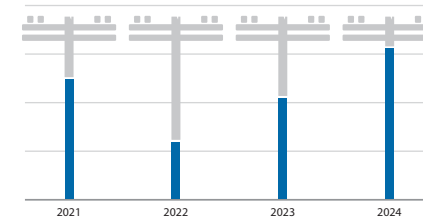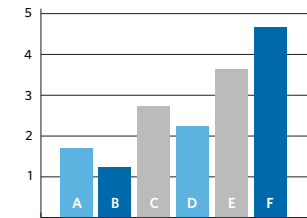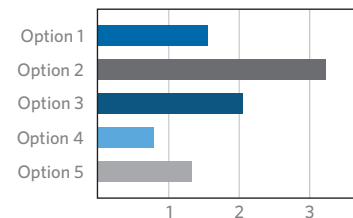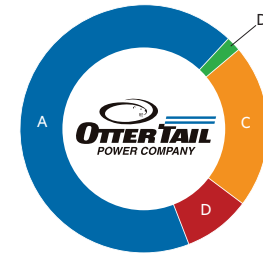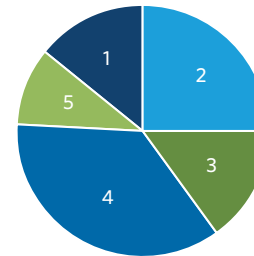
Air conditioner (AC) and heat pump rebates

Type	Configuration	Required ratings		Rebate
		SEER2	HSPF2	
ENERGY STAR® AC	Ducted/ductless	≥ 15.2	—	$100/unit
Standard heat pump	Ducted/ductless	≥ 14.3	≥ 7.5	$300/ton
Cold-climate heat pump	Ductless	≥ 16.0	≥ 8.0	$500/ton
Cold-climate heat pump	Ducted	≥ 16.0	≥ 8.0	$700/ton

Music and audio

Music can play a large part in conveying who we are and communicating how we'd like our audiences to feel. While music is commonly used in our videos, radio and digital ads, and our phone system's on-hold messaging, we might also use it for company events such as employee gatherings, external open houses, or project celebrations.

Music selections should be hopeful, endearing, and upbeat. In addition, event music should be welcoming, inclusive, and clean (no foul language or negative messaging).

Voice and tone

Our content draws our audiences in. Through the art of storytelling, we inform, inspire, calm, and connect.

Brand archetypes

Brand archetypes provide a framework based on human psychology to help companies build worthwhile and valuable relationships. We might shift what archetype(s) we're leaning on depending on topic, audience, and engagement level.

1. Our driving archetype is the **Ruler.** This is our core. We're consistent, experienced, reliable, responsible, and credible.

2. The **Person next door** achieves a sense of belonging with common, strong values. We're our audience's friends and neighbors. We're hometown, accessible, approachable, likable, and sincere.

3. We're also the **Hero**. The Hero has a plan. We go to great lengths to find cost savings, execute detailed plans, and provide exceptional customer service. We're focused, trusted, knowledgeable, strategic, and confident.

4. The **Aspirational** looks to the future with optimism and embraces change. We're inspired, creative, proactive, refreshing, and forward-thinking.
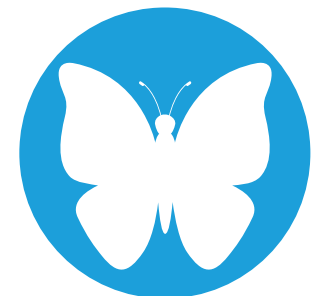

Ruler

Person next door

Hero

Aspirational

Writing style

Consistent writing helps create a cohesive voice and tone that effectively represents our company brand. Inconsistent writing distracts readers and may detract from your publications, presentations, and other materials. While most of our writing sways toward business casual, legal documents, contracts, required regulatory notices, and official company filings often require a more formal, or legal, tone and style.

General writing tips

- Write with your audience in mind (new employees, people new to the industry, customers, shareholders, etc.).

- Use our full name, Otter Tail Power Company, on first reference, then use Otter Tail Power. We avoid referring to our company as Otter Tail as this may cause readers to wonder if we're referring to the power company or the corporation.

- Refer to Otter Tail Power Company internally as we, our, us, or our company.

- Avoid industry jargon to make your message clear and accessible to everyone.

- Use active voice, not passive, to help with clarity.
  (John and Bill attended the meeting. Not *The meeting was attended by John and Bill.)*

- Maintain consistency. Don't vary your approach within different sentences or paragraphs.

- Avoid unnecessary words.
  (That, the, to, and currently are often not needed.)

- Write at an eighth-grade level.

Capitalization

- Downstyle headings and subheadings. Downstyling is when you capitalize only the first word and proper nouns.

- Capitalize proper names and published works including rate names, program names, publications, guides, etc.

Punctuation

- Use commas after every item in a series.
  (John will be here on Monday, Tuesday, and Wednesday.)

- Use commas in a date if the day of the month is given.
  (October 7, 2006)

- Don't use a comma before too at the end of a sentence.

- Don't use an ellipsis (…), which indicates omitted words, as a substitute for any other punctuation mark.

- Use only one space after a period or other ending punctuation.

- Use quotation marks only if it's really a quotation or an extremely unusual use or made-up term.

- Italicize titles of books, programs, movies, etc. instead of using quotation marks.

- Hyphenate all compound modifiers that come before nouns except adverbs ending in ly.
  (Low-priced energy not low priced energy. Commonly used terms not commonly-used terms.)

Numbers

- Spell out numbers one through ten and use figures for numbers above ten.

- Use the same style (spelled out or in digits) to express related numbers.
  (Our four sons consumed a total of 18 hamburgers, 5 sodas, and 1,000 cookies—all during one sitting.)

- Use the % symbol instead of writing out percent.
  (15% rather than 15 percent)

- Use all figures when numbers have technical significance or need to stand out for quick comprehension including charts, infographics, and tables.
  (8 rather than eight)

Abbreviations and more

- Avoid abbreviations and ampersands.

- Spell out acronyms and initialisms on first reference.

- Use only OTP when referring to our company not OTPCo.

- Use contractions to make your writing more conversational and less formal.
  (We'll rather than We will)

- Use names of other companies, products, organizations, places, etc. exactly as they do regarding spelling, capitalization, punctuation, abbreviation, and spacing.

- Order items alphabetically when possible.

Additional tools and resources

As with any tool or resource, always use appropriate information governance labels and exercise caution with non-public information. In addition, be sure to review the company's Information Security Policy.

- Hemingway Editor: hemingwayapp.com

- Microsoft Word and PowerPoint: Tools include spelling and grammar, thesaurus, word count, accessibility, readability statistics, Presenter Coach, and more.

- Microsoft Copilot: Use this tool to enhance your writing. Don't rely on it to write for you. Always verify for accuracy and edit for company voice and tone (load other company documents and ask for the tool to match writing style and tone).

Templates

Templates are available for the following items on Otter Connect:

- Letterhead
- Outook signature
- PowerPoint (utility and corporate)
- Proposal
- And more!

Contacts and resources

For questions related to these guidelines,
please reach out to the Communications department
at **communications@otpco.com**.

OTTER TAIL
POWER COMPANY