

**USE YOUR
INNER OTTER
CORRECTLY...**

**AND YOU'LL FIND
HARMONY ACROSS
YOUR MARKETING
UNIVERSE.**



TM

INNER OTTER STYLE GUIDE

HOW TO FIND PEACE WITHIN:

IN ORDER TO CREATE A STRONG BRAND, EACH AND EVERY DETAIL MUST BE CONSISTENT. THAT MEANS THE BRAND SHOULD ALWAYS LOOK, FEEL, ACT AND SOUND LIKE A UNIFIED ORGANIZATION.

THESE GUIDELINES PROVIDE GENERAL RULES FOR DEVELOPING COMMUNICATION TOOLS THAT TELL A CONSISTENT STORY. ADHERENCE TO THESE GUIDELINES ELIMINATES THE POTENTIAL FOR BRAND DRIFT.



THE INNER OTTER LOGO

THE INNER OTTER LOGO IS ONE OF THE MOST VISIBLE ASPECTS OF THE BRAND. THE ELEMENTS THAT COMPOSE THE LOGO CONVEY SIGNIFICANT MEANING ABOUT THE ORGANIZATION. THE FOLLOWING PAGES WILL SHOW YOU HOW AND HOW NOT TO USE THE MARK AND THE LOGO TYPE.

THE FOLLOWING PAGES WILL COVER COLOR, LOGO TYPE, AND VARIED LOCKUPS OF THE LOGO.

THE LOGO MARKS TO THE RIGHT SHOW THE LOGO IN ITS MOST BASIC FORM IN THREE DIFFERENT COLOR USES. FULL COLOR, ONE COLOR AND BLACK AND WHITE. THE ONE COLOR VERSION SHOULD BE USED IN BLACK OR ONE OF THE SUGGESTED OTTER COLORS WHEN POSSIBLE. THE OTTER LOGO CAN ALSO BE ISOLATED AGAINST A DARK BACKGROUND.



ONE COLOR VERSION OF THE LOGO



FULL COLOR VERSION OF THE LOGO



WHEN ONLY TWO COLORS ARE AVAILABLE, USE BLACK AND DARK ORANGE FOR THE COLORS

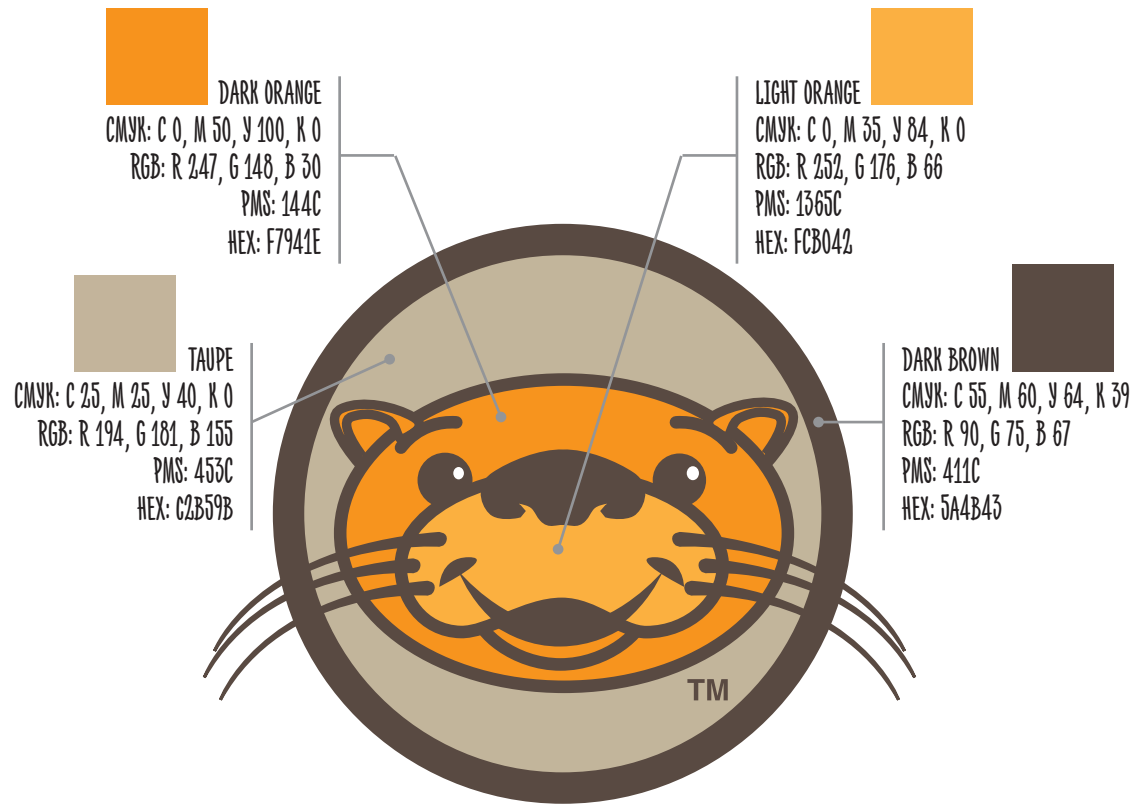


BLACK & WHITE VERSION OF THE LOGO



THERE IS NO REVERSED VERSION OF THE LOGO. OTTER DOES NOT LOOK GOOD REVERSED. IT MAKES HIM GRUMPY. WHEN USING THE LOGO AGAINST A DARK BACKGROUND, PLEASE MAKE SURE THE BACKGROUND COLOR DOES NOT SHOW THROUGH THE OTTER CONTAINER, AS SHOWN HERE.

FULL COLOR VERSION OF THE LOGO



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —

ANATOMY OF THE INNER OTTER LOGO

THE INNER OTTER LOGO IS ONE OF THE MOST VISIBLE ASPECTS OF THE BRAND. THE ELEMENTS THAT COMPOSE THE LOGO CONVEY SIGNIFICANT MEANING ABOUT THE ORGANIZATION.

COLOR

COLOR FORMULAS FOR CMYK (PRINT), RGB (VIEWED ON SCREEN), PMS (PRINTING WITH SPOT COLOR) AND HEX (WEB) ARE LISTED IN THE DIAGRAM TO THE LEFT.

TYPE

FONTS FOR THE INNER OTTER NAME AND THE ACCOMPANYING TYPE FOR OTTER TAIL COUNTY, MN IS SHOWN IN THE DIAGRAM ON THE NEXT PAGE.

PRIMARY LOCKUPS

THE PRIMARY LOCKUPS FOR THE INNER OTTER LOGO REPRESENTING THE IDEAL CONFIGURATIONS OF THE MARK ARE SHOWN IN THE DIAGRAMS ON THE NEXT PAGE.

LOGO TYPE

THE FONT USED FOR THE LOGO TYPE "FIND YOUR INNER OTTER" IS NEXA RUST HANDMADE.
THE FONT USED FOR "OTTER TAIL COUNTY, MINNESOTA" IS NEXA RUST SANS.

FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —

PRIMARY LOCKUPS

THE PRIMARY LOCKUPS FOR
THE INNER OTTER LOGO REPRESENTING
THE IDEAL CONFIGURATIONS OF THE
MARK AND TYPE ARE SHOWN HERE.



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —





JUST SAY NO

SERIOUSLY... NO MATTER HOW BAD YOU WANT TO, DON'T CHANGE THE OTTER'S COLORS. HE WILL BECOME VERY EMBARRASSED AND COULD POSSIBLY RUN AWAY, NEVER TO BE SEEN AGAIN.



THERE IS NO REVERSED VERSION OF THE LOGO. OTTER DOES NOT LOOK GOOD REVERSED. PLEASE MAKE SURE THE BACKGROUND COLOR DOES NOT SHOW THROUGH THE OTTER CONTAINER, AS SHOWN HERE.



DON'T CHANGE ANY OF THE ELEMENTS IN THE LOGO LOCKUPS. WE KNOW HOW TEMPTING A STARBURST CAN BE BUT... JUST DON'T.



DON'T CHANGE THE FONT OF THE INNER OTTER LOGO TYPE. USE ONLY NEXA RUST HANDMADE.

HOW NOT TO USE THE INNER OTTER LOGO

THIS IS ALWAYS THE MOST FUN PART OF ANY STYLE GUIDE. PLEASE KEEP THE OTTER HAPPY. DON'T TAKE HIM OUT OF HIS NATURAL ENVIRONMENT. DON'T ABUSE HIM OR MISUSE HIM.

WE COULD GO ON FOR ANOTHER 100 PAGES OR SO DEMONSTRATING HOW NOT TO ABUSE THE LOGO, BUT WE THINK YOU GET THE IDEA. IN A NUTSHELL: DON'T MESS WITH THE LOGO!

EXAMPLES OF HOW THE OTTER LOGO HAS BEEN USED

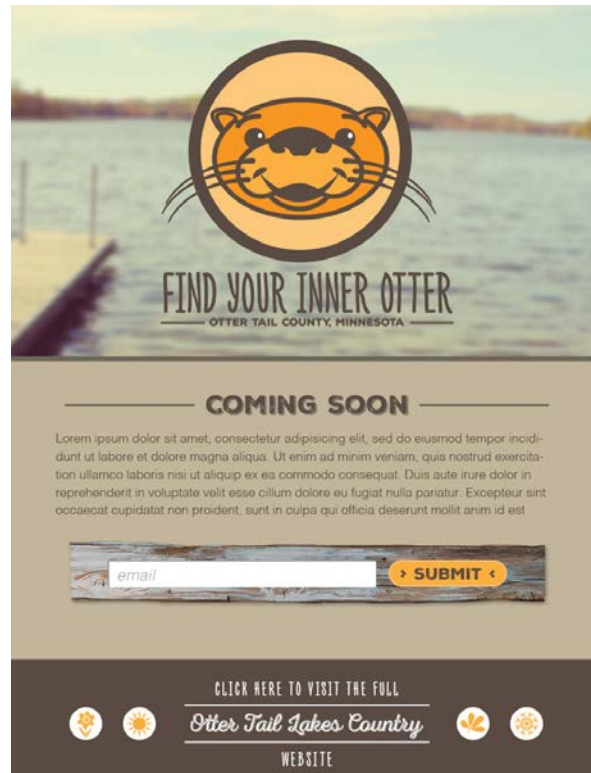
IT ALWAYS HELPS TO GET AN IDEA OF HOW THE LOGO IS USED IN PRACTICAL APPLICATIONS. THESE ARE SOME EXAMPLES TO HELP GIVE YOU A FEEL FOR THE LOOK OF THE INNER OTTER CAMPAIGN.



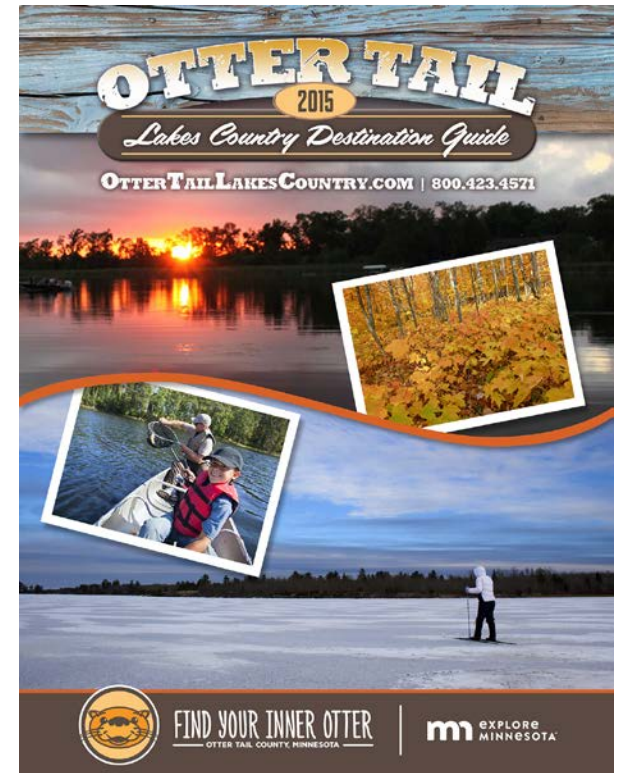
ONE OF SEVERAL BILLBOARDS DONE FOR THE FIND YOUR INNER OTTER CAMPAIGN



WINDOW CLINGS DONE FOR LOCAL BUSINESSES



WEB SITE



ONLINE ADS

**THE OTTER
THANKS YOU!**



FIND YOUR INNER OTTER
— OTTER TAIL COUNTY, MINNESOTA —