Otter pr

Branding Guide

The Brand

Otter PR was founded on one principle – getting amazing media coverage for every client, guaranteed. We strive to honor that every day and are immensely proud of what our team has been able to accomplish.
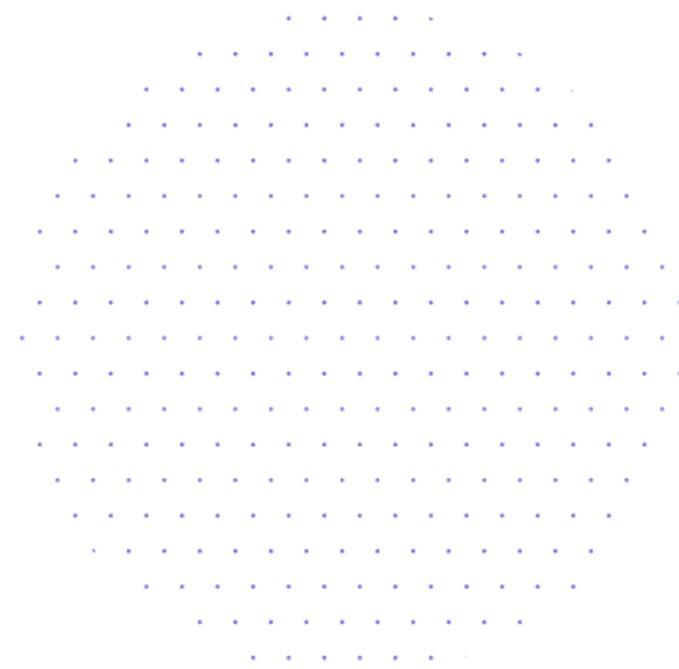
The Voice

OtterPR speaks in a friendly and conversational tone that conveys trust and avapproachability.

The Logo

The Icons

The Mesurements

When using the OtterPR logo, follow the dimensions recorded below. The full symbol and word logo will be the main display across digital and print platforms.

The Colors

OtterPR relies heavily on deep, rich blues that convey trustworthiness and serenity.

Deep Blue

HEX	#002D62
RGB	0, 45, 98
HSB	212°, 100%, 38%
CMYK	100%, 54%, 0%, 62%
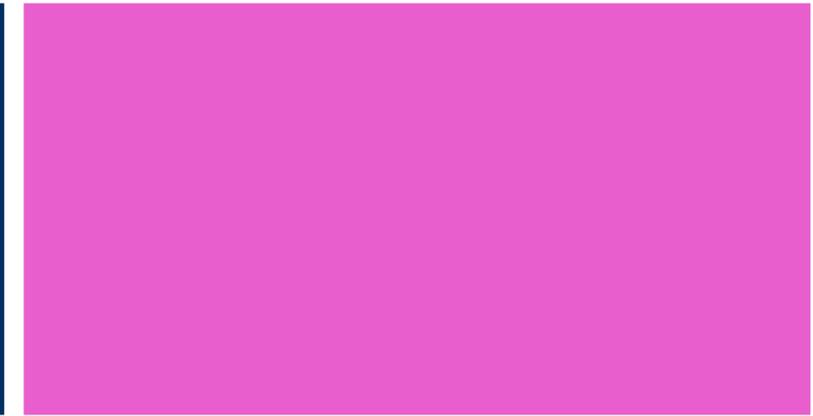
Flamingo

HEX	#E85FCC
RGB	232, 95, 205
HSB	312°, 59%, 91%
CMYK	0%, 59%, 12%, 9%

Pastel Purple

HEX	#7A73FF
RGB	122, 115, 255
HSB	243°, 55%, 100%
CMYK	52%, 55%, 0%, 0%
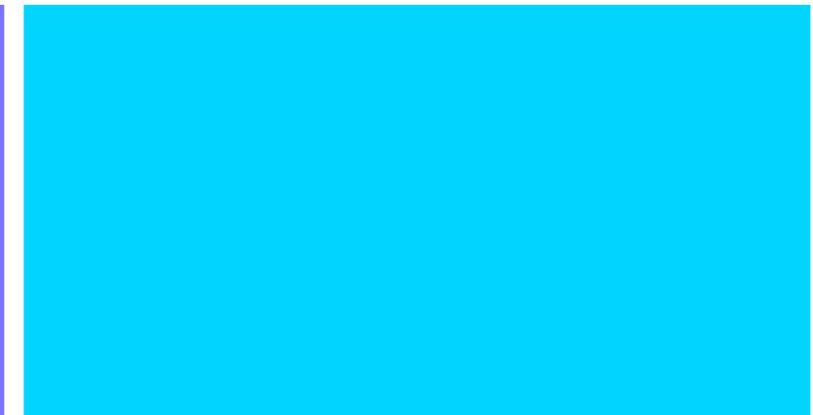
Aquamarine

|	
HEX	#00D4FF
RGB	0, 213, 255
HSB	190°, 100%, 100%
CMYK	00%, 16%, 0%, 0%

The Gradient

Only use gradients as background and on typography that contrasts over a 3:1 ratio.

Gradient Usage

Gradients should only be applied with white as the contrasting color. NEVER use the gradient with anything other than pure white
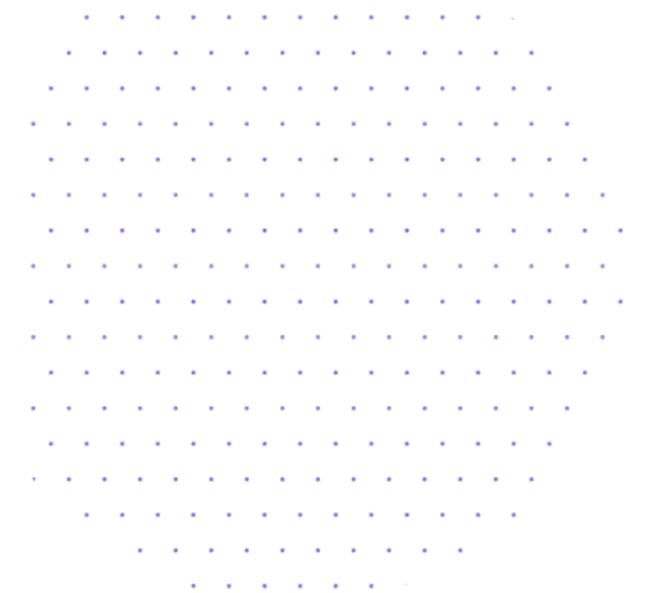
Spacing

For maximum legibility, use logo, headings and body paragraphs with lenient white space.

Otter
pr

Color Palletes and Variations

The OtterPR logo can be used on high contrast solid color backgrounds. The four main brand colors can be combined with one another to create new components and flourishes.

Otter
pr

Otter
pr

Otter
pr

Photo Backgrounds

When using OtterPR's logo on photos, ensure that the direct color behind the logo provides enough contrast.

NEVER place a colored OtterPR logo on any non-solid color backgrounds.

NEVER place a white OtterPR logo on busy and badly contrasted backgrounds.

Typography

Heading	**Poppins: SemiBold** **Use for headings and titles.** **Web spacing: 0px**
Subheading	**Poppins: Medium** **Used for subheadings.** **Web spacing: 0px**
Body Copy	Helvetica: Light Used for body copy. Web spacing: 0px