OTR Brand Style Guide

Logo

AI Sales Assistant Logo



Otto

Colors

PRIMARY

Navy
- #22356A
- rgb (34,53,106)
- cmyk (68,50,0,58)

Light Blue
- #6ec1e4
- rgb (110,193,228)
- cmyk (52,15,0,11)

White
- #FFFFFF
- rgb (255,255,255)
- cmyk (0,0,0,0)

SECONDARY

Grey
- #54595f
- rgb (84,89,95)
- cmyk (12,6,0,63)

Green
- #61CE70
- rgb (97,206,112)
- cmyk (53,0,46,19)

Orange
- #e16602
- rgb (225,102,2)
- cmyk (0,55,99,12)

Typography

Aa

Overpass Bold
- Headlines, titles
- 30 pt

Aa

Overpass Regular
- Sub-Headlines
- 26 pt

Aa

Roboto Regular
- Body
- 16 pt