



Brand Guide
v1.0 October 2022

The Otto Bremer Trust Brand Guide provides background to the OBT visual identity and some considerations when working with the OBT logo and graphic system across a range of visual communications.

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OUR LOGO

Our logo is composed of two key elements: on the left is Otto Bremer's signature — a tie to the vision of our founder; and on the right is our wordmark, with Otto's name and the Trust title slightly offset to imply movement and progress — reinforcing our founder's aspiration to see prosperity throughout our region. The combination of these two elements represents a balance of *legacy* and *optimism for the future*.





OTTO
BREMER
TRUST

OUR LOGO USAGE

CLEAR SPACE



MINIMUM SIZE (PRINT)



MINIMUM SIZE (DIGITAL)



CLEAR SPACE



MINIMUM SIZE (PRINT)



MINIMUM SIZE (DIGITAL)



OUR LOGO
ONE-COLOR & GRAYSCALE

MONO – BLACK



MONO – WHITE



GRAYSCALE



OUR LOGO SIGNATURE

While a key element of the OBT logo, Otto's signature should never be the *only* instance of OBT's visual identity in any communication. In other words, it should only be used where there is *also* an instance of the full logo (as shown on the previous pages).

Against lighter backgrounds, Otto's signature can be colored using the primary gold color (Field), or a light tint of a color that complements the background color — in the example below, **LIMESTONE** against **WHITE**. All colors are detailed in the following pages.



Against darker backgrounds, Otto's signature can again be colored using Field, or a shade of the background color — in the example below, **DEEPWATER** against **LAKE**. All colors are detailed in the following pages.



OUR LOGO SIGNATURE

Otto's signature may be used as a graphic element to help provide visual balance to a composition. In some instances, it may be beneficial to allow the signature to bleed beyond the edges of the available space. In taking this approach, be careful to not crop so much of the signature that each of the four letters of Otto's name fall out of view.



COLOR

Our brand colors are inspired by the incredible landscapes of the regions we work in — from the fields and grasslands of the plains to the numerous bodies of freshwater both large and small; from the dense forests that provided impetus to much of the region’s early successes to the mineral-rich rocky bluffs, riverbeds, and mountains that rise from the plains in the east to the heights of the west.



COLOR



<p>HARVEST PANTONE 139 U</p> <p>C 33 M 54 Y 86 K 15 R 157 G 111 B 60 #9D6F3C</p>	<p>DEEPWATER PANTONE 2965 C</p> <p>C 100 M 79 Y 48 K 53 R 0 G 38 B 62 #00263E</p>	<p>FOREST PANTONE 2217 C</p> <p>C 93 M 60 Y 58 K 50 R 0 G 58 B 64 #003A40</p>	<p>MINERAL RED PANTONE 7587 C</p> <p>C 30 M 73 Y 89 K 25 R 146 G 76 B 46 #924C2E</p>	
<p>FIELD – CORE LOGO COLOR PANTONE 3547 U</p> <p>C 24 M 44 Y 79 K 4 R 191 G 142 B 82 #BF8E52</p>	<p>LAKE – CORE LOGO COLOR PANTONE 2965 U</p> <p>C 79 M 61 Y 43 K 25 R 61 G 82 B 101 #3D5265</p>	<p>PINE PANTONE 330 U</p> <p>C 74 M 47 Y 53 K 23 R 68 G 100 B 99 #446463</p>	<p>SUNSET PANTONE 2429 U</p> <p>C 21 M 62 Y 73 K 5 R 191 G 114 B 81 #BF7251</p>	
<p>GRASSLAND PANTONE 3547 U @ 60%</p> <p>C 14 M 26 Y 47 K 2 R 216 G 187 B 150 #D8BB96</p>	<p>BIG SKY PANTONE 9424 U</p> <p>C 23 M 1 Y 6 K 0 R 193 G 230 B 236 #C1E6EC</p>	<p>ICE PANTONE 9424 U @ 50%</p> <p>C 11 M 0 Y 3 K 0 R 224 G 242 B 246 #E0F2F6</p>	<p>JUNIPER PANTONE 2241 U</p> <p>C 62 M 21 Y 45 K 1 R 105 G 161 B 148 #69A194</p>	<p>SUNRISE PANTONE 3596 U @ 50%</p> <p>C 5 M 13 Y 24 K 0 R 239 G 217 B 192 #EFD9C0</p>

<p>NEUTRALS</p>		<p>LIMESTONE PANTONE 9080 C @ 50%</p> <p>C 4 M 3 Y 4 K 0 R 241 G 240 B 237 #F1F0ED</p>	<p>CLOUD PANTONE 9080 C</p> <p>C 10 M 8 Y 11 K 0 R 228 G 226 B 219 #E4E2DB</p>	<p>RAINCLOUD PANTONE BLACK U @ 50%</p> <p>C 34 M 28 Y 30 K 0 R 172 G 170 B 167 #ACAAA7</p>	<p>GRANITE PANTONE BLACK U</p> <p>C 59 M 54 Y 56 K 27 R 97 G 93 B 89 #615D59</p>	<p>STORM PANTONE BLACK C</p> <p>C 67 M 64 Y 66 K 68 R 45 G 41 B 38 #2D2926</p>
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TYPOGRAPHY

SMALL FEATURE HEADINGS USE
SPEZIA EXTENDED BOLD

Feature and callout text uses Tiempos Text — *a stylish serif typeface with classical origins and a lot of warmth.*

Lead-in text uses Spezia SemiBold, defining a small level of hierarchy before the body text begins.

General body text uses Spezia Medium, a low-contrast sans serif typeface with simple forms and an understated elegance. It has a great deal of clarity, and while numerous weights are available, we stick mainly to Bold and Medium as they maintain good readability against both light and dark backgrounds.

SPEZIA EXTENDED BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

0123456789 !@#\$%&?{}~

LICENSE SPEZIA

SPEZIA EXTENDED MEDIUM

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
0123456789 !@#\$%&?{}~

Note that Spezia Extended (shown above) is limited to use set in ALL CAPS, and with tracking set to +125.

SPEZIA BOLD

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
0123456789 !@#\$%&?{}~**

SPEZIA MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
0123456789 !@#\$%&?{}~

TIEMPOS TEXT REGULAR

abcdefghijklmnop
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789 !@#\$%&?{}~

LICENSE TIEMPOS

TIEMPOS TEXT REGULAR ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ****
0123456789 !@#\$%&?{}~

Note that Tiempos Text can be set utilizing Roman or Italics — but mainly using the Regular weights wherever possible. The Medium weights, shown below, should be limited to use where readability against lower-contrast backgrounds or use at small sizes becomes a limitation.

TIEMPOS TEXT MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
0123456789 !@#\$%&?{}~

TIEMPOS TEXT MEDIUM ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ****
0123456789 !@#\$%&?{}~

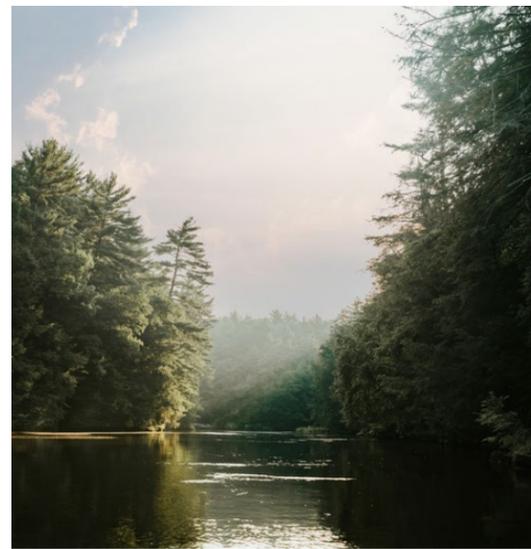
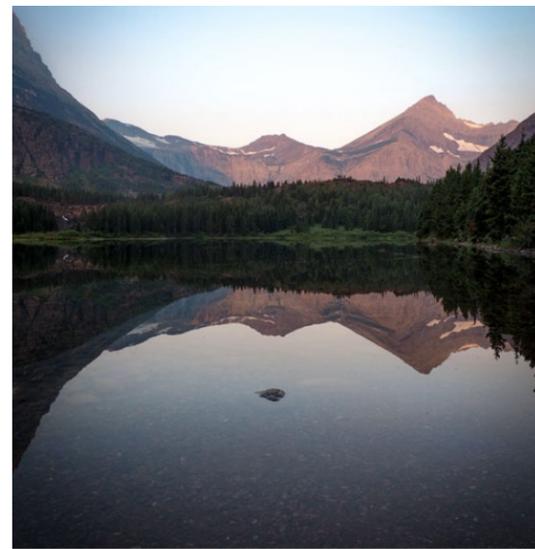
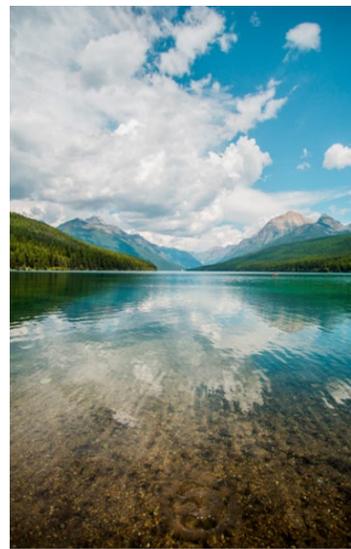
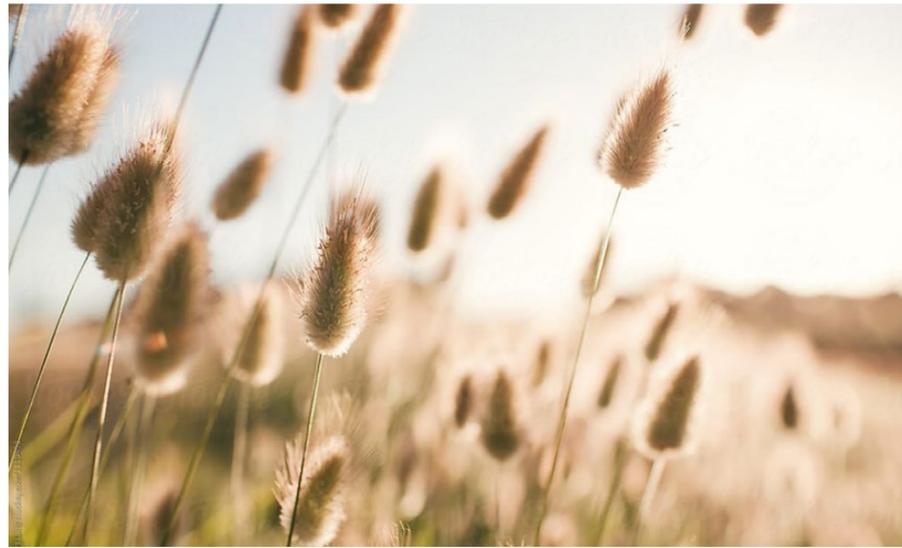
IMAGERY TEXTURE

A colorized watercolor texture is available for use in branded applications where a visual is desired, but where representative photography may not be appropriate. The base watercolor texture is a nod to the contrasts of the landscape in our region — light and shade, textured and smooth. Color, scale and crop can be worked in numerous ways to provide varied but cohesive visuals for a range of digital and print communication.



IMAGERY PHOTOGRAPHY (PLACE)

To reinforce the idea of *place* as central to our work, we use landscape photography that represents the many colors, textures and geography of the areas we impact. Varied scale/zoom, perspective and lighting reinforces the seemingly limitless beauty of our region.



IMAGERY PHOTOGRAPHY (PEOPLE)

Where photography of people is needed — often times this will be to represent the impact of our investments throughout our region — the goal is to ensure a diverse mix of people (race, gender, age), activity and locations (urban, suburban, rural, pastoral). Photography should be candid in nature, i.e. natural (not posed), showing people *engaged* with other people and the activity they are involved in, and in settings with as much natural / ambient light as possible.





The Otto Bremer Trust is a private charitable trust based in St. Paul, Minnesota. Created in 1944 by business leader Otto Bremer, it is one of the nation's largest philanthropic organizations.



HOW TO APPLY | GRANT SCHEDULE | GRANT & PRI SEARCH

Investing in people, places, and opportunities in our region of Minnesota, Montana, North Dakota, and Wisconsin

OBT's work spans banking, investments, and philanthropy. Each serves a specific purpose, working together to deliver impact for the communities we serve. One hundred percent of our assets are put to work to support a better quality of life for people in our region.

LATEST NEWS

NEWS RELEASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

October 1, 2023
By Otto Bremer Trust

NEWS RELEASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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NEWS RELEASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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[ALL NEWS](#)



Mission & History

Investing in people, places, and opportunities in our region.

Our mission reflects the intent of our founder, Otto Bremer. His vision and longstanding commitment to communities during and after the Great Depression endure today through the Otto Bremer Trust.

We have strengthened our organization to reflect the challenges and opportunities faced throughout Minnesota, Montana, North Dakota, and Wisconsin. We are mindful of Otto's extraordinary legacy and to be faithful stewards of the vision and assets consistent with the Trust's perpetual structure.

Otto Bremer's commitment to helping people and communities provides the cornerstone of the Trust's investment philosophy. He recognized then, as we do today, that Good Lives Here.

OBT'S GOVERNANCE

Otto Bremer was a successful and sophisticated businessman with a specific vision of charitable work to help the poor, the young, and the aged. He worked to support his vision by creating the Otto Bremer Trust, which was established in 1944. Today the Trustees, Charlotte Johnson and Daniel Peterson, manage, oversee, and maintain all aspects of the Trust as he intended. The Trustees have a fiduciary obligation and are empowered to carry out the Trust's charitable purposes.

OBT was founded in 1944. Since then, it has granted nearly \$1 billion to help further Otto Bremer's mission in communities across the region.

Otto Bremer came to St. Paul as a German immigrant in 1886 seeking opportunities for a good life. Over the next 30 years, he worked his way up to become chairman of the American National Bank and a dedicated community leader involved in civic, financial, and corporate life.

Bremer's financial acumen led to investments in many independent rural banks in the Upper Midwest. During the Great Depression, Bremer liquidated many of his personal assets to strengthen these banks and help them ride out hard times. He believed that people could survive and flourish if they had help at critical times.

For all his success, Bremer did not forget the strengths and hardships of the rural and immigrant experience. His concern for those working to make their lives better, coupled with his commitment to rural banks, became the cornerstone of the Otto Bremer Trust.

[CLICK HERE TO SIGN UP FOR UPDATES FROM THE OTTO BREMER TRUST](#)

Our Region

By investing in people, places, and opportunities, the Otto Bremer Trust seeks to build healthy, vibrant communities in Minnesota, Montana, North Dakota, and Wisconsin.

REGIONAL CONTACT LOCATOR

Use this tool to identify the region you're situated in, and the relevant contact you can reach out to with any grant-related inquiries.

Use the form here to send a message directly to your regional contact.

MONTANA

COUNTY

BEAVERHEAD

BIG HORN

BLAINE

BURBANK

CENTRAL MONTANA

LUE HER
Regional Director
800-822-2222
lueher@otto-bremer.org

Use the form here to send a message directly to your regional contact.

NAME (LAST, FIRST, MIDDLE)
First (Required) Last (Required)

EMAIL ADDRESS (REQUIRED)
First (Required) Last (Required)

ORGANIZATION
Organization (Required)

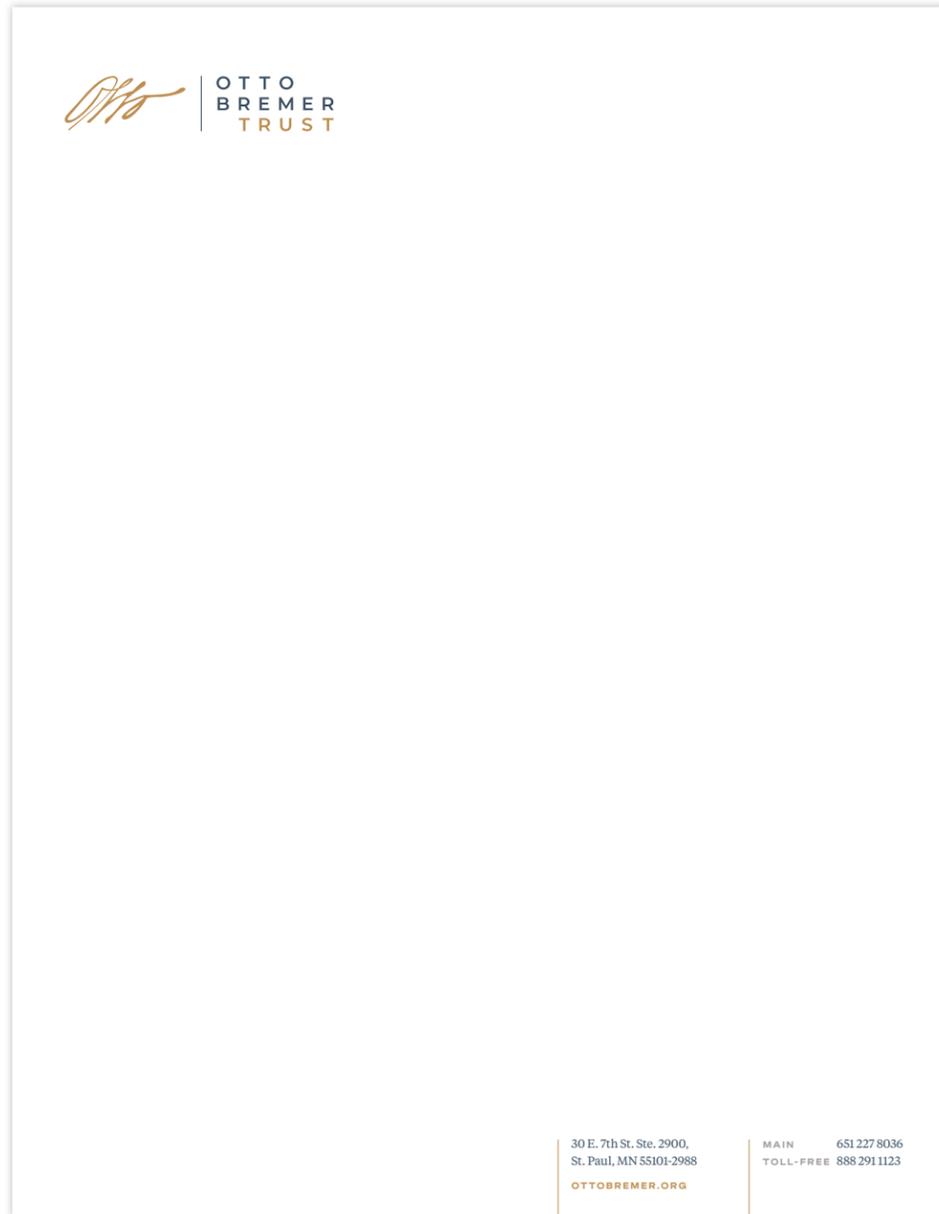
MESSAGE
Message (Required)

SEND

ILLINOIS | MINNESOTA | MONTANA | NORTH DAKOTA | WISCONSIN

[CLICK HERE TO SIGN UP FOR UPDATES FROM THE OTTO BREMER TRUST](#)

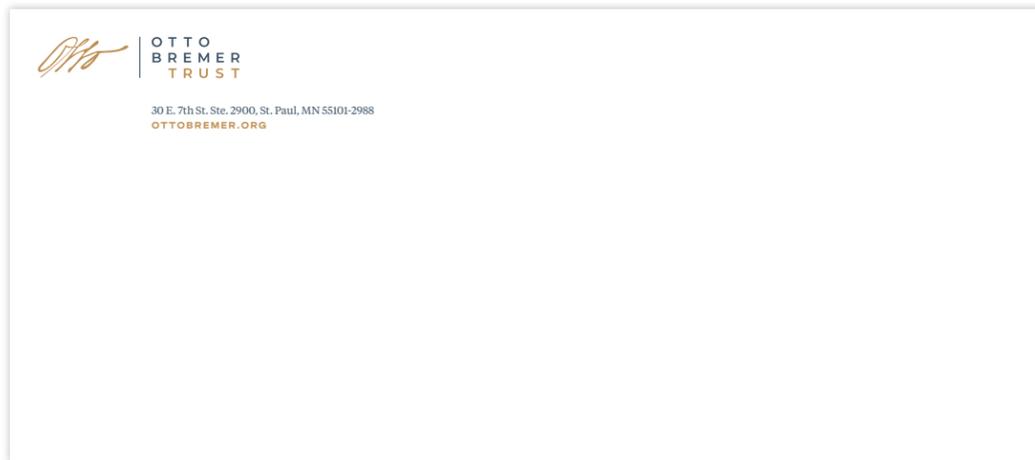
APPLICATION STATIONERY



LETTERHEAD



BUSINESS CARD



#10 ENVELOPE



A2 ENVELOPE



NOTECARD



For questions or further
information, please contact:

ANN PAGEL

OPERATIONS AND COMMUNICATIONS ASSOCIATE

apagel@ottobremer.org

