

Primary Logo With Taglines

This is the primary OBTT logo that can be used to match a variety of materials and applications.



Primary Logo With No Taglines

These versions of the OBTT logo have no taglines and can be used to match a variety of materials and applications.



Alternative Black Logos

These black versions can be used for printing special products and/or printing and scanning.



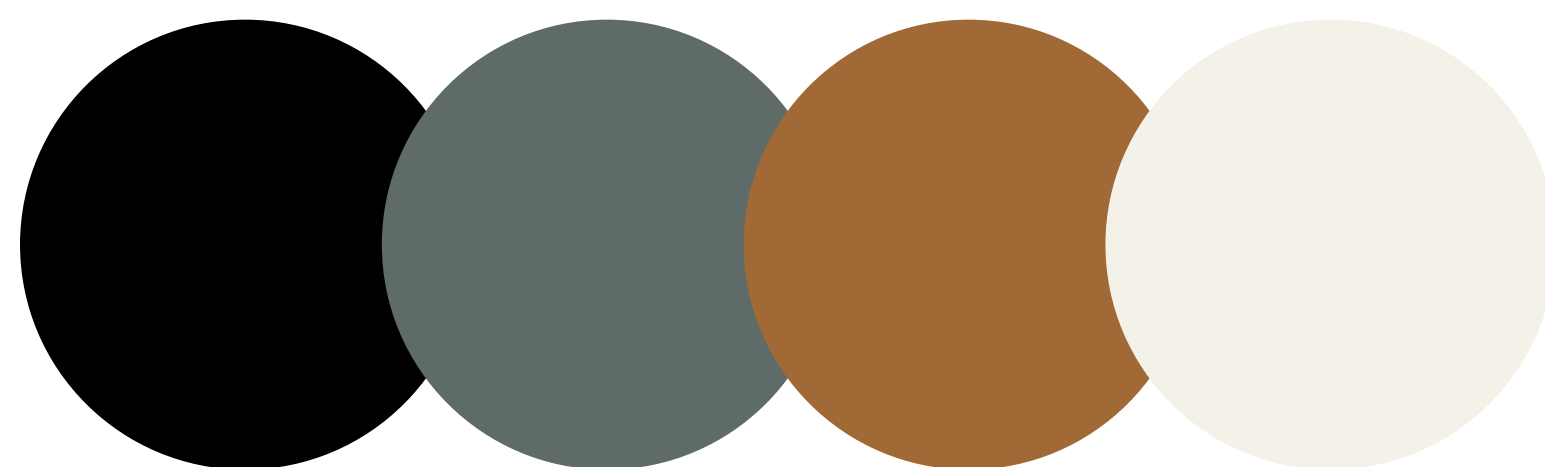
Alternative White Logos

These white versions can be used when placing the OBTT logo on a darker colored background.



Brand Color Palette

These colors reflect the OBTT identity and personality.



#000000 #5E6B69 #A06835 #F4F1E9

Fonts Guide

OBTT fonts are most effective when paired and sized correctly.

Large Heading

SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna.

Fonts in Use

These fonts have been selected specifically for the brand.

Aa

Gotham Bold

ABCDEFGHIJKLMN**OP**QRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz1234567890!@#%&^*()

Aa

Gotham Book

ABCDEFGHIJKLMN**OP**QRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz1234567890!@#%&^*()