

Logo

USING THE OTIS BRAND LOGO

The Otis brand logo is a bold statement about our industry leadership. It has strong ties to our parent and sister organizations. And, it helps ground our brand to our legacy. The Otis brand logo on all new materials should be used in Otis Navy or white – or an alternative color application as directed on the next page.

NOTE: Existing materials (especially livery, uniforms, signage) that are using the current Otis Classic Blue can remain, but should be phased out when new materials are required.

The word "OTIS" is displayed in a large, bold, dark blue sans-serif font.The word "OTIS" is displayed in a large, bold, white sans-serif font, centered within a solid dark blue rectangular background.

Logo

LOGO USAGE WITH BACKGROUNDS

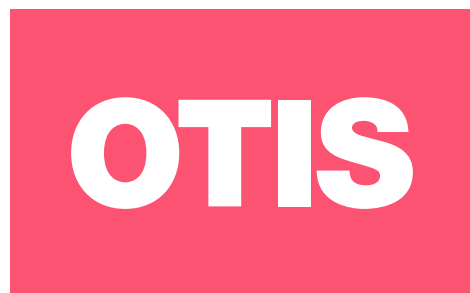
Use the white brand logo whenever possible. If a white brand logo does not have enough contrast with the background or does not fit the color scheme, it is okay to use a colored brand logo.

ACCEPTABLE COLOR VARIATIONS



LOGOS ON FLOODS OF COLOR

Primarily use white brand logos on floods of color as long as there's enough color contrast to be legible.



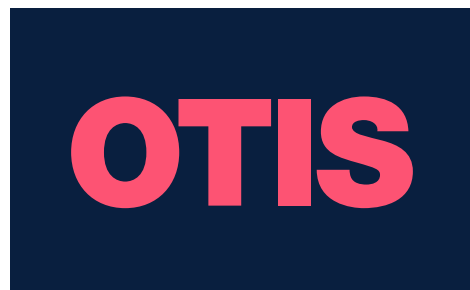
LOGOS ON IMAGES

Primarily use white brand logos on images as long as there's enough color contrast to be legible.



COLORS ON COLORS

Use colored brand logos on other colors as long as there is enough contrast to be legible. Avoid using color variations on white.



COLORS ON IMAGES

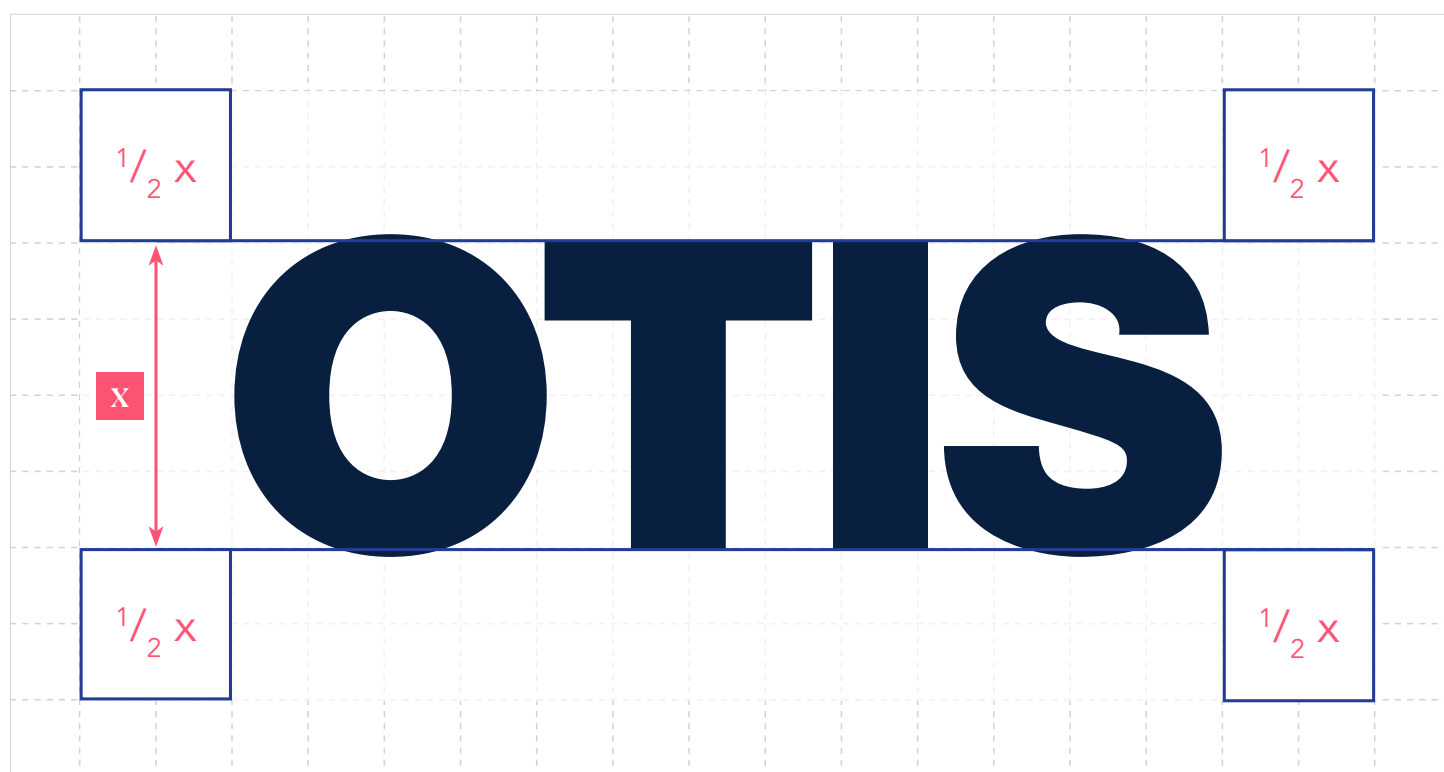
Use colored brand logos on images if there is not enough contrast to be legible when using a white logo.



Logo

CLEAR SPACE

To ensure integrity and visibility, the Otis brand logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space – a space equal in size to the cap height of the "I" in Otis, as shown.



Logo

MINIMUM SIZE

For legibility and brand consistency, you should never use the logo at smaller than the minimum size. This is especially important for print materials, uniforms and branded clothing.



A large, dark blue, bold sans-serif logo consisting of the letters 'OTIS'.

80 mm / 302 px



A medium-sized, dark blue, bold sans-serif logo consisting of the letters 'OTIS'.

40 mm / 150 px

MINIMUM SIZE: PRINT

21 mm
80 px



A small, dark blue, bold sans-serif logo consisting of the letters 'OTIS'.

21 mm / 80 px

MINIMUM SIZE: DIGITAL / SPECIAL CASE

6.6 mm
25 px



A tiny, dark blue, bold sans-serif logo consisting of the letters 'OTIS'.

6.6 mm / 25 px

Logo

LOGO RESTRICTIONS

Do not skew, alter or adapt the Otis brand logo in any other way than by applying approved brand colors.

DO NOT

Use multiple colors.



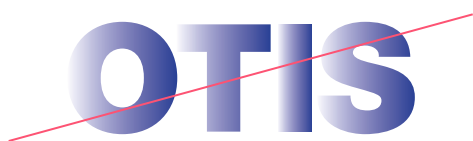
DO NOT

Stretch the logo.



DO NOT

Add a gradient to the logo.



DO NOT

Squeeze the logo.



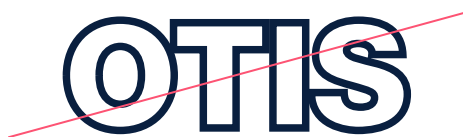
DO NOT

Use the logo in colors other than the approved color palette.



DO NOT

Put a stroke on or outline the logo.



DO NOT

Use a dark color logo over a dark background or dark images.



DO NOT

Manually type out "OTIS" in a typeface. It is a word-mark/logotype and should be treated as a graphic.



Logo

LOGO AND TAGLINE

Our tagline supports our brand message and as such should be locked up with the logo whenever possible. Use either the stacked or the horizontal lockup based on your design needs. Please use official brand logo and tagline lockup files; do not try to mimic the lockups in your layouts and designs.

STACKED LOCKUP



HORIZONTAL LOCKUP



Logo

LOGO AND TAGLINE MINIMUM SIZE

For legibility and brand consistency, you should never use the logo at smaller than the minimum size. This is especially important for print materials, uniforms and branded clothing.

OTIS
Made to move you

80 mm / 302 px

OTIS
Made to move you

40 mm / 151 px

OTIS
Made to move you

30 mm / 113 px

MINIMUM SIZE

21 mm
80 px

OTIS
Made to move you

21 mm / 80 px

Logo

LOGO AND TAGLINE MINIMUM SIZE

For legibility and brand consistency, you should never use the logo at smaller than the minimum size. This is especially important for print materials, uniforms and branded clothing.



MINIMUM SIZE

50 mm
189 px



Logo

LOCKUP RESTRICTIONS

Do not skew, adapt or alter the logo lockup beyond the two approved options.

DO NOT

Change the tagline's font.



DO NOT

Change the logo-to-tagline size ratio.



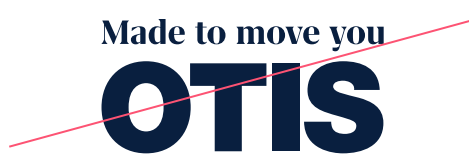
DO NOT

Use separate colors between the logo and tagline.



DO NOT

Place the tagline above the logo.



DO NOT

Use the logo in colors other than the approved color palette.



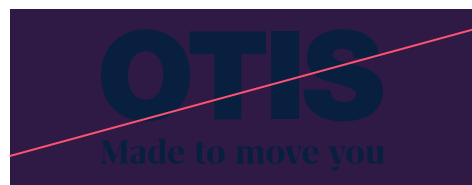
DO NOT

Put a stroke on or outline the logo.



DO NOT

Use a dark color logo over a dark background or dark images.



DO NOT

Manually type out the logo and tagline. It is a logo-type and should be treated as a single graphic.

