



# GRAPHIC STANDARDS

For Employee Resources on MyWilliams and External Vendors

Updated 12.19





## *Brand Integrity*

Communicating our brand consistently at every point of contact is an important part of our future success. In order to ensure the Williams brand is used correctly, we have created new graphic standards. This reference provides an effective means to guard the integrity of our brand in all its uses.





## *Core Brand Elements*

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Wearables and Promotional Items



Primary Logo



Safety Zone & Minimum Size



Clear space equals the height of the lowercase “s.” No written information or other logos should appear within this space with the exception of the tagline.



Logo size should not be less than a width of .625”.

Logo Variations

Logo variations may be used whenever color does not allow for usage of the primary logo. Black and white versions are available.



For use on black backgrounds, PMS Black 6 should be reversed to white.



For use on dark-colored backgrounds and photos.



One-color black logo for use on white and light-colored backgrounds and photos.

Logos are the most visible form of an organization’s brand identity and equity. They identify the values and qualities associated with Williams. Logo usage should be managed carefully to ensure the integrity of the overall brand.

The Williams logo is made up of two elements: the Williams Logotype and the Twin Rings graphic. Since the typeface was customized, it should not be reproduced by hand or substituted with a similar typeface. The Williams logo must be reproduced only from authorized logo originals.

When applying the Williams logo, it is vital to maintain all clear space rules, minimum size considerations, color applications and proper proportions.

Incorrect Logo Usage 4



Do not separate the Logotype from the Twin Rings.



Do not modify the Twin Rings or replace the Williams Logotype with an alternate typeface.



Do not substitute another name for Williams or add the Twin Rings to any product or project.



Do not place the two-color logo on colored backgrounds or patterns.



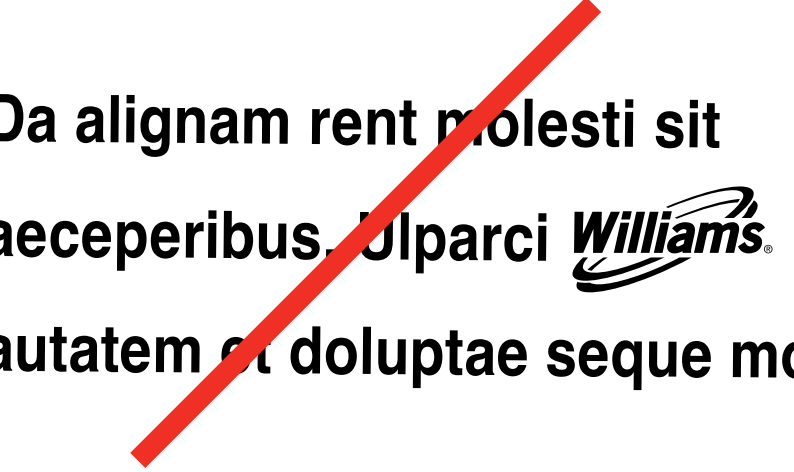
Do not alter the logo colors. Only those noted on the previous page are acceptable.



Do not dimensionalize the Williams logo (actual 3D elements are acceptable for signage). Also, do not add highlights or shadows.



Do not distort the proportions of the Williams logo.



Do not use the Williams logo as part of any sentence or slogan.

# *We make energy happen.®*



*We make energy happen.®*



The Williams tagline, “We make energy happen.” communicates Williams’ “roll-up-the-sleeves and get things done” culture and “we don’t just talk about it; we make it happen” attitude. Using the term “energy” states what Williams does in a generic sense, but in the context of the brand stories and supporting material, could be interchanged with other key actions.

These stories communicate how Williams makes energy happen via three key attributes: access, reliability and enhancing value. Williams’ world-class assets provide access to the best resource plays in North America. We connect those resources to the markets that use them.

The tagline can stand alone as a signature to body copy or be directly placed with the Williams logo. When used with the logo, there are three orientations: right, left and stacked. The tagline can be used in either PMS 300 or PMS Cool Gray 11.

Corporate Colors

WEB

#0079c1

PMS

300 C

CMYK

99, 50, 0, 0

RGB

0, 94, 184

WEB

#101820

PMS

Black 6 C

CMYK

100, 79, 44, 93

RGB

16, 24, 32



Supporting Colors

WEB

#0abaf2

PMS

306 C

CMYK

96, 23, 0, 5

RGB

10, 186, 242

WEB

#083042

PMS

547 C

CMYK

88, 27, 0, 74

RGB

8, 48, 66

WEB

#0096c7

PMS

639 C

CMYK

100, 25, 0, 22

RGB

0, 150, 199



WEB

#ffd100

PMS

109 C

CMYK

0, 18, 100, 0

RGB

255, 209, 0

WEB

#ffb505

PMS

7945 C

CMYK

0, 29, 98, 0

RGB

255, 181, 5

WEB

#ffd682

PMS

2005 C

CMYK

0, 16, 49, 0

RGB

255, 214, 130



WEB

#f06303

PMS

3564 C

CMYK

0, 59, 99, 6

RGB

240, 99, 3

WEB

#f79e05

PMS

137 C

CMYK

0, 36, 98, 3

RGB

247, 158, 5

WEB

#ffab4a

PMS

1365 C

CMYK

0, 33, 71, 0

RGB

255, 171, 74



WEB

#47c775

PMS

2256 C

CMYK

64, 0, 41, 22

RGB

71, 199, 117

WEB

#389645

PMS

7739 C

CMYK

63, 0, 54, 41

RGB

56, 150, 69

WEB

#a3d152

PMS

367 C

CMYK

22, 0, 61, 18

RGB

163, 209, 82



WEB

#53565a

PMS

Cool Gray 11 C

CMYK

44, 34, 22, 77

RGB

83, 86, 90

Cool Gray 11 C

70%

Cool Gray 11 C

40%

Cool Grey 11 C

10%

Color is a vital consideration in our communication efforts. A balanced and vivid color palette has been designated for the variety of applications that must be considered. Williams colors consist of the corporate color palette accented by a series of support colors.

PMS 300 C and PMS Black 6 C are the two official corporate colors that should be used in all communication materials. When possible, the official colors should always be PMS colors.

The 13 supporting colors are a collection of hues selected to both complement and contrast the official Williams corporate colors. PMS, CMYK, RGB and WEB values have been provided

for consistency and convenience. Pantone Matching System (PMS) is used for printing when the accurate brand color is necessary. CMYK or 4-color process is used for digital printing. RGB is for digital/screen use (Ex. video or web design). WEB or HEX is a short code for RGB and is used for HTML, CSS, SVG and other computing applications to represent colors.

*Internal Use*

**ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*

**TIMES NEW ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*

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The fonts for effective digital and internal use were chosen based on fonts readily available to employees.

Arial and Times New Roman should be used instead of Helvetica and Minion Pro. These fonts are appropriate for general business documents and other forms of internal communication, including email (both internal and external).

These fonts will also be used for slide presentations, emails, and Microsoft Word documents.



## *Application Examples: Wearables and Promotional Items 8*





