



# GRAPHIC STANDARDS

Updated 12.20





## *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*

- 3 Logo Usage
- 4 Incorrect Logo Usage
- 5 Tagline
- 6 Corporate Color Palette
- 7 Typography
- 9 Imagery Principles





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 5



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.



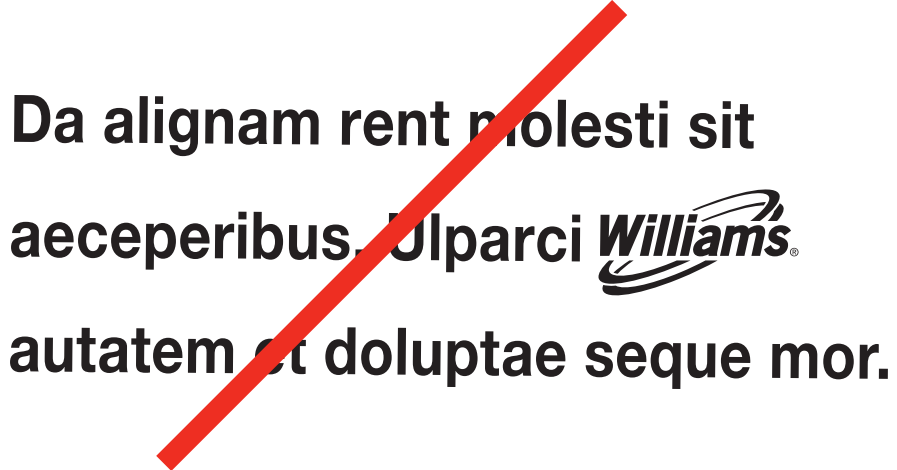
Do not alter the logo colors. Only those noted on the previous page are acceptable.



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 CLEAN ENERGY HAPPEN®



At Williams, we don't just make energy happen. We make clean energy happen. That's why we have changed our corporate tagline with a new trademarked registration. The evolution of our tagline is a natural fit for Williams. As one of the largest energy infrastructure companies in the United States, we see firsthand the critical role natural gas plays today in a viable and sustainable low-carbon future.

We tell stories that communicate how Williams makes clean 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.

Corporate Colors

WEB

#0079c1

PMS

300 C

99, 50, 0, 0

0, 94, 184

WEB

#101820

PMS

Black 6 C

100, 79, 44, 93

16, 24, 32

Supporting Colors

WEB

#0abaf2

PMS

306 C

96, 23, 0, 5

10, 186, 242

WEB

#ffd100

PMS

109 C

0, 18, 100, 0

255, 209, 0

WEB

#f06303

PMS

3564 C

0, 59, 99, 6

240, 99, 3

WEB

#47c775

PMS

2256 C

64, 0, 41, 22

71, 199, 117

WEB

#53565a

PMS

Cool Gray 11 C

44, 34, 22, 77

83, 86, 90

WEB

#083042

PMS

547 C

88, 27, 0, 74

8, 48, 66

WEB

#ffb505

PMS

7945 C

0, 29, 98, 0

255, 181, 5

WEB

#f79e05

PMS

137 C

0, 36, 98, 3

247, 158, 5

WEB

#389645

PMS

7739 C

63, 0, 54, 41

56, 150, 69

Cool Gray 11 C

70%

WEB

#0096c7

PMS

639 C

100, 25, 0, 22

0, 150, 199

WEB

#ffd682

PMS

2005 C

0, 16, 49, 0

255, 214, 130

WEB

#ffab4a

PMS

1365 C

0, 33, 71, 0

255, 171, 74

WEB

#a3d152

PMS

367 C

22, 0, 61, 18

163, 209, 82

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.



*External Use*

**HELVETICA ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

**HELVETICA CONDENSED**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

**MINION PRO REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

**MINION PRO CONDENSED**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

There are thousands of typefaces available to printers, advertising agencies and design firms. To ensure consistency, the external typography listed here must be used for any printed or electronic materials developed for external use (anything created for public viewing).

While many typefaces may be appropriate, the Helvetica font family should be used to preserve brand consistency.

Helvetica is preferred for text usage; however, Helvetica Condensed may be more appropriate for publications with multi-column formats where the lines of type are shorter.

Recognizing there are times when a sans serif is not as appropriate, the Minion Pro family of classic serif typefaces has been designated as the preferred selection.



*Universal & Internal Use*

**ARIAL**

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

**TIMES NEW ROMAN**

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

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The fonts for effective digital and internal use are more limited and were chosen based on fonts readily available to employees and the public.

Arial and Times New Roman 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 PowerPoints, news releases, electronic newsletters, email broadcasts, Microsoft Word documents and the Williams website.





## *Consideration*

- Avoid dirt and grime, but portraying hard work is OK
- Maximize the presence of sky whenever possible
- Make sure Williams logo is properly represented (signage, uniforms, badges, hats, etc.)
- Ensure all safety standards are met within the frame of the photo
- Represent diversity
- Encourage subjects to wear “brand” colors if possible or control wardrobe
- Avoid color filters that make the subject look unnatural and avoid color overlays
- Always try to secure an image weighted to the right for web and social, so copy can be used in the empty space
- Use lenses that keep the background out of sharp focus and highly blurred for portrait and community photos
- Artwork will frequently use clipped or masked subjects on white space, so ensure clean edges if possible
- When in a controlled setting such as a studio, opt for a white background and even lighting with low fall-off
- Incorporate Williams brand elements (i.e. colors and logo)
- Ensure the Williams logo is not the central focus and does not distract from the main content
- Keep graphic copy as short as possible - the post copy will add supportive details
- Graphic sizes should be appropriate for the platforms on which they will be posted



## Portraits



### Natural/Action Poses

A natural pose is any pose that the subject takes on without direction, particularly while completing an action. They rarely look toward the camera, but are instead engaged in the scene. The portrait still focuses on the subject in the same way a directed pose shot would occur - the subject is the star, not the scene.



### Controlled Portraits

With portraits/posed photos, consider a mixture of squared shoulders with the subject looking toward the camera and a 3/4 angle with the subject looking off-camera. Keep the subject waist-up in the frame and weight the frame to the right. The background should also be heavily blurred. Ensure there are shots that can be clipped for use on web.

\*Cutouts allow for photos to be used multiple times with different backgrounds.



## Community/Action Photography



Community photos should feel intimate and natural. Avoid pulling the subject's attention from the scene. Create depth by placing things or people between you and your target. Use a shallow depth of field.



## Assets



For shots with multiple people where the location is important (assets, school, etc.), consider lowering the angle of the shot to include a more dynamic scene converging on the subject from head to toe. Subjects can be looking off-camera or toward camera (try to get both).

May also consider framing subjects closer in natural action shots from slightly lower angle to showcase upper environment.

\*Cutouts allow for photos to be used multiple times with different backgrounds.





## *Application Examples*

- 14 Print Advertising
- 15 Super Graphic
- 16 Illustrations
- 17 Website
- 18 Tradeshow Graphics
- 19 Wearables and Promotional Items
- 20 Vehicle Graphics





## A LITTLE HELP with lots of heart.

Join us. When it comes to helping our neighbors in need, a little help can go a long way. We're proud to support our communities, making them a better place to live and work.



WE MAKE CLEAN ENERGY HAPPEN®

(800) WILLIAMS | [www.williams.com](http://www.williams.com)



## A LITTLE HELP with lots of heart.

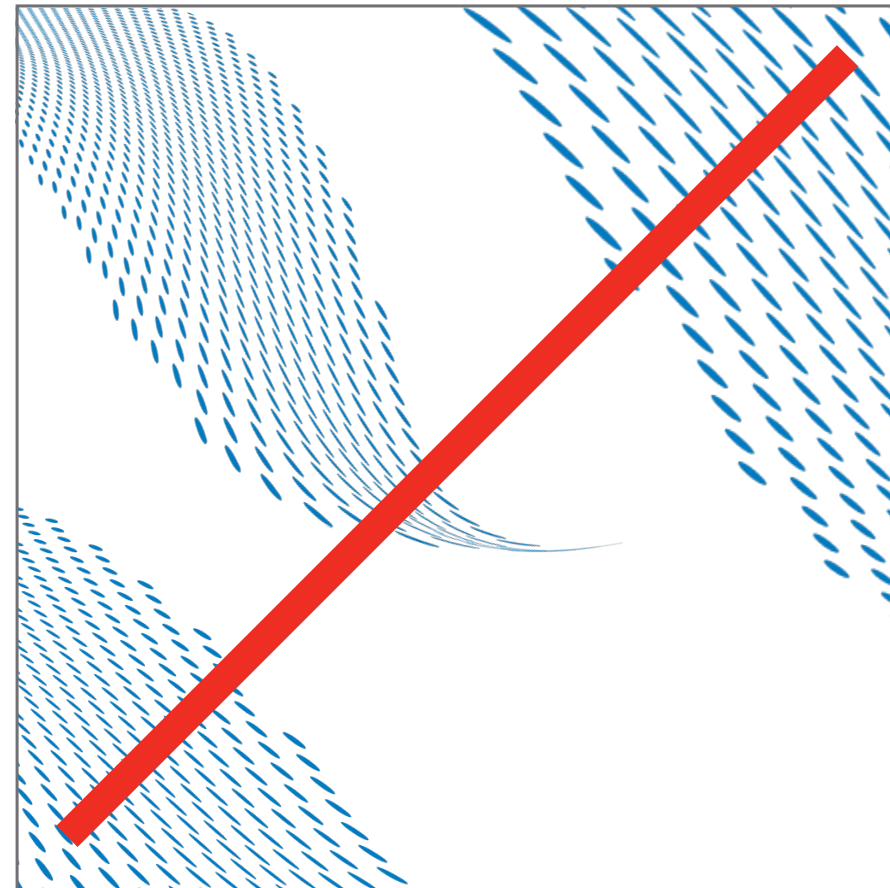
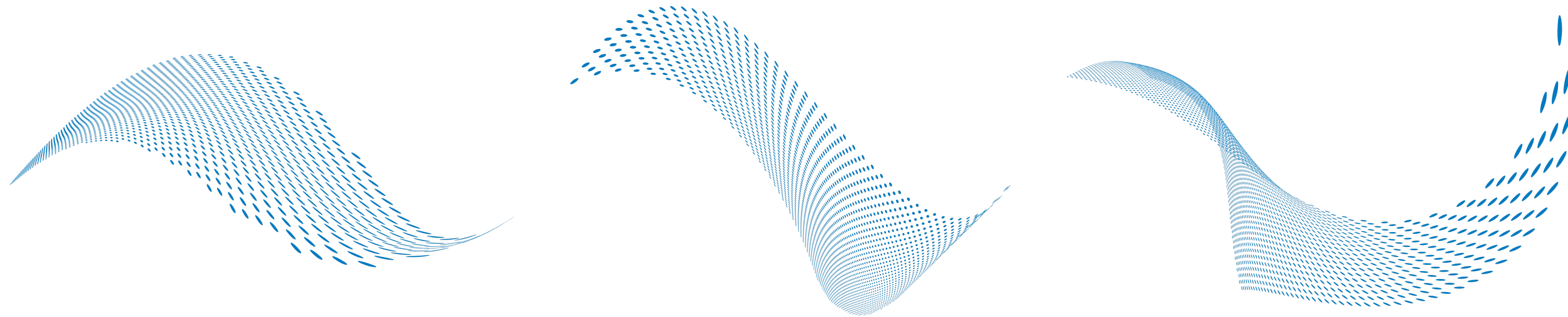
Join us. When it comes to helping our neighbors in need, a little help can go a long way. We're proud to support our communities, making them a better place to live and work.



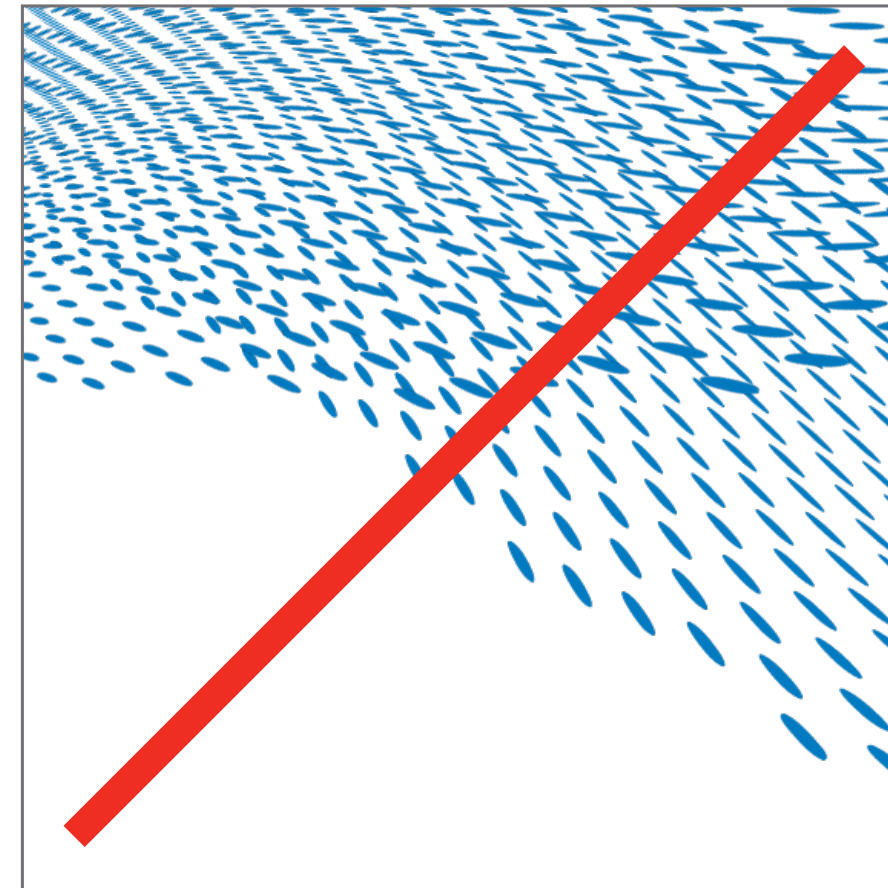
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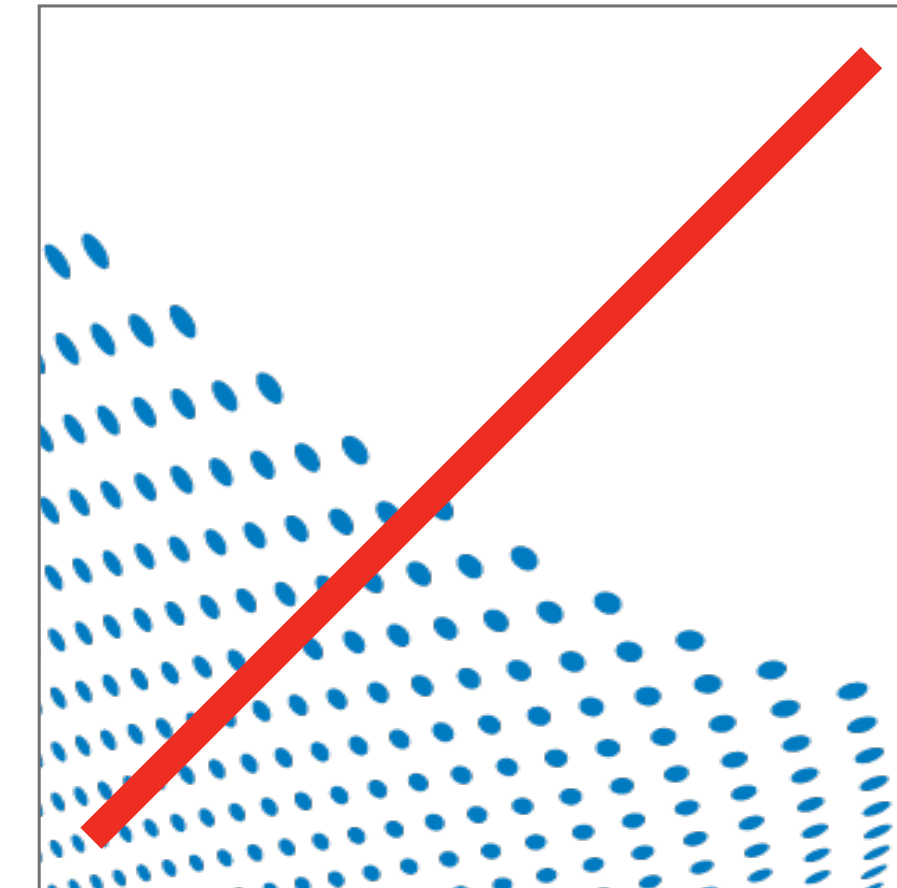




DO NOT use more than  
2 on a single design.



DO NOT overlap.



DO NOT enlarge to  
appear like polka dots

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The super graphic may be used with any of the Williams brand colors. Do not overlap the graphic on one or multiple graphics or use more than 2 graphics in a single instance. (Ex. PowerPoint slide, email template, one pager). The graphic may be enlarged to use as a texture or cropped to show only part of it. When enlarging the graphic avoid oversizing the graphic to appear like polka dots.





When work calls for illustration or icons, use this monoline style. Illustration elements utilize strong line work and are frequently placed in such a way to create a pattern or texture.

Icons should be simple and easy to decipher. Icons can be used to support data or copy. Use only brand colors and maintain the same line-weight on all icons. Avoid using icons without context, and avoid overlaying icons on photography or other icons.



