



WE MAKE CLEAN ENERGY HAPPEN®

Brand Guidelines

2023



Brand Integrity

Communicating the Williams brand consistently at every touch point is essential. This reference provides a guideline to ensure the Williams brand elements are used correctly.

If you have questions or require assistance, please reach out to the Brand Department: **WilliamsBrandTeam@williams.com**

Logo Usage

The Williams logo is the foundation of brand identity. Logo usage should be managed carefully to ensure the integrity of the brand.

The Williams logo is comprised of two elements: the Williams Logotype and Twin Rings graphic.

- The typeface is customized and should not be substituted with a similar typeface.
- The Williams logo must be reproduced only from authorized logo originals found on the Media Resources page at Williams.com
- Maintain a generous amount of white space around the logo. The minimum amount of clear space should be equal to the height of the logotype's "s"
- Color substitutions other than Williams blue, black or white are prohibited unless approved by the Brand Department
- To ensure the logo remains legible, it should never be reproduced in a size less than the minimum specified sizes.



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 .75"



The logo may be reversed on a contrasting background, but should not be placed over a color with a value of less than 30% opacity



On black backgrounds, Pantone Black 6 should be reversed to white. To give the rings greater contrast HEX 0097E9 must be used.



The logo may be reproduced at 100% black. It should not be placed on a background with a value or more than 30% opacity

Logo Misuse

Maintaining the integrity of the Williams brand is essential to building a consistent and compelling identity. Please only use the approved versions of the logo found on the previous page, and never edit or tamper with these files.

If you're not sure of the proper logo usage, please contact the Brand Department who will quickly respond and provide direction or a correct file.

Here are some common usage mistakes to avoid:



Do not separate the logo elements



Do not modify the rings or replace the Williams typeface with an alternative



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



Do not apply shadows or 3D effects



Do not distort the proportions of the Williams logo



Do not use a gradient or transparency effects



Do not outline the logo

Tagline

At Williams, We Make Clean Energy Happen®.

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.

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.

Our corporate tagline must always have a superscript, trademarked registration symbol.

WE MAKE CLEAN ENERGY HAPPEN®

The Williams tagline must always accompany a ® mark. No typeface substitutions are permitted.



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The secondary colors may be used alongside the primary colors in instances where more color variation is needed, such as charts, infographics, icons and other visual accents.

A color calibration chart for the color Williams Blue. The chart features a solid blue background. At the top, there are two rows of color patches. The first row contains two 'A' targets, each with a white circle containing the number '4.6'. The second row contains two 'A' targets, each with a white circle containing the number '3.6'. Below these, there are two rows of 'AAA' targets, each with a white circle containing the number '4.6'. The bottom row of 'AAA' targets has a white circle containing the number '3.6'. The text 'NAME' is followed by 'Williams Blue' in a large, bold, black font. Below this, the text 'HEX' is followed by '#0079C1' in a smaller black font.

Category	Blue-300	Red-300
3.1	High	Low
AA	High	Low
FAIL	High	Low
5.3	Low	High
AAA	Low	High
AA	Low	High

A vertical color palette showing a gradient from dark grey at the top to light grey at the bottom. The palette is divided into 10 equal-width horizontal bands. The bottom band is labeled 'grey-700' in a large, bold, sans-serif font. Above the bands, there are three small circular color swatches: a dark grey one labeled '4.1', a medium grey one labeled 'AAA', and a light grey one labeled 'AA'. To the right of the palette, the text 'NAME' is followed by a blank line, and 'HEX' is followed by the hex code '#717174'.

A color palette for the color grey-500. It features four color swatches arranged horizontally. The first swatch is labeled '2.87' and 'FAIL'. The second swatch is labeled '5.9' and 'FAIL'. The third swatch is labeled '5.9' and 'AAA'. The fourth swatch is labeled '5.9' and 'AAA'.

NAME	COUNT
FAIL	1.7
PASS	9.6

A color palette for the color grey-100. It features a light grey background with a darker grey horizontal band at the bottom. In the upper left, there are two color swatches: a light grey one labeled '14.7' and a darker grey one labeled 'AAA'. Above each swatch is a small black circle with a white letter 'A'. Below the swatches, the text 'NAME' is followed by 'grey-100' in a large, bold, sans-serif font. Below that, the text 'HEX' is followed by '#EEEEFO' in a smaller, sans-serif font.

A color palette for the color 'white'. It features a light gray background. At the top, the word 'white' is written in a large, bold, black sans-serif font. Below it, the word 'NAME' is written in a smaller, bold, black sans-serif font. To the right of 'NAME', there are two color swatches: a light gray square and a darker gray square. Below the light gray square, the text '14:7' is written in a small, black sans-serif font. Below the darker gray square, the text 'AAA' is written in a small, black sans-serif font. To the left of the darker gray square, the text 'AAA' is written in a small, black sans-serif font. Below the two color swatches, the text 'HEX' is written in a small, bold, black sans-serif font. To the right of 'HEX', the text '#004A2E' is written in a small, black sans-serif font. Below the text '#004A2E', the text '255r 255g 255b' is written in a small, black sans-serif font.

2.5 FAIL FAIL 6.79 AAA AA

NAME

Orange

HEX

#F68827

A bar chart with a yellow background. The x-axis labels are NAME, Yellow, HEX, #EEC51A, and two unlabeled categories. The y-axis represents frequency, with labels 1-6 and 10-3. The bars are white with black outlines. The first bar (NAME) has a frequency of 1-6. The second bar (Yellow) has a frequency of 10-3. The third bar (HEX) has a frequency of 1-6. The fourth bar (#EEC51A) has a frequency of 10-3. The fifth bar (unlabeled) has a frequency of 10-3. Above each bar is a small white circle with a black outline, containing a letter: 'A' for NAME, 'A' for Yellow, 'A' for HEX, 'A' for #EEC51A, and 'A' for the unlabeled category.

Category	Frequency
NAME	1-6
Yellow	10-3
HEX	1-6
#EEC51A	10-3
(Unlabeled)	10-3

A solid purple rectangular color swatch. Below the swatch, there are accessibility metrics: on the left, a white circle with '2.5' and two black circles with 'FAIL' (one with an 'A' above it); on the right, a white circle with '5.1' and two black circles with 'AAA' (one with an 'A' above it). Below these metrics, the word 'NAME' is followed by 'Purple' in a large font, and 'HEX' is followed by '#7F85DC'.

Typography

To ensure consistency, the external typography listed here must be used for any printed or electronic materials developed for external use.

Helvetica is a clean and modern typeface which is preferred for text usage. Helvetica Condensed may be more appropriate for publications with multi-column formats where the lines of type are shorter.

Minion Pro is a classic serif typeface that adds a more traditional aesthetic. It has been selected as an accent typeface best used for titles and headlines.

HELVETICA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*

HELVETICA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*

MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*