



WILLIAMSAV

IDENTITY GUIDELINES

2024

V2-0223

Table of Contents

01 Welcome

02 Brand Story

03 Logo Guidelines

09 Color Palette

12 Typography

13 Spelling

14 Social

15 Partnerships

16 Contact



Welcome

The Williams AV identity is more than just a logo: it stands for who we are. It represents our commitment to innovation, quality, and service, and its use should be carefully controlled.

This presentation contains the brand guidelines for Williams AV.

Included are rules and examples of applications that will help you understand the brand's visual guidelines.

WWW.WILLIAMS.V.COM



Our Brand Story

Our Vision

We strive to improve lives by empowering connections through assistive communication.

Our Mission

Providing assistive communication technology solutions that empower connections through assistive communication.

What We Do

We enhance interpersonal communications and understanding with our assistive listening systems, wireless intercom, and systems supporting human interpretation.

WWW.WILLIAMSAV.COM



WILLIAMS AV

What logo should I use?

We have two logo variations for the Williams AV logo. Please reference this page to determine which logo variation should be used for your project.

The logo consists of the word "WILLIAMS" in a bold, black, sans-serif font, followed by "AV" in a red, sans-serif font. A small red dot is positioned above the "A".

COMPANY LOGO

This is the main logo used to represent Williams AV. This logo should be used on most materials especially printed brand collateral.



LOGOMARK

This icon is to be used sparingly and may be used on communications only with explicit approval from Williams AV Marketing Director.

WWW.WILLIAMSAV.COM



WILLIAMS AV

Company Logo Variations

Here are the logos to use on various colored backgrounds.

If the logo needs to be placed on a photo, use a single-color logo to create contrast. Avoid using full-color logos that may compete with the background.

The logo consists of the word "WILLIAMS" in black, followed by "AV" in red. A small red dot is positioned between the "I" and "A".The logo consists of the word "WILLIAMS" in white, followed by "AV" in red. A small red dot is positioned between the "I" and "A".The logo consists of the word "WILLIAMS" in black, followed by "AV" in black. A small black dot is positioned between the "I" and "A".The logo consists of the word "WILLIAMS" in white, followed by "AV" in white. A small black dot is positioned between the "I" and "A".A stylized logo featuring a red parallelogram followed by a black "W".A stylized logo featuring a red parallelogram followed by a white "W".WWW.WILLIAMSAV.COM

WILLIAMS AV

Logo Sizing

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

PRINT 2"



DIGITAL 216PX

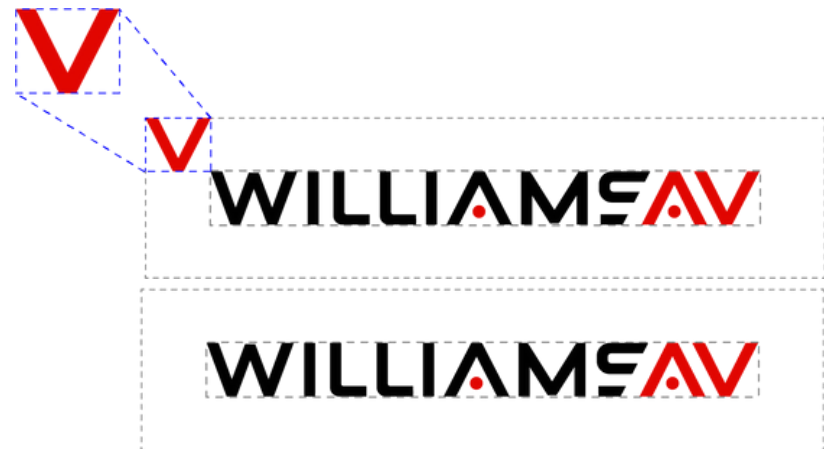
WWW.WILLIAMS.AV.COM

WILLIAMS AV

Logo Spacing

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

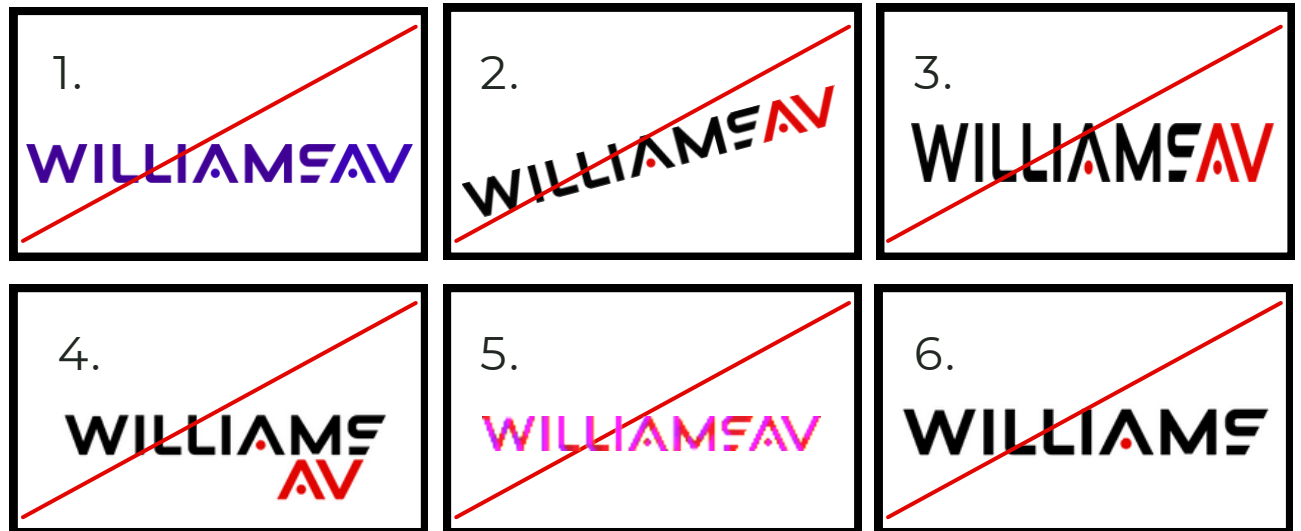
Clear space is determined by the height of the V in the company logo.

WWW.WILLIAMSAV.COM

Logos

Unacceptable uses of any Williams AV and Williams Sound logos

1. Avoid applying colors other than approved variations
2. Avoid rotating the logo.
3. Avoid stretching or altering the proportions of the logo.
4. Avoid changing the arrangement of the logo.
5. Avoid applying gradients or other effects to the logo.
6. Avoid cropping the logo.



WWW.WILLIAMS AV.COM



Color Palette

Adhering to the Williams AV color palette guidelines will result in clean, comprehensive communications that are recognizable as Williams AV. It is important to maintain a sense of hierarchy, balance and harmony when using our Williams AV color palette.

Color palette applies to both Williams AV and Williams Sound brands.

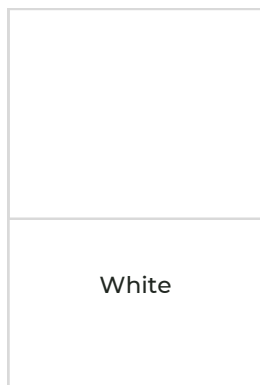


WWW.WILLIAMSAV.COM



Brand Colors - Pantone® Solid Coated

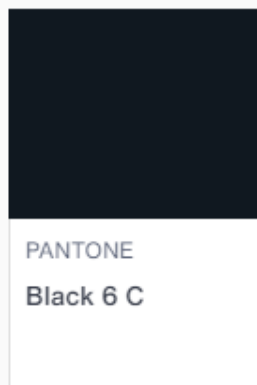
Below are the proper colors to use for Williams AV logos when printing on coated paper. White should be used as the main color on any branding materials with the following colors as secondary and accent colors.



RGB 255 255 255
HEX #FFFFFF



RGB 225 6 0
HEX #E10600



RGB 16 24 32
HEX #101820



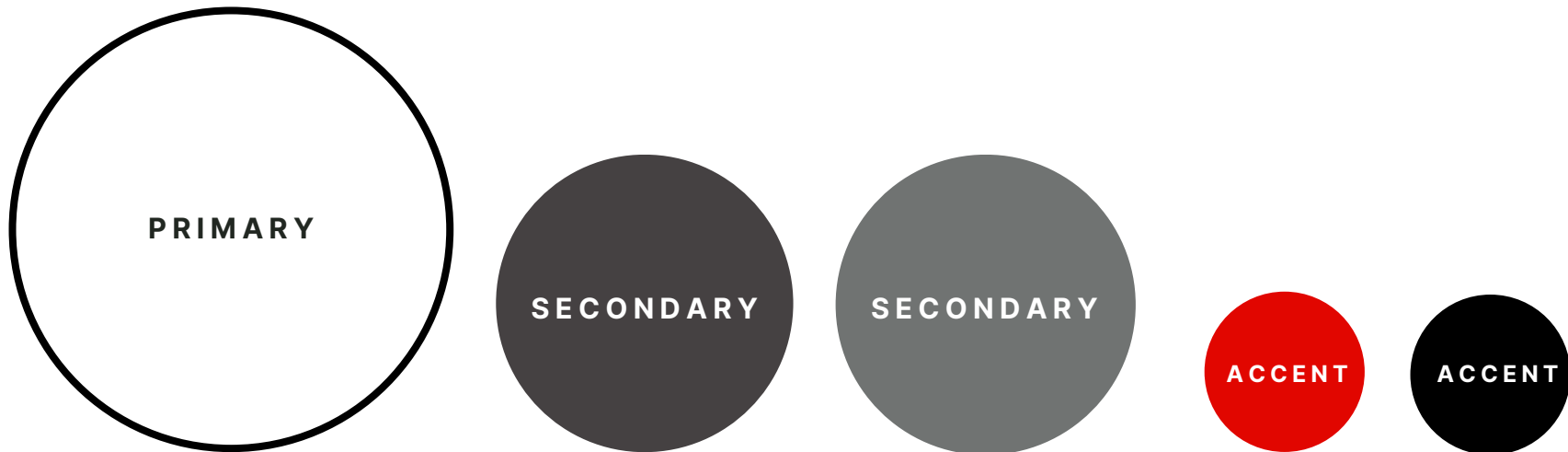
RGB 69 65 66
HEX #454142



RGB 112 115 114
HEX #707372

Color Proportions

There are 5 colors in the Williams AV color palette. The color proportion scale below demonstrates how much each color should be used.



WWW.WILLIAMSAV.COM

Typography

Header Typeface

Aa

ROBOTO OR ROBOTO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Paragraph Typeface

Aa

MONTSEERRAT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

WWW.WILLIAMSAV.COM



Correct Spelling of Products

In order to keep our writing consistent, please use the spelling guides below for product names:

- Digi-Wave® - *not* Digiwave, DigiWAVE, Digi-wave, Digi-WAVE
- WaveCAST - not Wave-cast, Wave-Cast, Wavecast
- Pocketalker® - not Pocket talker, Pockettalker, PockeTalker!
- Digi-Loop® - not Digi Loop, DigiLoop, Digi LOOP, Digi-loop
- FM+/IR+ - There may be certain instances you NEED to spell FM Plus (2 words) or IR Plus (2 words) if a platform doesn't let you use a plus sign. In those cases, it is okay to spell out the word.
- WAV - not Wave, WAVE, Wav, wav
- SoundPlus® IR- not Soundplus, Sound Plus, SoundPLUS, Sound +, Sound-Plus

WWW.WILLIAMSAV.COM



SOCIAL

Social Media



https://twitter.com/williamsav_llc



<https://www.linkedin.com/company/williams-av/>



<https://www.youtube.com/@williamsav>



WWW.WILLIAMSAV.COM



Partnerships

Williams AV encourages our partners to add their logo to custom marketing collateral as required. We respect our partners' brand requirements however; the marketing department reserves the right of final approval on all custom co-branded materials before they are published.



WWW.WILLIAMSAV.COM





Contact

If you have questions about these guidelines or need additional marketing materials, please contact us at:

E-mail	wavmarketing@williamsav.com
Website	www.williamsav.com
Phone	800.328.6190
Address	10300 Valley View Road Eden Prairie, MN 55344 USA

WWW.WILLIAMSAV.COM

WILLIAMSAV