

WILLIAMS **AV**

IDENTITY GUIDELINES

2023

V1-0123

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.WILLIAMSAV.COM

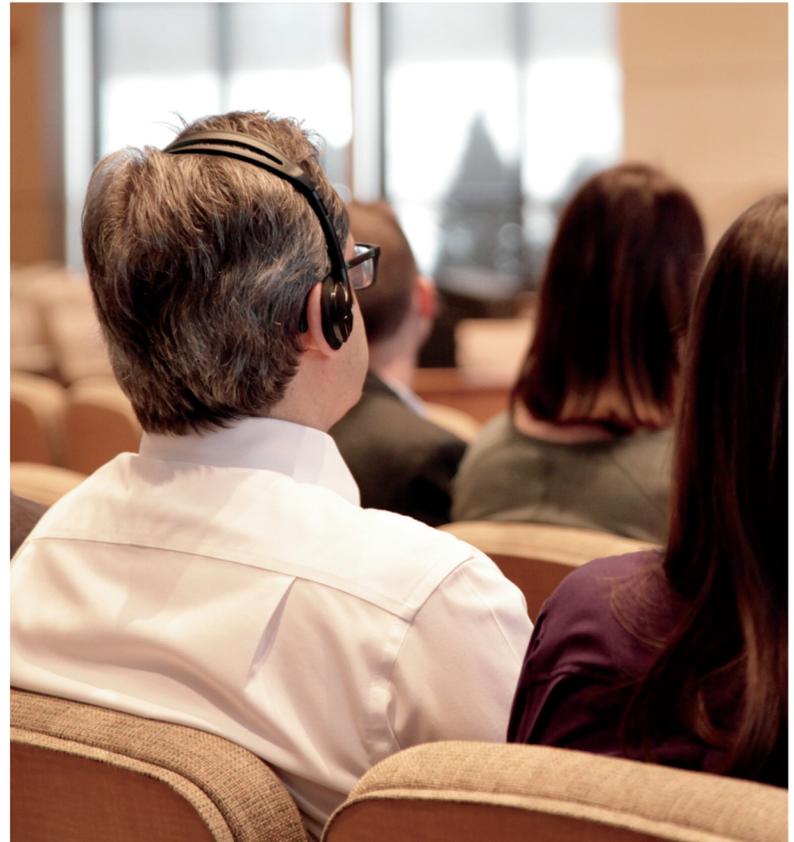


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Our Brand Story

Our Vision

We strive to improve lives by breaking down communication barriers to understanding.

Our Mission

Providing assistive communication technology solutions that help people hear, see, and engage.

What We Do

We enhance interpersonal communications and understanding with our assistive listening systems, AI-powered captioning and translation, wireless intercom, video annotations, and systems supporting human interpretation.

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WILLIAMS AV

What logo should I use?

We have three 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 black, followed by "AV" in red. The letter "A" in "AV" has a red dot above it.

COMPANY LOGO

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

The logo consists of the word "WILLIAMS" in black, followed by "AV" in red. The letter "A" in "AV" has a red dot above it.

Hear. See. Engage.

COMPANY LOGO WITH TAGLINE

The logo with tagline should be used on intro and outro aspects of a project.

The logomark consists of a red parallelogram shape followed by a black letter "W".

LOGOMARK

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

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WILLIAMS AV

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.



WILLIAMS SOUND

Brand Logo Variations

Williams Sound is a Williams AV brand. This logo is used with Pocketalker® personal hearing products promotional materials only.



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

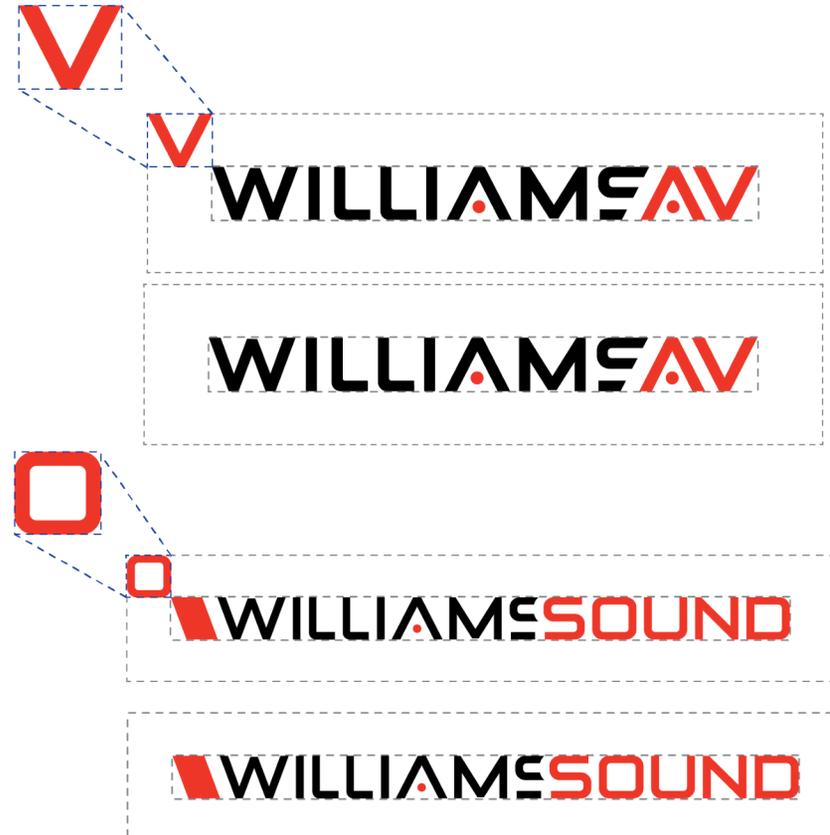


WILLIAMS AV

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.

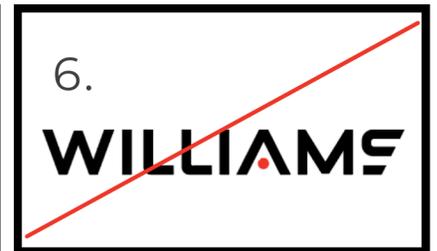
Clear space is determined by the height of the V in the company Williams AV logo and O in Williams Sound logo.



Logos

Unacceptable uses of any Williams AV and Williams Sound logos

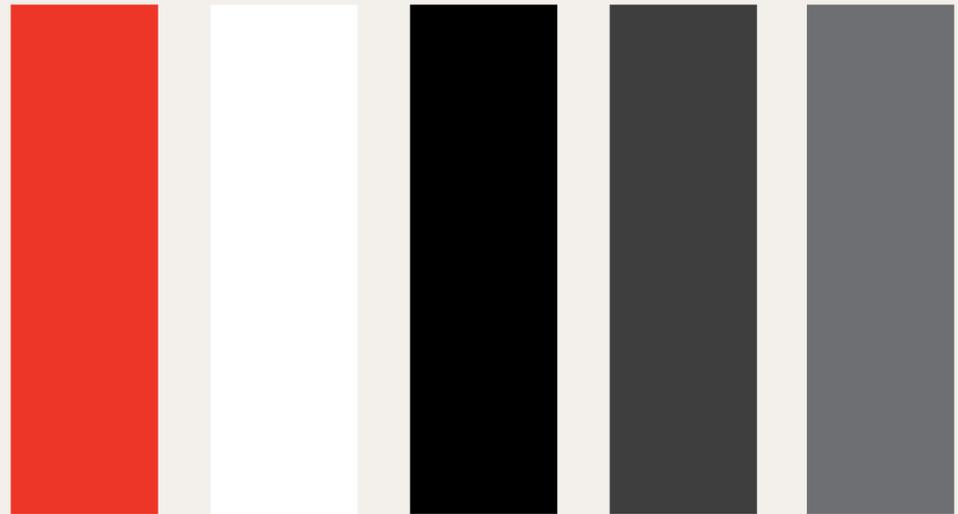
1. Avoid applying colors other than approved variations
2. Avoid rotating the logo.
3. Avoid stretching or altering the proportions of the logo.
4. Avoid changing the arrangement of the logo.
5. Avoid applying gradients or other effects to the logo.
6. Avoid cropping the logo.



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.



Brand Colors

Below are the proper colors to use for Williams AV and Williams Sound logos and branded materials.

PRIMARY

#FFFFFF

R 225 | G 225 | B 225

PANTONE 2347

SECONDARY

#E10600

R 225 | G 6 | B 0

PANTONE 2347

SECONDARY

#000000

R 0 | G 0 | B 0

ACCENT

#414042

R 65 | G 64 | B 66

ACCENT

#717074

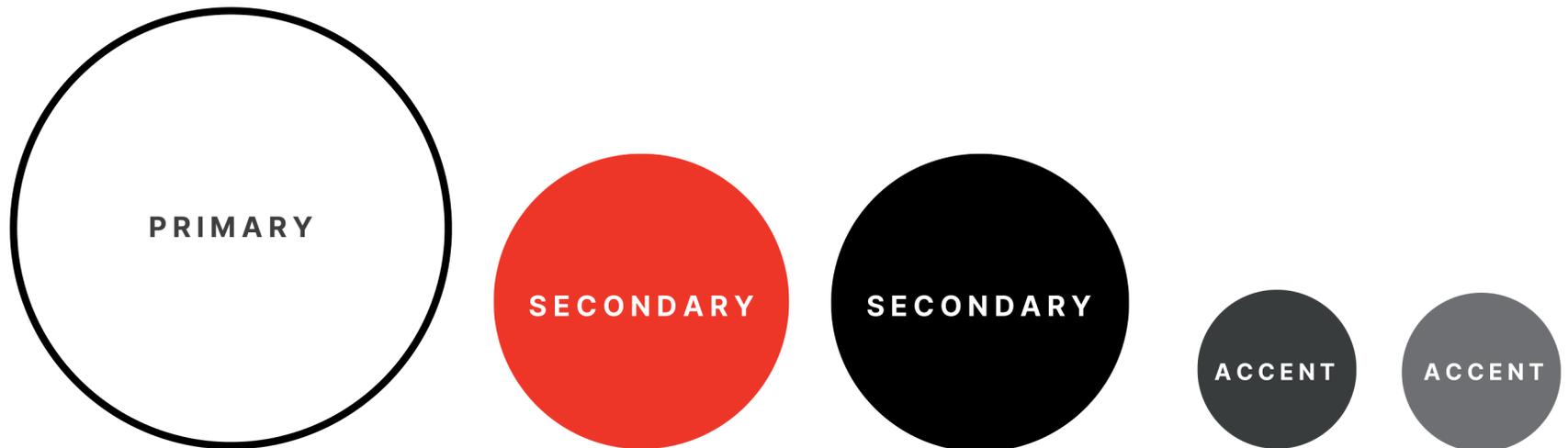
R 113 | G 114 | B 115

PANTONE COOL

GRAY 11

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.



Typography

Header Typeface

Aa

KANIT OR KANIT 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

MONTSERRAT

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

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.



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!, Pocketalker
- **Digi-Loop®** - NOT Digi Loop, DigiLoop, Digi LOOP, Digiloop
- **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

SOCIAL

Social Media



https://twitter.com/williamsav_llc



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



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



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Contact

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

E-mail	wavmarketing@williamsav.com
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