



style guide

INTRO

The Williams Sound Style Guide is developed as a corporate guide for the proper use of the new Williams Sound brand signature: a unit composed of the logo, tagline and proper color use. It is critical that a consistent image be presented to ensure clarity in the marketplace. The graphic standards outlined in this manual are designed to guide the use of the corporate identity elements. The standards represented do not address every design problem that may arise, but serve as a foundation for developing communications materials. Thoughtful consideration of good design principles, effective communications and practices, and faithfulness to an established system should be applied. It will be through proper use of the brand signature that the Williams Sound brand will experience a successful introduction into the market. To be a long-term, unique identifier of Williams Sound, the brand signature must maintain its visual integrity and be protected from unauthorized or improper use. Questions should be directed to corporate communications.

font usage

Recommended preferred body copy font is Univers.
When Univers is unavailable, Helvetica should be
used. Reference font samples below:

Univers Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Univers Condensed Oblique

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

Univers Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Univers Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Univers Light Condensed Oblique

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

Univers Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Univers Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

font usage

Recommended preferred headline font is Univers,
Eurostile and Helvetica Neue.

Univers Condensed

HEADLINE

Eurostile Extended 2

HEADLINE

Helvetica Neue Ultra Light

HEADLINE

Helvetica Neue Bold

HEADLINE

brand signature elements

FLUSH LEFT, WITH TAGLINE

This version signifies that the symbol aligns to the left side of the company name. This is the preferred version and should be used in most corporate communication collateral.



FLUSH LEFT, WITHOUT TAGLINE

The Williams Sound brand signature should be used as a unit [brand mark, “Williams Sound” and tag line] when possible. There are instances where the layout necessitates that the brand mark and “Williams Sound” be used without the tagline. This format should be considered when type must be placed under the brand signature, when the brand signature is repeated throughout a document, or when the brand signature is less than 1-1/2” in length.



The use of the brand mark alone will be considered in violation of the Williams Sound style guide, with the exception of using the brand mark alone on Williams Sound products. The brand mark alone as brand signature should only be used when space is very limited.



brand signature color

TWO-COLOR REFLEX BLUE AND 80% BLACK

This version signifies that the symbol aligns to the left side of the company name. This is the preferred version and should be used in most corporate communication collateral.



ONE-COLOR (BLACK OR WHITE)

When 2-colors are not available, the brand signature should be reproduced as 1-color: black or white.



brand signature applications

APPLICATION OF THE TWO-COLOR AND ONE-COLOR BLACK BRAND SIGNATURE.

Avoid visually competitive backgrounds or those too dark to ensure proper contrast and legibility. When using the approved two-color and one-color black brand signature, choose a white or light neutral colored background. Any background color that is dark, which makes the logo hard to read, is unacceptable. Photographic or illustrative backgrounds need to provide areas for proper legibility of the brand signature.

 WILLIAMS SOUND® HELPING PEOPLE HEAR	 WILLIAMS SOUND® HELPING PEOPLE HEAR
acceptable	acceptable
 WILLIAMS SOUND® HELPING PEOPLE HEAR	 WILLIAMS SOUND® HELPING PEOPLE HEAR
acceptable	acceptable
 WILLIAMS SOUND® HELPING PEOPLE HEAR	 WILLIAMS SOUND® HELPING PEOPLE HEAR
acceptable	acceptable
 WILLIAMS SOUND® HELPING PEOPLE HEAR	 WILLIAMS SOUND® HELPING PEOPLE HEAR
unacceptable	unacceptable
 WILLIAMS SOUND® HELPING PEOPLE HEAR	 WILLIAMS SOUND® HELPING PEOPLE HEAR
unacceptable	unacceptable

brand signature applications

ONE-COLOR BLACK / WHITE BRAND SIGNATURE.

Avoid visually competitive backgrounds or those too dark to ensure proper contrast and legibility. When using the approved two-color and one-color black brand signature, choose a white or light neutral colored background. Any background color that is dark, which makes the logo hard to read, is unacceptable. Photographic or illustrative backgrounds need to provide areas for proper legibility of the brand signature.



unacceptable



acceptable



unacceptable



acceptable



acceptable



unacceptable



acceptable



unacceptable

brand signature layouts

To maintain brand signature integrity, the surrounding area must be kept free of other graphic elements such as type, logos or distracting background features. This applies to brand signatures reproduced in either positive or reverse versions, regardless of color treatment.

CLEAR AREA

The clear area "X" is equal to half the width of the brand mark and should be maintained around all sides of the logotype to separate it from any other elements.



letterhead

Instructions on how to set up a letter are below. Please follow these steps carefully. Modifications to this format are unacceptable.

CORRESPONDENCE FORMAT

The format on this page properly positions correspondence on pre-printed Williams Sound letterhead. The font approved for use is Arial, 9.5 point. All type is aligned flush left with the left edge of "W" in Williams, which creates a left margin of 1.75". The right margin is 1". The top margin is 2.25". The recipient address is single-spaced three spaces below the date. The salutation is positioned three spaces below the address. The body of the letter is single spaced with a double space between paragraphs without indenting. The complimentary close is double spaced below the last message line. The writer's name is positioned three spaces below the complimentary close to allow space for the writer's signature.

The diagram shows a letterhead template with the following elements and annotations:

- Top Margin:** A vertical red line on the right side is labeled "2.25\"".
- Left Margin:** A horizontal red line on the left side is labeled "1.75\"".
- Right Margin:** A vertical red line on the right side is labeled "1\"".
- Header:** The Williams Sound logo (a stylized blue 'W') and the text "WILLIAMS SOUND® HELPING PEOPLE HEAR" are positioned at the top left.
- Date:** "Date 00, 2010" is located below the header.
- Recipient Address:** "[Recipient's Name]", "[Company Name]", "[Street/P.O. Box Address]", and "[City, State, Zip]" are listed vertically.
- Attention Name:** "Attention Name:" is positioned below the address.
- Body Text:** Multiple paragraphs of placeholder text are provided, each starting with "This is where the actual body copy would go on the letterhead page.".
- Closing:** "[Closing]" is located at the end of the body text.
- Writers Name:** "[Writers Name]" is positioned below the closing.
- Footer:** "10321 West 70th St. Eden Prairie, MN 55344" and "ph.:800.843.3544 / f.:952.224.7788 / e.:info@williamsound.com / w.:williamsound.com" are at the bottom.

corporate colors

PRIMARY CORPORATE COLOR



Reflex Blue

SECONDARY CORPORATE COLOR

These colors are to be used in conjunction with Reflex Blue in appropriate communications. They are always used as secondary colors.



233-4 C



326-6 C

CORPORATE ACCENT COLORS

These colors are to be used only as accent colors in conjunction with the Williams Sound primary and secondary Corporate colors; they should not dominate a design, nor should all of these colors be used at one time in the same design.



309-4 C



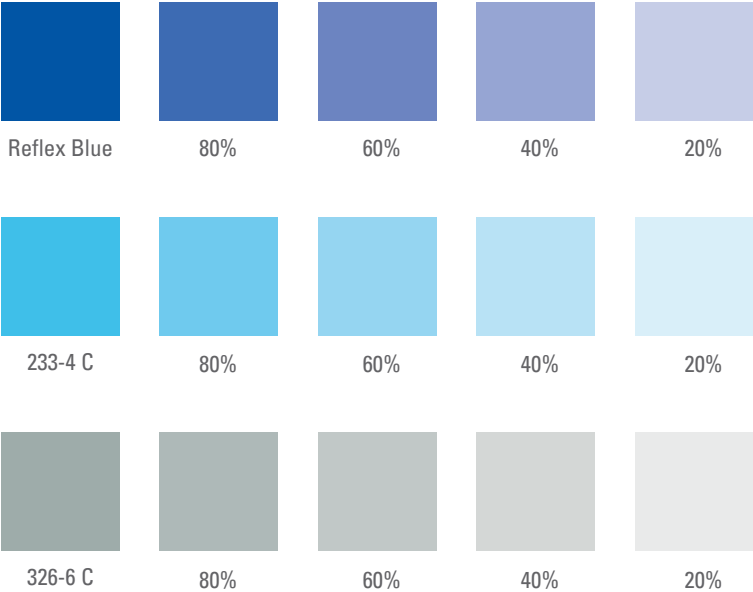
18-3 C



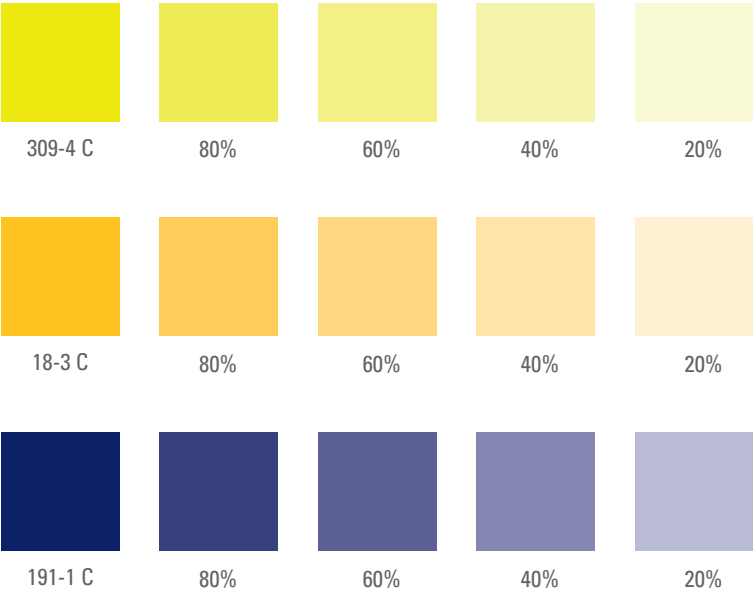
191-1 C

corporate colors

TINT CHART FOR WILLIAMS SOUND PRIMARY AND SECONDARY CORPORATE COLORS



TINT CHART FOR WILLIAMS SOUND CORPORATE ACCENT COLORS



signage

When applying the logo to signage, use flat color Reflex Blue without tagline or ®. Flush left version is used in nearly all instances.



When light or dark background colors create low contrast issues with the standard Reflex Blue, 1-color white or black should be used for the logo to create the highest visual contrast.

