

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.

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.



STACKED, WITHOUT TAGLINE

There are instances where the layout necessitates that the brand mark and “Williams Sound” be stacked and used without the tagline. This format should be considered only when horizontal space is limited.



BRAND MARK ALONE

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.



acceptable



acceptable



acceptable



acceptable



acceptable



acceptable



unacceptable



unacceptable



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.





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