



WE MAKE CLEAN ENERGY HAPPEN®

# Brand Guidelines

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2024



# 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](mailto: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](http://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<sup>®</sup>.

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<sup>®</sup>

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



WE MAKE CLEAN ENERGY HAPPEN<sup>®</sup>

WE MAKE CLEAN ENERGY HAPPEN<sup>®</sup>



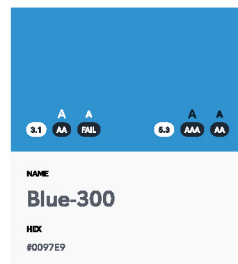
WE MAKE CLEAN ENERGY HAPPEN<sup>®</sup>

# Color Palette

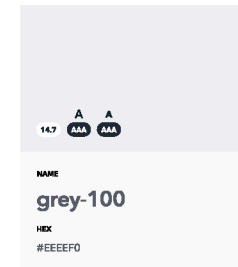
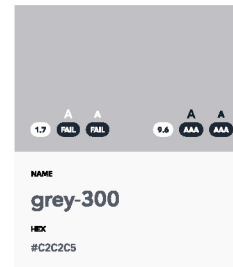
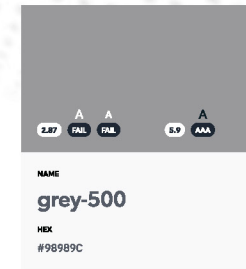
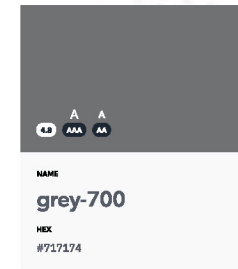
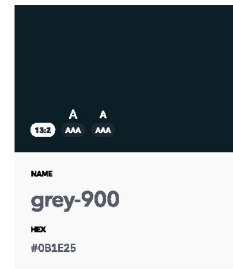
Our brand color palette consists of two primary blue colors, six functional colors and four secondary colors.

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.

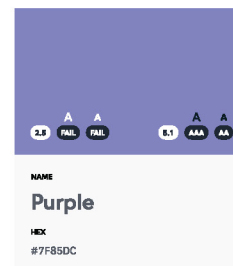
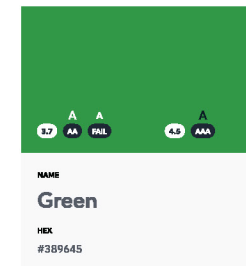
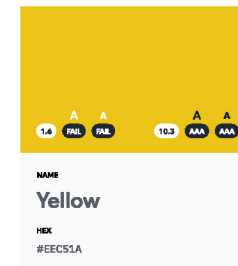
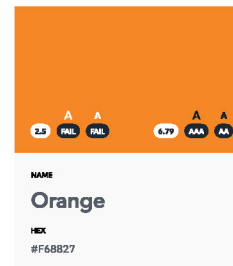
## Primary Blues



## Functional Colors



## Secondary Colors



# 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!@#%&\*