

WILLIAMS COMMUNICATIONS: IDENTITY STANDARDS

2001



_Typography

Interstate Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Interstate Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Interstate Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Interstate Light Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Interstate Regular Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Interstate Bold Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

_The Williams Communications Color Palette

WCG Green	Spot colors (coated)	WCG Green = Pantone® 624 C			
	Spot colors (uncoated)	WCG Green = Pantone® 624 U			
	Process	C 47	M 38	Y 0	K 18.5
	RGB (WEB)	R 102	G 153	B 153	
WCG Orange	Spot colors (coated)	WCG Orange = Pantone® 1655 C			
	Spot colors (uncoated)	WCG Orange = Pantone® 1655 U			
	Process	C 0	M 65	Y 87	K 0
	RGB (WEB)	R 255	G 102	B 0	
WCG Gray 1	Spot colors (coated)	WCG Gray 1 = Pantone® Warm Grey 11 C			
	Spot colors (uncoated)	WCG Gray 1 = Pantone® Warm Grey 11 U			
	Process	C 0	M 15	Y 34	K 60
	RGB (WEB)	R 102	G 102	B 51	
WCG Yellow	Spot colors (coated)	WCG Yellow = Pantone® 606 C			
	Spot colors (uncoated)	WCG Yellow = Pantone® 606 U			
	Process	C 0	M 0	Y 100	K 9
	RGB (WEB)	R 255	G 255	B 0	
WCG Gray 2	Spot colors (coated)	WCG Gray 2 = Pantone® Warm Grey 3 C			
	Spot colors (uncoated)	WCG Gray 2 = Pantone® Warm Grey 3 U			
	Process	C 0	M 6	Y 6	K 18.5
	RGB (WEB)	R 204	G 204	B 204	
WCG Blue 2	Spot colors (coated)	WCG Blue 2 = Pantone® 549 C			
	Spot colors (uncoated)	WCG Blue 2 = Pantone® 549 U			
	Process	C 60	M 0	Y 0	K 30.5
	RGB (WEB)	51	G 153	B 153	

The Williams Communications Logo

Color Usage

Whenever practical, the logo should be rendered in the preferred colors WCG Blue, WCG Purple and Black. The colors shown in this document is not intended to match the Pantone Color Standards.

For WCG Blue you may use PANTONE® 300 as shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout this manual are not intended to match the Pantone color standards. The four-color process equivalent of WCG Blue is shown below. Use of PMS 300 is preferred.

When WCG Blue or its process match is not available, a one-color logo should be used—preferably black or white.

Another acceptable option of the Williams Communications logo, is in reverse applications. See the following pages for examples of acceptable versions of this.



WCG Blue

Spot colors (coated)	WCG Blue = Pantone® 300 C
Spot colors (uncoated)	WCG Blue = Pantone® 3005 U
Process	C 100 M 44 Y 0 K 0
RGB (WEB)	R 0 G 102 B 153



WCG Purple

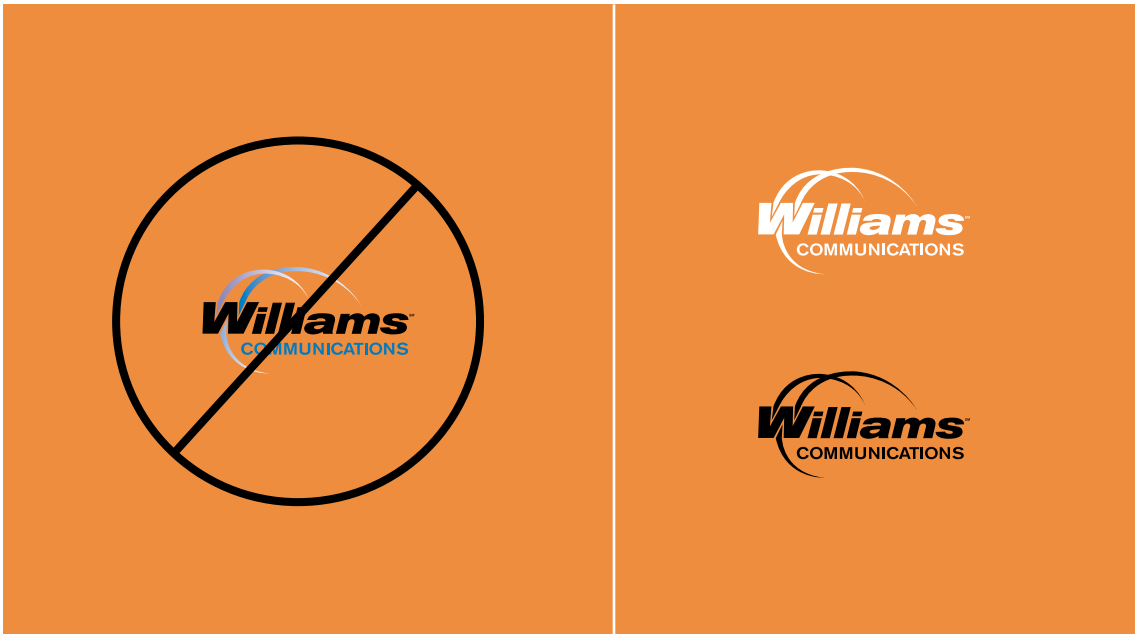
Spot colors (coated)	WCG Purple = Pantone® 667 C
Spot colors (uncoated)	WCG Purple = Pantone® 668 U
Process	C 52 M 49 Y 0 K 14
RGB (WEB)	R 102 G 102 B 153

_The Williams Communications Logo

Use on a background



The 3 color logo should always be on a white background with the appropriate exclusion zone.



The 3 color logo should never be used on a colored background.

If a colored background is necessary use the solid version of the logo.

_The Williams Communications Logo

Positive artwork

3 color Preferred Version



1 Color Solid



If a colored background is necessary use the solid version of the logo.
White can also be used on a solid color background.

_The Williams Communications Logo

Improper usage



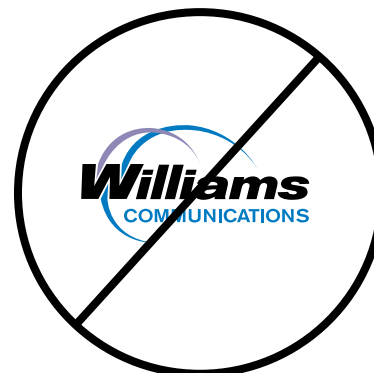
Gray scale should never be used.



The colors of the logo should never be altered.



WCG blue with shading should never be used.



The 3 color logo without shading should never be used on a printed document.



The 3 color logo should never be used on a colored background.



WCG blue with shading should never be used.

The Williams Communications Logo

Exclusion Zone

An exclusion zone is the blank space or margin surrounding the brand mark. Exclusion zones give the brand mark breathing space for maximum visibility.

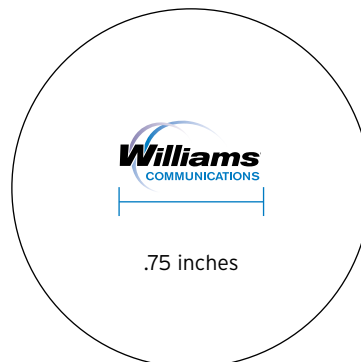
The exclusion zone is equal to the height of the W in Williams on all four sides of the mark.

X = the height of the W



Minimum Size

The Williams Communications logo should not be used any smaller than minimum size shown here. That size is .75 inches in width. For special circumstances contact Leslie Sharp or Debbie Collard.



The Williams Communications Logo

Tagline Usage

The purpose of our tagline is to provide a concise, memorable expression of the Williams Communications brand. It affirms the values of our company in a way that is unique. It is the voice of our company speaking directly to the target audience in a manner that is insightful and relevant.

“WE HAVE. WE CAN. WE WILL.” proudly proclaims our integrity and customer commitment as well as our heritage and expertise, that we are the intrinsic partner that empowers bandwidth-centric customers to profit from our global connectivity and innovation. It’s these qualities that distinguishes us from our competition. Our tagline is proactive and confident. It gives consumers and investors – both present and potential – a reason to want to do business with Williams Communications.

It is important to employ the Williams Communications tagline consistently. These guidelines will help you determine when it is appropriate to incorporate the tagline into both the internal and external Williams Communications materials. Unless the tagline is being used as a headline, it should always appear as specified by these guidelines

Tagline Applications

- Employee Communications
- Advertising
- Web Sites
- Collateral
- Sales Promotions
- Retail Merchandising
- Direct Marketing
- Press Materials
- Presentation Templates
- Multimedia
- Brand Promotional Items
- Event Staging

Tagline Restrictions

Tagline should not appear on stationery, permanent signage, financial reporting or legal documents, or any formal applications where self-promotion would be inappropriate.

_The Williams Communications Logo

Tagline: Vertical Lock-up



WE HAVE. WE CAN. WE WILL.



Interstate Black

When used as lock-up the tagline should never exceed the width of "communications"

_The Williams Communications Logo

Tagline: Horizontal Lock-up

WE HAVE. WE CAN. WE WILL.



WE HAVE. WE CAN. WE WILL.

x

The logo for Williams Communications, identical to the one above, is shown in a horizontal lock-up with the tagline. A horizontal line is drawn across the baseline of the "Williams" text, extending from the left edge of the tagline to the right edge of the logo. A small "x" is placed at the intersection of this line and the vertical line separating the tagline from the logo.

WilliamsSM
COMMUNICATIONS

Interstate Black

When used as Lock-up the tagline should be on the same baseline as "Williams" and never exceed the width of "communications".

_The Williams Communications Logo

Tagline: Horizontal Lock-up Reversed



Interstate Black

When used as Lock-up the tagline should be on the same baseline as "Williams" and never exceed the width of "communications".

_The Williams Communications Logo

Tagline: Application as a Separate Element

The Williams Communications Tagline can be separated from the logo, please use the following examples as guidelines for usage.

WE HAVE. WE CAN. WE WILL. SM

When the tagline is **not** locked-up with the corporate mark, it should always have "SM" attached as shown above. When it is used with the corporate mark it should not have the "SM"

The tagline should always be black or in the reverse options below.

Black

WE HAVE. WE CAN. WE WILL. SM

WCG Blue

WE HAVE. WE CAN. WE WILL. SM

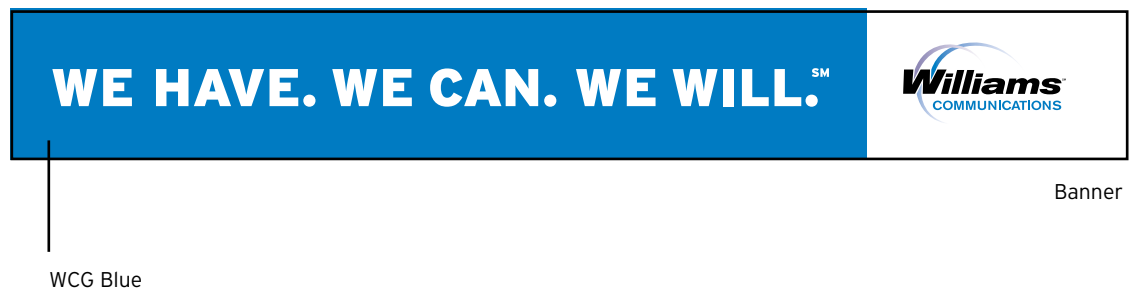
WCG Orange

WE HAVE. WE CAN. WE WILL. SM

_The Williams Communications Logo

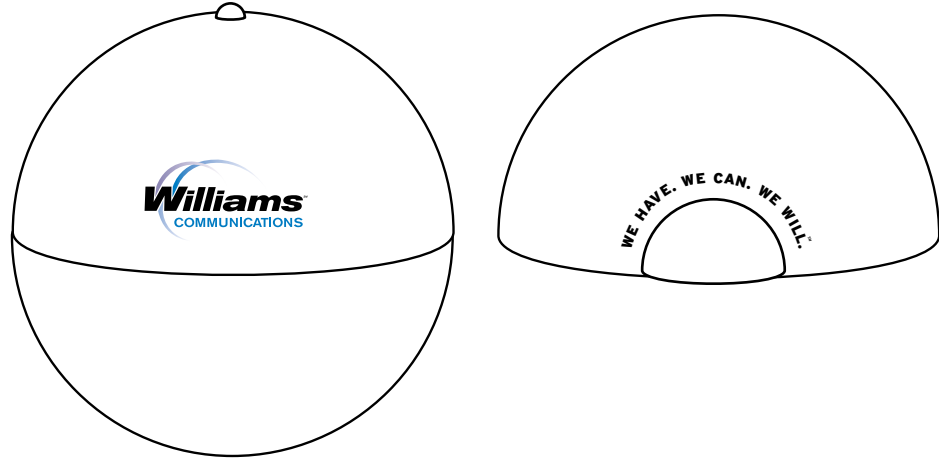
Tagline as a Separate Element

When using the tagline as a separate element out of the specified lock-up specifications the tagline should be isolated in a color bar so it does not compete with the Williams Communications logo.

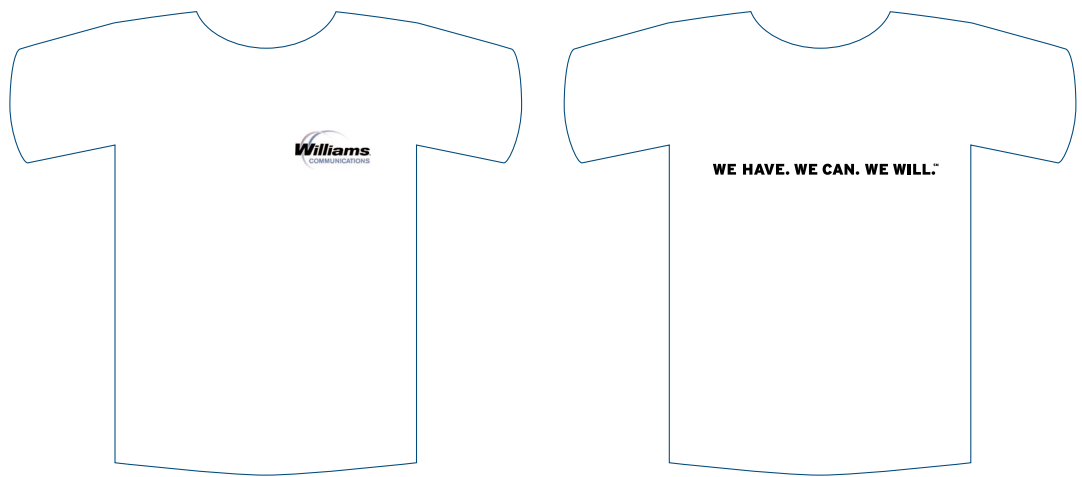


_The Williams Communications Logo

Tagline as a Separate Element / Examples



Baseball Cap



Front

Back

T-Shirt

_The Williams Communications Logo

Examples of Improper Usage of Tagline as Separate Element



When used in close proximity with the logo, the tagline should never be larger than the logo.



_The Williams Communications Logo

Examples of Improper Usage of Tagline as Separate Element



Always use tagline in black



Never use tagline without logo