

WILLIAMS STYLEGUIDE OVERVIEW

CORE
LOGO:



4/c Logo Usage



1/c Logo Usage

COLOR USAGE:



C: 0 M: 0 Y: 0 K: 100

Headline 1 Text:
Blair ITC Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headline 2 Text:
Blair ITC Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FONTS:

Legal Type:
Helvetica LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Packaging Style:

STYLE:

