

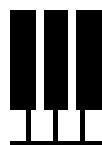
WILLIAMS STYLEGUIDE OVERVIEW

LOGO:



4/c Logo

LOGO
VARIANTS:



1/c Icon

Williams App, Music Sheet Stand Stamp

SECONDARY
LOGO:



1/c White Reverse Logo

COLOR
USAGE:



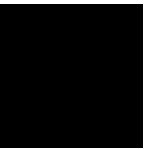
Bright Red
C:0 M:92 Y:87 K:0
Web: ef3b33



Medium Red
C:15 M:93 Y:93 K:15
Web: b73128



Dark Red
C:27 M:94 Y:98 K:25
Web: 952a21



Black
C:30 M:20 Y:20 K:100
Web: 090a0f



PMS Cool Gray 5C
(Control Panel Silkscreen)



PMS Cool Gray 11C
(Control Panel Silkscreen)

Older brand packaging styles may still be in circulation in stores and online.

Product Name / Model / Bullets: Termina Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''
Subhead Copy: Neue Haas Unica W1G Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''
Body Copy/Manuals: Neue Haas Unica W1G Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''
URL: Termina Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''
Legal Text: Neue Haas Unica W1G Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''
Product Silkscreens: Neue Haas Grotesk Text Pro 75 Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+,.:;!?'@#[]''''

FONTS:

STYLE:

- Packaging Style:
- All logos are 4/c where possible
 - Keyline stroke always appears between model name and model description
 - All images are 4/c
 - All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

