



# WILLIAMS™

## BRAND STYLE GUIDE





# WILLIAMS™

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Williams Comfort Products designs and manufactures quality heating, ventilation, and air conditioning products for residential and commercial use. Founded in 1916 as Williams Radiator Company, the business has evolved to encompass a range of solutions for new and existing buildings, including gas and electric furnaces, fan coils, and air handlers. Williams is located in Colton, California, where all engineering, R&D, testing and manufacturing are based.




# LOGO

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 **WILLIAMS**<sup>TM</sup>


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This logo variation should **ONLY** be used if the primary logo is not an option due to constraints such as embroidery or screenprinting

Logo Alt.

 WILLIAMS™

 WILLIAMS™

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# FONT

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# FONT

## **Montserrat**

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Montserrat Light

Montserrat Regular

Montserrat Medium

**Montserrat Bold**



# COLORS



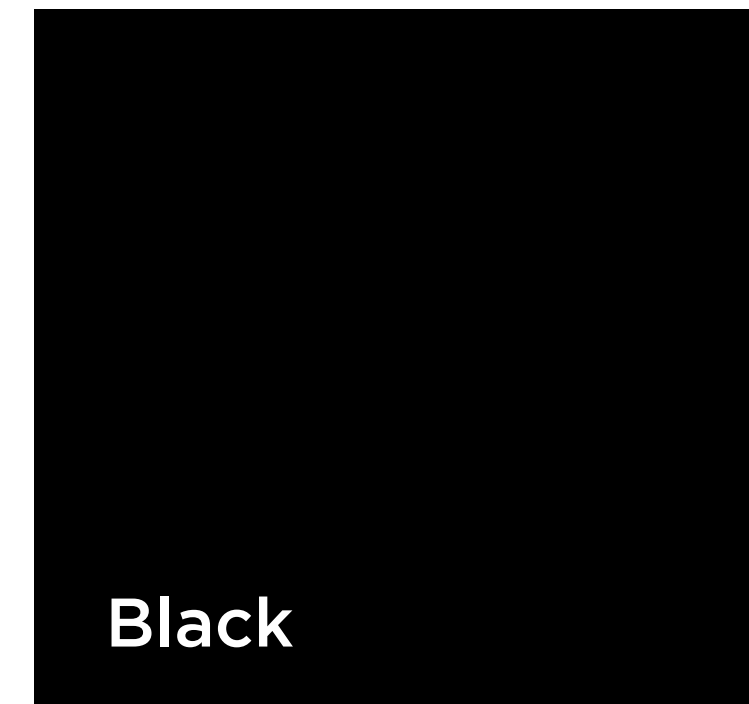


## PRIMARY COLOR



C: 0      R: 244  
M: 43      G: 138  
Y: 100     B: 0  
K: 5

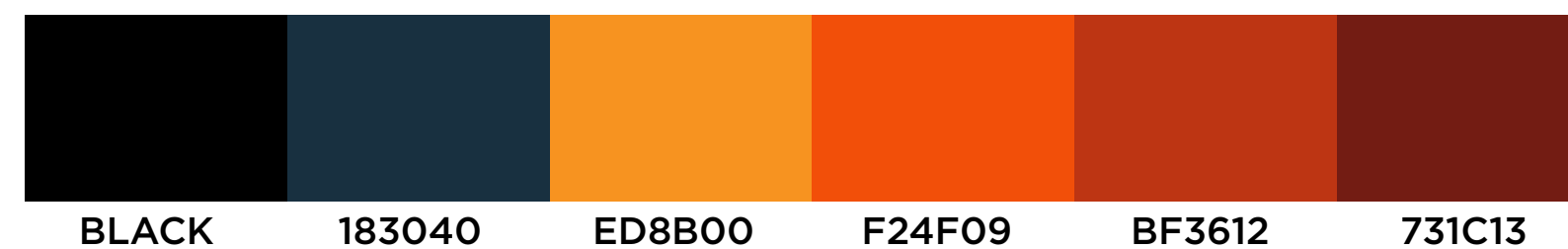
**#ED8B00**



C: 0      R: 0  
M: 0      G: 0  
Y: 0      B: 0  
K: 100

**#000000**

### COLOR PALETTE OVERVIEW



## SECONDARY COLORS



C: 63      R: 24  
M: 25      G: 48  
Y: 0        B: 64  
K: 75

**#183040**



C: 0      R: 242  
M: 67      G: 79  
Y: 96      B: 9  
K: 5

**#F24F09**



C: 0      R: 189  
M: 72      G: 53  
Y: 91      B: 19  
K: 25

**#BF3612**



C: 0      R: 115  
M: 76      G: 28  
Y: 83      B: 19  
K: 55

**#731C13**




# SPACING

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All full logos needs to have one letter "S" width to be surrounded by white space on all sides.



 The S width represents proper clear space around the full logo.

A tall, curved glass skyscraper is the central focus on the left side of the image. The building's facade is a grid of glass panels, some of which are illuminated from within, showing interior spaces. A white logo, resembling a stylized tree or a branching structure, is visible on the upper part of the building. The background shows a panoramic view of a city at dusk or dawn, with a river winding through the urban landscape. The sky is a mix of soft blues and oranges. The word "PROHIBITED" is written in large, bold, black capital letters across the middle of the image, with a thin orange horizontal line underneath it.

**PROHIBITED**



Logo manipulation is not within the brand identity system. In order to provide a consistent customer experience across all channels, it is important to comply with brand guidelines.



Do Not Rotate Logos



Do Not Skew Logos



Do Not Use Colors Outside the Specified Brand Colors



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TO LEARN MORE VISIT  
[williamscomfort.com](http://williamscomfort.com)

