MORE THAN YOU KNOW
Making Our Message Clear

Messages, logo, color palette, typefaces and imagery form the Williams brand. This style guide demonstrates how to use these brand tools, providing a foundation to express the Williams brand and connect with our audiences in a meaningful way.

These guidelines give a basis of quality standardization in usage and reproduction. If you find it does not answer your specific question, or if you need additional information regarding the identity guidelines, please consult our contact information on the back of this manual.
At the core of our visual identity

AN INTRODUCTION TO OUR LOGO, COLOR PALETTE AND TYPE FAMILIES
The Williams logo is comprised of two different elements—the Mark and Logotype. The primary lockup for the Williams brand is the stacked version as shown above.

To ensure the integrity of our brand visual language, our logo must be used in a consistent manner. The guidelines in this manual address consistent application through typography, size relationships and reproduction.

A horizontal version (lockup) of the logo also exists and may be used when format restrictions impose limited space.

All guidelines apply to both versions.
While there are three principal corporate colors for the Williams logo, an extended color palette has been assembled for use in a variety of materials and media. Acknowledging that color is a key identifier for a brand, all materials should draw from our approved color palette.

All colors in our palette are based on the Pantone® Matching System® (PMS). CMYK and RGB conversions are listed.

Notes: The above left diagram demonstrates the recommended ratios for color usage.
Choosing the right type is essential to establishing the right tone of voice for our brand. Type should be treated consistently through all communications. Sweet Sans Pro and Mercury are the approved typefaces for brand communication for Williams.

**Sweet Sans**

- Sweet Sans Pro Light / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Sweet Sans Pro Regular / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Sweet Sans Pro Medium / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Sweet Sans Pro Bold* / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

**Mercury**

- Mercury Display / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Mercury Display Semibold* / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Mercury Display Bold / Italic
  AaBbCc123 AaBbCc123 !@$%*+#

- Mercury Display Semibold Smallcaps
  AaBbCc123 !@$%*+#

**Aa**

- **Sweet Sans Pro Family**
  The Sweet Sans Pro family is a contemporary, geometric sans-serif typeface with a wide range of weights suitable for use in headlines and display text. It may also be used for body text.

- **Mercury Family**
  Mercury is a contemporary serif typeface with angular serifs. The display weights are intended for use in headlines and display type, while the text weights are designed for smaller use such as body text, particularly in long-form copy.
The right way and the wrong way

AN INTRODUCTION TO PROPER AND IMPROPER IDENTITY USAGE
Proper Logo Usage

To preserve proper weights and spatial relationships of all elements, manipulating or adjusting the logo should be avoided under all circumstances.

A. The two-color logo
Our two-color logo should always be used when designing pieces including two or more colors. To accommodate varying printing situations, Pantone® and Process (CMYK) versions of the logo have been created. When PMS Reflex Blue and 306 spot-color inks are available, the Pantone color version of the logo should be used.

B. Black only logo
It may be necessary to use a black only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS Reflex Blue or 306.
Proper Logo Usage

Continued

C-D. Reversal of color
When printing on PMS Reflex Blue, or dark backgrounds, the logotype should be set in white with the mark set in PMS 306. When using the logo on black, single color printing, as well as photography where legibility could be compromised, the white only version of the logo should be used.

E. Area of isolation
To ensure legibility, the logo must have a minimum area of uninhabited space around it that no other type or graphic elements should invade. This space is equal to the width of the W mark.

F. Minimum size
To ensure proper legibility on most printed communications, do not display the logo smaller than 1.5” wide. This version has been modified for a slightly heavier weighted font.

In special instances (such as small specialty items, pens, etc.), the logo may be used smaller in order to fit. Designer discretion is advised.
Improper Logo Usage

To preserve proper weights and spatial relationships of all elements, redrawing or other adjustments to the logomark and logotype are never acceptable.

A. Re-typesetting
The logo should never be re-typeset. The logo was designed specifically for Williams using only the typefaces outlined in this style guide.

B. Unacceptable color usage
Never choose alternative colors or combinations of the existing colors.

C. Incorrect reversal of color
Do not place the logo on color backgrounds where lack of contrast causes legibility issues.

D. Scaling and distortion
The logo should never be disproportionally scaled or skewed.

E. Low resolution
Low resolution files and second-hand reproductions (i.e. copies, scans) damage the integrity of the logo. Please use only the original digital files provided by Williams Baptist College.

F. The logo in sentences
The logo should never be used within the context of a sentence or statement. It visually clutters the text and erodes the equity of the logo as the key identifier for Williams.

G. Customizing of the logo
The logo must not be altered in any way. Additional elements must not be added to the mark, such as background shapes, drop shadows, etc. Doing so weakens the consistency and recognizability of the brand.
An expression of who we are

IMPLEMENTING OUR IDENTITY THROUGH

BRANDED IMAGERY AND GRAPHIC ELEMENTS
Branded Imagery

Our branded imagery and graphic elements are a unique, proprietary means of combining photographic image style and graphic elements to portray our university.

1. Photography
Williams photography should communicate the genuine, energetic qualities of our students. Photographs should feature university age students within a campus setting and images portraying a sense of place. Color should be vibrant and images should be honest and natural, not staged.
Imagery Grid

1. Improper imagery pairing:
   Careful attention should be paid to imagery selection. In the above example, awkward cropping of the hand image in the bottom right causes visual ambiguity.

2. Angle degree:
   Severe / steep angles should be avoided at all costs to prevent poor compositions.

3. Number of images:
   Because of the dynamic nature of the angular grid, selecting too many images for a particular layout creates visual clutter and should be avoided. Generally, 3 – 4 images are recommended.

4. Inconsistent spacing between photos:
   An equal amount of white space is needed between photos for visual separation.
WILLIAMS delivers value

Almost all Williams students receive financial aid.

96% of Williams students receive scholarship assistance.

82% of Williams students receive federal aid.

1. Heading:
Headings used in brand communications often combine typefaces for emphasis. In the above example, an all-caps Sweet Sans and lowercase Mercury italic.

2. Subhead:
Subhead’s are generally all-caps Sweet Sans bold and smaller in scale than the heading it accompanies.

3. Display Numbers / Statistics:
Display numbers often highlight statistics or financial info. It’s recommended they be larger in scale for quick scanning.

4. Rule:
Rules are typically 4 pt. and should be used to subdivide information and create structure within a layout.

5. Watermark:
The icon is often watermarked (multiplied) on solid backgrounds for brand recognition.

6. Body Copy:
It’s recommended that body copy be set in Mercury Text. For most communications, 9 pt with 13 pt leading is recommended.

7. Pull Quote:
Pull quotes are often set in Mercury italic for content emphasis.
Communication in context

EXAMPLES OF THE WILLIAMS BRAND TOOLS IN APPLICATION

Our unique visual style should be carefully applied to all of our communication touch points with students, staff and stakeholders. This includes everything from stationery and printed collateral to the web.

This section includes some helpful demonstrations of how the brand style is applied to various pieces and formats.
WE INVITE YOU TO DISCOVER WILLIAMS.

We are honored by your interest in Williams Baptist College! A decidedly Christian institution, we are committed to providing an outstanding academic, spiritual, and social environment that will help you become all God intends for you to be. You will find mentors passionate about their academic fields of study as well as your personal and spiritual growth. Interaction with a diverse student body and travel opportunities with international and domestic projects will help you develop skills to competently engage global cultures in your future career. And a broad range of campus activities and organizations will make it easy to develop new friendships, many that will remain close for a lifetime.

Thank you for your interest in Williams. Please consider scheduling a visit on campus and let us show you, firsthand, why this is such a great place to live and learn. I hope to see you soon!

Blessings — Tom Jones // President

THE COLLEGE
A Christian, four-year, co-educational, private, liberal arts college.
Founded in 1941 by H. E. Williams.

LOCATION
Williams is located three miles north of downtown Walnut Ridge, Arkansas on Highway 67. Williams is in a combination of rural and urban settings.

FACULTY
Of its 30 resident and full-time faculty members, more than 60 percent hold terminal degrees. Student-to-Faculty ratio is 13:1.

ACADEMICS
Williams offers 25 baccalaureate programs as well as eight pre-professional programs. The average class size is 17.

ACCREDITATION
Degrees and programs offered at Williams are fully accredited by the Higher Learning Commission of North Central Association.

FINANCIAL ASSISTANCE
Over 97 percent of Williams’ full-time students receive financial assistance.

COST OF 2013-2014 FULL-TIME, RESIDENT STUDENT (PER SEMESTER)
$6,450 tuition
$3,100 room and board
$475 fees

WILLIAMS At a Glance
WATER MARK

COLOR
(use of color in this context helps to differentiate messaging)

POSTCARD COVERS

TAGLINE & MARK LOCKUP

PHOTO GRID

Where there’s faith, there’s learning. We make each a priority.

Affordability is part tuition & part financial aid. We lead in both.

Eagles soar to high places. Like being nationally ranked.

Students live & learn on campus. No wonder we invest so much in them.

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In certain instances where content dictates, alternative imagery / illustration can be created to better serve the design. In the spread example below, a color multiplied over a grayscale photo brands the image. Additionally, vector illustrations within the brand color palette add a visual tie-in to the narrative.
T-SHIRT

CAP

COFFEE MUG

“... AND WHOEVER BELIEVES IN ME SHALL NEVER THIRST.”

JOHN 6:35
If you have any questions about how to use this manual, please contact the following representative at DOXA for assistance.

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