

Williams

Graphic Standards

Williams College Primary Wordmark

Williams

Williams College



Williams College Wordmark

Set in Clarendon LT BT. Please use the approved tiff/jpeg/pdf file and do not typeset wordmark, as the approved wordmark files have been kerned correctly. Approved colors for wordmark: Black (and tints of black), white, purple PMS 267C or color matched to PMS 267C (and tints of PMS 267C).

Other colors are permissible but must be approved by the college before use.

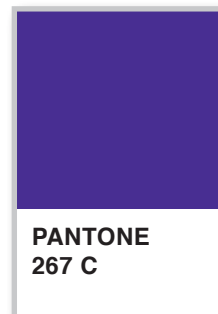
Wherever possible 'Williams' is the preferred mark but on occasions where 'college' needs to be added to the mark, this is how it should appear. Please use the approved tiff/jpeg/pdf file and do not typeset wordmark, as the approved wordmark files have been kerned correctly.

If a sub head is required this should be set in ITC Franklin Gothic STD. Follow example to the left as a guide to type size relationship

Uses: college stationary, business cards, apparel, mugs, promotional items where a simple, clean and elegant look is required.

C=84 L=27
M=99 A=40
Y=0 B=-56
K=0
R=81
G=38
B=152

WEB
#512698



Williams College seal



The Williams College seal is used very rarely, principally on commencement materials, plaques, donor gifts, glass and other items of a highly formal nature.

Communications Office approval is required for any and all uses of the college seal. Approved colors for seal: black (and tints of black), white, purple PMS 267C or color matched to PMS 267C (and tints of PMS 267C). Other colors are permissible but must be approved by the college before use.

C=84
M=99
Y=0
K=0

L=27
A=40
B=-56

WEB
#512698

R=81
G=38
B=152



Williams

Athletic Branding

Williams College Athletic Wordmark

WILLIAMS

WILLIAMS

WILLIAMS

WILLIAMS

Williams College Athletic Wordmark

Set in Athletico Sharp. Please use the approved tiff/jpeg/pdf file and do not typeset wordmark, as the approved wordmark files have been kerned correctly. Approved colors for wordmark: Black (and tints of black), white, purple PMS 267C or color matched to PMS 267C (and tints of PMS 267C).

If a sub head is required this should be set in ITC Franklin Gothic STD.

The Athletic wordmark is for use on items of a sporting nature: Sports apparel (sweatshirts, track pants, baseball caps, etc.), sports equipment, water bottles, etc.

C=1 L=85
M=19 A=7
Y=100 B=83
K=0
R=253
G=204
B=9

WEB
#fdcc09



C=84 L=27
M=99 A=40
Y=0 B=-56
K=0
R=81
G=38
B=152

WEB
#512698



Williams College W Logo



Williams College W Logo

Please use the approved tiff/jpeg/pdf file only. Colors in this logo are black, purple and gold. Purple matches PMS 267C and gold is PMS 109C.

The W logo is primarily for use on items of a sporting nature: Sports apparel (sweatshirts, track pants, baseball caps, etc.), sports equipment, water bottles, etc.

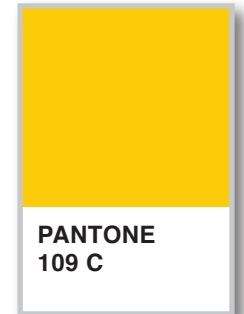
The W logo can be used on a wide range of items where a relaxed, informal feel is required.

C=1
M=19
Y=100
K=0

L=85
A=7
B=83

R=253
G=204
B=9

WEB
#fdcc09



C=84
M=99
Y=0
K=0

L=27
A=40
B=-56

R=81
G=38
B=152

WEB
#512698



Williams College EPHs Logo

Epho Epho

Epho
W

Williams College EPHs Logo

Please use the approved tiff/jpeg/pdf file only. Colors in this logo are black, purple and gold. Purple matches PMS 267C and gold is PMS 109C.

The EPHs logo may be used with the W logo as indicated. Please use the approved tiff/jpeg/pdf file only.

The EPHS logo is primarily for use on items of a sporting nature: Sports apparel (sweatshirts, track pants, baseball caps, etc.), sports equipment, water bottles, etc.

The EPHs logo can be used on a wide range of items where a relaxed, informal feel is required.

C=1
M=19
Y=100
K=0

R=253
G=204
B=9

L=85
A=7
B=83

WEB
#fdcc09



C=84
M=99
Y=0
K=0

R=81
G=38
B=152

L=27
A=40
B=-56

WEB
#512698



Williams College Athletic Logos



Williams College Athletic Logos

Please use the approved tiff/jpeg/pdf file only. Colors in this logo are black, purple and gold. Purple matches PMS 267C and gold is PMS 109C.

The Athletic logos are for use on items of a sporting nature: Sports apparel (sweatshirts, track pants, baseball caps, etc.), sports equipment, water bottles, etc.

The Athletic logos can be used on a wide range of items where a relaxed, informal feel is required.

C=1
M=19
Y=100
K=0

R=253
G=204
B=9

L=85
A=7
B=83

WEB
#fdcc09

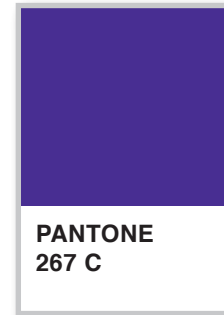


C=84
M=99
Y=0
K=0

R=81
G=38
B=152

L=27
A=40
B=-56

WEB
#512698



Williams College Athletic Logos



Williams College Athletic Logos

Please use the approved tiff/jpeg/pdf file only. Colors in this logo are black, purple and gold. Purple matches PMS 267C and gold is PMS 109C.

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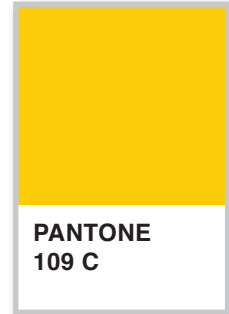
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C=1
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Y=100
K=0

L=85
A=7
B=83

R=253
G=204
B=9

WEB
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K=0

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R=81
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WEB
#512698



Williams College Athletic Logos

**WILLIAMS
COLLEGE**

**WILLIAMS
SOCCER**

**WILLIAMS
BASEBALL**

**WILLIAMS
FOOTBALL**

Font: Athletico Sharp ONLY

Williams College Athletic Logos

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M=19 A=7
Y=100 B=83
K=0

WEB
#fdcc09
R=253
G=204
B=9



C=84 L=27
M=99 A=40
Y=0 B=-56
K=0

WEB
#512698
R=81
G=38
B=152



Williams College Athletic Logo with Cow



WILLIAMS

Williams College Athletic Logos

Please use the approved tiff/jpeg/pdf file only. Colors in this logo are black, purple and gold. Purple matches PMS 267C and gold is PMS 109C.

The Athletic logos are for use on items of a sporting nature: Sports apparel (sweatshirts, track pants, baseball caps, etc.), sports equipment, water bottles, etc.

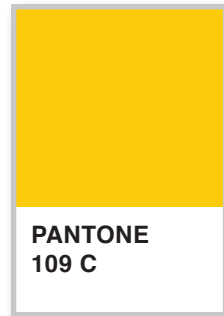
The Athletic logos can be used on a wide range of items where a relaxed, informal feel is required.

C=1
M=19
Y=100
K=0

L=85
A=7
B=83

WEB
#fdcc09

R=253
G=204
B=9



C=84
M=99
Y=0
K=0

L=27
A=40
B=-56

WEB
#512698

R=81
G=38
B=152

