**Creative Brief: Williams AV 50th Anniversary Logo  
November 25, 2025**

1. **Project Overview**

Williams AV will celebrate its 50th anniversary in 2026—marking five decades of innovation in assistive communication technologies, professional audio, and inclusive listening solutions. To commemorate this milestone, we are creating a special 50th Anniversary logo that reflects the company’s heritage, celebrates its evolution, and highlights its continued commitment to innovation. This logo will serve as a visual mark used throughout the anniversary year across multiple marketing and communications touchpoints.

1. **Project Goals**

* **Celebrate 50 years of innovation**, excellence, and leadership in professional and assistive audio technology.
* **Honor the company’s history** while presenting a modern, forward-looking visual identity that reflects where Williams AV is headed.
* **Build excitement** among customers, partners, employees, and the broader AV community.
* **Enhance brand visibility** by tying anniversary messaging into product launches, events, campaigns, and global marketing throughout 2026.

1. **Target Audience.**The 50th anniversary logo should resonate with:

* **Long-time customers and channel partners** who appreciate Williams AV’s legacy in assistive listening and audio communication.
* **Current and prospective clients** across key verticals including education, houses of worship, corporate, government, and entertainment.
* **Employees and internal teams** who represent the brand and will proudly use the anniversary logo in daily communication.
* **Industry partners** including integrators, designers, distributors, and technology allies.

The visual tone should balance **heritage + innovation**, appealing to a broad professional audience.

1. **Intended Use & Application.** The anniversary logo will appear throughout 2026 across a wide range of digital and print assets, including:

**Digital**

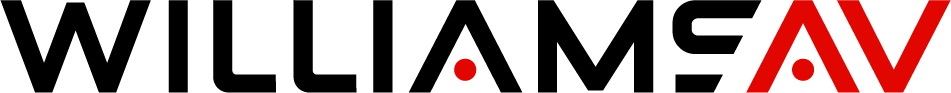
* Williams AV website & TeachLogic website (secondary use)
* Social media platforms
* Email signature lines
* Webinars and digital event materials
* Digital ads and partner portals

**Print**

* [**Lapel Pins.**](https://www.4imprint.com/tag/6014/lapel-pins) We want to create an enamel label pin for employees
* **Event Graphics.** Trade show graphics and booth signage
* **Literature.** Product literature, brochures, and sell sheets
* **Packaging.** Packaging or promotional inserts (where applicable)

1. **Design Considerations**

* The company was founded in 1976. We would like the design to provide a nod to the past (perhaps with a 1970s style font), but with a look towards the future. (perhaps a design element that suggests motion, or the future of the company)
  + NOTE: The company’s logo colors were originally blue and white in 1976 and changed to red and black in 2018.
* Would like to incorporate “50 years of innovation” into the design
* Would like to incorporate the Williams AV logo into the design. The design can use just the “W” artwork or the full Williams AV logo.

* Would like a design with option to be produced in a single color and multicolor
* Should scale effectively from **small applications** (email signatures, social icons, lapel pin) to **large-format signage (trade show booth)**.
* Should integrate seamlessly with the existing Williams AV brand mark when paired.

1. **Deliverables**

Designer to provide the anniversary logo in the following formats:

* **Primary vector file** (AI, EPS, and SVG)
* **High-resolution PNG** (transparent background)
* **High-resolution JPG**
* **Black, white, and Multi-color versions**
* **Spacing/usage guidance** (optional but appreciated)

1. **Design Mood Board.** Following are anniversary logo designs that we find interesting.

|  |  |
| --- | --- |
|  | * The retro, double line font for the number 50 * Company name integrated into the design * Incorporation of the years * Sense of motion in the logo * Logo uses both the red and black of our current logo design. |
|  | * The logo font feels both retro and contemporary * Company name integrated into the design * Easy to read number |
|  | * The retro, double line font for the number 50 * The motion of the lines in the 0 feels like the logo has a forward motion. * Room under the number to incorporate “years of innovation” |
|  | * The use of red and black in the design * The diagonal lines (that represent computer wires) provide motion in the logo. * Room under the number to incorporate logo and “years of innovation” |
|  | * The retro front presentation * Space for the Williams AV logo where the word “Anniversary” is positioned * Simple presentation |
|  | * **Incorporates a design element (the plug) into the logo. As a company that provides audio products, we frequently use an audio / sound waves in our designs** * Sense of motion in this design * Space for the company logo or tag line. (50 years of innovation) |
|  | * We don’t like the “50” font, but do like how the star was incorporated into the design. * Logo has motion – and start may suggest innovation. |
|  | * Room for company logo * Strong sense of motion * Opportunity to add “years of innovation” or anniversary dates (1976 – 2026) |