BRAND STRATEGY

Williams Financial Group strives to be known as the nation’s preeminent destination for Financial Professionals and their clients. With our bedrock of strength, stability, and expertise, we give our Financial Professionals the tools to build stronger client relationships and grow their business.

Our audience:
Financial Professionals and their clients.

As a financial services firm, we face a unique branding challenge; since we offer the same products as other financial services firms.

Our emphasis:
Customer service and our history as an independent financial services firm.
Our relationships are built on personal approach and understanding.
Because we are a smaller firm, we are able to be more attentive to the needs of our clients.

Our personality and style:
The Williams Financial Group brand has a personality and style, which expresses the central attributes of the firm. Images, color combination, font choices, all give an impression to the consumer, whether they realize it or not. All written and visual communications material should incorporate this personality via language and design. When creating new materials, please keep these terms in mind:

- personal
- accessible
- responsive
- forthright
- honest
- practical
- visionary
- involved
- collaborative
- diverse
- passionate
- fun
PERSONALITY

imagery

We strive to use imagery that represents the clients, advisors, and staff that make up WFG. Our imagery is vibrant, human, and real to life.

stock phography

Be aware of the people in the images, how they are posed, and the expressions on their faces.

CHOOSE:

- Real people
- Happy & interested faces

AVOID:

- Posed models
- Bored or solemn people
- Coins & money
main logo

The logo contains the words “Williams Financial Group” along with a circular gold icon made of the letter “W”.

branch logo

When referring to a WFG branch, the WFG Gray and Gold Logo should be used followed by a gray separation line and the location of the branch.

subsidiaries

The logos of the subsidiaries of Williams Financial Group are composed of the “W” icon on the left, followed by a line dividing the icon and name of the subsidiary. This logo is used only when the subsidiary is standing alone.

divisions

WFG Capital Markets’ logo, a division of WFG Investments, Inc., holds similar features as the subsidiaries with the “W” icon, line division, and word treatment. Also department names under Capital Markets are used in conjunction with the logo.
**LOGO restrictions**

Only use the approved logo file provided to you by the Marketing Department. **Do not type it out or recreate it.** It should not be stretched, condensed, or otherwise modified. Any modification of the Williams Financial Group logo confuses its meaning and diminishes its impact. The **integrity** of the WFG logo must be respected at all times.

The examples below illustrate a small range of incorrect uses. Always use good judgement when working with the logo. If you are unsure, consult the Marketing Department.

**CORRECT**

![Correct Logo Example]

**INCORRECT**

- **Do not** use the “W” logo as a stand-alone
- **Do not** alter the alignment of the logo
- **Do not** resize the logo unevenly
- **Do not** frame or box
- **Do not** change the colors
- **Do not** skew or distort
- **Do not** retype “Williams”
- **Do not** type your branch location

![Incorrect Logo Examples]
COMMUNICATIONS

colors

Color is a powerful means of visual identification and non-verbal communication. Consistent use of our identity colors will help build visibility and recognition for WFG. When choosing colors for your communication materials, please be conscious of content, audience and media: print or digital.

CORPORATE LOGO COLOR

The WFG Gray and Gold Logo is the preferred version and should be used on the majority of communications materials.

BRANCH LOGO COLOR & FORMAT

When referring to a branch, the WFG Gray and Gold Logo should be used followed by a gray separation line and the location of the branch. The Marketing Department will provide multiple file formats.
## COMMUNICATIONS

### colors

#### ACCENT COLORS IN MARKETING COLLATERAL

You may use the colors below as accent colors for text, background, headers, etc.

<table>
<thead>
<tr>
<th>PRODUCTION CHART</th>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLOR</strong></td>
<td>Pantone</td>
<td>CMYK</td>
</tr>
<tr>
<td>Gold</td>
<td>872c</td>
<td>C20 M30 Y70 K15</td>
</tr>
<tr>
<td>Cool Gray</td>
<td>Cool Gray 9c</td>
<td>C0 M1 Y0 K51</td>
</tr>
<tr>
<td>Mild Merlot</td>
<td>7421c</td>
<td>C0 M100 Y30 K61</td>
</tr>
<tr>
<td>True Navy</td>
<td>654c</td>
<td>C100 M67 Y0 K38</td>
</tr>
<tr>
<td>Seafoam Green</td>
<td>5555c</td>
<td>C43 M0 Y34 K38</td>
</tr>
<tr>
<td>True Blue</td>
<td>647c</td>
<td>C100 M56 Y0 K23</td>
</tr>
<tr>
<td>Sandstone</td>
<td>7528c</td>
<td>C0 M3 Y10 K10</td>
</tr>
<tr>
<td>Deep Gray</td>
<td>7540c</td>
<td>C0 M0 Y0 B109</td>
</tr>
<tr>
<td>Aubergine</td>
<td>262c</td>
<td>C58 M92 Y12 K56</td>
</tr>
<tr>
<td>Forest Green</td>
<td>3302c</td>
<td>C98 M0 Y14 K83</td>
</tr>
<tr>
<td>Black</td>
<td>Black c</td>
<td>C75 M68 Y67 K90</td>
</tr>
<tr>
<td>Brown</td>
<td>161ec</td>
<td>C16 M67 Y100 K72</td>
</tr>
</tbody>
</table>

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**DRAFT**
# REFERENCING WILLIAMS FINANCIAL GROUP

It's important that we stay consistent in all aspects of our branding, including how we refer to ourselves and our clients in all marketing and communications materials.

<table>
<thead>
<tr>
<th>THE COMPANY</th>
<th>THE CLIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SHOULD ONLY be referred to as:</strong></td>
<td><strong>SHOULD ONLY be referred to (verbal or written) as:</strong></td>
</tr>
<tr>
<td>• Williams Financial Group</td>
<td>• Financial Professionals</td>
</tr>
<tr>
<td>• WFG - Only use after the first instance of Williams Financial Group.</td>
<td>• FPs</td>
</tr>
<tr>
<td>For example:</td>
<td></td>
</tr>
<tr>
<td>&quot;...Williams Financial Group (WFG). WFG is one of the Top 50...&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>SHOULD NEVER be referred to as:</strong></td>
<td><strong>SHOULD NEVER be referred to as:</strong></td>
</tr>
<tr>
<td>• The Williams Financial Group</td>
<td>• financial professionals</td>
</tr>
<tr>
<td>• William's Financial Group</td>
<td>• fps</td>
</tr>
<tr>
<td>• Williams FG</td>
<td>• brokers</td>
</tr>
<tr>
<td>• WF Group</td>
<td>• traders</td>
</tr>
<tr>
<td></td>
<td>• reps</td>
</tr>
<tr>
<td></td>
<td>• advisors</td>
</tr>
</tbody>
</table>
DISCLOSURES

The disclosure below should be used on all client-facing material. Please remember that all client-facing materials should be run through the Marketing and Compliance Departments before distribution.

Securities offered through WFG Investments, Inc., member FINRA & SIPC.

Font: Garamond Italic
Size: No Smaller than 8 point
**TYPOGRAPHY**

*What we have to say is as important as how we say it.*

Like voice, type can change rhythm and tone to emphasize a particular concept or phrase. By exploiting scale, placement and alternating the use of our contrasting type families, we can add personality, dimension and understanding to our messages.

The chart below illustrates our corporate fonts to be used in both print and digital along with appropriate font sizes.

<table>
<thead>
<tr>
<th>MARKETING COLLATERAL</th>
<th>FONT OPTIONS</th>
<th>Font Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Memos &amp; Brochures</td>
<td>Calibri</td>
<td>12 14</td>
</tr>
<tr>
<td></td>
<td>Century Gothic</td>
<td>11 13</td>
</tr>
<tr>
<td>Email, Website &amp; Powerpoint</td>
<td>Calibri</td>
<td>10 16</td>
</tr>
<tr>
<td></td>
<td>Century Gothic</td>
<td>11 13</td>
</tr>
<tr>
<td>Business Cards, Letterhead &amp; Envelopes</td>
<td>Goudy Old Style</td>
<td>Sizes vary and are managed by the Marketing Department.</td>
</tr>
<tr>
<td></td>
<td>Palatino Linotype</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Garamond</td>
<td></td>
</tr>
</tbody>
</table>

DRAFT
CENTURY GOTHIC

Century Gothic is the primary font for use on all printed communications materials (memos, brochures, etc.), as well as the public website. There are several choices in the family (regular, bold, italic and bold italic), making it unnecessary to use other fonts. This font is so clear and clean that it works well even at small point sizes.

Century Gothic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri
Calibri is the primary font used in all web and email communications because of its wide availability. It features several styles including bold, italic and bold italic. Since this is a clean style, it also works well in small sizes.

Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Adobe Garamond Pro & Goudy Old Style

Garamond and Goudy Old Style are considered to be among the most legible and readable serif typefaces for use in print (offline) applications. Because of their extreme legibility, we use both for our business cards and letterhead.

Adobe Garamond Pro

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Adobe Garamond Pro Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Adobe Garamond Pro Bold Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Goudy Old Style

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Goudy Old Style Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Goudy Old Style Bold

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

example: Corporate Business Cards

Front

Garamond, Bold, 10pt

Goudy Old Style, 10pt

John Stamos
Registered Representative

tf | 800.225.3650
2711 N. Haskell Avenue, Suite 2900
Dallas, TX 75204
d | 972.354.2542
f | 972.661.5031
e | jstamos@williams-financial.com

Web: williams-financial.com

Back

Goudy Old Style, 8pt

Goudy Old Style, 11pt

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FINANCIAL PROFESSIONALS

Professional Designations

Nationally recognized professional designations that you may proudly exhibit on your advertising:

CFP - Certified Financial Planner
ChFC - Chartered Financial Consultant
CIMA - Certified Investment Management Analyst
CPA - Certified Public Accountant
CFS - Certified Fund Specialist
Post-graduate degrees, master's degrees, etc.

Here are a few guidelines to keep in mind when using professional designations:

Proof of Designations
Williams Financial Group is required to request proof of all professional designations and/or collegiate degrees. Please submit a copy of your certification to the Compliance Department along with the original request to use the designation in any advertising. Williams Financial Group will maintain a copy in your registration file so that copies do not have to be submitted with each subsequent advertising piece.

Relationships
Though you are using a professional designation or collegiate degree, this is a separate designation only; it does not define your relationship with Williams Financial Group or any other entity. You must still ensure that your relationships (titles) with Williams Financial Group, and outside business activity, or both, are identified on your advertising.

Advertising
Use of your designation in advertising materials needs to comply with the standards and guidelines established by the issuing entity, i.e. CFP Board of Standards.
Each new Financial Professional is required to have stationary. All advertising and stationery must be approved by Compliance and Marketing prior to use. The stationary shown is the only accepted stationary for WFG branded Financial Professionals.

Stationary Title Options

You may use the following titles on your stationary:

- Account Executive
- Investment Representative
- Investment Executive
- Registered Representative
- Financial Advisor (Required Series 7)
- Financial Consultant (Required Series 7)
- Investment Advisor Representative (must be an RIA rep of a Registered Advisor Firm)
- Branch Manager (Must have Series 8, 9 & 10 or 24 and have the office classified as an OSJ Branch Office)

Important note: Please remember that all material used with the general public must be approved by Compliance.