KELLERWILLIAMS®

IDENTITY & STYLE GUIDE

IDENTITY & STYLE GUIDE

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1.0 Purpose of This Quick Reference Guide

These guidelines are part of a toolkit that aides Keller Williams Franchises, Approved Vendors and Agency Partners easily and quickly create a unified visual experience for your associates and clients.

Because we believe, above all else, that real estate is a local business, the Keller Williams identity is designed to be used in conjunction with localized branding from both our offices and associates.

At the same time, we believe that in order to attract top talent to your market centers, you must have a strong brand identity within your local real estate community.

When used with other resources available to you as a KW franchise, including our marketing campaigns and graphic brand assets, we should be able to help simplify your life!

INTENTION

1. Help us effectively express our industry-leading, disruptive, innovative positioning

2. Tell our story more effectively and consistently – saving you time and effort

3. Simplify and clarify our brand

4. Protect the value of the Keller Williams name and trademarks across the globe

The information in this Identity Guide is part of your Franchise Agreement and should be treated as such. Policies as described in this Guide should be reviewed carefully by Master Franchisees, Franchisees and Market Centers, as they are applicable for all forms of usage.

While we have suggested guidelines, there is still plenty of room for you to be creative and to develop a brand that works in your local marketplace. We invite you to use this guide, along with your imagination, to truly bring the Keller Williams brand to life for your office and your market.

If we can be of service to you, please reach out to the Keller Williams Marketing Department at marketing@kw.com.

2.0 Primary Logo Standards

2.2 Informal Logos
2.1 Primary Logo
2.3 Structure
2.4 Surrounding Space Restrictions
2.4 Size Restrictions
2.6 Unacceptable Executions

2.1 PRIMARY LOGO

The primary Keller Williams signature is the most basic and commonly used element of the Keller Williams visual identity.

Customized signatures for individual market centers and regions are created by integrating the name of the market center identity with the Keller Williams signature using specific unit templates.

2.2 INFORMAL LOGO

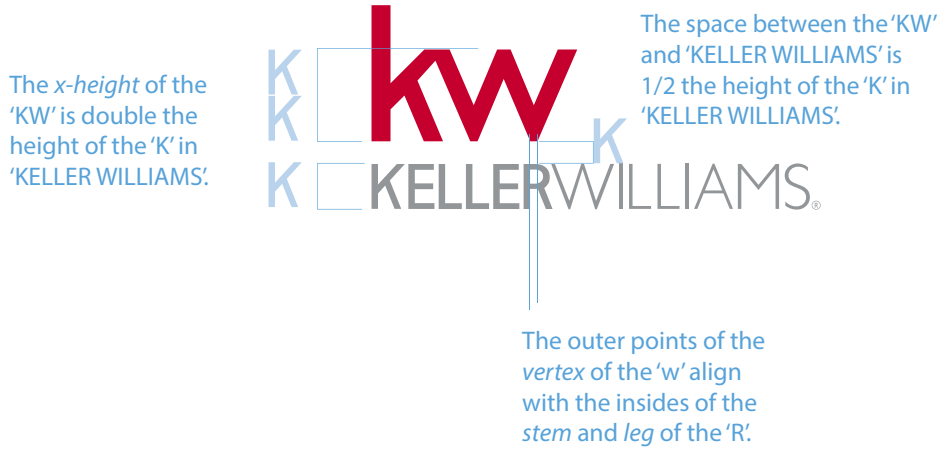
Informal Logo Mark

Informal Logo Linear

The informal logo is used in digital formats, watermarks and on casual internal applications, such as merchandise.

2.3 STRUCTURE

The primary Keller Williams signature is structured as shown to the right. Colors and acceptable iterations of the signature are described on subsequent pages.



2.4 SURROUNDING SPACE RESTRICTIONS

There must be at least the width of the "W" all the way around the logo.

2.5 SIZE RESTRICTIONS

Minimum size specifications have been established to ensure the legibility of Keller Williams logos.

Minimum Size - Formal Logo

PRINT

'KELLER WILLIAMS' must not be smaller than 1 inch.

WEB

'KELLER WILLIAMS' must not be smaller than 150 pixels.

Minimum Size - Informal Logos

'KW' must not be smaller than 0.375 inches.

'KW' must not be smaller than 30 pixels.

'KELLER WILLIAMS' must not be smaller than 1 inch.

'KELLER WILLIAMS' must not be smaller than 150 pixels.

2.6 UNACCEPTABLE EXECUTIONS

Guidelines for acceptable treatment of the signature are found throughout this manual. Keller Williams logos should only be reproduced using the files provided by Keller Williams.

Several examples of unacceptable variations are shown to the right. This list is not exhaustive.

Only the primary configuration of the signature is depicted in the examples, but these principles apply to the master brand and affiliate logos as well.

Do not reconfigure.
Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.

Do not use the old 'bug'.
The old bug should not be used by itself or in replacement of the new 'KW' mark.

Do not resize individual elements.
Size relationships among elements are not to be manipulated.

Do not add embellishments.
Do not add drop shadows, embossing or any other effect to the logo.

Do not use other fonts.
Do not use any font to type out Keller Williams.

Do not use the old 'bug' with pipette.
The configuration of the old bug and the pipette should not be used.

3.0 Affiliate Naming/Logo Standards

3.1 Designing Your Affiliate/Licensee Logo
3.2 Affiliate Logo Structure Dba Name Less Than 12 Characters
3.3 Affiliate Logo Structure DBA Name More Than 12 Characters
3.4 Affiliate Logo Structure DBA Name Includes ‘Keller Williams Realty’
3.5 Affiliate Logo Structure DBA Name Includes ‘Keller Williams Real Estate’
3.6 Affiliate Logo Examples
3.7 Affiliate Logo Surrounding Space Restrictions
3.8 Affiliate Logo Size Restrictions
3.9 Affiliate Logo Unacceptable Executions

3.1 DESIGNING YOUR AFFILIATE/LICENSEE LOGO

Only the DBA name can appear in conjunction with the primary logo.

No additional words or design features may appear between the logo and the DBA name. When the DBA name includes "KELLER WILLIAMS® REALTY," use the appropiate logo provided, as outlined in section 3.4.

For a custom market center logo, contact your market center leadership to have them request a compliant logo for your office.

Examples

3.2 AFFILIATE LOGO STRUCTURE **DBA NAME FEWER THAN 12 CHARACTERS**

Keller Williams Primary Logo (Do not alter)

This unit maintains the same proportion and spacing. The DBA name is added to the primary logo.

DBA Name (Editable):

The type size of your DBA name is the same height as the *x-height* of the 'KW'. The DBA Name is on the same baseline as the 'KW'.

See section 5.0 for more details about typography.

3.3 AFFILIATE LOGO STRUCTURE **DBA NAME MORE THAN 12 CHARACTERS**

Keller Williams Primary Logo (Do not alter)

This unit maintains the same proportion and spacing. The DBA name is added to the primary logo.

DBA Name (Editable):

Line 1 and line 2 of your DBA Name are the type size which equals the height of the *x-height* of 'KW' while allowing space in between both lines. Please see diagram to the right to measure where they align. The line 1*cap height* aligns with the *x-height* of the 'KW'. The line 2 *baseline* aligns with the *baseline* of the 'KW'.

See section 5.0 for more details about typography.

3.4 AFFILIATE LOGO STRUCTURE **DBA NAME INCLUDES 'KELLER WILLIAMS REALTY'**

Adding REALTY to Keller Williams:
'Realty' is created using a custom font and should not be typed out in any other font. Use the provided primary logo to create your DBA Name.

Keller Williams Primary Logo (Do not alter)
This unit maintains the same proportion and spacing. The DBA name is added to the primary logo.

DBA Name (Editable):
Follow the same guidelines for editing DBA Names in sections 3.2 and 3.3

3.5 AFFILIATE LOGO STRUCTURE **DBA NAME INCLUDES 'KELLER WILLIAMS REAL ESTATE'**

Adding REAL ESTATE to Keller Williams:

'Real ESTATE' is created using a custom font and should not be typed out in any other font. Use the provided primary logo to create your DBA Name.

Keller Williams Primary Logo (Do not alter)

This unit maintains the same proportion and spacing. The DBA name is added to the primary logo.

DBA Name (Editable):

Follow the same guidelines for editing DBA Names in sections 3.2 and 3.3

3.6 AFFILIATE LOGO **EXAMPLES**

For custom market center logo, contact your market center leadership to have them request a compliant logo for your office.

kw KIRKLAND
KELLERWILLIAMS.

kw ALASKA GROUP
KELLERWILLIAMS.

kw COEUR d'ALENE
KELLERWILLIAMS. REALTY

kw FEDERAL WAY
KELLERWILLIAMS.

kw PALM BEACH
KELLERWILLIAMS.

kw DTC
KELLERWILLIAMS. REALTY

kw CHAIN of LAKES
KELLERWILLIAMS. REALTY

kw FAYETTEVILLE
KELLERWILLIAMS.

kw CRESCENT CITY WESTBANK PARTNERS
KELLERWILLIAMS.

kw SUN VALLEY & SOUTHERN IDAHO
KELLERWILLIAMS. REALTY

kw EUGENE & SPRINGFIELD
KELLERWILLIAMS.

kw SUNSET CORRIDOR
KELLERWILLIAMS.

kw RIVER CITY SPECIALISTS
KELLERWILLIAMS. REALTY

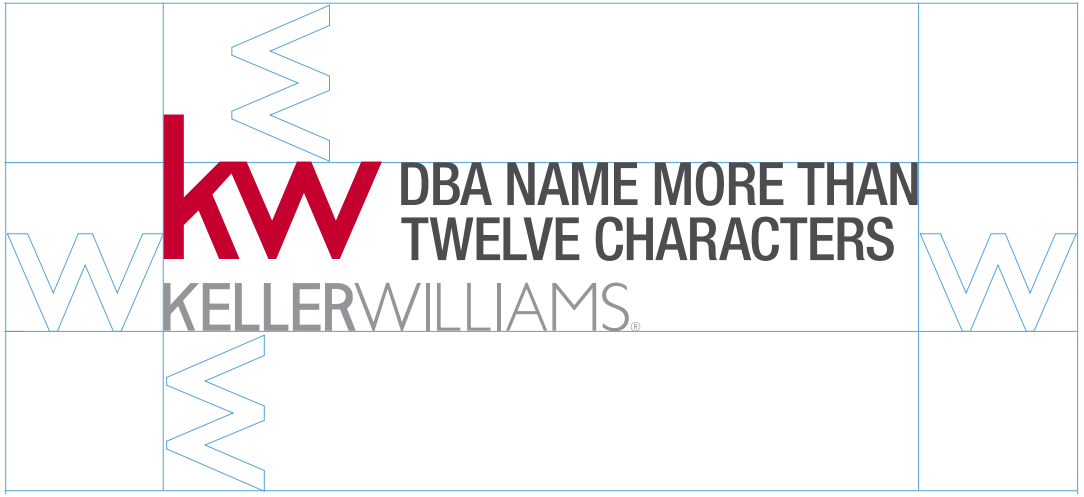
kw ELITE REALTY IRVINE
KELLERWILLIAMS.

kw MOUNTAIN PROPERTIES
KELLERWILLIAMS.

kw LA MESA CALIFORNIA
KELLERWILLIAMS.

3.7 AFFILIATE LOGO **SURROUNDING SPACE RESTRICTIONS**

There must be at least the width of the "W" all the way around the logo.

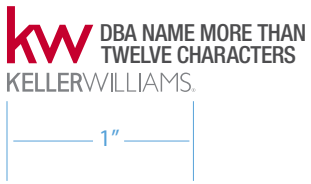


3.8 AFFILIATE LOGO **SIZE RESTRICTIONS**

Minimum size specifications have been established to ensure legibility of the Keller Williams logos.

PRINT

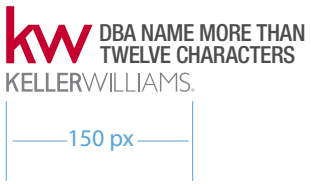
'KELLER WILLIAMS' must not be smaller than 1 inch.



'KELLER WILLIAMS' must not be smaller than 1 inch.

WEB

'KELLER WILLIAMS' must not be smaller than 150 pixels.



'KELLER WILLIAMS' must not be smaller than 150 pixels.

3.9 AFFILIATE LOGO **UNACCEPTABLE EXECUTIONS**

The guidelines for acceptable treatment of the primary logo also apply to the affiliate logos; see section 2.5.

Additional examples of unacceptable variations are shown to the right. This list is not exhaustive.

Do not use other fonts.
Do not use any font to type out DBA name.

Do not reconfigure.
Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.

4.0 Colors

4.1 Color Palette
4.2 Full-Color Reproduction
4.3 One-Color Reproduction
4.4 Affiliate Logo Full-Color Reproduction
4.5 Affiliate Logo One-Color Reproduction

4.1
COLOR PALETTE

The primary colors for the Keller Williams visual identity system are KW Red (Pantone® 200) and KW Main Gray (Pantone® 424). Equivalent color formulas for four-color process printing and digital media are provided here.

The preferred color treatment for the Keller Williams signature is shown to the right.

KW Red

Pantone 200
CMYK 0 100 66 13
RGB 180 1 1
#B40101

KW Main Gray

Pantone 424
CMYK 0 0 0 60
RGB 130 130 130
#999

Light Gray

CMYK 0 0 0 25
RGB 204 204 204
#CCC

Medium Gray

CMYK 0 0 0 85
RGB 77 77 77
#666

Black

CMYK 40 20 20 100
RGB 0 0 0
#000

4.2 FULL-COLOR REPRODUCTION

Full-Color

Reversed Full-Color

4.3 ONE-COLOR REPRODUCTION

Grayscale

Reversed Grayscale

One-Color, Black, Solid

Reversed White, Solid

4.4
AFFILIATE LOGO
FULL-COLOR REPRODUCTION

Full-Color

Reserved Full-Color

4.5
AFFILIATE LOGO
ONE-COLOR REPRODUCTION

Grayscale

Reversed Grayscale

Reversed White, Solid

5.0 Typography

5.1 Primary Typefaces

5.2 Typesetting for Affiliate Logos

5.1
PRIMARY TYPEFACES

Primary Sans Serif Typeface

The primary sans serif typeface for Keller Williams printed applications is Helvetica Neue, which is used in the Keller Williams Affiliate logos. This font is to be used in collateral materials and headlines.

Primary Serif Typeface

The primary serif typeface for Keller Williams printed applications is Adobe Garamond. This font is to be used in longer body copy.

Note:

Due to licensing restrictions, fonts cannot be provided. To purchase fonts, go to fonts.com

HELVETICA NEUE

47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

45 Light
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

55 Roman
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

65 Medium
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

75 Bold
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond

Regular
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold Italic
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.2 TYPESETTING FOR AFFILIATE LOGOS

Keller Williams Primary Logo (Do not alter)

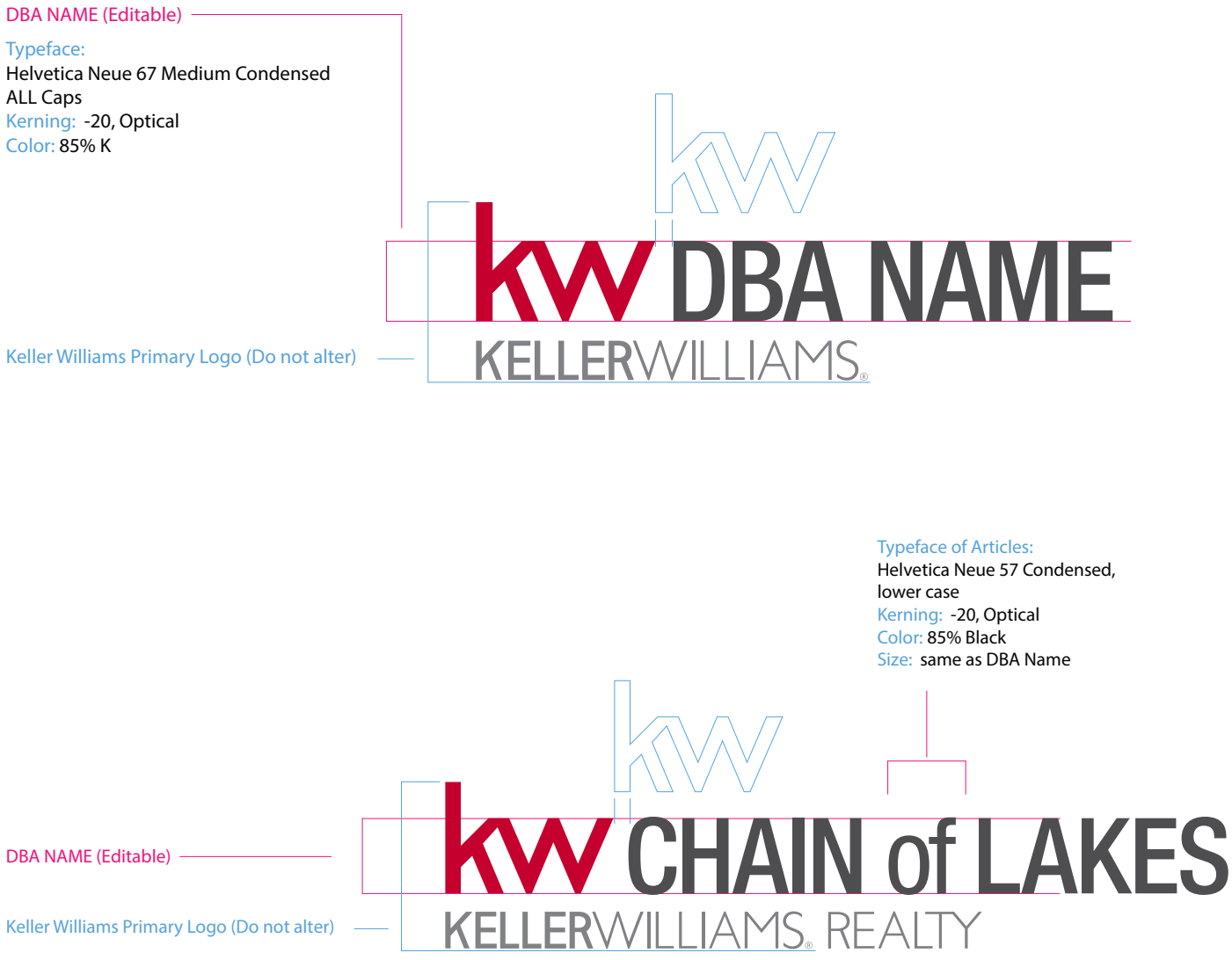
This unit remains the same proportion and spacing. The DBA is added to the Primary Logo.

DBA Name (Editable):

The type size of your DBA Name is the same height as the *x-height* of 'KW'. The DBA is on the same baseline as the 'KW'.

DBA Name includes 'KELLER WILLIAMS REALTY':

'Realty' is created using a custom font and should not be typed out in any other font. Use the provided template to create your DBA Name. See section 3.1c for more details.



6.0 Yard Signs & Signage

6.1 Yard Signs - Examples
6.1a Custom Branded Yard Signs - Examples
6.2 Yard Signs - Structure
6.3 Reception Signage

6.1
YARD SIGNS
STRUCTURE

It is highly recommended that agents use an approved vendor for signs, but the choice is ultimately the agents' decision. An approved vendor is familiar with regulations and restrictions and is better able to ensure that signs will be in compliance with KWRI requirements. You can find vendors on the home page of MyKW.

Signs must include the disclaimer, "Each Office Is Independently Owned and Operated."

Generic KW Sign

Fonts
- Helvetica Neue Font Family
- Primary fonts for signs: Helvetica Neue 55 Roman, 75 Bold

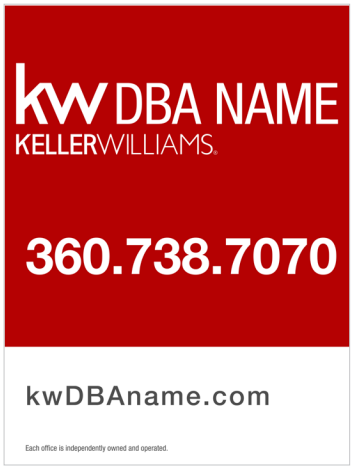
Alignment:
Typography must be left aligned to match the configuration of the logo.

Color:
- Prefer 50% KW Red, no less than 33% red.
- The end result of the printing should match KW Red - PMS 200.

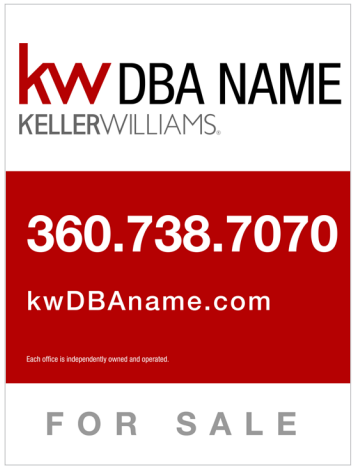
Styling:
- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

6.2 YARD SIGNS EXAMPLES

Generic KW Sign



Generic Market Center Sign



Generic Market Center Sign

Generic Market Center Sign

Agent-Branded Sign

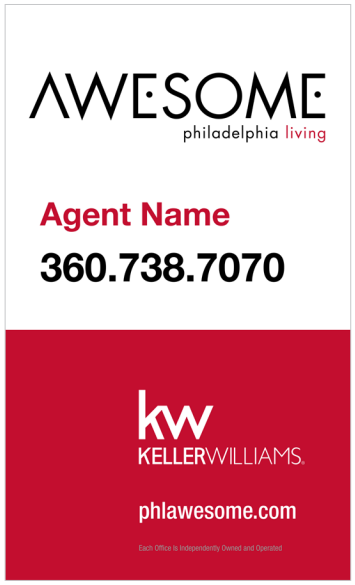
Agent-Branded Sign with Photo

6.3 CUSTOM-BRANDED YARD SIGNS EXAMPLES

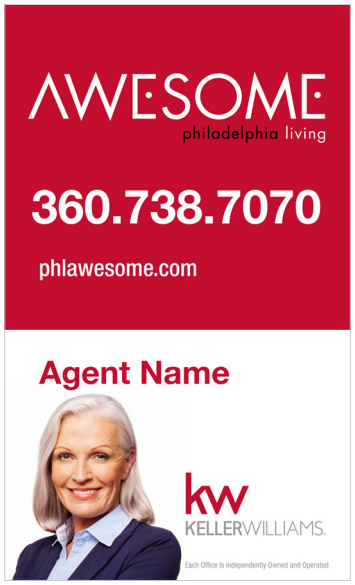
To build agent brand, a custom logo can be predominately placed on the yard sign in partnership with KW primary logo. The KW logo must be at least 15% of the sign.

For custom-branded yard signs, it is preferred to have the sign 50% KW Red and no less than 33% red.

50% KW Red



Custom-Branded Sign



Custom-Branded Sign with Photo

Logos:
- Custom branded logo can be larger than KW logo.
- KW logo must be at least 15% of the sign.

Color:
- Prefer 50% KW Red, no less than 33% red.
- The end result of the printing should match KW Red - PMS 200.

Fonts
- Helvetica Neue Font Family
- Primary fonts for signs: Helvetica Neue 55 Roman, 75 Bold

Alignment:
Typography must be left aligned to match the configuration of the KW primary logo.

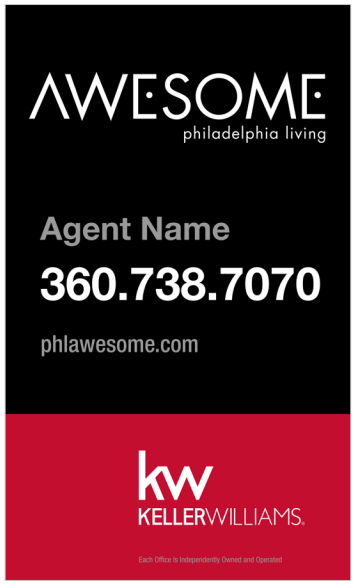
Styling:
- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

6.3 CUSTOM-BRANDED YARD SIGNS EXAMPLES

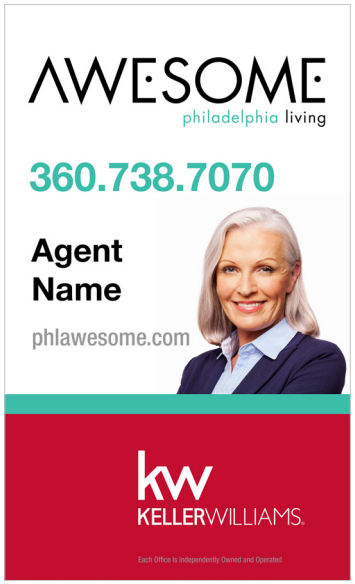
To build agent brand, a custom logo can be predominately placed on the yard sign in partnership with KW primary logo. The KW logo must be at least 15% of the sign.

For custom-branded yard signs, it is preferred to have the sign 50% KW Red and no less than 33% red.

33% KW Red



Custom-Branded Sign



Custom-Branded Sign with Photo

Logos:
- Custom branded logo can be larger than KW logo.
- KW logo must be at least 15% of the sign.

Color:
- Prefer 50% KW Red, no less than 33% red.
- The end result of the printing should match KW Red - PMS 200.

Fonts
- Helvetica Neue Font Family
- Primary fonts for signs: Helvetica Neue 55 Roman, 75 Bold

Alignment:
Typography must be left aligned to match the configuration of the KW primary logo.

Styling:
- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

6.3 RECEPTION AREA: SIGNAGE

Matte Black on a Light Wall

Matte White on a Red Wall

Brushed Silver on a Red or Light Wall

Materials Specifications:
6-10 mm white or black sintra or brushed aluminum di-bond.

Installation Measurements:
The total height of your lobby logo should be no larger than approximately 2 ft. wide.

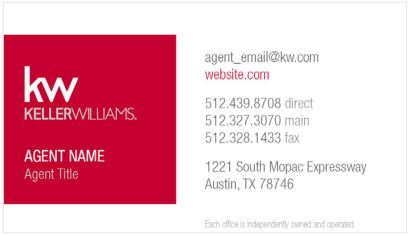
7.0 Print Collateral

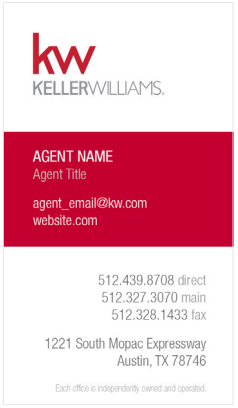
7.1 Business Cards - Examples
7.2 Business Cards - Structure
7.3 Letterhead/Envelope - Example
7.4 Letterhead - Structure

7.1 BUSINESS CARDS EXAMPLES

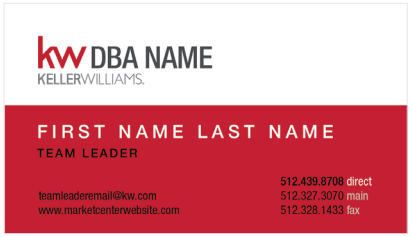
Market Center Branded

General Branded





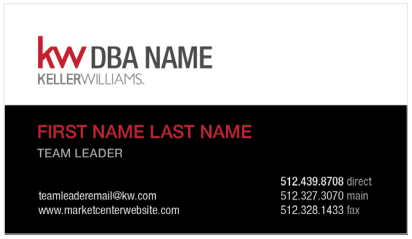
Agent Branded with Photo



7.1 BUSINESS CARDS EXAMPLES (CONT.)

Market Center Branded

Agent Branded with Photo



7.2 BUSINESS CARDS STRUCTURE

Business cards must include the disclaimer. See section 8.2

Fonts:

- Helvetica Neue Font Family
- Primary fonts for business cards: Helvetica Neue 57 Condensed, 47 Light Condensed

Alignment:

Typography must be either left or right aligned to match the configuration of the logo.

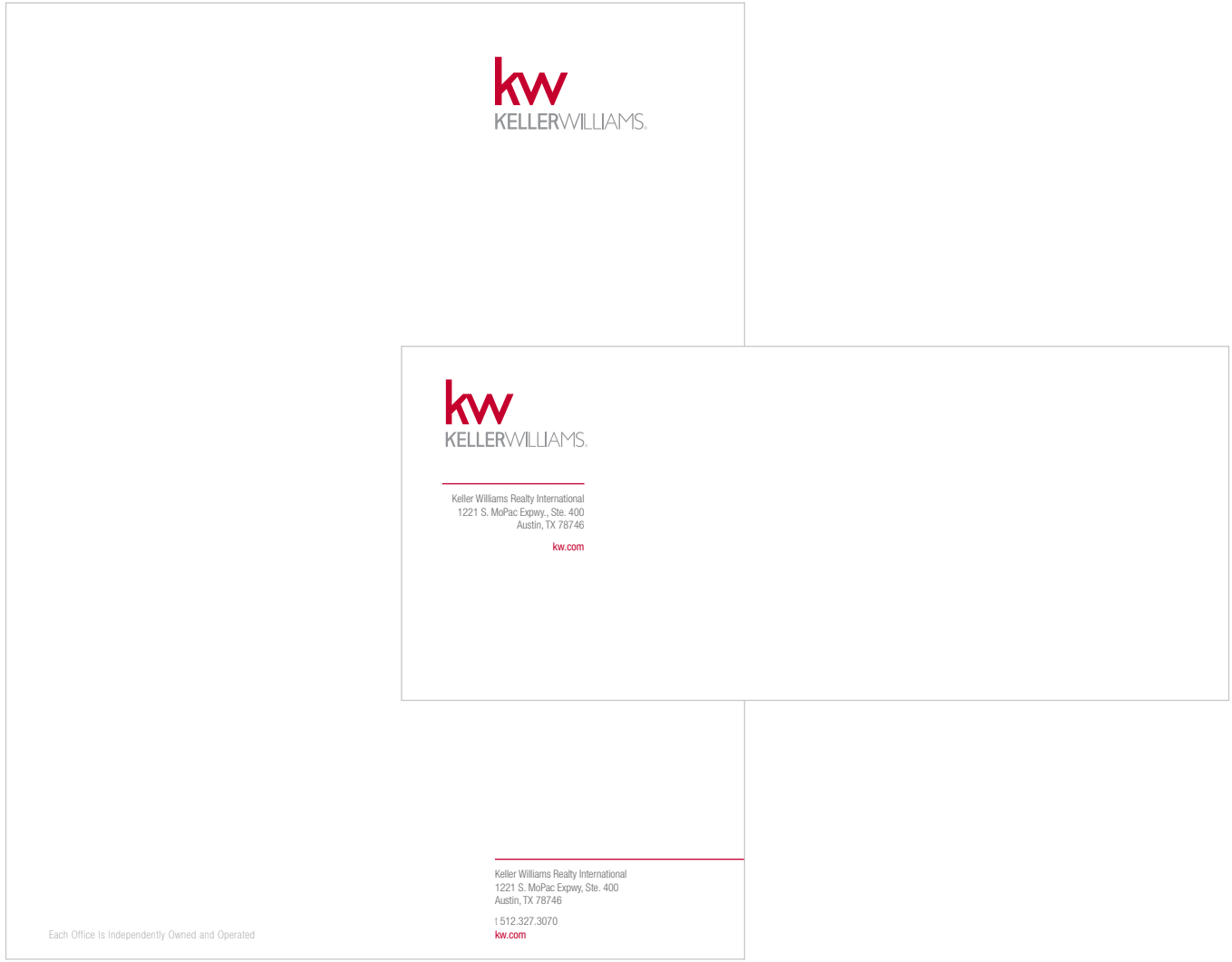
Color:

- Prefer KW Red, gray, black and white

Styling:

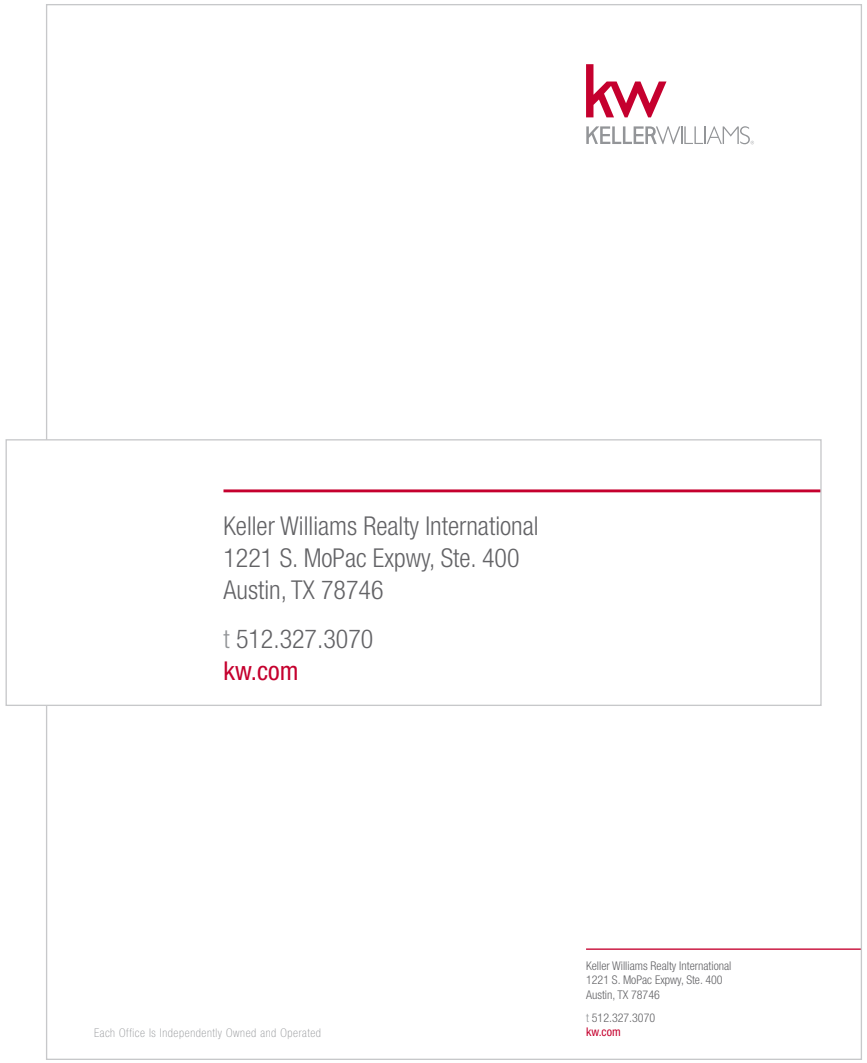
- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

7.3
LETTERHEAD/ENVELOPE
EXAMPLE



7.4 LETTERHEAD STRUCTURE

Letterhead must include the disclaimer. See section 8.2



Fonts:

- Helvetica Neue Font Family
- Primary fonts for letterhead: Helvetica Neue 47 Light Condensed

Alignment:

Typography must be either left or right to match the configuration of the logo.

Color:

- Prefer KW Red, gray, black and white

Styling:

- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

8.0 Trademarks & Disclaimers

8.1 Trademarks
8.2 Disclaimers

8.1 TRADEMARKS

The trademarks, service marks and brands within the KELLER WILLIAMS REALTY System are important assets and are integral to our strong image. It is vital that we use them properly. Please adhere to the following rules to help us be in compliance.

8.1a

The words comprising a service mark or trademark must NEVER be divided or separated with line breaks.

DO	DO NOT
Training is a part of the KELLER WILLIAMS® system.	Training is a part of the KELLER WILLIAMS® system.

8.1b

There should be no punctuation between the words KELLER WILLIAMS® and the rest of the affiliate market center name.

DO	DO NOT
KELLER WILLIAMS® MEMORIAL	KELLER WILLIAMS® HOUSTON-MEMORIAL
KELLER WILLIAMS® NEW HORIZONS OF ILLINOIS	KELLER WILLIAMS® - NEW HORIZONS OF ILLINOIS
	KELLER WILLIAMS®, NEW HORIZONS OF ILLINOIS REALTY

8.1c

When you use a trademark in printed material or in conversation, you must either:

8.1c.1 Follow the trademark with the product/service (generic noun) to which you are referring.

KELLER WILLIAMS® real estate brokerage

8.1c.2 Follow the trademark with the word “brand.”

KWCONNECT® brand

8.1 TRADEMARKS (CONT.)

The trademarks, service marks and brands within the KELLER WILLIAMS REALTY System are important assets and are integral to our strong image. It is vital that we use them properly. Please adhere to the following rules to help us be in compliance.

8.1d

It is preferable to use all CAPS every time you type or write a trademark. If that is not possible, put the trademark in quotes, underlined italics, boldface or a different color.

Preferred Method

CAPS — KELLER WILLIAMS® real estate brokerage

Other Method

quotes — "Keller Williams®" real estate brokerage

Underlined — Keller Williams® real estate brokerage

italics — *Keller Williams®* real estate brokerage

boldface — **Keller Williams®** real estate brokerage

different color — Keller Williams® real estate brokerage

8.1 TRADEMARKS (CONT.)

The trademarks, service marks and brands within the KELLER WILLIAMS REALTY System are important assets and are integral to our strong image. It is vital that we use them properly. Please adhere to the following rules to help us be in compliance.

8.1e

Only use the ® on federally registered marks or the ™ if not federally registered and then the product name. If you have any question about whether an item requires ® or ™, please contact us at marketing@kw.com. Do not use the ® or ™ symbol for state-registered marks or foreign-registered marks.

The first time you type or write a trademark in a communication (outside letter, internal memo, etc.), follow it with the ® or ™ symbol (whichever applies).

Dear Sirs;

I am writing to you in regard to MORE software. I would like to learn more about using MORE software.

Yours truly,
Joe Smith

8.1 TRADEMARKS (CONT.)

The trademarks, service marks and brands within the KELLER WILLIAMS REALTY System are important assets and are integral to our strong image. It is vital that we use them properly. Please adhere to the following rules to help us be in compliance.

	DO	DO NOT
8.1f Do not use a trademark in the plural by adding letters "s" or "es" to a mark in written or spoken form. If the trademark ends in "s," you can use the trademark with either a singular or plural noun.	"We will deliver two more dozen copies of MORE™ software." KELLER WILLIAMS® real estate services KELLER WILLIAMS® franchise	We will deliver two dozen MORE.'s.
8.1g Do not use a trademark in possessive form unless the mark itself is possessive.	McDONALD's restaurant	KELLER WILLIAMS' franchise

8.1h

Trademarks are different from Corporate Names and Trade Names. Corporate Names and Trade Names are proper nouns. Corporate Names and Trade Names can be used in possessive form and do not require a noun after them. It is not proper to use the ® symbol with Corporate Names or Trade Names.

Corporate Names	This software is supplied by Keller Williams Realty, Inc.
Trade Names	This Website is maintained by Keller Williams.
Trademark	Are you using KELLER WILLIAMS® real estate brokerages?

8.2 DISCLAIMERS

There are two acceptable disclaimers for use on marketing materials.
NOTE: There may be cases where state or local regulations require other verbiage.

Preferred Each Keller Williams Realty Office Is Independently Owned and Operated.

Also Acceptable Each Office Is Independently Owned and Operated.

	Residential Property Sign	Commercial Property Sign	Vehicle Wrap	Vehicle Magnetic Sign	Billboards	Stationery & Business Cards	Apparel & Specialty Items
Location	Left or right aligned and placed 1" above the bottom edge of the panel	Left or right aligned and placed 1" above the bottom edge of the panel	None Specified	None Specified	Left or right aligned and placed above the bottom edge of the panel	Preferred location: Left or right aligned and at the bottom of page	Not required on apparel and specialty items
Font Size	1/2" minimum	1/2" minimum	Must be large and clear enough to read from 15 ft.	Must be large and clear enough to read from 15 ft.	Must be large and clear enough to read from 50 ft.	No smaller than 8 pt. font	NA
Font Type	Helvetica Neue Condensed	Helvetica Neue Condensed				Helvetica Neue Light Condensed	NA