



IDENTITY & STYLE GUIDE



THE PURPOSE OF THIS GUIDE

Keller Williams believes that real estate is a local business, driven by individual agents and the market share they've earned. This conviction is at the core of everything we do. It's why we will remain forever committed to being a powerful platform upon which agents can build their brands, grow their businesses, and fund big lives for themselves and their families.

Because you are a stakeholder in Keller Williams' success, we ask that you carefully review the information contained within this guide in order to ensure that your marketing materials are in compliance with our brand's established guidelines – guidelines that will help protect you legally and create a strong, unifying standard; reflective of the world's largest and most powerful real estate franchise. The Keller Williams brand is an asset to your business only if we safeguard it.

Thank you for helping with this effort and for being part of the Keller Williams family.

KW COMMERCIAL

IDENTITY & STYLE GUIDE

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- 1.2 Ownership Statement
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1.0 Compliance Overview

- 1.1 Market Center DBA Logo
- 1.2 Ownership Statement
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1.1
**MARKET CENTER
DBA LOGO**

kw DBA NAME
KELLERWILLIAMS.

**kw DBA NAME MORE THAN
TWELVE CHARACTERS**
KELLERWILLIAMS. REALTY

All DBA names must be approved by Keller Williams Realty International. Custom market center DBA logos are provided by Keller Williams Realty International and are hosted on KWConnect. Depending on the length of the DBA, one of the two configurations to the left is used to create your market center's DBA logo. The word "REALTY" may be included in either configuration.

Inclusion of the word "REALTY" is required in some states, but if not, it may be included at the market center's discretion. Alternative configurations may be used on a case-by-case basis according to local rules and regulations.

Note: Your market center DBA logo must appear on all marketing materials.

1.2
**OWNERSHIP
STATEMENT**

All marketing materials must include the ownership statement,
"Each Office Is Independently Owned and Operated"

1.3
**LOCAL
REGULATIONS**

Check with your local licensing authority and board to ensure all of your marketing materials – both print and digital – meet their requirements, including market center DBA logo size/prominence.

2.0 Business Collateral

- 2.1 For Sale Signs \ Agent Branded
- 2.2 For Sale Signs \ General Branded
- 2.3 Business Cards \ Agent Branded
- 2.4 Business Cards \ General Branded
- 2.5 Listing Fliers
- 2.6 Email Signatures \ Agent Branded
- 2.7 Email Signatures \ General Branded

2.1 FOR SALE SIGNS Agent Branded

! REQUIRED

All for sale signs must meet the following requirements:

- ☐ Inclusion of market center DBA logo
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

RECOMMENDED

Color:

- Preferred 25% - 50% KW Red (CMYK or Pantone® 200)

Styling:

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



2.2 FOR SALE SIGNS General Branded

! REQUIRED

All for sale signs must meet the following requirements:

- ☐ Inclusion of market center DBA logo
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

RECOMMENDED

Color:

- Preferred 25% - 50% KW Red (CMYK or Pantone® 200)

Styling:

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



2.3 BUSINESS CARDS Agent Branded

! REQUIRED

All business cards must meet the following requirements:

- ☐ Inclusion of market center DBA logo
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

RECOMMENDED

Color:

- Preferred 33% - 50% KW Red (CMYK or Pantone® 200)

Styling:

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

SIDE 1

OPTION 1 – With address



OPTION 2 – Without address



SIDE 2

OPTION 1 – Simple



OPTION 2 – Detailed



OPTION 3 – Detailed with photo



2.4 BUSINESS CARDS

General Branded

! REQUIRED

All business cards must meet the following requirements:

- ☐ Inclusion of market center DBA logo
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

RECOMMENDED

Color:

- Preferred 33% - 50% KW Red (CMYK or Pantone® 200)

Styling:

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

SIDE 1

OPTION 1 – With address

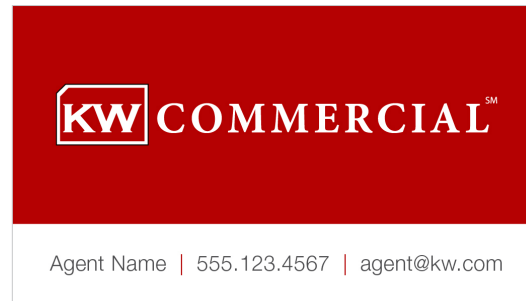


OPTION 2 – Without address



SIDE 2

OPTION 1 – Simple



OPTION 2 – Detailed



OPTION 3 – Detailed with photo



2.5 LISTING FLIERS

! REQUIRED

All fliers must meet the following requirements:

- ☐ Inclusion of market center DBA logo
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.



1234 Central DR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.

- Molor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.
- Molor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.

\$1,500,000

Download the KW Realty App to see more listings.






JORDAN SMITH




555.123.4567
 jordane@kw.com
 www.kwWebsite.com
 Contact Line Address
 Address line 2
 Address line 3







Each Office Is Independently Owned and Operated



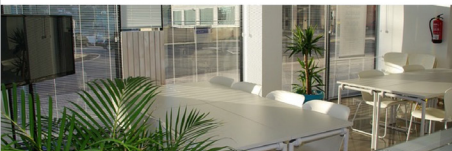

1234 Central DR

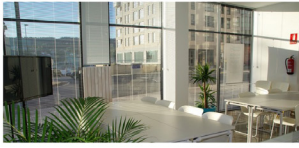
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.

- Molor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.
- Molor sit amet, consectetur adipiscing elit, sed do eiusmod temp dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp.


\$1,500,000

Download the KW Realty App to see more listings.









Agent Name



555.123.4567
 agent@kw.com
 kwWebsite.com
 Contact Line Address
 Address line 2
 Address line 3



Insert Team Logo here if applicable

Each Office Is Independently Owned and Operated

2.6

EMAIL SIGNATURES

Agent Branded

! REQUIRED

All email signatures must meet the following requirements:

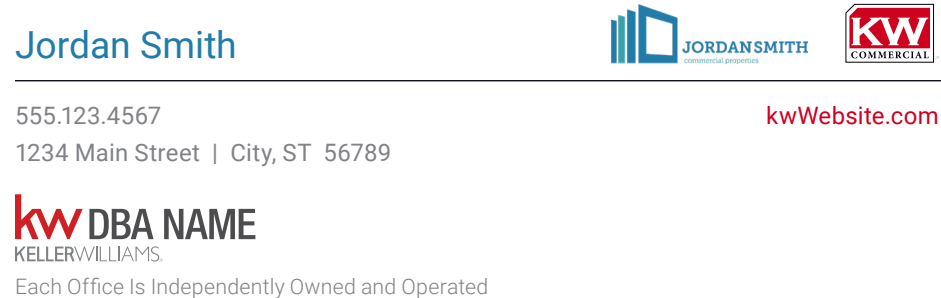
- ☐ Inclusion of market center DBA logo (or name)
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

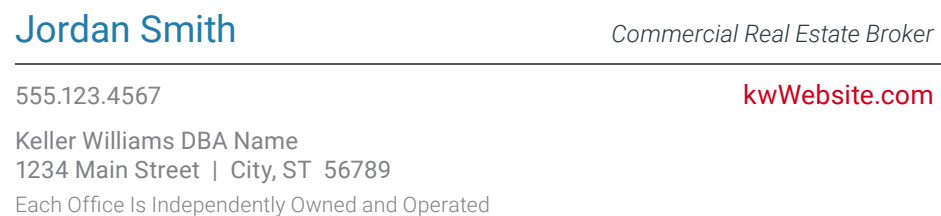
Graphical Signature - Agent Branded



HTML Signature - Agent Branded



Text Signature - Agent Branded



2.7

EMAIL SIGNATURES

General Branded

! REQUIRED

All email signatures must meet the following requirements:

- ☐ Inclusion of market center DBA logo (or name)
- ☐ Inclusion of ownership statement
- ☐ Compliance with local board/commission laws and rules

See section 1.0 for more details.

Graphical Signature - General Branded



HTML Signature - General Branded

AGENT NAME



555.123.4567

kwWebsite.com

1234 Main Street | City, ST 56789

kw DBA NAME

KELLERWILLIAMS.

Each Office Is Independently Owned and Operated

Text Signature - General Branded

AGENT NAME

Commercial Real Estate Broker

555.123.4567

kwWebsite.com

Keller Williams DBA Name

1234 Main Street | City, ST 56789

Each Office Is Independently Owned and Operated

3.0 Logo Standards

- 3.1 KW Commercial Logo Variations
- 3.2 Surrounding Space Restrictions
- 3.3 Size Restrictions

3.0 LOGO STANDARDS

3.1 KW COMMERCIAL LOGO VARIATIONS

STACKED



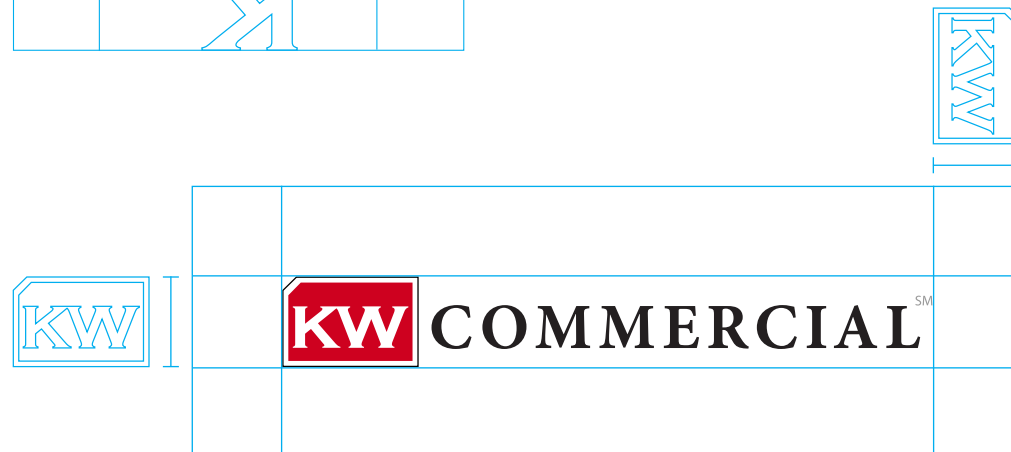
LINEAR



3.2 SURROUNDING SPACE RESTRICTIONS

There must be at least the height of the “K” all the way around the stacked logo.

There must be at least the height of the KW “tag” all the way around the linear logo.



3.3 SIZE RESTRICTIONS

Minimum size specifications have been established to ensure the legibility of the KW Commercial logo.

STACKED LOGO

FOR PRINT



The width of the logo must be no smaller than 0.75 inches.

FOR WEB



The width of the logo must be no smaller than 55 pixels.

LINEAR LOGO



The width of the logo must be no smaller than 1 inch.



The width of the logo must be no smaller than 72 pixels.

4.0 Colors

4.1 Color Palette

4.0 COLORS

4.1

COLOR PALETTE

The primary colors for the KW Commercial visual identity system are KW Red, white, and

KW Gray. Equivalent color formulas for four-color process printing and digital media are provided.

Pantone® 200 or CMYK are to be used on print applications, while RGB/Hex are to be used for digital/screen applications.

KW Red

Pantone® 200
CMYK 0 100 66 13
RGB 206 1 31
#CE011F

White

CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF

Light Gray

CMYK 0 0 0 25
RGB 204 204 204
#CCCCCC

Medium Gray

CMYK 0 0 0 85
RGB 77 77 77
#4D4D4D

KW Gray

Pantone® 424
CMYK 0 0 0 60
RGB 130 130 130
#828282

Black

CMYK 40 20 20 100
RGB 0 0 0
#000000

5.0 Typography

5.1 Primary Typefaces

5.1

PRIMARY TYPEFACES

PRIMARY HEADER TYPEFACE

The primary header typeface for KW Commercial printed applications is Helvetica Neue LT Std. This font is to be used in collateral materials and headlines.

PRIMARY BODY TYPEFACE

The primary body typeface for KW Commercial printed applications is Adobe Garamond Pro. This font is to be used in longer body copy.

Note: Due to licensing restrictions, these fonts cannot be provided. To purchase fonts, go to [fonts.com](https://www.fonts.com).

Helvetica Neue LT Std

47 Light Condensed

57 Condensed

67 Medium Condensed

45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

Adobe Garamond Pro

Regular

Italic

Semibold

Semibold Italic