



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 and why we will remain forever committed to being a powerful platform upon which agents can build their brand, grow their business, 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 being part of the Keller Williams family.

KELLER WILLIAMS IDENTITY & STYLE GUIDE

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1.0 Compliance Overview

1.1 MARKET CENTER DBA LOGO



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 Marketing - Signage

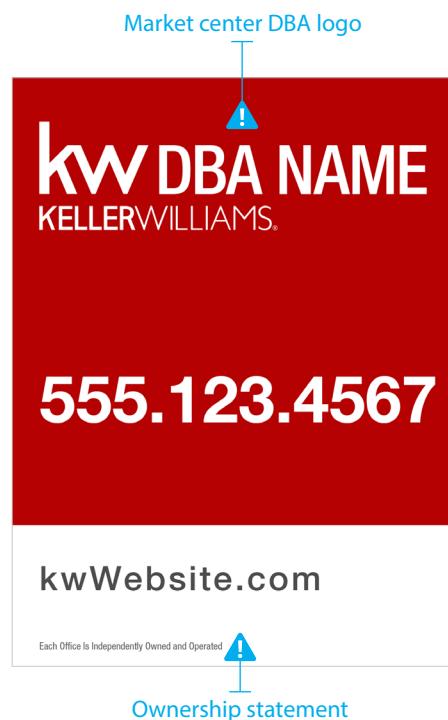
- 2.1 Yard Signs - Structure
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- 2.4 Reception Area Signage

2.1

YARD SIGNS STRUCTURE

It is highly recommended that agents use an approved vendor for signs, but the choice is ultimately the agent's decision.

Market center leadership and approved vendors are familiar with local advertising restrictions and are better able to ensure that signs will comply with local regulations and franchise requirements.



▲ REQUIRED

All yard 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

Fonts:

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

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.

2.0 Marketing - Signage

2.2 YARD SIGNS EXAMPLES

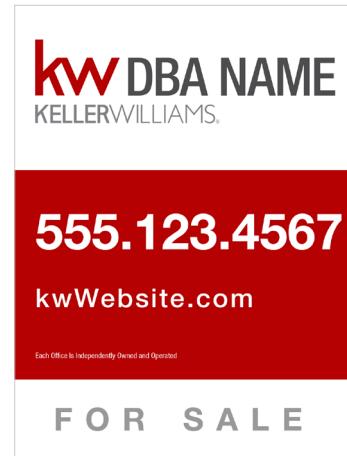
⚠ REQUIRED

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

Market Center Branded



Market Center Branded



Market Center Branded



Market Center Branded



Agent Branded



Agent Branded with Photo



2.0 Marketing - Signage

2.3

YARD SIGNS TEAM-BRANDED EXAMPLES

To build agent brand, a custom logo may be placed on the yard sign in partnership with the market center DBA logo.

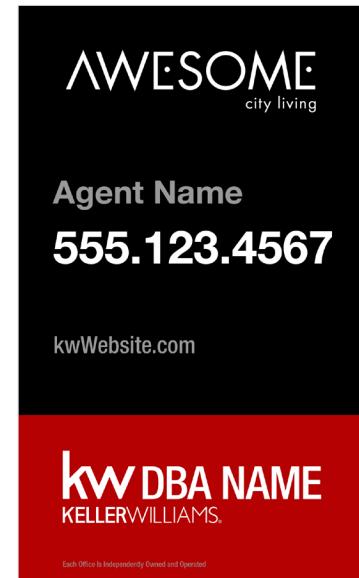
Market center leadership and approved vendors are familiar with local advertising restrictions and are better able to ensure that signs will comply with local regulations and franchise requirements.

Approved vendors may be found on KWConnect.

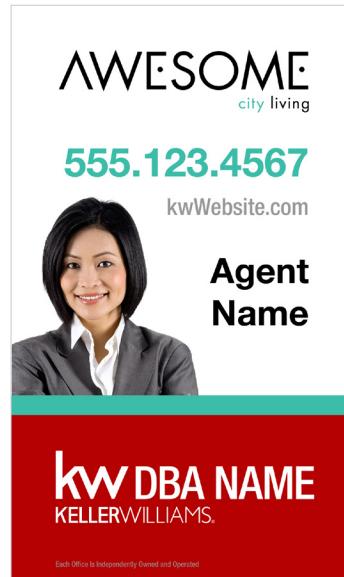
⚠ REQUIRED

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

Team Branded



Team Branded with Photo



2.4 RECEPTION AREA SIGNAGE

Regulations in some jurisdictions may require that the market center DBA logo be used in place of the primary logo. Check with your local real estate bureau or commission to ensure compliance.

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.

3.0 Marketing - Digital Applications

- 3.1 Websites
- 3.2 Email Signatures
- 3.3 Social Media Posts - Structure
- 3.4 Social Media Posts - Examples

3.0 Marketing - Digital Applications

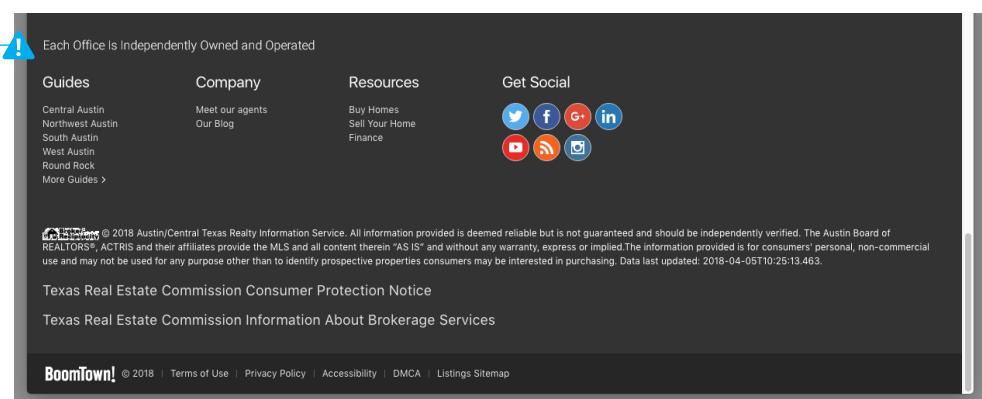
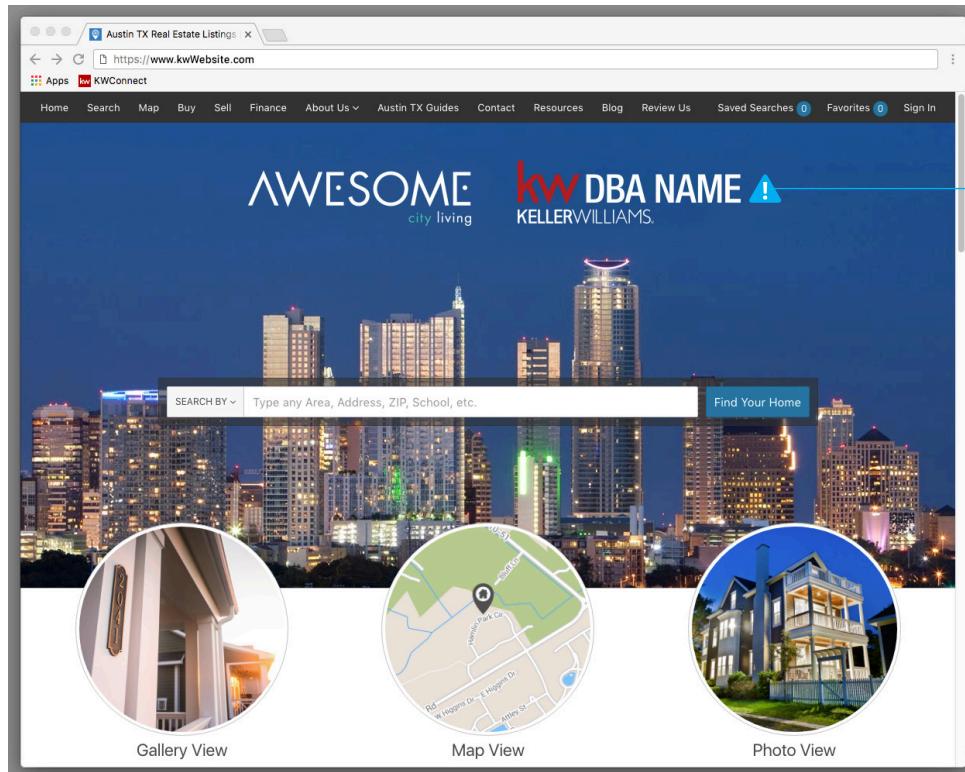
3.1 WEBSITES

⚠ REQUIRED

All websites must meet the following requirements:

- Inclusion of market center DBA logo
- Inclusion of ownership statement (may be placed in website footer)
- Compliance with local board/commission laws and rules

See section 1.0 for more details.



3.0 Marketing - Digital Applications

3.2 EMAIL SIGNATURES

REQUIRED

All email signatures must meet the following requirements:

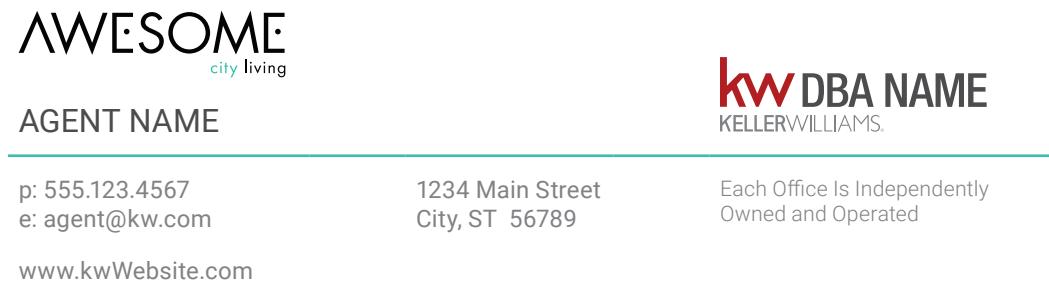
- Inclusion of market center DBA logo
- Inclusion of ownership statement
- Compliance with local board/commission laws and rules

See section 1.0 for more details.

Graphical Signature - Agent on a Team



HTML Signature - Agent on a Team



Text Signature - Agent on a Team

AGENT NAME
Real Estate Agent at *Awesome City Living*

p: 555.123.4567
e: agent@kw.com
Keller Williams DBA Name
1234 Main Street | City, ST 56789
Each Office Is Independently Owned and Operated

www.kwWebsite.com

3.0 Marketing - Digital Applications

3.2

EMAIL SIGNATURES (CONT.)

REQUIRED

All email signatures 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.

Graphical Signature - Market Center Branded



kw DBA NAME
KELLERWILLIAMS.

1234 MAIN STREET | CITY, ST 56789

AGENT NAME

Each Office Is Independently Owned and Operated

p: 555.123.4567 ext. 8910 | e: agent@kw.com

HTML Signature - Market Center Branded

AGENT NAME

p: 555.123.4567 ext. 8910
e: agent@kw.com

1234 Main Street
City, ST 56789

kw DBA NAME
KELLERWILLIAMS.

Each Office Is Independently
Owned and Operated

www.kwWebsite.com

Text Signature - Individual Agent

AGENT NAME

Real Estate Agent

p: 555.123.4567
e: agent@kw.com

www.kwWebsite.com

Keller Williams DBA Name
1234 Main Street | City, ST 56789

Each Office Is Independently Owned and Operated

3.3 SOCIAL MEDIA POSTS STRUCTURE



⚠ REQUIRED

All marketing-related social media posts 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

Fonts:

- Helvetica Neue LT Std. Font Family

Color:

- Preferred KW Red (RGB), gray, black and white

Styling:

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

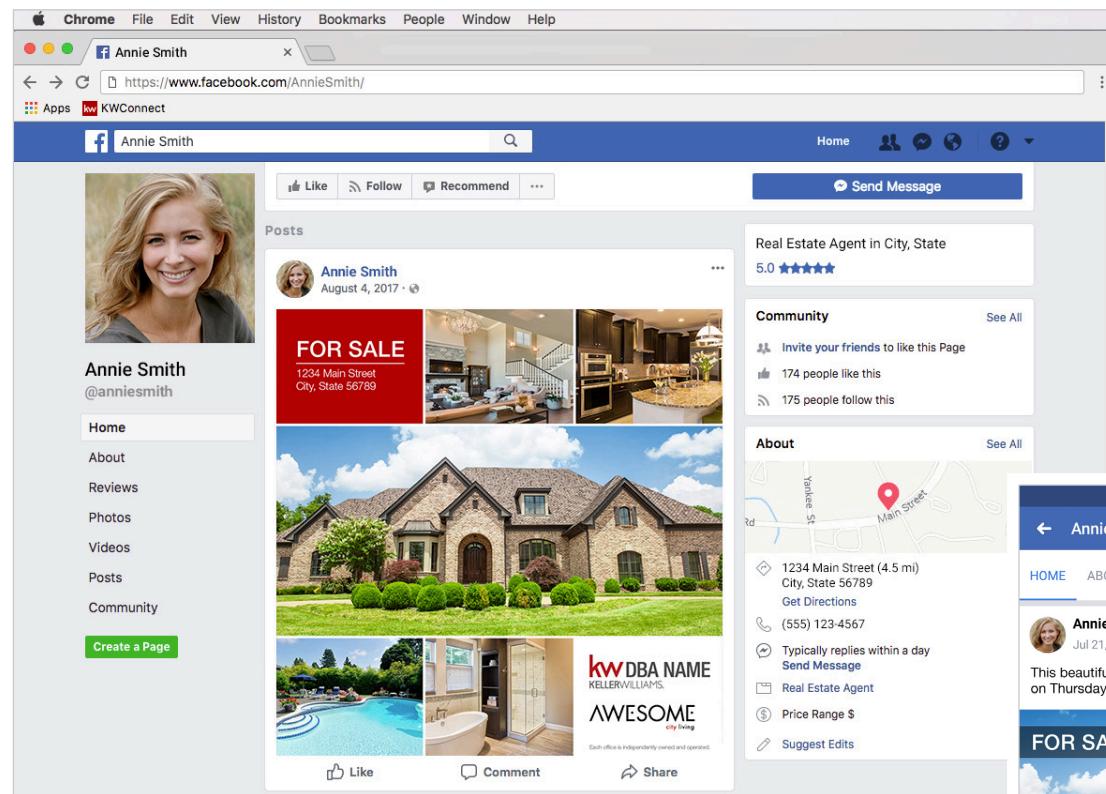
3.0 Marketing - Digital Applications

3.4 SOCIAL MEDIA POSTS EXAMPLES

⚠ REQUIRED

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

Facebook Post - Desktop



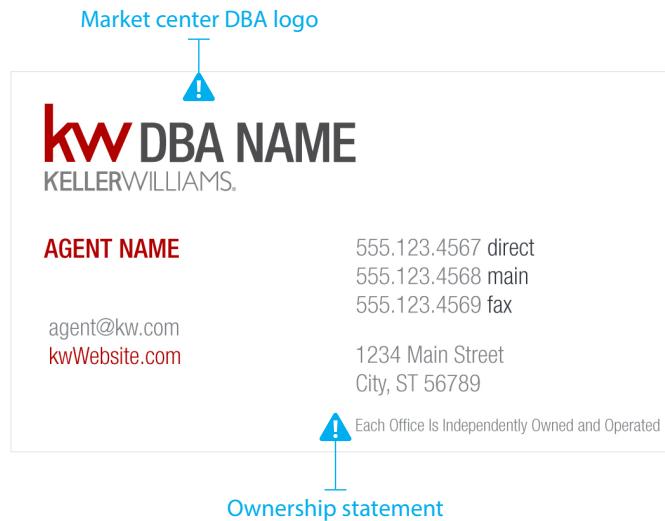
Facebook Post - Mobile



4.0 Marketing - Print Applications

- 4.1 Business Cards - Structure
- 4.2 Business Cards - Examples
- 4.3 Listing Flier - Structure
- 4.4 Listing Flier - Examples
- 4.5 Letterhead - Structure
- 4.6 Letterhead/Envelope - Examples

4.1 BUSINESS CARDS STRUCTURE



⚠ 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

Fonts:

- Helvetica Neue LT Std Font Family

Color:

- Preferred KW Red (CMYK or Pantone® 200), gray, black and white

Styling:

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

4.0 Marketing - Print Applications

4.2 BUSINESS CARDS EXAMPLES

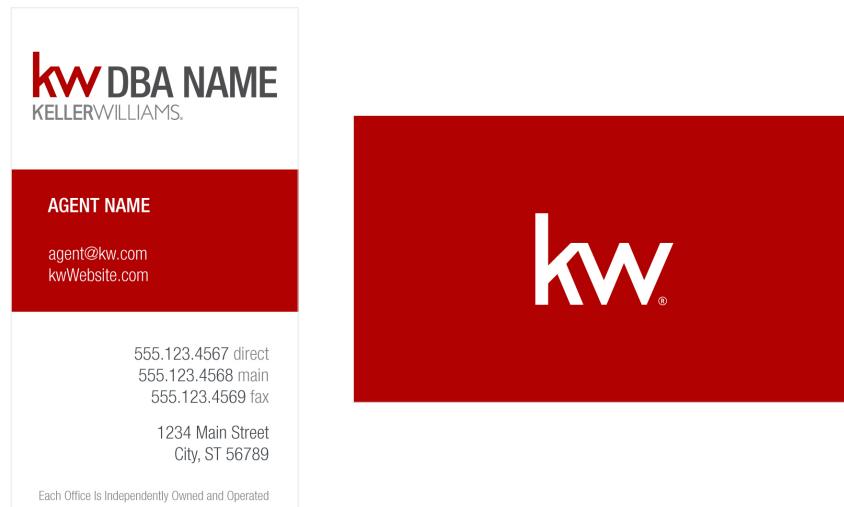
⚠ REQUIRED

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

Agent Branded



Agent Branded - Vertical



4.0 Marketing - Print Applications

4.2 BUSINESS CARDS EXAMPLES (CONT.)

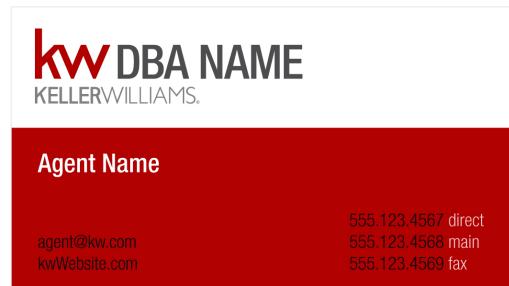
⚠ REQUIRED

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

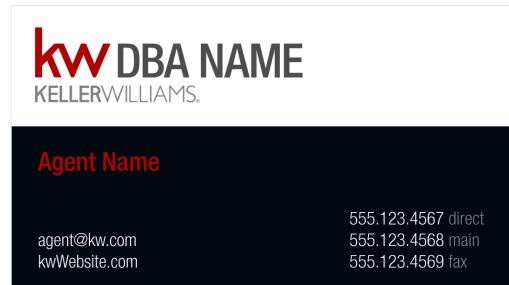
Agent Branded



Agent Branded with Photo



Agent Branded with Photo



4.3 LISTING FLIER STRUCTURE



Market center DBA logo

Ownership statement

▲ 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.

RECOMMENDED

Fonts:

- Helvetica Neue LT Std. Font Family

Color:

- Preferred KW Red (CMYK or Pantone® 200), gray, black and white

Styling:

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

4.4 LISTING FLIER EXAMPLES

REQUIRED

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

Agent Branded

1234 MAIN STREET

Just listed! Um rem quo corae arit repudiaeet opta net que sitiet qui culpani maquisam sequo aquas reibus. Lorem lat et aut ma sequi voluptatis adio quunti tem nihil explaccae malios aut purum liltaspid et clanis re cori blatiostem ipsum alis et molum aut voluptatur.

- In voluptate velit esse cillum dolore eu fugiat
- Nulla pariatur. Excepteur sint occaecat cupidatat
- Non proident, sunt in culpa qui officia deserunt
- Molit anim id est laborum
- Latitur ressim rem sa quis cum fugia quo intus

\$395,000




AGENT NAME
555.123.4567
agent@kw.com
kwDBAname.com

kw DBA NAME
KELLERWILLIAMS.
1234 Main Street
City, State 56789
Each Office is Independently Owned and Operated

Custom Team Branded

1234 MAIN STREET

Just listed! Um rem quo corae arit repudiaeet opta net que sitiet qui culpani maquisam sequo aquas reibus. Lorem lat et aut ma sequi voluptatis adio quunti tem nihil explaccae malios aut purum liltaspid et clanis re cori blatiostem ipsum alis et molum aut voluptatur.

- In voluptate velit esse cillum dolore eu fugiat
- Nulla pariatur. Excepteur sint occaecat cupidatat
- Non proident, sunt in culpa qui officia deserunt
- Molit anim id est laborum
- Latitur ressim rem sa quis cum fugia quo intus

\$395,000




AGENT NAME
555.123.4567
agent@kw.com
kwDBAname.com

Keller Williams DBA Name
1234 Main Street
City, State 56799



kw DBA NAME
KELLERWILLIAMS.
Each Office is Independently Owned and Operated

AWESOME
city living

4.5 **LETTERHEAD STRUCTURE**



Market center DBA logo



▲ REQUIRED

All letterhead and envelopes 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

Fonts:

- Helvetica Neue LT Std. Font Family

Color:

- Preferred KW Red (CMYK or Pantone® 200), gray, black and white

Styling:

- Preferred no embellishments.
- Preferred no drop shadows.
- Preferred no gradients.

4.6 LETTERHEAD/ ENVELOPE EXAMPLES

⚠ REQUIRED

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



5.0 Primary Logo Standards

- 5.1 Primary Logo
- 5.2 Informal Logos
- 5.3 Surrounding Space Restrictions
- 5.4 Size Restrictions
- 5.5 Unacceptable Executions

5.0 Primary Logo Standards

5.1 PRIMARY LOGO

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

Customized DBA logos for individual market centers and regions are created by integrating the DBA name of the market center with the Keller Williams logo using specific unit templates.



▲ NOTE

Customized DBA logos for individual market centers and regions are created by integrating the DBA name of the market center with the Keller Williams logo using specific unit templates.

See Section 1.1 for more details.

5.2 INFORMAL LOGOS

The informal logos may be used in digital formats, watermarks and on casual internal applications, such as merchandise.

Use of the informal logo mark alone in advertising is not permitted under the Keller Williams License Agreement or in some jurisdictions.

Informal Logo Mark



Informal Logo Linear



5.0 Primary Logo Standards

5.3 SURROUNDING SPACE RESTRICTIONS

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



5.0 Primary Logo Standards

5.4

SIZE RESTRICTIONS

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

Your jurisdiction may have rules and laws regarding logo sizing and placement. Check with your local real estate bureau or commission to ensure compliance.

Minimum Size - Formal Logo

PRINT



WEB



Minimum Size - Informal Logos

PRINT



'KW' must not be smaller than 0.375 inches wide.

KELLERWILLIAMS.



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

WEB



'KW' must not be smaller than 36 pixels wide.

KELLERWILLIAMS.



'KELLER WILLIAMS' must not be smaller than 72 pixels wide.

5.0 Primary Logo Standards

5.5

UNACCEPTABLE EXECUTIONS

Guidelines for acceptable treatment of the logo 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 logo is depicted in the examples, but these principles apply to market center DBA logos as well.



Do not reconfigure.

Components of the logo 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.

6.0 Colors

- 6.1 Color Palette
- 6.2 Market Center DBA Logo - Full-Color Reproduction
- 6.3 Market Center DBA Logo - One-Color Reproduction
- 6.4 Primary Logo - Full-Color Reproduction
- 6.5 Primary Logo - One-Color Reproduction

6.0 Colors

6.1 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.

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 180 1 1
#B40101

KW Main Gray

Pantone 424
CMYK 0 0 0 60
RGB 130 130 130
#999999

Light Gray

CMYK 0 0 0 25
RGB 204 204 204
#CCCCCC

Medium Gray

CMYK 0 0 0 85
RGB 77 77 77
#666666

Black

CMYK 40 20 20 100
RGB 0 0 0
#000000

6.0 Colors

6.2
**MARKET CENTER
DBA LOGO
FULL-COLOR
REPRODUCTION**

Ful Color



Reversed Full Color



6.0 Colors

6.3
**MARKET CENTER
DBA LOGO
ONE-COLOR
REPRODUCTION**

Grayscale



Reversed Grayscale



Reversed White, Solid



6.4
PRIMARY LOGO
FULL-COLOR
REPRODUCTION

Full Color



Reversed Full Color



6.0 Colors

6.5
PRIMARY LOGO
ONE-COLOR
REPRODUCTION

Grayscale



Reversed Grayscale



One-Color, Black, Solid



Reversed White, Solid



7.0 Typography

- 7.1 Primary Typefaces - Print
- 7.2 Primary Typefaces - Digital

7.0 Typography

7.1 PRIMARY TYPEFACES PRINT

PRIMARY HEADER TYPEFACE

The primary sans serif typeface for Keller Williams printed applications is Helvetica Neue LT Std.

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 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.

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

7.0 Typography

7.2 PRIMARY TYPEFACES DIGITAL

PRIMARY BODY TYPEFACE

The primary body typeface for Keller Williams digital applications is Roboto. It is freely available at <https://fonts.google.com/specimen/Roboto>.

PRIMARY HEADER TYPEFACE

The primary header typeface for Keller Williams digital applications is Nimbus Sans. Due to licensing restrictions, Nimbus Sans cannot be provided. It may be purchased at <https://www.myfonts.com/fonts/urw/nimbus-sans/>.

Roboto

Thin

Thin Italic

Light

Light Italic

Regular

Medium

Medium Italic

Bold

Bold Italic

Nimbus Sans

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

8.0 Trademarks & Disclaimers

- 8.1 Trademarks
- 8.2 Disclaimers

8.0 Trademarks & Disclaimers

8.1 TRADEMARKS The trademarks, service marks and brands within the Keller Williams 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 Training is a part of the KELLER WILLIAMS® system.	DO NOT 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.	KELLER WILLIAMS® MEMORIAL KELLER WILLIAMS® NEW HORIZONS OF ILLINOIS	KELLER WILLIAMS® HOUSTON-MEMORIAL 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		

8.0 Trademarks & Disclaimers

8.1 TRADEMARKS (CONT.)

The trademarks, service marks and brands within the Keller Williams 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 CAPS every time you type or write a trademark. If that is not possible, put the trademark in quotes, underline, italics, boldface or a different color.

Preferred Method

CAPS **KELLER WILLIAMS® real estate brokerage**

Other Methods

quotes "Keller Williams®" real estate brokerage

underline Keller Williams® real estate brokerage

italics *Keller Williams®* real estate brokerage

boldface **Keller Williams®** real estate brokerage

different color Keller Williams® real estate brokerage

8.0 Trademarks & Disclaimers

8.1 TRADEMARKS (CONT.)

The trademarks, service marks and brands within the Keller Williams 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 the ® 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).

8.0 Trademarks & Disclaimers

8.1 TRADEMARKS (CONT.)	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. 8.1g Do not use a trademark in possessive form unless the mark itself is possessive.	DO "We will deliver two more dozen copies of MORE™ software." KELLER WILLIAMS® real estate services KELLER WILLIAMS® franchise McDONALD's restaurant	DO NOT We will deliver two dozen MOREs. 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?](#)

8.0 Trademarks & Disclaimers

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 office is independently owned and operated.](#)

Also Acceptable [Each Keller Williams Realty office is independently owned and operated.](#)

	Residential & Commercial Property Signs	Business Cards, Fliers & Stationery	Social Media Posts & Websites	Email Signatures	Vehicle Wrap & Magnetic Sign	Billboards
Preferred Location	Placed 1" above bottom edge of the panel	Placed at bottom of page	Placed beneath market center DBA logo	Placed beneath market center DBA logo	None Specified	Placed at bottom of panel
Minimum Font Size	1/2" minimum	No smaller than 8 pt. font	No smaller than 8 pt. font	No smaller than 8 pt. font	Must be large and clear enough to read from 15 ft.	Must be large and clear enough to read from 50 ft.
Preferred Font Type	Helvetica Neue LT Std Font Family	Helvetica Neue LT Std Font Family				

NOTE: The disclaimer is not required on apparel or specialty items.