



QUICK REFERENCE GUIDE

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

2.1 Primary Logo & Informal Logos

2.2 Structure

2.3 Surrounding Space Restrictions

2.4 Size Restrictions

2.5 Unacceptable Executions

2.0 PRIMARY LOGO STANDARDS

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.

INFORMAL LOGOS

Informal Logo Mark



Informal Logo Linear

KELLERWILLIAMS®

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

2.0 PRIMARY LOGO STANDARDS

2.2 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.

The *x-height* of the 'KW' is double the height of the 'K' in 'KELLER WILLIAMS'.



The space between the 'KW' and 'KELLER WILLIAMS' is 1/2 the height of the 'K' in 'KELLER WILLIAMS'.

The outer points of the vertex of the 'w' align with the insides of the stem and leg of the 'R'.

2.3 SURROUNDING SPACE RESTRICTIONS

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



2.0 PRIMARY LOGO STANDARDS

2.4
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.

2.0 PRIMARY LOGO STANDARDS

2.5 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

3.1a Affiliate Logo Structure - DBA Name Less Than 12 Characters

3.1b Affiliate Logo Structure - DBA Name More Than 12 Characters

3.1c Affiliate Logo Structure - DBA Name Includes 'Keller Williams Realty'

3.1d Affiliate Logo Examples

3.1e Affiliate Logo Surrounding Space Restrictions

3.1f Affiliate Logo Size Restrictions

3.1g Affiliate Logo Unacceptable Executions

3.0 AFFILIATE NAMING/LOGO STANDARDS

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 appropriate logo provided, as outlined in section 3.1c.

Examples



kw DBA NAME
KELLERWILLIAMS.



kw DBA NAME
KELLERWILLIAMS. REALTY



kw DBA NAME MORE THAN
TWELVE CHARACTERS
KELLERWILLIAMS.



kw DBA NAME MORE THAN
TWELVE CHARACTERS
KELLERWILLIAMS. REALTY

3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1a AFFILIATE LOGO STRUCTURE DBA NAME LESS 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.



3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1b 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.

The space between the 'KW' and the DBA name is the width of the *stem* of the 'K' in 'KW'.

DBA NAME (Editable)

Keller Williams Primary Logo (Do not alter)



3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1c 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 template 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 3.1a and 3.1b

The space between the 'KW' and the
DBA Name is the width of the *stem*
of the 'K' in 'KW'.

DBA NAME (Editable)

Keller Williams Primary Logo (Do not alter)

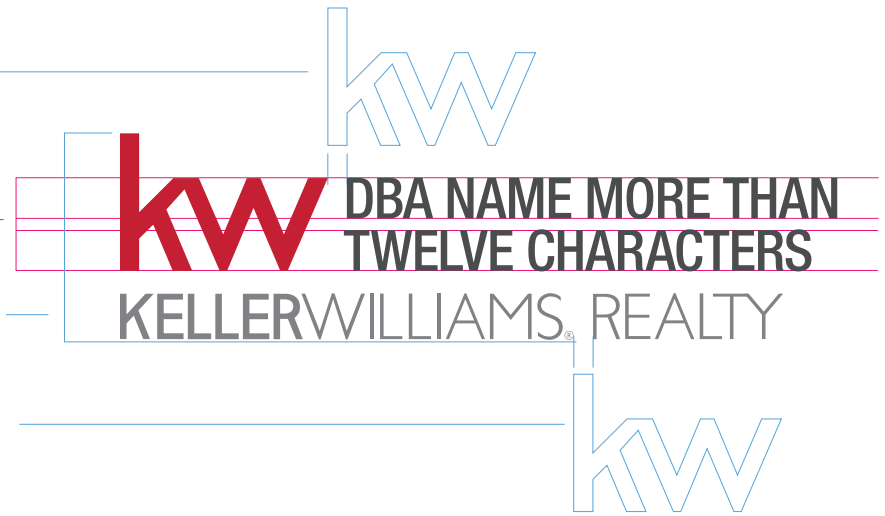
The space between the 'KELLER WILLIAMS'
and 'REALTY' is the width of the *stem* of the
'K' in 'KW'.

The space between the 'KW' and the
DBA Name is the width of the *stem*
of the 'K' in 'KW'.

DBA NAME (Editable)

Keller Williams Primary Logo (Do not alter)

The space between the 'KELLER WILLIAMS'
and 'REALTY' is the width of the *stem* of the
'K' in 'KW'.



3.0 AFFILIATE NAMING/LOGO STANDARDS

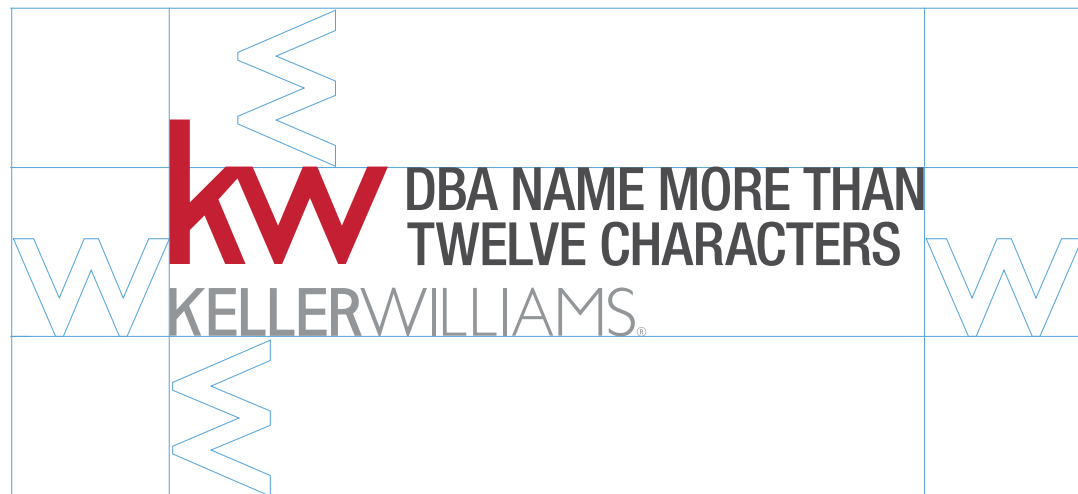
3.1d AFFILIATE LOGO EXAMPLES



3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1e AFFILIATE LOGO SURROUNDING SPACE RESTRICTIONS

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



3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1f AFFILIATE LOGO SIZE RESTRICTIONS

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

PRINT

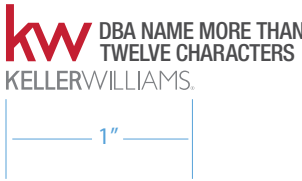


'KELLER WILLIAMS' must not be
smaller than 1 inch.

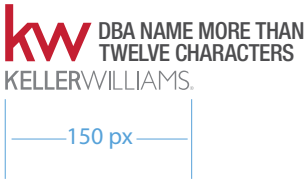
WEB



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



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



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

3.0 AFFILIATE NAMING/LOGO STANDARDS

3.1g 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

4.0 COLORS

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

4.0 COLORS

4.2 FULL-COLOR REPRODUCTION



Full-Color



Reversed Full-Color

4.0 COLORS

4.3 ONE-COLOR REPRODUCTION



Grayscale



One-Color, Black, Solid



Reversed Grayscale



Reversed White, Solid

4.0 COLORS

4.4 AFFILIATE LOGO FULL-COLOR REPRODUCTION



Full-Color



Reserved Full-Color

4.0 COLORS

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

5.0 TYPOGRAPHY

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.

HELVETICA NEUE

47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.0 TYPOGRAPHY

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.

DBA NAME (Editable)

Typeface:

Helvetica Neue 67 Medium Condensed

ALL Caps

Kerning: -20, Optical

Color: 85% K

Keller Williams Primary Logo (Do not alter)

DBA NAME (Editable)

Keller Williams Primary Logo (Do not alter)

Typeface of Articles:

Helvetica Neue 57 Condensed,
lower case

Kerning: -20, Optical

Color: 85% Black

Size: same as DBA Name



6.0 Print Collateral

6.1 Yard Signs - Examples

6.2 Yard Signs - Structure

6.3 Business Cards - Examples

6.4 Business Cards - Structure

6.5 Letterhead/Envelope - Example

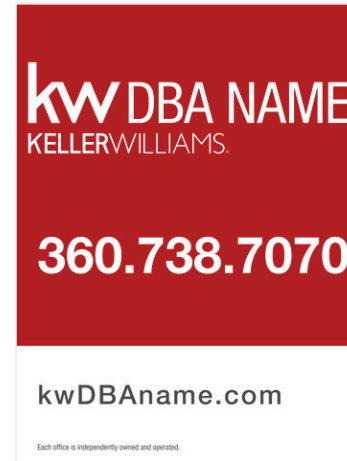
6.6 Letterhead - Structure

6.0 PRINT COLLATERAL

6.1 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

6.0 PRINT COLLATERAL

6.2 YARD SIGNS STRUCTURE

Signs must include the sentence,
“Each office is independently
owned and operated.”



Generic KW Sign

FONTS:

- Helvetica Neue Font Family
- Primary fonts for signs:
Helvetica Neue 57 Condensed,
77 Bold Condensed

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.

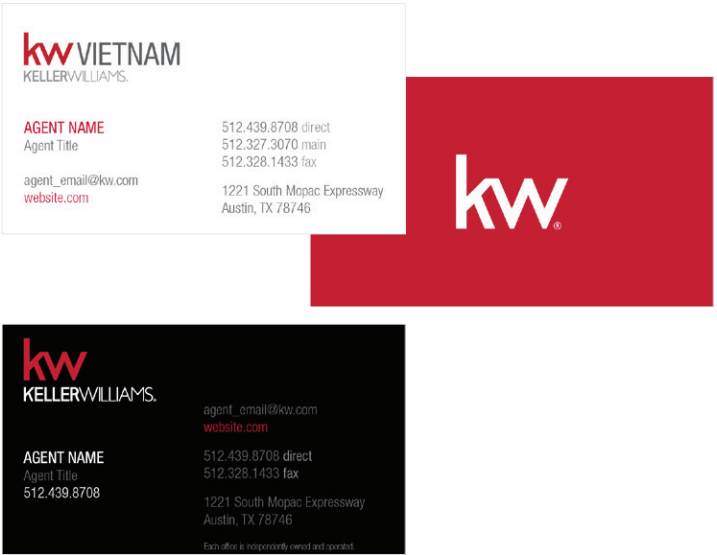
STYLING:

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

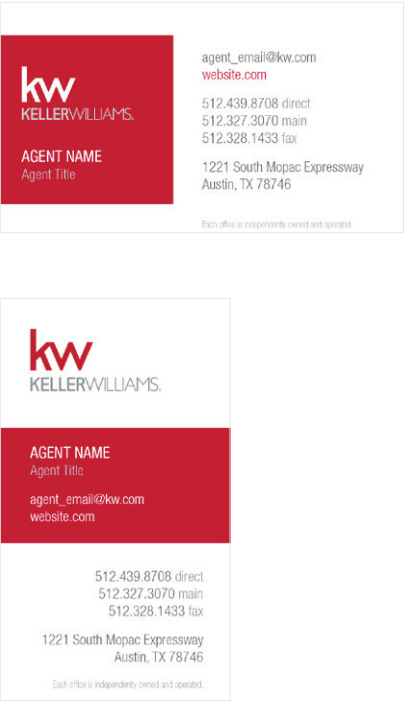
6.0 PRINT COLLATERAL

6.3 BUSINESS CARDS EXAMPLES

Market Center Branded



General Branded



Agent Branded with Photo



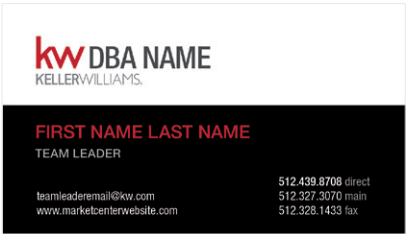
6.0 PRINT COLLATERAL

6.3 (cont.)
BUSINESS CARDS
EXAMPLES

Market Center Branded



Agent Branded with Photo



6.0 PRINT COLLATERAL

6.4 BUSINESS CARDS STRUCTURE

Business cards must include the sentence, “Each office is independently owned and operated.”



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:

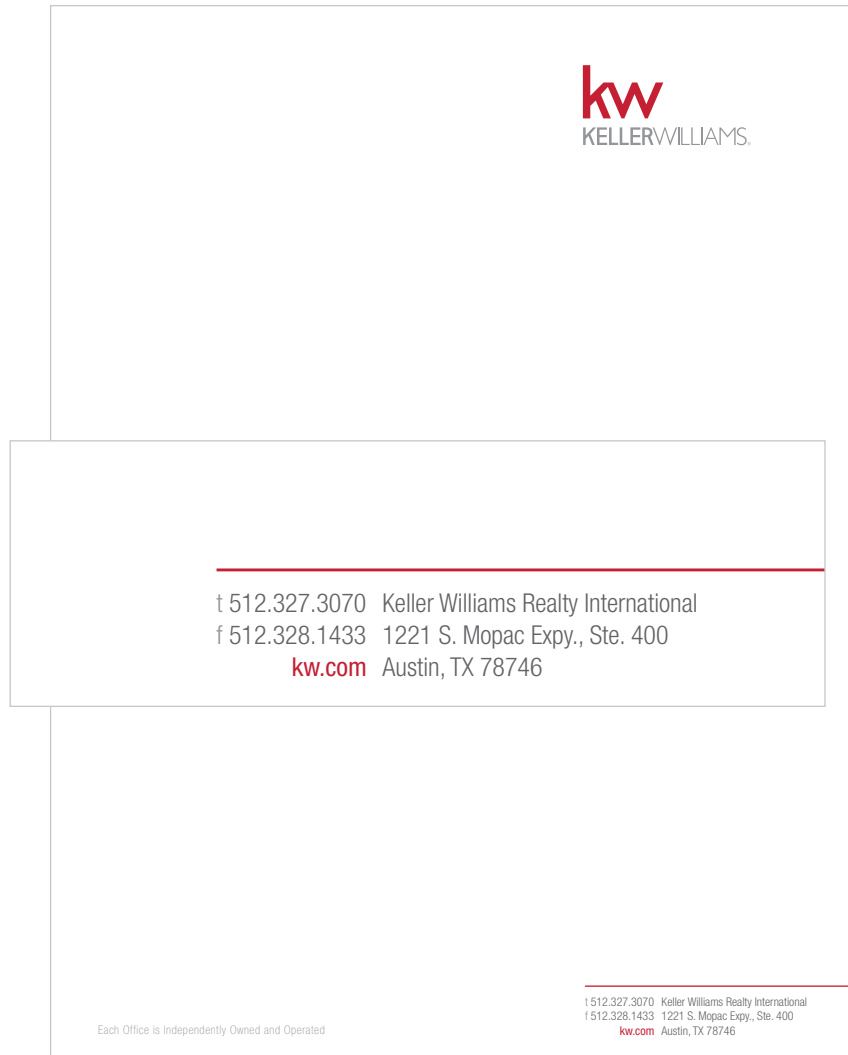
- Do use color blocking to create a modern graphic look.
- Preferred no embellishments.
- No drop shadows.
- No gradients.

6.0 PRINT COLLATERAL

6.5
LETTERHEAD/ENVELOPE
EXAMPLE



6.6 LETTERHEAD STRUCTURE



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.