

# Brand Guide



**Most exclusive real estate experiences**

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# The Brand

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## **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.

# Compliance Overview

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## Ownership Statement

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

## 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 KW Advisors logo size/prominence.

**Note:** KW Advisors logo must appear on all marketing materials.

# Logo



## FULL-COLOR REPRODUCTION



Full-Color



Reversed Full-Color

## ONE-COLOR REPRODUCTION



**kw ADVISORS**  
KELLERWILLIAMS®

**Grayscale**



**kw ADVISORS**  
KELLERWILLIAMS®

**Reversed Grayscale**



**kw ADVISORS**  
KELLERWILLIAMS®

**One-Color, Black, Solid**



**kw ADVISORS**  
KELLERWILLIAMS®

**Reversed White, Solid**

## LOGO APPLICATION

### Surrounding Space Restrictions

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



### Minimum Size - Formal Logo

#### WEB



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

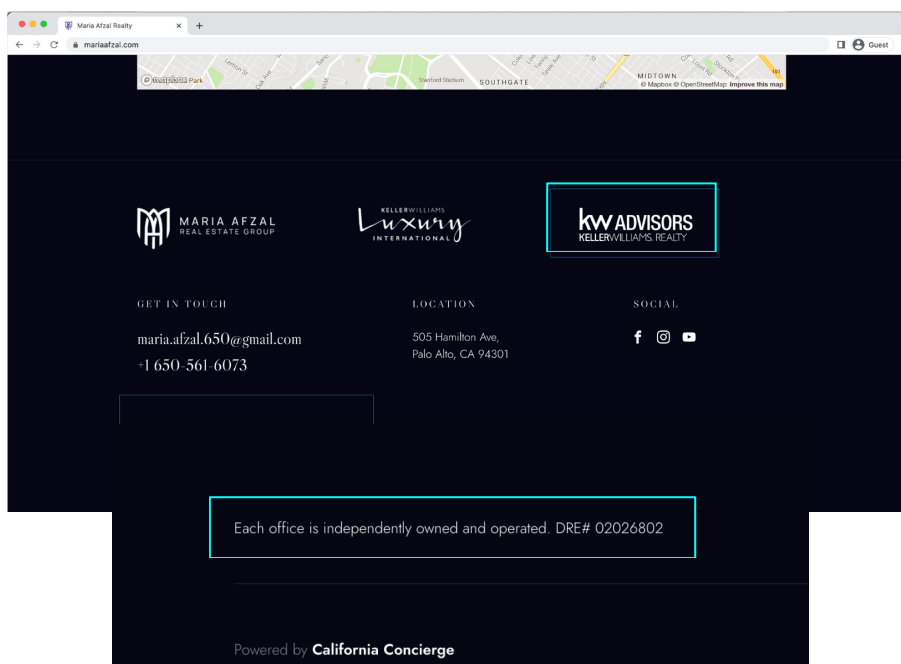
#### PRINT



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

# Marketing - Digital Application

## Websites



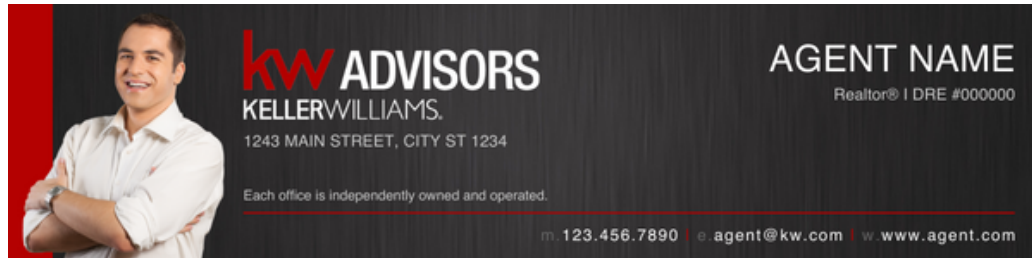
All websites must meet the following requirements:

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



## MARKETING - DIGITAL APPLICATION

### Graphical Signature - Market Center Branded



### HTML Signature - Market Center Branded

**Agent Name**  
Realtor | DRE#00000



☎ 123-456-7890  
✉ agent@kw.com  
🌐 www.agentkw.com  
📍 1243 Main Street, City st 1234

Each office is independently owned and operated. DRE#01499010

All email signature must meet the following requirements:

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

# MARKETING - DIGITAL APPLICATION

## Social Media Post - Structure



All email signature must meet the following requirements:

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

# Marketing - Print Application

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## Business Card - Structure



**AGENT NAME**

REALTOR®  
DRE#000000  
(123) 456-7890

agent@kw.com  
**www.agentkw.com**

1234 Main Street, City St 1244

Each office is independently owned and operated.

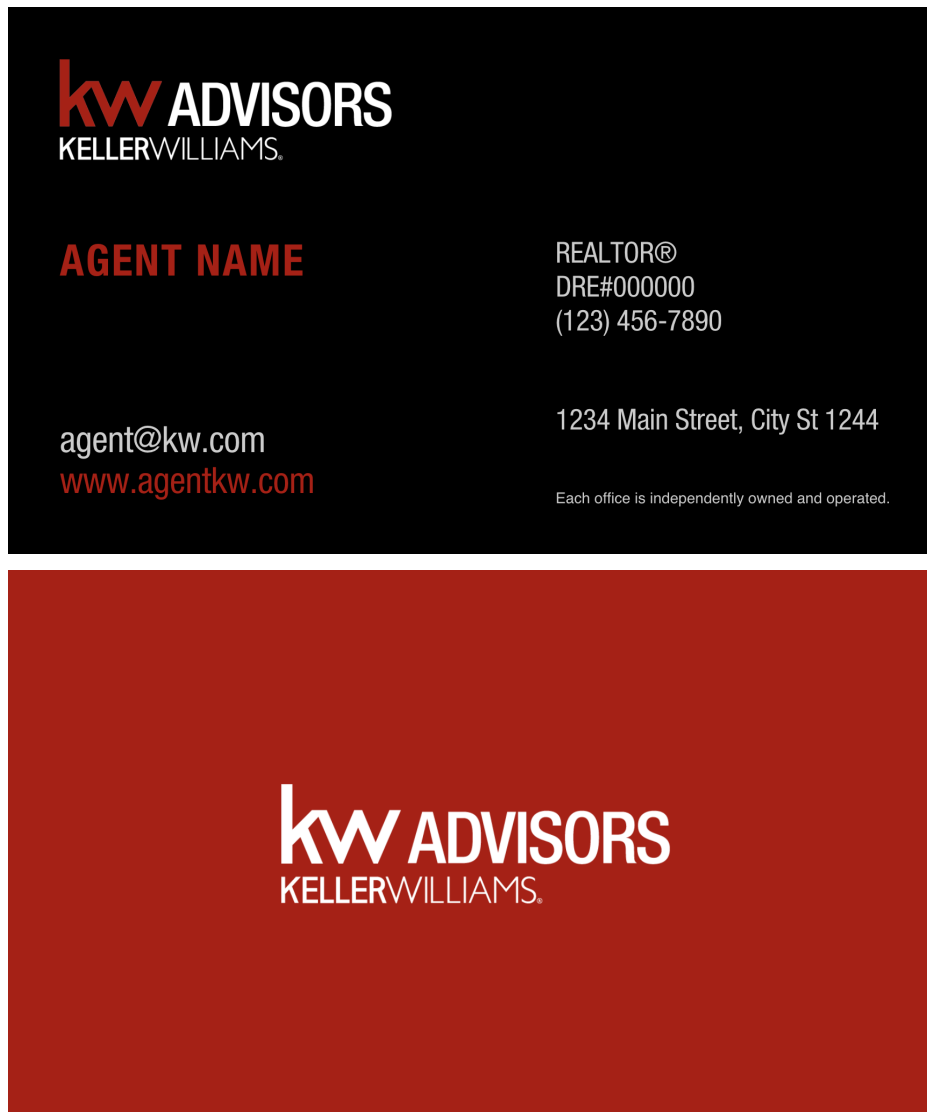
All websites must meet the following requirements:

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

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## MARKETING - PRINT APPLICATION

### Business Card - Example



All email signature must meet the following requirements:

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

# MARKETING - PRINT APPLICATION

## Listing Flyer



712 Madonna Drive,  
Suisun City, CA 94585



MODERN  
**HOME**  
JUST SOLD

\$575,000



## HOUSE FEATURES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna aliqua.  
Malesuada proin libero nunc consequat interdum varius sit amet.

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

All email signature must meet the following requirements:

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

# Typography

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## 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.

**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

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47 Light Condensed

57 Condensed

**67 Medium Condensed**

45 Light

55 Roman

**65 Medium**

**75 Bold**

**85 Heavy**

# PRIMARY TYPEFACES

## DIGITAL

### PRIMARY BODY TYPEFACE

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

#### Roboto

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Thin

*Thin Italic*

Light

*Light Italic*

Regular

**Medium**

***Medium Italic***

**Bold**

***Bold Italic***

#### Nimbus Sans

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Light

*Light Italic*

Regular

*Regular Italic*

**Bold**

***Bold Italic***

### 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/>.

# The Colors



## **The importance of color**

Color is very important in branding and marketing because it is where first impressions of customers are based. Also, color is the secret in producing a good identity for a company. Colors are more than just a visual aid because colors convey emotions, feelings and experiences.



# Color Palette

## Primary color systems

### 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

# Logo Resources

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Scan here to download  
our logo



# Brand Guide



**Most exclusive real estate experiences**