



# 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
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- 1.3 Local Regulations

## 1.0 Compliance Overview

### 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 Marketing - Signage**

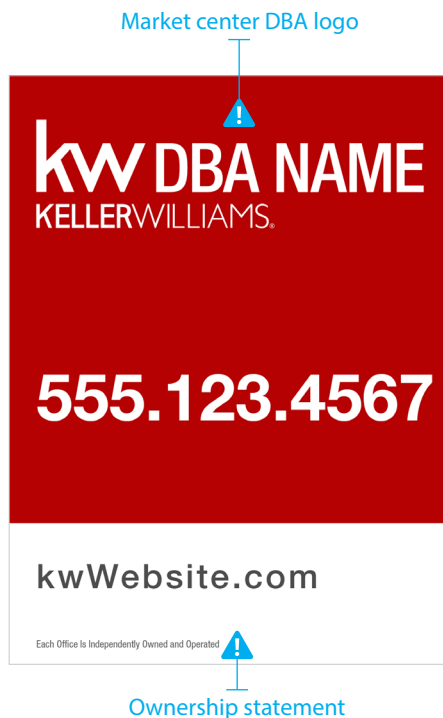
- 2.1 Yard Signs - Structure
- 2.2 Yard Signs - Examples
- 2.3 Yard Signs - Team-Branded Examples
- 2.4 Reception Area Signage

## 2.0 Marketing - 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.

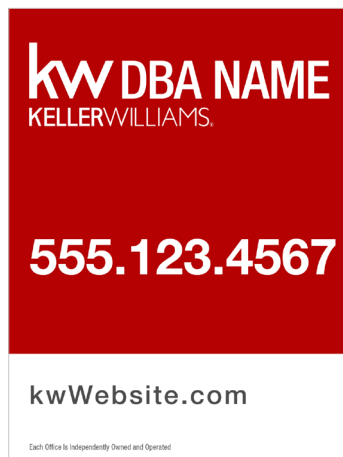
## 2.0 Marketing - Signage

### 2.2 YARD SIGNS EXAMPLES

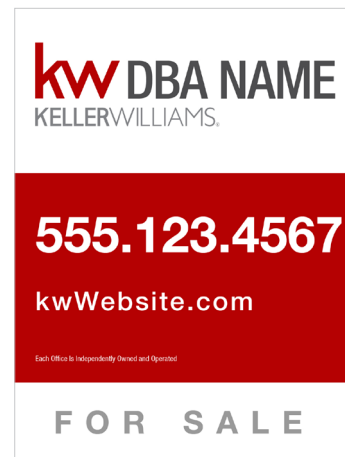
#### REQUIRED

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

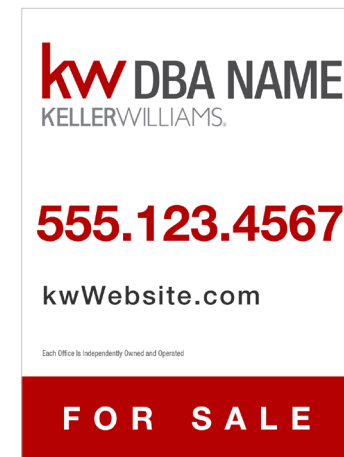
Market Center Branded



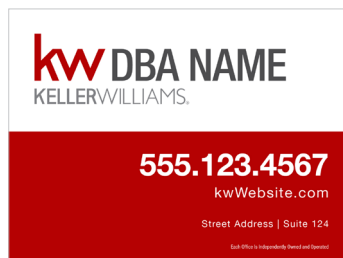
Market Center Branded



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.

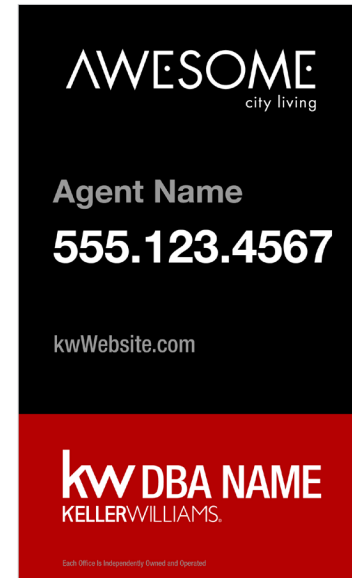
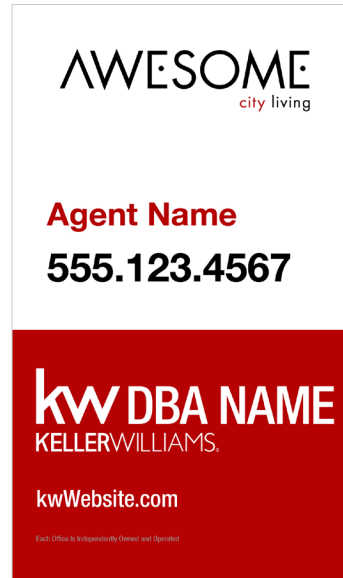
Market center leadership and approved vendors are familiar with local advertising restrictions and are better able to ensure that signs will comply with local regulations and franchise requirements.

Approved vendors may be found on KWConnect.

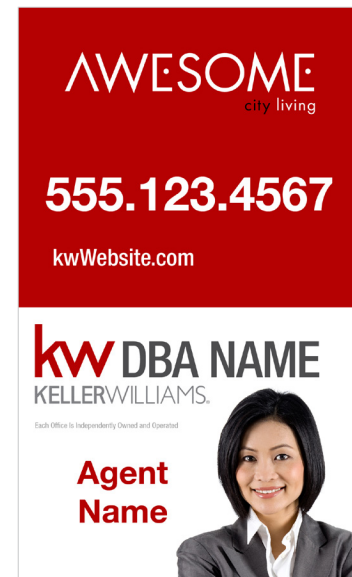
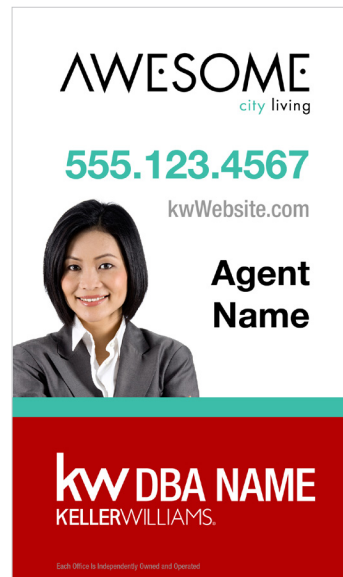
#### **▲ REQUIRED**

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

Team Branded



Team Branded with Photo



## 2.0 Marketing - Signage

### 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

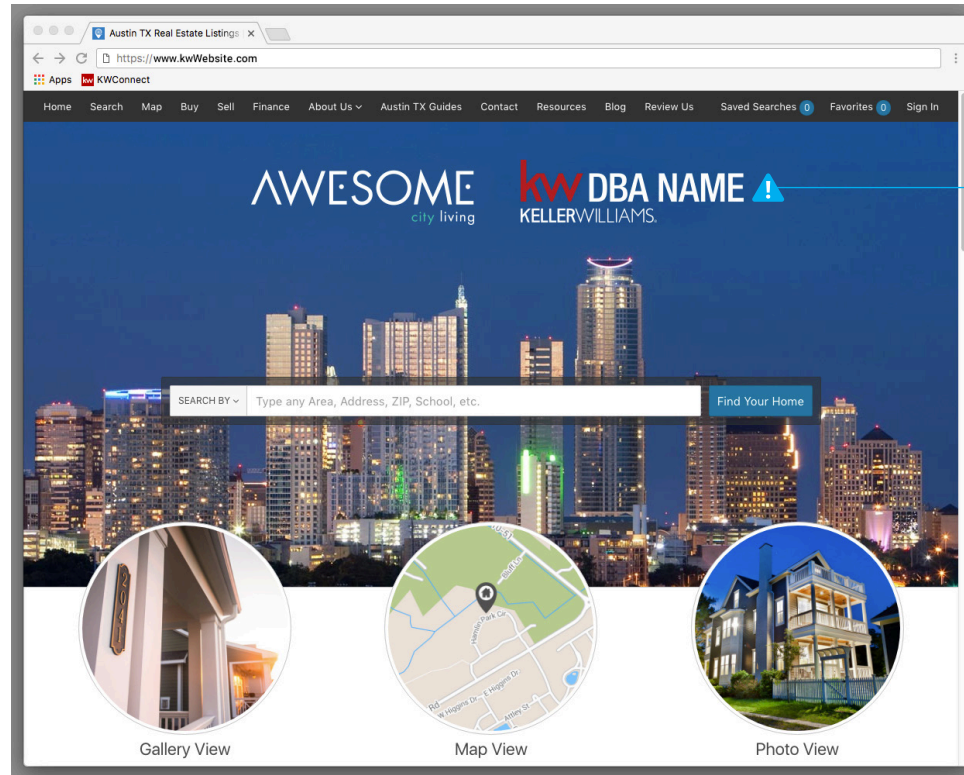
### 3.1 WEBSITES

#### 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.



Market center DBA logo

Ownership statement

Each Office Is Independently Owned and Operated

#### Guides

Central Austin  
Northwest Austin  
South Austin  
West Austin  
Round Rock  
More Guides >

#### Company

Meet our agents  
Our Blog

#### Resources

Buy Homes  
Sell Your Home  
Finance

#### Get Social



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Texas Real Estate Commission Consumer Protection Notice

Texas Real Estate Commission Information About Brokerage Services

BooMtown! © 2018 | Terms of Use | Privacy Policy | Accessibility | DMCA | Listings Sitemap

## 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

**AWESOME**  
city living

**AGENT NAME**

p: 555.123.4567  
e: agent@kw.com

[www.kwWebsite.com](http://www.kwWebsite.com)

1234 Main Street  
City, ST 56789

**kw DBA NAME**  
KELLERWILLIAMS.

Each Office Is Independently  
Owned and Operated

#### 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](http://www.kwWebsite.com)

## 3.0 Marketing - Digital Applications

### 3.2

## EMAIL SIGNATURES (CONT.)

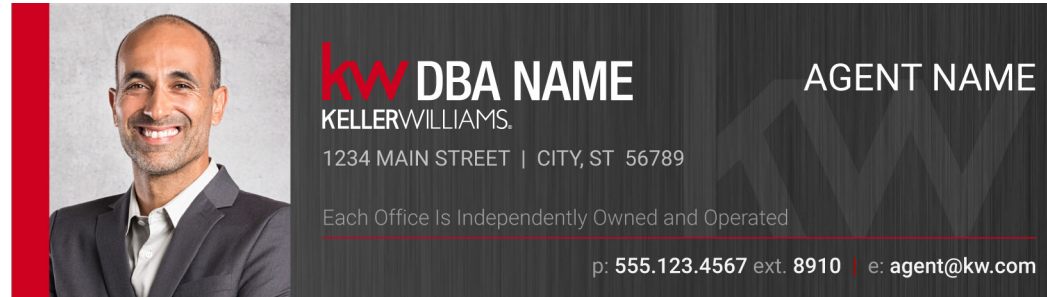
### REQUIRED

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



### HTML Signature - Market Center Branded

AGENT NAME



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

1234 Main Street  
City, ST 56789

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



Market center DBA logo

Ownership statement

**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.

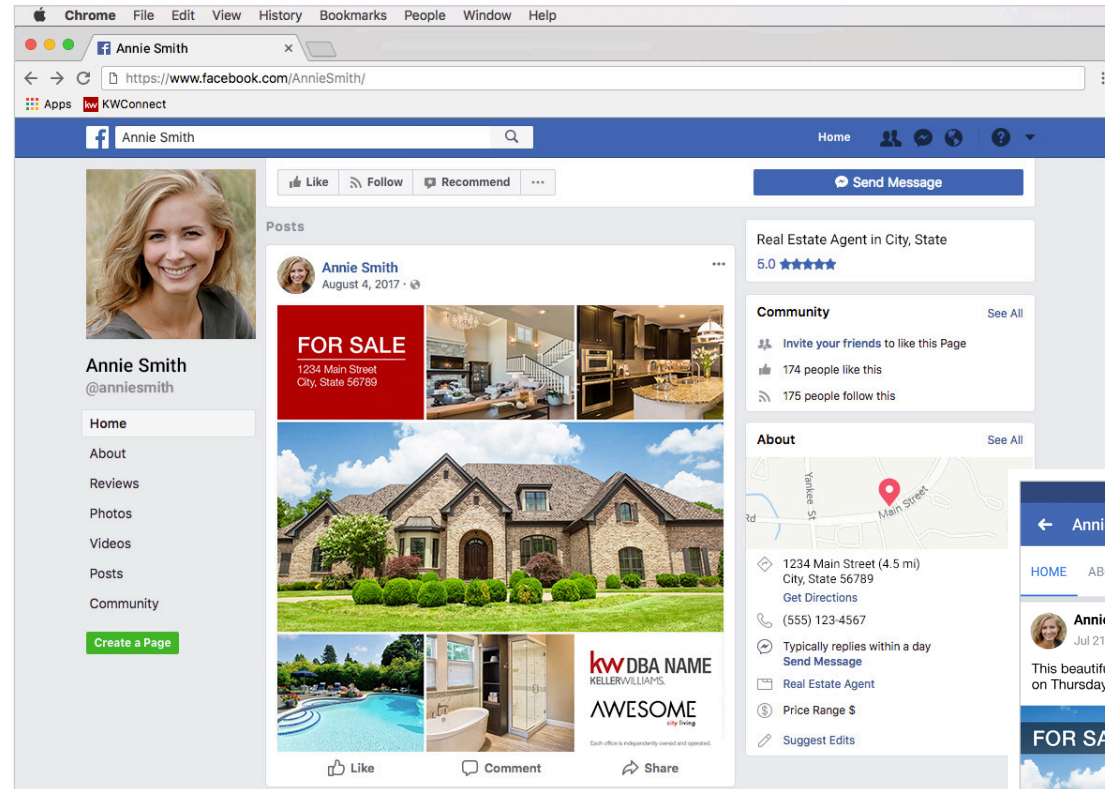
### 3.0 Marketing - Digital Applications

## 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

## 4.0 Marketing - Print Applications

### 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

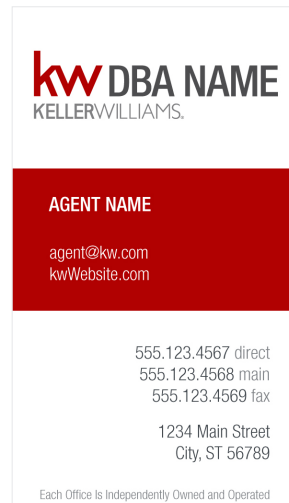
#### REQUIRED

- 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.)

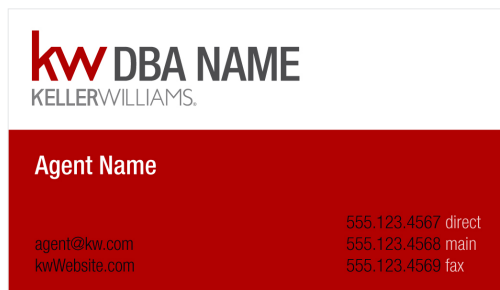
#### ▲ REQUIRED

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

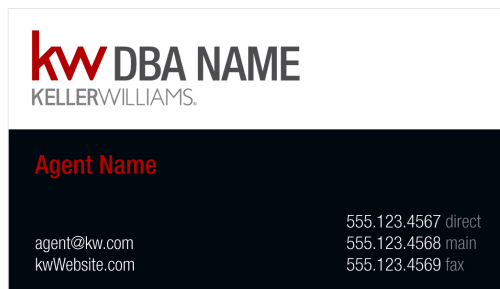
#### Agent Branded



#### Agent Branded with Photo



#### Agent Branded with Photo



4.3  
LISTING FLIER  
STRUCTURE

**1234 MAIN STREET**

Just listed! Um rem quo cores arit repudaesti opta net que sitiist qui culparu mquiasim sequo eaquas reribus. Lorem lat et aut ma sequi voluptatios adlo quunti tem nihil explaccae malos aut porrum iiltaspid et dianis re cori blatiostem ipsum alis et molum aut voluptatur.

**AGENT NAME**  
555.123.4567  
agent@kw.com  
kwDBAname.com

**kw DBA NAME**  
KELLERWILLIAMS

Each Office Is Independently Owned and Operated

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.

## 4.0 Marketing - Print Applications

### 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 cores arit repudaesti opta net que sitlist qui culpa mquiasim sequo eaquas reribus. Lorem lat et aut ma sequi voluptatis adio quanti tem nihil explaceae malos aut porrum illitapid et dñanis re cori blatioatem ipsam 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
- Mollit anim id est laborum
- Latitir reesim rem sa quis cum fugia quo intus

**\$395,000**









**AGENT NAME**  
555.123.4567  
agent@kw.com  
kwDBAname.com

**kwDBA 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 cores arit repudaesti opta net que sitlist qui culpa mquiasim sequo eaquas reribus. Lorem lat et aut ma sequi voluptatis adio quanti tem nihil explaceae malos aut porrum illitapid et dñanis re cori blatioatem ipsam 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
- Mollit anim id est laborum
- Latitir reesim 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 56789



**kwDBA NAME**  
KELLERWILLIAMS.

Each Office is Independently Owned and Operated

**AWESOME**  
city living

4.5  
**LETTERHEAD  
STRUCTURE**



**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:**

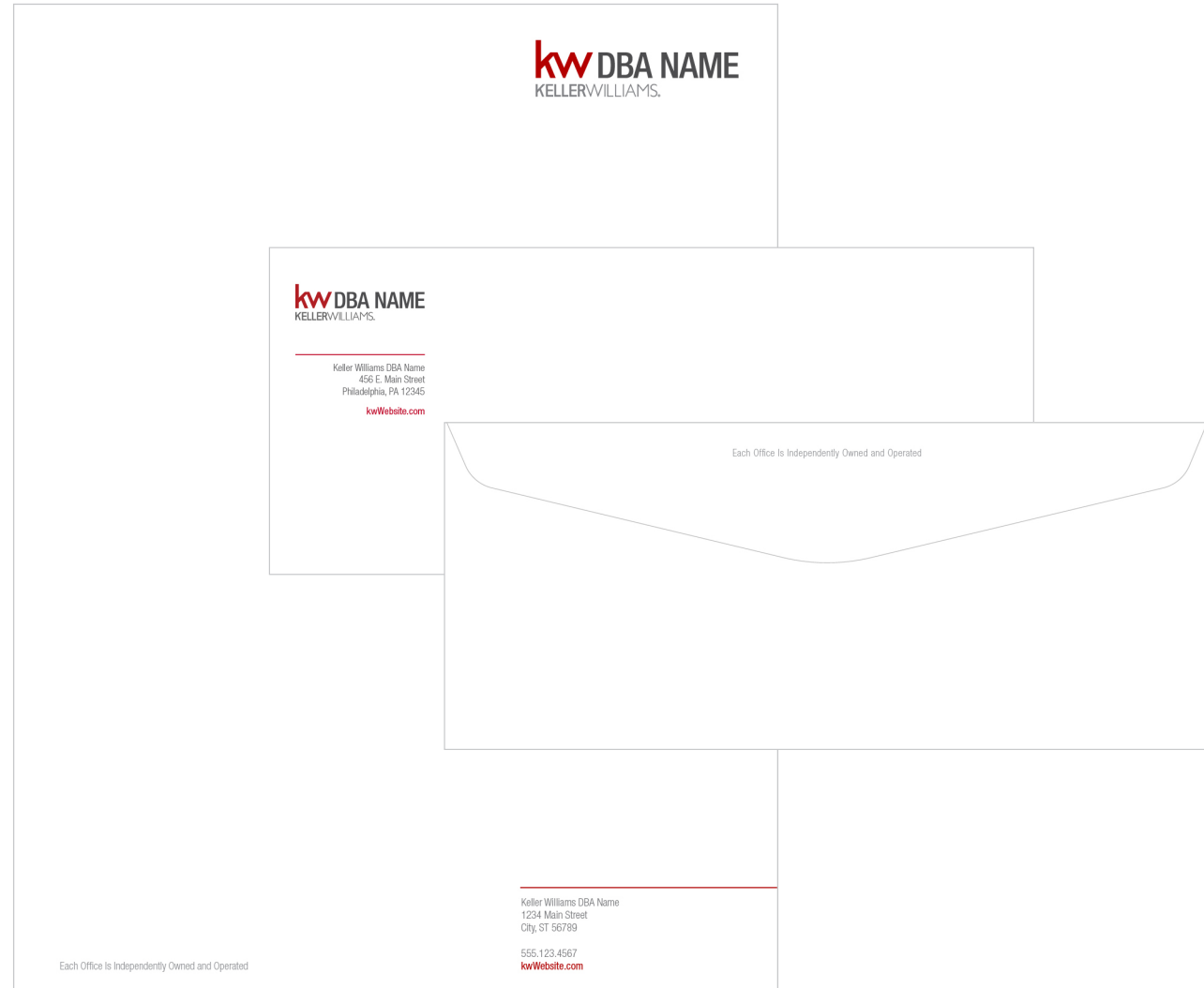
- Preferred no embellishments.
- Preferred no drop shadows.
- Preferred no gradients.

## 4.0 Marketing - Print Applications

### 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



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

##### WEB



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

#### Minimum Size - Informal Logos



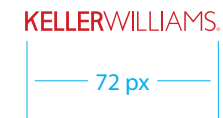
'KW' must not be smaller than 0.375 inches wide.



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



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



'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 206 1 31  
#CE011F

#### **KW Main Gray**

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

#### **Light Gray**

CMYK 0 0 0 25  
RGB 204 204 204  
#CCCCCC

#### **Medium Gray**

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

#### **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



## 6.0 Colors

### 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](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*

## 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

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#### 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](#)

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#### 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.)

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#### 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](mailto: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.)

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#### 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.

#### DO

“We will deliver two more dozen copies of MORE™ software.”

KELLER WILLIAMS® real estate services

KELLER WILLIAMS® franchise

#### DO NOT

We will deliver two dozen MOREs.

#### 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?

## 8.0 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.