IDENTITY & STYLE GUIDE

1.0 General Guidelines

1.1 Overview & Brand Philosophy

1.0 General Guidelines

This guide is part of a toolkit that aids Keller Williams franchises, approved vendors and vgency partners to 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 reference 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 menters, 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 KW Commercial 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.

1.1 OVERVIEW & BRAND PHILOSOPHY

BRAND GROUP

KW Commercial is an elite group of commercial real estate professionals whose commitment to excellence is raising the bar in our nine core disciplines:

1. Office
2. Industrial
3. Retail
4. Tenant representation
5. Multi-family
6. Land and development
7. Hospitality and specialty
8. Distressed assets
9. International investors

BRAND PHILOSOPHY

The strength of the KW Commercial brand relies on maintaining a system of clear and consistent communication. Perhaps more than any other, the commercial real estate client considers brand an important factor in selecting which broker to work with in their commercial real estate transaction.

To that end, these brand guidelines and reference guide have been created to provide consistent verbal and visual messaging for all KW Commercial products, services and solutions.

These guidelines define the standards for the KW Commercial primary visual vocabulary, including color, typography and image philosophy.

Of course, at Keller Williams Realty, we remain steadfast in our belief that the agent's brand comes first. All the marketing and branding tools that we, along with our KW Approved Vendors, provide should be customizable and flexible so that agents may brand and market themselves as they see fit for their market.

TONE

Featuring beautiful photography allows agents to target their specific region and market, while the dynamic and classic color palette of white and red and accents of gray produces a strong neutral canvas for the photos to shine. Leading with clean white space creates a modern and timeless aesthetic.

2.0 Primary Logo Standards

2.1
STACKED

The stacked KW Commercial signature is the most basic and commonly used element of the KW Commercial visual identity.

LINEAR

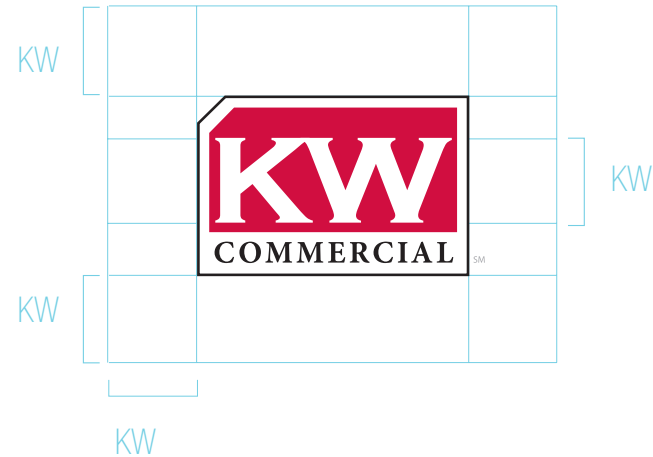The linear signature is used secondarily and when space dictates the need for a linear signature.

2.2
SURROUNDING SPACE
RESTRICTIONS

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

STACKED

KW

KW

KW

KW

LINEAR

KW

KW

KW

KW

2.3
SIZE RESTRICTIONS

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

PRINT

WEB

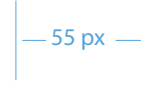Minimum Size - Stacked Logo

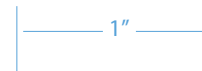— .75" —

Logo must not be smaller than 1 inch.

— 55 px —

Logo must not be smaller than 55 px.

Minimum Size - Linear Logo

— 1" —

Logo must not be smaller than 1 inch.

— 150 px —

Logo must not be smaller than 150 px.

2.4
UNACCEPTABLE EXECUTIONS

Guidelines for acceptable treatment of the signature are found throughout this manual. KW Commercial logo 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.

Do not reconfigure.
Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.

Do not add extra elements.
Do not add additional text or design elements to the logo.

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 Commercial or KW.

Do not make up an entity using KW Commercial brand.
Do not use locations or expertise to create your name.

3.0 Colors

3.1
COLOR PALETTE

The primary colors for the KW Commercial visual identity system are KW Red (Pantone® 200), White and KW Gray (Pantone® 424). Equivalent color formulas for four-color process printing and digital media are provided here.

The preferred color treatment for the KW Commercial signature is shown below.

KW Red

Pantone 200
CMYK 0 100 66 13
RGB 180 1 1
#B40101

White

CMYK 0 0 0 0
RGB 255 255 255
#FFF

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

Black

CMYK 40 20 20 100
RGB 0 0 0
#000

Medium Gray

CMYK 0 0 0 85
RGB 77 77 77
#666

3.2
**FULL-COLOR
REPRODUCTION**

Full-Color

Full-Color on Dark Background

One-Color, Black, Solid

One-Color, Black, Solid

4.0 Typography

4.1 Primary Typefaces

**4.1
PRIMARY
TYPEFACES**

Primary San Serif Typeface
The primary san serif typeface for KW Commercial printed applications is Helvetica Neue.

This font is to be used in collateral materials and headlines.

Primary Serif Typeface
The primary serif typeface for KW Commercial 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
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

55 Roman
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

65 Medium
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

75 Bold
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.0 Print Collateral

5.1
**BUSINESS CARD
EXAMPLES**

Business Cards must have "Each
Office Is Independently Owned
and Operated".

KW COMMERCIAL SM

direct **512.439.8881**
main 512.327.3070
fax 512.328.1433

kwcommercial.com

1221 S. Mopac Expy., Ste. 400
Austin, TX 78746

YOUR NAME
Title

email@kw.com

Market Center Name
Each Office Is Independently Owned and Operated

**KW
COMMERCIAL** SM

YOUR NAME
Title

email@kw.com

kwcommercial.com

512.439.8881 direct
512.327.3070 main
512.328.1433 fax

1221 S. Mopac Expy., Ste. 400
Austin, TX 78746

Market Center Name
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:
Left aligned to match the configuration of
the logo.

COLOR:
• Prefer KW Red, gray, black and white

PAPER STOCK:
• Prefer Classic Crest, Solar White, smooth,
  130DTC or higher

STYLING:
• Do use color blocking to create a modern
  graphic look.
• Prefer no embellishments.
• No drop shadows.
• No gradients.

5.2
**BUSINESS CARD
STRUCTURE**

H2

direct **512.439.8881**
main 512.327.3070
fax 512.328.1433

kwcommercial.com

1221 S. Mopac Expy., Ste. 400
Austin, TX 78746

KW COMMERCIAL

H1
Body Copy

YOUR NAME
Title

email@kw.com

Market Center Name
Each Office Is Independently Owned and Operated

Website
Body Copy

H2
Market Center Name
Disclaimer

H1:
Helvetica Neue 57 Condensed
Color: KW Red
Font Size: 11pt
All Caps

H2: (Information you want to highlight)
Helvetica Neue 57 Condensed
Color: 100% K
Font Size: 9pt

Body Copy:
Helvetica Neue 47 Light Condensed
Color: 60% K
Font Size: 9pt

Website:
Helvetica Neue 67 Medium
Color: KW Red
Font Size: 9pt
Suggested Orientation: Vertical

Market Center Name:
Helvetica Neue 47 Light Condensed
Color: 75% K
Font Size: 7pt

Disclaimer:
Helvetica Neue 37 Thin Condensed
Color: 60% K
Font Size: 7pt

6.0 Yard Signs

6.1
**YARD SIGNS
EXAMPLES**

Signs must have "Each Office Is Independently Owned and Operated" and the brokers name.

RETAIL SPACE
20,000 sq. ft.

Agent Name
512.555.555

Market Center Name
Each Office Is Independently Owned and Operated

RETAIL SPACE
20,000 sq. ft.

Agent Name
512.555.555

Market Center Name
Each Office Is Independently Owned and Operated

RETAIL SPACE
20,000 sq. ft.

Agent Name
512.555.555

Market Center Name
Each Office Is Independently Owned and Operated

FOR SALE

COMMERCIAL SPACE
20,000 sq. ft.

Agent Name
512.555.555

kwcweb.com

Market Center Name
Each Office Is Independently Owned and Operated

FOR SALE

COMMERCIAL SPACE
20,000 sq. ft.

Agent Name
512.555.555

Market Center Name
Each Office Is Independently Owned and Operated

6.2
**YARD SIGNS
STRUCTURE**

**KW
COMMERCIAL** SM

RETAIL SPACE
20,000 sq. ft.

Agent Name
512.555.555

Market Center Name
Each Office Is Independently Owned and Operated

FONTS:
• Helvetica Neue Font Family
• Primary fonts for signs:
  Helvetica Neue 75 Bold and 55 Roman

ALIGNMENT:
Left or right text aligned

COLOR:
• Prefer KW Red, and white with accents
  of gray and black
• 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.
• Prefer no embellishments.
• No drop shadows.
• No gradients.