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

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
2.1 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

Agent Branded

Agent Branded with Photo
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
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.
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

www.kwWebsite.com
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

<table>
<thead>
<tr>
<th>DBA NAME</th>
<th>AGENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keller Williams</td>
<td><a href="mailto:agent@kw.com">agent@kw.com</a></td>
</tr>
<tr>
<td>1234 MAIN STREET</td>
<td>p: 555.123.4567 ext. 8910</td>
</tr>
<tr>
<td>CITY, ST 56789</td>
<td>e: <a href="mailto:agent@kw.com">agent@kw.com</a></td>
</tr>
<tr>
<td>Each Office Is Independently Owned and Operated</td>
<td><a href="http://www.kwWebsite.com">www.kwWebsite.com</a></td>
</tr>
</tbody>
</table>

### HTML Signature - Market Center Branded

<table>
<thead>
<tr>
<th>AGENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:agent@kw.com">agent@kw.com</a></td>
</tr>
<tr>
<td>p: 555.123.4567 ext. 8910</td>
</tr>
<tr>
<td>e: <a href="mailto:agent@kw.com">agent@kw.com</a></td>
</tr>
<tr>
<td>1234 Main Street</td>
</tr>
<tr>
<td>City, ST 56789</td>
</tr>
<tr>
<td>Each Office Is Independently Owned and Operated</td>
</tr>
<tr>
<td><a href="http://www.kwWebsite.com">www.kwWebsite.com</a></td>
</tr>
</tbody>
</table>

### Text Signature - Individual Agent

<table>
<thead>
<tr>
<th>AGENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:agent@kw.com">agent@kw.com</a></td>
</tr>
<tr>
<td>p: 555.123.4567</td>
</tr>
<tr>
<td>1234 Main Street</td>
</tr>
<tr>
<td>City, ST 56789</td>
</tr>
<tr>
<td>Keller Williams DBA Name</td>
</tr>
<tr>
<td>Each Office Is Independently Owned and Operated</td>
</tr>
<tr>
<td><a href="http://www.kwWebsite.com">www.kwWebsite.com</a></td>
</tr>
</tbody>
</table>
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.
3.4 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.
4.2 BUSINESS CARDS EXAMPLES

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

---

**Agent Branded**

- **kw DBA NAME**
  - AGENT NAME
  - agent@kw.com
  - kwWebsite.com
  - 555.123.4567 direct
  - 555.123.4568 main
  - 555.123.4569 fax
  - 1234 Main Street
  - City, ST 56789
  - Each office is independently owned and operated

---

**Agent Branded - Vertical**

- **kw DBA NAME**
  - AGENT NAME
  - agent@kw.com
  - kwWebsite.com
  - 555.123.4567 direct
  - 555.123.4568 main
  - 555.123.4569 fax
  - 1234 Main Street
  - City, ST 56789
  - Each office is independently owned and operated
4.2 BUSINESS CARDS EXAMPLES (CONT.)

**Agent Branded**

**kw SPOKANE KELLER WILLIAMS.**

**AGENT NAME**

509.458.4444 direct
agent@kw.com
www.kwspkane.com

799 S. Stevens St.
Spokane, WA 99204
509.458.4000 tel
509.458.4001 fax

Each Office is Independently Owned and Operated

**Agent Branded with Photo**

**kw DBA NAME KELLER WILLIAMS.**

**Agent Name**

agent@kw.com
kwWebsite.com

555.123.4567 direct
555.123.4568 main
555.123.4569 fax

1234 Main Street
City, ST 56789

Each Office is Independently Owned and Operated.

**Agent Branded with Photo**

**kw DBA NAME KELLER WILLIAMS.**

**Agent Name**

agent@kw.com
kwWebsite.com

555.123.4567 direct
555.123.4568 main
555.123.4569 fax

1234 Main Street
City, ST 56789

Each Office is Independently Owned and Operated.
4.3 LISTING FLIER

STRUCTURE

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! 1,000 sq ft home with 3 bedrooms, 2 bathrooms, and a fully equipped kitchen. Located in the heart of the city, perfect for families.

$395,000

---

**Custom Team Branded**

1234 MAIN STREET

Just listed! 1,000 sq ft home with 3 bedrooms, 2 bathrooms, and a fully equipped kitchen. Located in the heart of the city, perfect for families.

$395,000
4.5 LETTERHEAD STRUCTURE

Mark 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.

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.

⚠️ 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.
5.3 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**

```
kw DBA NAME
KELLER WILLIAMS.

1”
```

```
KELLER WILLIAMS.

1”
```

‘KELLER WILLIAMS’ must not be smaller than 1 inch wide.

**WEB**

```
kw DBA NAME
KELLER WILLIAMS.

72 px
```

```
KELLER WILLIAMS.

72 px
```

‘KELLER WILLIAMS’ must not be smaller than 72 pixels wide.

**Minimum Size - Informal Logos**

**PRINT**

```
KELLER WILLIAMS.

0.375”
```

‘KW’ must not be smaller than 0.375 inches wide.

**WEB**

```
KELLER WILLIAMS.

36 px
```

‘KW’ must not be smaller than 36 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
6.0 Colors

6.4 PRIMARY LOGO
FULL-COLOR REPRODUCTION

Full Color

Reversed Full Color
6.0 Colors

6.5 PRIMARY LOGO
ONE-COLOR
REPRODUCTION

Grayscale

One-Color, Black, Solid

Reversed Grayscale

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
8.1 TRADEMARKS

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.

<table>
<thead>
<tr>
<th>Preferred Method</th>
<th>Other Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPS KEELLER WILLIAMS® real estate brokerage</td>
<td>quotes “Keller Williams® real estate brokerage</td>
</tr>
<tr>
<td></td>
<td>underline Keller Williams® real estate brokerage</td>
</tr>
<tr>
<td></td>
<td>italics Keller Williams® real estate brokerage</td>
</tr>
<tr>
<td></td>
<td>boldface Keller Williams® real estate brokerage</td>
</tr>
<tr>
<td></td>
<td>different color Keller Williams® real estate brokerage</td>
</tr>
</tbody>
</table>
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.)

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.

8.1f

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.

DO

McDONALD’s restaurant

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?
There are two acceptable disclaimers for use on marketing materials.

**NOTE:** There may be cases where state or local regulations require other verbiage.

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

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