

kw REAL ESTATE SCHOOLS
helping to build your future

KW REAL ESTATE SCHOOLS

BRAND GUIDELINE MANUAL

KW Real Estate Schools brand guidelines are your definitive reference to ensure that we represent KW Real Estate Schools brand consistently in every execution.

These guidelines aide KW Real Estate Schools 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 school is a local business, the KW Real Estate Schools identity is designed to be used in conjunction with localized branding.

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!

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 Franchisees, 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 Real Estate Schools brand to life for your market.

CONTENTS

Brand Story	04
Core Values	05
Tone of Voice	06

LOGO

The Basics	07
Variations and Colour	11
Clear Space and Min. Size Requirements	12
Misuse	13
Locations	14
Colour Palette	15

TYPOGRAPHY

Fonts	16
-------	----

BRAND APPLICATION

Stationary	17
Business Card	18
Letter Head	19
Electronic Direct Mail	20
Social Media Tiles	21
Event Collateral	22

BRAND STORY

KW Real Estate Schools is the premier source for the requirements to sit for the California State Bureau of Real Estate License Exam. Our instructors are active working real estate professionals who also help prepare you for a quick start in the Real Estate Industry.

CORE VALUES

We are committed to helping to build futures that fund the dreams our students make their reality.

TONE OF VOICE

KW Real Estate Schools is knowledgeable, sincere, professional and witty. It is important that in all communications and marketing material that the brand speaks to the consumer in a helpful yet witty manner. The idea is to speak with a young and fresh perspective sprinkled with humor but rooted in factual and concise information.

LOGO THE BASICS

The main icon is an integral part of the KW Real Estate Schools brand.



FONTS USED IN LOGO.

kw

- Still Shine

REAL ESTATE SCHOOLS

- DOMAINE DISPLAY

helping to build your future

-SOFIA PRO LIGHT ITALIC

i.
kw

ii.

REAL ESTATE SCHOOLS

helping to build your future

kw BRAND GUIDELINES

LOGO VARIATIONS & COLOR

There are three variations of the KW Real Estate Schools logo. These include the main logo which sits landscape in includes the brand motto, the full logo which sits stacked in a portrait fashion and without the brand motto and then the sub logo of KW which sits singular. At all times the logo must be legible and maintain the integrity of its form. Never show the KW Real Estate Schools logo in any other color.



1. The main logo icon is used on business card, letter head, electronic direct mail, websites and any fixed components/ collateral.



2. The full logo with simple typography is used on all brand applications.



3. The sub logo is to be used on and social media tiles.

LOGO VARIATIONS & COLOR

1. The main logo icon is used on business card, letter head, electronic direct mail, websites and any fixed components/collateral.



LOGO VARIATIONS & COLOR

2. The full logo with simple typography is used on all brand applications.



LOGO VARIATIONS & COLOR

3. The sub logo is to be used on and social media tiles.

iii.

A large, stylized cursive logo consisting of the letters 'k' and 'w' in a vibrant red color. The 'k' has a large, sweeping loop, and the 'w' is composed of two connected, fluid strokes.A small, black cursive logo consisting of the letters 'k' and 'w' in a black color. The 'k' has a large, sweeping loop, and the 'w' is composed of two connected, fluid strokes.A small, grey cursive logo consisting of the letters 'k' and 'w' in a grey color. The 'k' has a large, sweeping loop, and the 'w' is composed of two connected, fluid strokes.A small, white cursive logo consisting of the letters 'k' and 'w' in a white color, set against a solid black square background. The 'k' has a large, sweeping loop, and the 'w' is composed of two connected, fluid strokes.

LOGO

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo (125% for the right-aligned logo) and 300% of the height of the logo. To ensure the logo maintains its visual impact and is legible, do not make it any smaller than indicated on this page.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

DO NOT

Use colors or tones outside those specified



DO NOT

Skew or Stretch



DO NOT

Remove Elements



DO NOT

Modify Alignment



DO NOT

Apply Drop Shadow



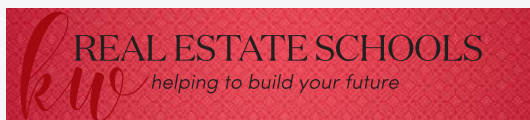
DO NOT

Modify Proportions



DO NOT

Use on busy backgrounds



DO NOT

Modify Fonts



LOGO LOCATION

Regardless of communication size or dimension, the logos can only ever be placed in certain locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system.

Please keep in mind the logo clear space requirements



COLOR COLOR PALLET

Color is important to us. It expresses who we are and how we feel. It sets us apart from others, makes us stand out from the crowd. Our Red represents the intensity of the future which lies ahead. This path is one which will require intense and undiminished focus in order to be successful in the Real Estate Profession. If it ever appears in a brand communication, it should be the only brand color in that communication.

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

REAL ESTATE SCHOOLS
kw helping to build your future

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
REAL ESTATE SCHOOLS

kw
kw
kw

KW RED

PANTONE 200 C
C: 0 M: 100 Y: 66 K: 13
R: 180 G: 1 B: 1
#B40101

KW GREY

PANTONE 423 CP
C: 52 M: 42 Y: 41 K: 6
R: 129 G: 131 B: 133
#818385

KW BLACK

PANTONE 2479 CP
C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
#000000

kw BRAND GUIDELINES

TYPOGRAPHY FONTS

Our fonts are simple and universal. They create a sense of style and bring information to life.

Our fonts were chosen to complement our overall design aesthetic, for their detail and for their functionality in diverse settings.

These are the only fonts for approved use. The intended use is described next to each font.

PRIMARY:

SOFIA PRO SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sofia Pro Semi Bold is suitable for headings and subheadings. Do not use for body copy. To ensure Sofia Pro Saemi Bold maintains its visual impact and is legible, do not make it any smaller than 9pt for print and 20pt for web/mobile.

HEADLINE:

DOMAINE DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Domaine Display is suitable for accent headings and subheadings. For headings, choose from Bold or Bold Italic weights. To ensure Domaine Display maintains its visual impact and is legible, do not make it any smaller than 7pt for print and 16pt for web/mobile.

BODY:

SOFIA PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sofia Pro Light is suitable for body only. To ensure Sofia Pro Light maintains its visual impact and is legible, do not make it any smaller than 7pt for print and 16pt for web/mobile.

BRAND APPLICATION STATIONARY

Our branded stationery includes a letterhead, with compliments slip and business card. To ensure global consistency, it must be printed on:

Letterhead: 200gsm uncoated stock with compliments slip: 250gsm uncoated stock

Business card: 400gsm uncoated stock with spot varnish for the logos (front and back)

BRAND APPLICATION

BUSINESS CARDS

Business card: 400gsm uncoated stock with spot varnish for the logos (front and back)

BRAND APPLICATION LETTERHEAD

Letterhead: 200gsm uncoated stock with compliments slip: 250gsm uncoated stock

BRAND APPLICATION

ELECTRONIC DIRECT MAIL

EDM is used as tailored (and targeted) content to customers. It is an excellent opportunity to deliver a succinct product or brand message. It should always reflect the overall brand voice and prescribe to the same graphic and brand messaging conventions as other forms of brand communication. The most effective EDMs are driven by a strong, well composed image.

BRAND APPLICATION SOCIAL MEDIA TILES

Social media is integral to building our brand customer acquisition and engagement. It is also often the first impression a customer gets of our brand and how they gauge our brand personality. That's why it so important to ensure we represent the brand in the best way possible. Please be mindful of logo placement, color, typography, photography and image layout (refer to pages 4-14). Best practice when posting on social media is to keep copy to a minimum on the social tile itself and to include full details in the copy of the post. Our ratio for brand vs product posts is two product posts to one brand post, with ideally one product post being from the brand and one customer generated product post.

BRAND APPLICATION EVENT COLLATERAL

When configuring brand placement for event collateral, the same brand guidelines should apply across color and typography. Typically, event collateral is for external use and aimed at interacting with existing customers but should also be easily identifiable to those not familiar with the brand. This application is where the icons and the brand name are utilized in a more oversized fashion. When planning an event, considering the visual composition and impact of the overall site. Please refer to the Global Marketing Services team for guidance and examples.

