



# RAINBOW NETWORK STYLE GUIDE

In partnership with

**BRAND**co.

[kwrainbownetwork.com](http://kwrainbownetwork.com)

PRIMARY LOGO



#### STACKED LOGO



#### HORIZONTAL LOGO

## THE LOGO

The logo incorporates a modern interpretation of the rainbow flag with clean typography.

Two full-color versions are available for both vertical and linear applications. A monochromatic version is available where color is not possible.

## TRADEMARK

You must place the following statement at the bottom of the first page on which you use the Mark:

“KW is a trademark of Keller Williams Realty, Inc. and is used here with permission.”

For more information see the Keller Williams Identity & Style Guide or email [contact@kwrainbownetwork.com](mailto:contact@kwrainbownetwork.com)

## FONTS

Font for Rainbow:

Bebas Neue Regular

30pt, 36pt spacing height, 300 spacing width

Font for Network:

Montserrat Regular

14.84 pt, 17.81 pt spacing height, 450 spacing width



**RAINBOW NETWORK  
ICON & BACKGROUNDS**

**FULL ICON**

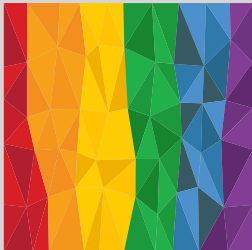
PRIMARY



SQUARE



**ICON BACKGROUND GRAPHIC**



**ICON BACKGROUND GRAPHIC  
VERTICAL USE ONLY**



**KW MARK - WHITE**



RAINBOW NETWORK  
LOGO

STACKED LOGO - BLACK TEXT



STACKED LOGO - WHITE TEXT



STACKED LOGO - BLACK



STACKED LOGO - WHITE



HORIZONTAL LOGO - BLACK TEXT



HORIZONTAL LOGO - WHITE TEXT



HORIZONTAL LOGO - BLACK



HORIZONTAL LOGO - WHITE



RAINBOW NETWORK  
ALLY VERSIONS

STACKED LOGO - BLACK TEXT



STACKED LOGO - WHITE TEXT



STACKED LOGO - BLACK



STACKED LOGO - WHITE



HORIZONTAL LOGO - BLACK TEXT



HORIZONTAL LOGO - WHITE TEXT



HORIZONTAL LOGO - BLACK



HORIZONTAL LOGO - WHITE



## LOGO IN PRINT

Multiple logo options may be combined for applications such as business cards.

Go to [store.kwrainbownetwork.com](http://store.kwrainbownetwork.com) to order your business cards today.





## BRANDING IDEAS

With the variety of logo options, many promotional items can be created to promote the brand.

At [store.kwrainbownetwork.com](http://store.kwrainbownetwork.com), you can order bottles, bags, wearables and more!





The KW Rainbow Network logo is downloadable, and available for use by KWRN Members only. To become a Member go to [KWRainbowNetwork.com](http://KWRainbowNetwork.com). The downloadable zip file is in the password protected Members section of our website. Once logged in, you will see the logo download on the Member page. You must be a KWRN member to use the trademark. If another associate requests the logo, please forward them to JOIN KWRN -- once approved they too can download for themselves. Non-members are not allowed to use the logo brand.