



Disclaimers

What is the disclaimer?

There are two acceptable disclaimers for use on marketing materials.

Preferred Disclaimer

Each Keller Williams Realty office is independently owned and operated.

Also acceptable:

Each office is independently owned and operated.

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

Element	Residential Property Sign	Commercial Property Sign	Vehicle Wrap	Vehicle Magnetic Sign	Billboards	Stationery & Business Cards	Apparel & Specialty Items
Location	Centered and placed 1" above the bottom edge of the panel	Centered and placed 1" above the bottom edge of the panel	None Specified	None Specified	Centered and placed above the bottom edge of the panel	Preferred location on letterhead: Bottom center of page Preferred location on business cards: None specified	Not required on apparel and specialty items
Font Size	1/2" minimum	1/2" minimum	Must be large and clear enough to read from 15 feet	Must be large and clear enough to read from 15 feet	Must be large and clear enough to read from 50 feet	No smaller than 8 pt. font	Not applicable
Font Type	Times Roman Medium or Helvetica Medium Condensed	Times Roman Medium or Helvetica Medium Condensed	None specified	None specified	None specified	None specified	Not applicable