



Brand Identity

TRADEMARK AND GRAPHIC STANDARDS

21st Edition–2026

REMAX Brand Identity

Trademark and Graphic Standards 21st Edition—2026

The REMAX Brand Identity: Trademark and Graphic Standards manual is periodically updated. Affiliates should not post the manual online or make it available for download.

If you have any questions regarding this manual or need to request an exception to these rules and standards, contact the REMAX Standards and Quality Control Team at standards@remax.com.

RE/MAX, LLC is an Equal Opportunity Employer and supports the Fair Housing Act and equal opportunity housing. References to “REMAX World Headquarters” refer to RE/MAX, LLC, the owner of the REMAX trademarks worldwide. Each REMAX office is independently owned and operated.

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Key Requirements

Brand Standards Compliance

Introduction to Brand Standards

At their core, brand standards serve a single, invaluable purpose: protecting the brand. The REMAX brand is one of our most valuable assets—and every affiliate plays a role in protecting it.

Consistent branding builds recognition, reinforces trust, and strengthens our presence across the industry. To support this, all affiliates are required to fully transition to the updated REMAX branding outlined in this manual by **June 30, 2027**.

This manual is your guide to expressing the brand clearly, consistently, and in alignment with our shared vision.

REMAX Resource Hubs

The REMAX Resource Hubs are your go-to destination for REMAX marketing assets, including logos, claims and slogans, awards and more.

U.S.: resources.remax.com

Canada: resources.remax.ca

Global: globalresources.remax.com

Brand Standards Compliance

The misuse of the REMAX brand (for example, improper signage or unauthorized logo use) negatively impacts everyone in the REMAX network. As a REMAX affiliate, you stand on the front line of its protection.

For questions, exception requests due to local laws, or to report non-compliance with the rules and standards set forth in this manual, contact the REMAX Standards and Quality Control Team at standards@remax.com.

TRADEMARK PROTECTION: REMAX World Headquarters relies on affiliates to help protect the brand from trademark infringement and dilution. Unauthorized use of the brand often aims to mislead consumers by imitating REMAX branding, such as through the use of similar red-white-blue signage or names using “RE” or “MAX” in real estate contexts.

If you see an organization outside of the REMAX network using REMAX trademarks – or trademarks similar to them—report it immediately:

U.S. and Canada: rem.ax/BrandProtectionUSCA

All other regions: rem.ax/BrandProtectionGlobal

Rules for Affiliate Marketing

Unless media-specific rules apply (as with property signs or mobile apps), the following information must appear prominently on all promotional materials and internet content:

1. The full name of the REMAX office

The full REMAX office name must appear prominently on all forms of communication and advertising materials such as business cards, newspaper or online ads, email signature blocks, etc. Social media profiles, bios and pages must also include the full name of the REMAX office. For additional guidance on placement of this required information, refer to the Social Media Best Practices Guide available in the REMAX Resource Hubs. Consistent with this rule, office staff should answer phone calls using the office's full trade name, such as "REMAX Premiere," not simply "REMAX."

NOTE: Always remove the ® symbol after "REMAX" in the context of an office name, whether it is used in plain text or in an office logo.

2. "Each Office Independently Owned and Operated."

Every marketing piece that includes affiliate information must include the statement "Each Office Independently Owned and Operated." The only exception is for extremely small items (a customized pen or keychain, for example) where there is limited space for text. In these instances, contact information may accompany the office name, or the office and associate name, without displaying "Each Office Independently Owned and Operated."

3. Office Contact Information

Include the postal address of the REMAX office on all REMAX marketing, such as brochures, listing presentations, websites, social media, etc. and on all marketing outside the brokerage's local market area. The office address may be omitted from items such as billboards or bus benches if it is not practical to include it due to space limitations.

Associate or team contact information such as a phone number, email, website or social profile can be included as long as the office contact information is included and clearly labeled. Affiliate marketing materials cannot contain a home address or any address other than the office address.

NOTE: Associates and offices should check with their local real estate commission or other local organizations for any additional requirements related to advertising. For additional rules related to Digital Marketing, see pages 106-111.

Brand-only Marketing

Advertising that promotes the overall REMAX network—and not your personal business—is considered brand-only marketing. Any marketing that identifies an office, team or associate (either directly or indirectly) is not considered brand-only marketing and must comply with the Rules for Affiliate Marketing on page 6.

REMAX World Headquarters reserves the right to prohibit any brand-only advertising that does not serve the best interest of the REMAX network. Affiliates are encouraged to seek prior approval before pursuing any nonconventional brand-only advertising. Sponsorships and endorsements are not eligible to be brand-only advertising. See page 115, section F.



REMAX

Logos

The REMAX Logotype

The REMAX logotype has been modernized and evokes the brand's history by featuring a Dynamic Slash between the "RE" and the "MAX."

The Primary logotype is comprised of the REMAX logotype and the Balloon logo. The Secondary logotype consists of the stand-alone REMAX logotype. When using either the Primary or Secondary logotypes:

- The Primary logotype may be used only in the colors shown on this page, with the REMAX logotype in Black or Cream. It is recommended to use the Secondary logotype in Black or Cream, as shown on this page, but the Secondary logotype may be used in any of the Brand Colors except gradients (see page 23).
- Use these logos against a neutral background. There can be no overlapping text or graphics in front of or behind the logos and no cluttered design elements behind or around them.
- Ensure there is clear space on all four sides of the logos that is at least half the height of the letter "X" in REMAX, as shown here.

As an alternative to the Primary logotype, Affiliates may use a larger Balloon logo to the left of "REMAX" that is at least the height of "REMAX."

Smallest Scalable Size

The smallest allowable width for the Primary and Secondary logotypes is 3/4" for print (non-digital) uses. There are no size limitations applicable to digital use of the REMAX logotype, but care should be taken to ensure that the logo is large enough to be legible to the average person when viewed on a small screen.

For situations when "REMAX" must be rendered smaller than the minimum allowable size, either use plain text or contact the REMAX Standards and Quality Control Team at standards@remax.com for assistance.

PRIMARY LOGOTYPE

Black and Cream



DO NOT place the Cream logo within any shape, including a box; the box shown here is included only to illustrate the Cream logo on a dark background.

SECONDARY LOGOTYPE

Black and Cream



SMALLEST SCALABLE SIZE



NOTE: The registration symbol will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.

Incorrect Logotype Use

To maintain the strength and global recognition of the REMAX brand, it is essential to use only approved logotype versions as outlined in this manual. Creating unauthorized variations dilutes the REMAX brand's impact across different markets and platforms. Consistent use of the REMAX logotype creates a unified brand impression and helps reinforce the strength of the brand in our communities and across the globe.

INCORRECT LOGO USE



Do not substitute a font text to look like the logo.



Do not distort.



Do not outline.



Do not use with the Balloon Pin logo.



Do not drop shadow.



Do not use incorrect colors or alter approved existing logos.



Do not mix and match branding.

The Balloon Logo

The Balloon logo must appear in color, as shown here (not in black and white, or other colors). Do not change the proportions or otherwise alter the Balloon logo. If a single-color or black-and-white logo is needed for a particular application, use the REMAX Secondary logotype (see page 9) instead of the Balloon logo.

The Balloon logo should appear against a neutral background. There can be no overlapping text or graphics in front of or behind the logo, and no cluttered design elements behind or around it. The Balloon logo should not be used for any functional purpose, including as a bullet point in text or to designate locations on a map.

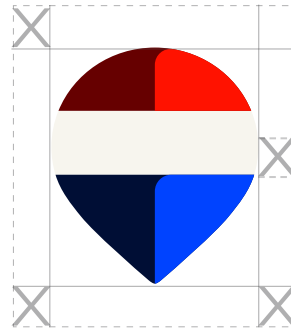
REMAX logos and imagery may not be used in generative AI (artificial intelligence) tools but may in certain circumstances be applied after an AI-generated image is created (for more information, see page 105, section E).

Smallest Scalable Size

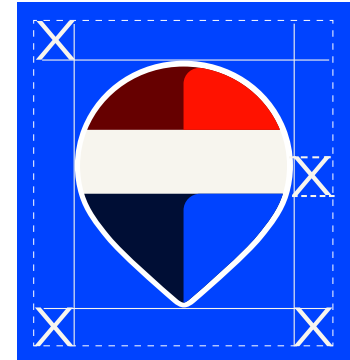
The smallest allowable height for the Balloon logo is 3/4" for print (non-digital) uses. There are no size limitations applicable to the digital use of the Balloon logo, but care should be taken to ensure that the logo is large enough to be discernible to the average person when viewed on a small screen.

For situations where these size requirements cannot be met, either use the Primary or Secondary logotype, "REMAX" in plain text, or contact the REMAX Standards and Quality Control Team at standards@remax.com for assistance.

BALLOON LOGO



Logo on a light background



Logo on a dark background

NOTE: Ensure these logos appear with clear space around them. The bordering clear space on all four sides must be at least half the height of the white bar in the logo, as shown here.

DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate the logo on a dark background.

INCORRECT LOGO USE



Do not add text.



Do not skew or distort.



Do not place the logo on a cluttered design element.



Do not tilt.

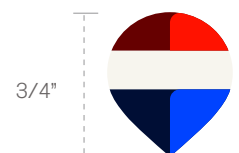


Do not customize logo.



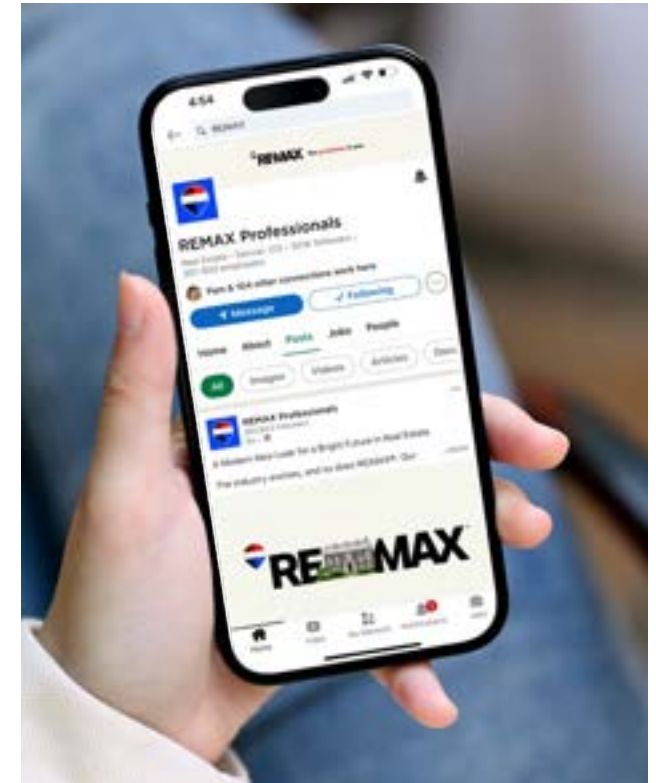
Do not use the logo as a letter, numeral, or other functional symbol.

SMALLEST SCALABLE SIZE



The Balloon logo must always be paired with the REMAX logotype, as shown in the Primary logotype or with a larger Balloon logo to the left of “REMAX.” The only exceptions to this requirement are:

- In social media profiles, the Balloon logo may be used as a stand-alone logo. As a reminder, social media profiles must include the full REMAX office name and other content as required by the Rules for Affiliate Marketing (see page 6).
- In marketing materials and templates prepared by REMAX World Headquarters, the stand-alone Balloon logo may be used. These materials will always include either the REMAX logotype or REMAX in plain text.



Balloon Pin Logo

Lapel pins featuring the iconic Balloon logo have been worn by REMAX affiliates for decades and are a sign of quality real estate services and professionalism. The Balloon Pin logo is a realistic graphical representation of the refreshed lapel pin worn by REMAX affiliates around the globe.

While the Balloon logo paired with the REMAX logotype is the preferred logo for use in consumer-facing advertising and most other scenarios, the Balloon Pin logo is available for stand-alone use as an alternative logo and can be used digitally and on social media for marketing efforts and recruiting agents. As a reminder, all REMAX marketing and social media must include the full REMAX office name and other content as required by the Rules for Affiliate Marketing (see page 6).

The Balloon Pin logo cannot be used on property or office signage. For example, it cannot replace the Balloon logo on real estate property signage, and it also cannot be used on directional or open house signage.

The Balloon Pin logo appears as a graphic, color image only as shown here (not in black and white or grayscale). If a single-color or black-and-white logo is needed for a particular application, use the Secondary logotype (see page 9) instead of the Balloon Pin logo. The Balloon Pin logo cannot be altered and should always appear against a neutral or solid background. There can be no overlapping text or graphics in front of or behind the logo, and no cluttered design elements behind or around it. The logo should not be used for any functional purpose, including as a bullet point in text or to designate locations on a map.

Clear Space

The Balloon Pin logo must always be surrounded on all four sides by a clear space of at least half the height of the white bar in the balloon, as shown here.

Limits on Scalable Size

The largest allowable size for the Balloon Pin logo is 12" x 16" (at 300 dots per inch) or 24" x 32" (at 150 dots per inch) to maintain the realistic quality of the graphic.

The smallest allowable size for the Balloon Pin logo is 3/4" (54px) high, with the exception of mobile banner ads where the logo may be .625" or 5/8" (45px) high.

For situations when the logo must be rendered smaller than the minimum allowable size, please contact the REMAX Standards and Quality Control Team at standards@remax.com.

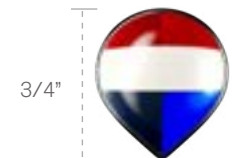
PIN LOGO



CLEAR SPACE



SMALLEST SCALABLE SIZE



The Dynamic Logo

REMAX affiliates may customize the Dynamic logo to promote their real estate services by adding their photo or a single high-quality, photographic image into the Dynamic Area, as shown here. Any included images must be professional in nature and the images should be clipped to remove backgrounds. Images may not mislead or confuse consumers, and may not exaggerate the geographic service area of an office or affiliate. Affiliates are responsible for obtaining the appropriate licenses and permissions to use any images they add to the Dynamic Area.

Global and Independent Regions may have requirements that apply to use of the Dynamic logo, beyond the limitations set forth here. Franchisees in Global and Independent Regions should contact their regions for additional guidance.

The Dynamic Area should be one-third the width of the REMAX logotype in most cases, with a maximum permitted width of two-thirds the width of the REMAX letters in the Primary logotype.

The REMAX letters in the Dynamic logo may not be altered and no portion of them can be covered up (though images may appear behind the portions of the “E” and the “M” that are in the Dynamic Area, as long as the “E” and “M” remain readable).

The next page shows additional requirements for the Dynamic logo.

Clear Space

The Dynamic logo must always be surrounded on all four sides by a clear space of at least 1/4 the height of the letter X in REMAX, as shown here.

Smallest Scalable Size

There are no size limitations applicable to the digital use of the Dynamic logo, but care should be taken to ensure that the logo and the image inserted in the Dynamic area are large enough to be discernible to the average person when viewed on a small screen.

1/3 REMAX logo width: The smallest allowable size in width for the 1/3 width Dynamic logo is 1” for print (non-digital) uses.

2/3 REMAX logo width: The smallest allowable size in width for the 2/3 width Dynamic logo is 1.25” for print (non-digital) uses.

For situations where these size requirements cannot be met, either use the Primary or Secondary logotype, “REMAX” in plain text, or contact the REMAX Standards and Quality Control Team at standards@remax.com for assistance.

DYNAMIC AREA – X

1/3 REMAX logo width



DYNAMIC AREA – XX

2/3 REMAX logo width



DO NOT insert square or rectangular images, or boxes in the Dynamic Area; the gray boxes shown here are included only to illustrate the size of the Dynamic Area.

CREAM DYNAMIC AREA – X

1/3 REMAX logo width



DO NOT place the logo within any shape, including a box; the boxes shown here are included only to illustrate the Cream logo on a dark background.







SMALLEST SCALABLE SIZE – X




SMALLEST SCALABLE SIZE – XX



Incorrect Dynamic Logo Use

<p>No tilted Balloon logo No Balloon logo directly above Dynamic logo</p>	<p>No overlapping graphics outside Dynamic Area No clip art images</p>	<p>No text inside clear space No text above the Dynamic logo</p>	<p>No Balloon logo directly above Dynamic logo No adding text inside Balloon logo</p>	<p>Multiple images not allowed in Dynamic Area No bitmojis or caricatures</p>	<p>No text or logos in Dynamic Area</p>	<p>Do not use RE and MAX in different colors</p>
						
<p>No cropped Dynamic logo</p>	<p>No logos in the Dynamic Area</p>	<p>No logos inside clear space</p>	<p>Do not use RE and MAX in different colors</p>	<p>No graphics outside the Dynamic Area Do not leave significant clear space within the Dynamic Area</p>	<p>No drop shadows</p>	<p>No reduction in opacity No overlapping text</p>

<p>No background on images</p>	<p>No old REMAX logos</p>	<p>No overlapping images in front of Dynamic logo</p>	<p>No outer glow or added treatments</p>
			
<p>No busy or cluttered backgrounds</p>	<p>Image may not extend wider than the Dynamic Area</p>	<p>No replacing letters or numbers with Balloon logo</p>	

The Office Logo

The following requirements apply to office logos:

- Include the full office name – not just “REMAX” or the portion of the office name that follows REMAX.
- The portion of the office name that follows “REMAX” must be between 50 and 100 percent of the height of the REMAX logotype, as measured in the height of the capital letters, and may not overlap the REMAX logotype. In certain circumstances, minor words in an office name (such as “the”) may appear smaller, with approval from REMAX World Headquarters.
- The Balloon logo may be paired with the office name as shown here, using the Primary logotype, or with a larger Balloon logo to the left of “REMAX” that is at least the height of “REMAX.” Do not use the Balloon logo to the right of the REMAX logotype or use it to separate “REMAX” and the office name.
- Either the Primary logotype or the Secondary logotype may be used in the office logo. The Dynamic logo may be used in the office logo for digital use only and not on exterior office signage. When used with an office name, the Dynamic logo may not feature one or more people in the Dynamic Area.
- The fonts Gotham, Berthold Akzidenz Grotesk and Arial are recommended for the portion of the office name that follows “REMAX” (for example, “Premiere” in “REMAX Premiere”), though any font may be used.
- Maintain clear space around the office name, as shown here. In addition, there must be a clear space between the REMAX logotype and the office name of at least the width of the vertical stroke in the letter “M” in REMAX (see illustrations). The maximum distance allowed between the REMAX logotype and the office name is at most three widths of the vertical stroke in the letter “M” in REMAX.
- The ® symbol must be removed from the REMAX logotype when used in an office logo.

NOTE: Global and Independent Regions may have additional requirements that apply to office logos. Franchisees in Global and Independent Regions should contact their regions for guidance.



DYNAMIC LOGO

For digital use only



DO NOT place the logo within any shape, including a box; the boxes shown here are included only to illustrate the Cream logo on a dark background.

Primary logo may only be in Black and Cream. Secondary logo may be presented in Brand Colors (see page 23) but not gradients.

At this time, for both office logos and exterior office signage, the Primary or Secondary logotype may be used only in the colors shown on this page, with the REMAX logotype in Black or Cream. Additionally, the the portion of the office name that follows REMAX may appear only in the colors shown here.

ACCEPTABLE COLOR COMBINATIONS

Black and Cream examples shown



Black and Primary Red



Black and Black



Black and Primary Blue



Cream and Cream

DO NOT place the Cream logo within any shape, including a box; the box shown here is included only to illustrate the Cream logo on a dark background.

INCORRECT OFFICE LOGO USE



Do not use the ® in an office name.



Do not substitute the balloon for REMAX in an office name.



Do not place the office name too close to REMAX logo.



Do not add additional elements, like a box or line.



Do not allow graphics to overlap the REMAX logo and/or office name.



Do not allow office name to be less than 50% of the height of the REMAX logo.



Do not allow office name to be larger than 100% of the height of the REMAX logo.



Do not move the balloon logo.

Exterior Office Signage

The refreshed branding will give your exterior office signage a modern, updated look. Refer to pages 16 and 17 for guidance on fonts, colors, sizing, and spacing for your exterior office signage. In addition, the following standards apply to exterior office signage:

- Either the Primary or Secondary logotype must be used on all exterior office signage. Alternatively, signage may feature a larger Balloon logo to the left of the REMAX logotype that is at least the height of “REMAX.” If leasing requirements or other restrictions do not allow for the Primary or Secondary logotype to be used on exterior signage, use the full office name (for example, “REMAX Premiere”) in plain text.
- The Dynamic logo is not permitted on any exterior office signage.

Offices are encouraged to omit the portion of their office name that follows “REMAX” on their primary or most prominent exterior signage, as long as these requirements are met:

1. Use the Primary or Secondary logotype.
2. Include the ® notice symbol after “REMAX” on that exterior signage.
3. Use a door decal that features the full REMAX office name and the disclaimer “Each Office Independently Owned and Operated” in a readable size.
4. Prominently display the full REMAX office name inside the office by featuring the full REMAX office name either:
 - on the wall behind the office’s reception desk (or a similar, prominent location).
 - on a wall plaque in the office’s lobby or entryway, with the disclaimer “Each Office Independently Owned and Operated.”

Global and Independent Regions may have additional requirements that apply to exterior office signage. Franchisees in Global and Independent Regions should contact their regions for guidance.

NOTE: To order exterior signs and much more, visit MAXShop at shop.remax.com.



Backlit Exterior Office Signage

Due to the cost of exterior office signage, Broker/Owners should take care to ensure signage is compliant with brand standards before placing an order with the signage vendor. When ordering exterior office signage that is backlit, confirm that the colors in the Balloon logo and the black in the REMAX logotype accurately display the Brand Colors (on page 23) when the backlight is turned on. It is strongly recommended to have the signage vendor provide a sample of the colors in a lightbox, as shown here, before building the signage to allow for backlit color testing.

Additional recommendations for producing signage that accurately displays the Brand Colors:

- If using 3M® film for the sign face, the Brand Colors will display more accurately on translucent 3M film than on non-translucent film. These are the approved 3M colors:
 - Dark Red: 3M 3630-49 Burgundy
 - Primary Red: 3M 3630-93 Fire Engine Red
 - Cream: 3M 3635-100 Matte White
 - Dark blue: 3M 3630-187 Scotchcal Infinity Blue
 - Light blue: 3M 3630-47 Patriot Blue.

We recommend reverse-lit, perforated day/night vinyl (dual film) for the channel letters.

Contact the REMAX Standards and Quality Control Team for additional guidance and review at standards@remax.com.

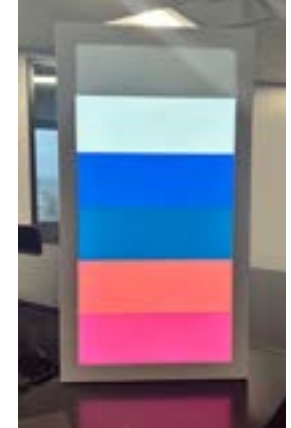
**CORRECT OFFICE
SIGNAGE COLORS
(NOT BACKLIT)**



**CORRECT OFFICE
SIGNAGE COLORS
(BACKLIT)**



**INCORRECT OFFICE
SIGNAGE COLORS
(BACKLIT)**



Typography

Typography

The primary typeface for REMAX branded materials is Gotham, if available. The Berthold Akzidenz Grotesk font family is an alternative font.

Bold, medium and light weights should be used with both fonts to differentiate and add interest where necessary.

Secondary typography

Arial is recommended as a secondary typeface and is commonly used in online content. Having a secondary brand typeface provides flexibility while maintaining a polished and consistent look across all communications. In real estate, where documents, listings, and presentations are often shared across various platforms and systems, a widely available alternative ensures clear, professional, and on-brand messaging. This helps maintain a cohesive visual identity, reinforcing trust and credibility with clients, partners, and stakeholders.

Web typography

Montserrat is recommended as a web typeface and is commonly used in digital content.

PRIMARY TYPEFACE

Gotham

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Gotham LIGHT

Gotham MEDIUM

Gotham BOLD

Gotham LIGHT

Gotham MEDIUM

Gotham BOLD

ALTERNATIVE TYPEFACE

Berthold Akzidenz Grotesk

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

WEB TYPEFACE

Montserrat

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

NOTE: If Gotham or Berthold Akzidenz Grotesk are not available, the Arial font family may be used.

Color Palette

Brand Colors

Primary colors

Our timeless red, white and blue color palette helps consumers identify REMAX at a glance.

Gradients

REMAX Primary Red and REMAX Primary Blue may be used with gradations, as shown here. These gradations create visual contrast without introducing new colors and allow design flexibility while maintaining the REMAX brand's core visual identity.

<div>REMAX Primary Red#ff1200</div> <div>CMYK: 0 100 100 0</div> <div>RGB: 255 18 0</div> <div>Pantone 185 C</div> <div></div>	<div>REMAX Primary Blue#0043ff</div> <div>CMYK: 90 70 0 0</div> <div>RGB: 0 67 255</div> <div>Pantone 286 C</div> <div></div>	<div>Cream#f7f5ee</div> <div>CMYK: 2 2 7 2</div> <div>RGB: 247 245 238</div> <div>Pantone warm grey 1 C</div> <div></div>	<div>Black#000000</div> <div>CMYK: 75 68 67 90</div> <div>RGB: 0 0 0</div> <div>Pantone black 6</div> <div></div>
<div>Bridge Red#AA1120</div> <div>CMYK: 4 100 90 30</div> <div>RGB: 170 17 32</div> <div>Pantone 1805</div> <div></div>	<div>Bridge Blue#0C2749</div> <div>CMYK: 100 85 39 45</div> <div>RGB: 12 39 73</div> <div>Pantone 2767</div> <div></div>	<div>White#FFFFFF</div> <div>CMYK: 0 0 0 0</div> <div>RGB: 255 255 255</div> <div></div>	
<div>Dark Red#660000</div> <div>CMYK: 25 100 100 55</div> <div>RGB: 102 0 0</div> <div>Pantone 188 C</div> <div></div>	<div>Dark Blue#000e35</div> <div>CMYK: 100 92 41 55</div> <div>RGB: 0 14 53</div> <div>Pantone 295 C</div> <div></div>	<div>Sky Blue#A3D4F2</div> <div>CMYK: 33 5 0 0</div> <div>RGB: 162 212 242</div> <div>Pantone 277 C</div> <div></div>	<div>Dark Charcoal Gray#232323</div> <div>CMYK: 0 0 0 86</div> <div>RGB: 35 35 35</div> <div></div>

NOTE: There are four different color codes for displaying REMAX colors. Here's what to use where: Use CMYK for print. Use RGB for digital uses. Use hex colors for websites, when programming colors using HTML.

Additional Design Elements

The REMAX Slash Design

Inspired by the forward slash within the iconic REMAX logotype, the REMAX Slash Design is an additional element of REMAX branding used in REMAX property signs and other marketing materials. The Slash Design, like other REMAX logos, cannot be altered or distorted. The angle at which the Slash Design is displayed may not be modified. The design must appear in one solid color using only the Brand Colors (see page 23). The Slash Design cannot be used as a type element in, or surrounded by text.

The Slash Design cannot be used in team or sales associate logos or other trademarks created by affiliates. To further protect the distinctive nature of the Slash Design, affiliates may not use a forward slash (/), backslash (\) or vertical bar (|) in their own trademarks or branding (for example, a team name of HOME/Team or HOME|Team is not permitted).

SLASH DESIGN



INCORRECT SLASH DESIGN USE



Do not tilt.



Do not use colors that are not in the REMAX color palette.



Do not distort.



Do not flip the Slash Design.



Do not surround the design with text.



Do not use the slash design in affiliate trademarks or logos.



Do not use different slash designs.

NOTE: Marketing materials and property sign designs featuring the REMAX Slash Design are available in the REMAX Resource Hubs.

Slash Pattern Designs

Use these patterns and backgrounds to complement your designs using the visual identity of the REMAX brand. Examples of these design elements are showcased on the following page.

Slash Pattern

The angled lines of these patterns are -27.5° , which is the same angle of the Slash Design. The Slash Pattern design is available in six Brand Colors and can be used as versatile, scalable building blocks for your designs.

3-Slash Pattern

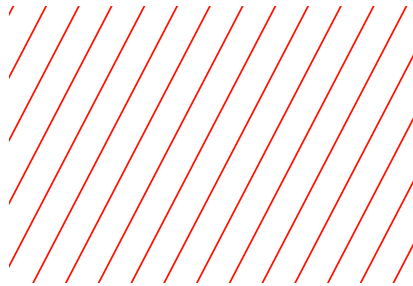
The 3-Slash Pattern can be used to break up space, add visual interest, and lead the viewer to important features or content. The 3-Slash Pattern can appear in the six Brand Colors shown above.

Two-Color Angled Design

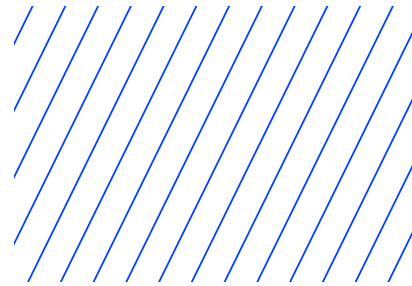
Add another Brand Color to your pieces by using the Two-Color Angled design as an engaging background. Choose from the following vibrant color combinations to enhance your designs: Primary Blue/Dark Blue, Primary Red/Dark Red, and Cream/Black.

Marketing materials and property sign designs featuring the REMAX Slash Design are available in the REMAX Resource Hubs.

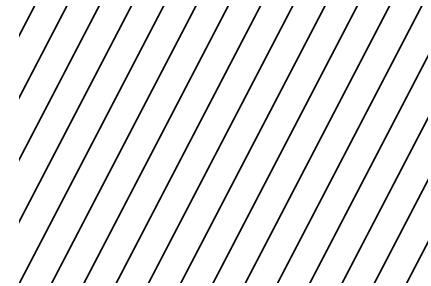
SLASH PATTERN COLOR VARIATIONS



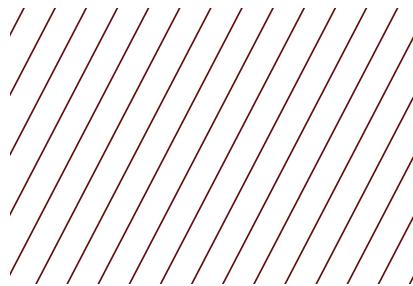
Primary Red Slash Pattern



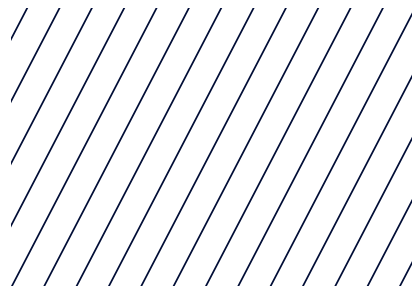
Primary Blue Slash Pattern



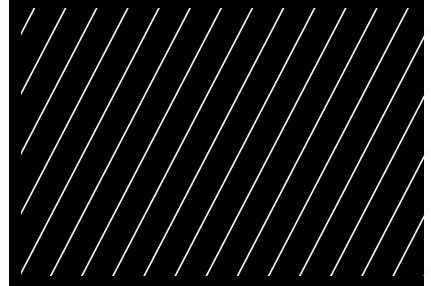
Black Slash Pattern



Dark Red Slash Pattern



Dark Blue Slash Pattern

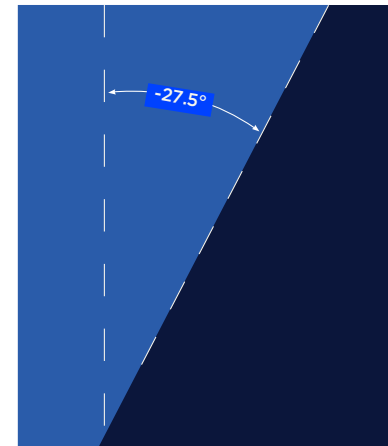


Cream Slash Pattern

3-SLASH PATTERN



TWO-COLOR ANGLED DESIGN



Slash Pattern Design Examples



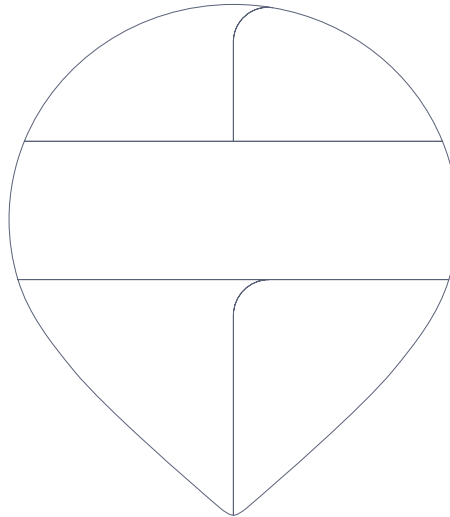
Outlined Shapes

Your advertising may incorporate the outlined Balloon logo, which consists of a single color, single-line-weight shape without fill, shown here. This outlined shape may be cropped to form compelling and elegant compositions that can be used for background texture or as a framing device. An “etched” version of this outlined shape may be used by Regions and Broker/Owners on products such as award trophies and embossed materials where using a color logo is not feasible.

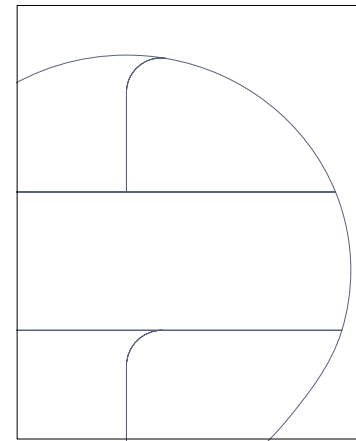
When using this outlined shape:

- All lines in the outlined shape must be in the same Brand Color (see page 23).
- Place the outlined shape on a background that is neutral or that consists of a Brand Color.
- Do not change the proportions of the outlined shape or otherwise alter the lines that comprise the shape.
- Do not use this outlined shape as a logo or in place of the Balloon logo. This shape is intended to be used as a design element and should be used prominently and at scale in the background of marketing materials in a manner that clearly distinguishes it from any logo treatment.

01
PRE-CROP



02
POST-CROP



03
APPLICATION



NOTE: This outlined shape and marketing materials featuring it are available in the REMAX Resource Hubs.

Introduction to Signage

General Guidelines for All REMAX Property Signs

Around the world, the REMAX Red-White-Blue property signs have played a key role in building REMAX brand awareness, recognition and esteem with consumers over the years. For this reason, the REMAX Red-White-Blue signage remains the preferred option for residential listings. Alternatively, affiliates may use:

- The new Slash Design property signs (see pages 44-55).
- The REMAX Collection program signs for qualifying listings (see pages 65-73).

Affiliates located in the United States and Canada (excluding Quebec) may use additional signage options as outlined in the Brand Standards Supplement for U.S. and Canada.

The standards are strict for each of these property signs, and deviation is permitted only in specific, limited situations.




Sign Design Options To Meet Local Requirements

Throughout this manual, you will notice that each sign design is presented in two different options:

Standard: Most affiliates will use the standard sign design option. This design option should be used where legal requirements allow for an increased emphasis on the REMAX sales associate's or real estate team's name. In places where advertising laws allow for the sales associate's or real estate team's name to appear more prominently (such as in a larger font size) on signage than the brokerage's name, the standard sign design option should be used.

Office-Prominent: The office-prominent sign design option should be used where legal requirements mandate that the licensed brokerage name must be at least as prominent as the name of the sales associate or real estate team. The office-prominent sign designs feature the REMAX office name in a larger font size than the sales associate's or real estate team's name.

If a local law, rule, regulation, ordinance, code or covenant differs from REMAX signage standards, the local requirements take precedence over the REMAX standards. All REMAX affiliates are responsible for making sure their signs comply with the applicable local requirements. For example, some states, provinces or other local governments may require property signs to include:

- An indication that the property is listed by a brokerage. In the U.S., the REALTOR®  logo is often used for this purpose.
- The brokerage phone number.
- Licensing information.
- The language "Each Office Independently Owned and Operated."

In addition, some localities, subdivisions and homeowners' associations may have specific sign requirements, such as color requirements. If such a deviation from the REMAX property sign is required, affiliates should send the sign maker's proof (mock-up) and documentation of the requirement to the REMAX Standards and Quality Control Team at standards@remax.com for approval, and our team can help preserve the REMAX standards as much as possible within those requirements.


Associate Photos

Associates may include their photograph on property signage, as outlined in these standards. All associate photos, including those used on riders, must adhere to the following requirements:

- Professional business attire is required.
- Photos must be cropped at the waist or higher. Full-body images are not permitted.
- Caricatures, illustrations, emojis, personal logos and other similar designs are not permitted.

Additional Logos on Property Signs

The following additional logos may be used on REMAX property signs, sign riders and directional signs, where appropriate:

- The REALTOR®  logo associated with the National Association of REALTORS (or an equivalent logo from a comparable organization in Global Regions).
- A combined REALTOR/MLS logo.
- The Equal Housing Opportunity Logo.
- Team logos that comply with the Teams section (pages 86-98).

Other than these permitted logos, no other logos may be used on any REMAX property sign, sign rider or directional sign. The display of third-party names or information (such as for developers or home builders) is also prohibited on REMAX signage.

Materials

Any appropriate signage material can be used, but affiliates should select material for durability, appearance, ease of handling and storage, and local climate.

Dimensions

Signs should always maintain the proportions of 3x5 parts for the horizontal sign or 5x4 parts for the vertical sign. A 24" x 18" sign is an approved variation but is discouraged. Due to size constraints, associate photos may not be included on 24" x 18" signs. Outside the United States, if your country's common standards for signage do not precisely convert from the dimensions shown in the sign examples, use the closest commonly used size available and maintain the proportions shown in this section.

Frame

A white-post frame or full black angle-iron frame is preferred.

NOTE: The phrase "Each Office Independently Owned and Operated." is not required on property signs unless required by law. This phrase must be included on other marketing materials (see p. 6).

Red-White-Blue Property Signs

Requirements for REMAX Red-White-Blue Property Signs

The iconic REMAX Red-White-Blue property sign is preferred for use with most residential properties, and it may also be used with commercial properties if use of the REMAX Commercial signage is not desired or possible. This property signage is protected as trademarks of RE/MAX, LLC in many countries. REMAX Red-White-Blue signs may not be used for any property signage other than for-sale, for-lease, open-house or directional signs. Affiliates may not use any red-white-blue bar designs as a flag or on a flagpole.



The Red Bar – Listing Information: The red bar announces information about the real estate offering. It will most commonly say “For Sale,” but it may include such terms as “For Rent,” “For Lease,” “Available,” or “Managed By.”

The White Bar – Associate/Team Information: The middle white bar provides information about the REMAX sales associate most knowledgeable about the listing. A compliant team name may be used instead, or added above or below the associate name. Instead of a team name, two associate names may be used if they are affiliated with the same REMAX office. (If desired, additional names can be included on riders. See page 42.) An associate’s nickname may be included if it pertains to the associate’s legal first name and is the name the associate goes by. (However, some states may require use of the legal or licensed name.) The font size for the top line of text cannot be smaller than the font size used on any other lines in the white bar area.

Associates have numerous options for placing the team name:

- Alone in the white bar.
- With an associate name in the white bar.
- With compliant contact information in the white bar.
- On a rider above or below the sign.
- In a compliant team logo placed either on a sign rider or directly on signage (see pages 90-91 for team logo requirements).

If allowed by law, compliant contact information such as a phone number, email address or website address, may accompany (but not replace) the associate or team name in the white bar, with Broker/Owner approval. The white bar is the only place the associate’s phone number may appear on a sign. Use dots (periods) to segment the number (rather than parentheses or hyphens).

The Blue Bar – Brokerage Information: This bar identifies the REMAX office and is reserved for office-related information only, not associate or team contact information. The entire local REMAX trade name must appear.

The blue bar is the only place the office phone number may appear on a sign. An office phone number must be included, unless the Broker/Owner approves omitting the office phone number and doing so is allowed by law.

The Balloon Logo: On horizontal signs, the REMAX Balloon logo appears with a white outline around it. On vertical signs, the REMAX Balloon logo appears only in the white portion of the signage and placed to the left of the REMAX logotype as shown on pages 35-38.

Associate Photos: Associate photos are allowed only on horizontal signs and on riders as shown on pages 39 and 40, but are not allowed on vertical signs. If included, a photo may be either a “standard” rectangular or square image with a background or a “clipped” image without a background (see examples of each on page 39). Standard images may be sized either 6” wide x 7.5” tall, or 6” wide x 6” tall. Clipped images must be sized to fit a space no larger than 6” wide x 7.5” tall.

Temporary “New Affiliate” Signage: For use only on a very temporary basis while a new affiliate is waiting for their signs to arrive, and upon approval from REMAX World Headquarters, Broker/Owners are permitted to obtain a limited number of REMAX Red-White-Blue property signs that vary in specific respects from some of these standards (contact your region for more information and specific requirements). Otherwise, the standards cannot be modified except as outlined in this manual.

NOTE: Other than team logos used in compliance with the Teams section (pages 87-99) and the permitted logos specified above, no other logos may be used on any REMAX property sign, sign rider or directional sign. The display of third-party names or information (such as for developers or home builders) is similarly prohibited on REMAX signage.

Horizontal Red-White- Blue Design

(Standard)

30" Wide x 18" Tall

For additional variations, see page 39.



A The Red Bar: 30" wide and 4.95" tall. Bridge Red.


B For Sale: Gotham Black. 147 pt. All caps. White type. 109 tracking.

C Balloon Logo: 10.66" tall. White outline.

D Associate/Team Name: Gotham Narrow Bold. 150 pt. (165 pt. allowed if only information in white bar is the Associate name, and no phone number or email address is included.) All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.

E Associate Phone Number: Gotham Narrow Bold. 150 pt. All caps. Black type. 75 tracking preferred.

F Email: Gotham Narrow Bold. 53 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.

G Optional Logos: 1" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR  logo, or combined REALTOR/MLS logo. White.

H Office Name: Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

I The Blue Bar: 30" wide and 5.04" tall. Bridge Blue.


J Office Phone Number: Gotham Narrow Bold. 130 pt. White type. 75 tracking preferred.

Vertical Red-White- Blue Design

(Standard)

24" Wide x 30" Tall

For additional variations, see page 41.

- A The Red Bar:** 24" wide and 6.60" tall. Bridge Red.
- B For Sale:** Gotham Black. 165 pt. All caps. White type. 109 tracking.
- C Optional logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR  logo, or combined REALTOR/MLS logo. Black.
- D Primary Logotype:** With registration mark, 5.53" tall and 20.8" wide.
- E Associate/Team Name:** Gotham Narrow Bold. 165 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F Associate Phone Number:** Gotham Narrow Bold. 165 pt. Black type. 75 tracking preferred.
- G Email:** Gotham Narrow Bold. 72 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- H The Blue Bar:** 24" wide and 6.70" tall. Bridge Blue.
- I Office Name:** Gotham Narrow Bold. 133 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- J Office Phone Number:** Gotham Narrow Bold. 165 pt. White type. 75 tracking preferred.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.



Horizontal Red-White- Blue Design

(Office-Prominent)

30" Wide x 18" Tall

For additional variations, see pages 39–40.



A Associate/Team Name: Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

B Associate Phone Number: Gotham Narrow Bold. 120 pt. Black type. 75 tracking preferred.

C Office Name: Gotham Narrow Bold. 135 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

D Office Phone Number: Gotham Narrow Bold. 120 pt. White type. 75 tracking preferred.

Vertical Red-White- Blue Design

(Office-Prominent)

24" Wide x 30" Tall

For additional variations, see page 41.

- A Associate/Team Name:** Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 145 pt. Black type. 75 tracking preferred.
- C Office Name:** Gotham Narrow Bold. 135 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- D Office Phone Number:** Gotham Narrow Bold. 165 pt. White type. 75 tracking preferred.



Horizontal Red-White- Blue Design

Additional Examples

Rider Color Requirements: For Red-White-Blue sign designs, white riders are preferred, but red is also permitted. For white riders, letters should be in Bridge Red for the top rider and Bridge Blue for the bottom rider. See examples and additional requirements on page 42.

**OFFICE-PROMINENT WITH TEAM PHOTO
SIGN RIDER AND 2 ASSOCIATE NAMES**



**STANDARD WITH CLIPPED PHOTO
AND LONGER OFFICE NAME**



STANDARD WITH QR CODE




NOTE: The QR code must be in Bridge Blue.

**STANDARD WITH PHOTO AND “EACH OFFICE
INDEPENDENTLY OWNED AND OPERATED”**



NOTE: Font size for “Each Office Independently Owned and Operated” is 24 pt.

NOTE: Photo may be 6” wide x 7.5” tall (shown above) or 6” wide x 6” tall. For 6” x 7.5” photos, center the photo between the red bar and the blue bar. For 6” x 6” photos, the top of the photo should be .5” below the red bar.

 This box indicates all the items that are different than the sign shown on page 35.

Horizontal Red-White- Blue Design

Additional Examples

ASSOCIATE AND TEAM NAME IN WHITE BAR



WITH LONGER OFFICE NAME



WITH ASSOCIATE LICENSE NUMBER

(Required in California*)




* In California, the license number must be in a font size at least as large as the smallest font used elsewhere.

WITH CLIPPED PHOTO



NOTE: Clipped images are right justified with the right edge of the red and blue bars. Images must be sized to fit a space no larger than 6" wide x 7.5" tall and start immediately on top of the blue bar. See page 31 for additional requirements.

 This box indicates all the items that are different than the sign shown on page 35.

Vertical Red-White-Blue Design

(Standard)
Additional Examples

ASSOCIATE AND TEAM
NAME IN WHITE BAR



WITH LOGOTYPE BELOW
ASSOCIATE NAME



(Office-Prominent)
Additional Examples


ASSOCIATE AND TEAM NAMES
AND PHOTO SIGN RIDER



LONGER OFFICE NAME
AND LOGOTYPE BELOW
ASSOCIATE NAME



NOTE: Font size for office name must remain at least as large as size of associate or team name.

 This box indicates all the items that are different than the sign shown on pages 36 and 38.

Red-White-Blue Sign Riders

All riders for the REMAX Red-White-Blue property sign should be printed in Gotham Narrow Bold. A team name or associate name may be used on either a top or bottom rider. All riders must be rectangular and must match the width of the sign (30" for horizontal, 24" for vertical). Only one sign rider is permitted on the top and one on the bottom of each property sign. Bottom riders cannot be used with vertical signs.

REMAX World Headquarters has approved Children's Miracle Network Hospitals® "Miracle Home®" and "Miracle Property" riders (see page 101), which participating associates in the United States and Canada can obtain through REMAX Approved Suppliers.

Top Sign Rider

Color: Either a white rider, with letters in Bridge Red, or a Bridge Red rider with white letters. QR codes should be in Bridge Red and white.

Content: An associate name or team name, associate contact information or descriptive property information, such as "Sold," "Under Contract," "Price Reduced," "Will Build to Suit," "Remodeled" or "Horse Property."

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 39.

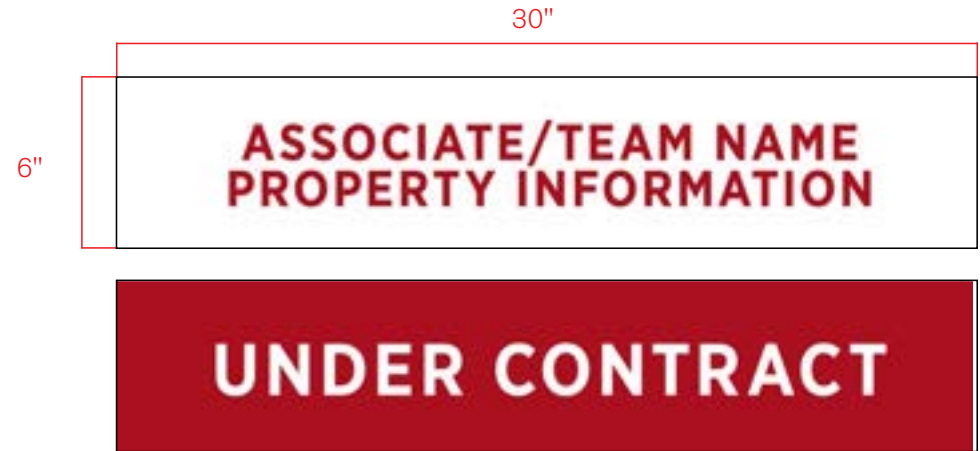
Bottom Sign Rider

Color: White rider, with letters and any included QR code in Bridge Blue.

Content: An associate name or team name, or associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be placed on a rider.

NOTE: No logos, except team logos as specified in this manual, may be used on any REMAX sign rider. The display of third-party names or information (such as for developers or construction companies) is also prohibited on REMAX signage.

TOP SIGN RIDERS



BOTTOM SIGN RIDERS



Property Signs in Other Alphabets

This section provides basic parameters for adapting REMAX Red-White-Blue property signs into other alphabets in order to better promote recognition of the REMAX brand. Precise specifications for every country are beyond the scope of this manual, but these general principles should apply in most regions.

1. Except as noted, the specifications for the REMAX property sign should still apply, even when used with non-Latin alphabets. In particular:
 - the overall 3x5 (horizontal) or 5x4 (vertical) proportion of the sign
 - the dimensions of the red, white and blue bars
 - the colors used
 - the placement of the REMAX Balloon on the sign should be maintained precisely
2. The REMAX Balloon logo cannot be modified.
3. The property offering text in the red bar—most commonly “For Sale” or “For Rent”—is translated.
4. Omit the REALTOR® or MLS logos unless authorized. REMAX regions may approve the use of logos of certain national associations. Check with your region.
5. The associate or team name may appear in the local language.
6. For the REMAX office name in the blue bar, each region will decide whether to display “REMAX” in Latin, or in the local language. The remainder of the REMAX office name may appear in the local language, even if “REMAX” is not.
7. The Gotham Narrow Bold font includes extended variations of the Latin, Greek and Cyrillic alphabets, covering more than 200 languages, but does not support, for example, Hebrew, Arabic or most Asian alphabets. If the Gotham Narrow Bold font does not support your language, substitute Arial Unicode MS Bold for all text on the sign. In other words, do not combine “REMAX” in Gotham Narrow Bold with other text in Arial Unicode MS Bold.

OTHER ALPHABET EXAMPLES



Spanish



Hebrew



Thai



Arabic



Korean

Here are REMAX regions' rules for a few non-Latin languages:

Language	“REMAX” in Office Name
Thai	Latin
Hebrew	Latin
Arabic	Arabic
Korean	Latin or Korean

Slash Design Property Signs

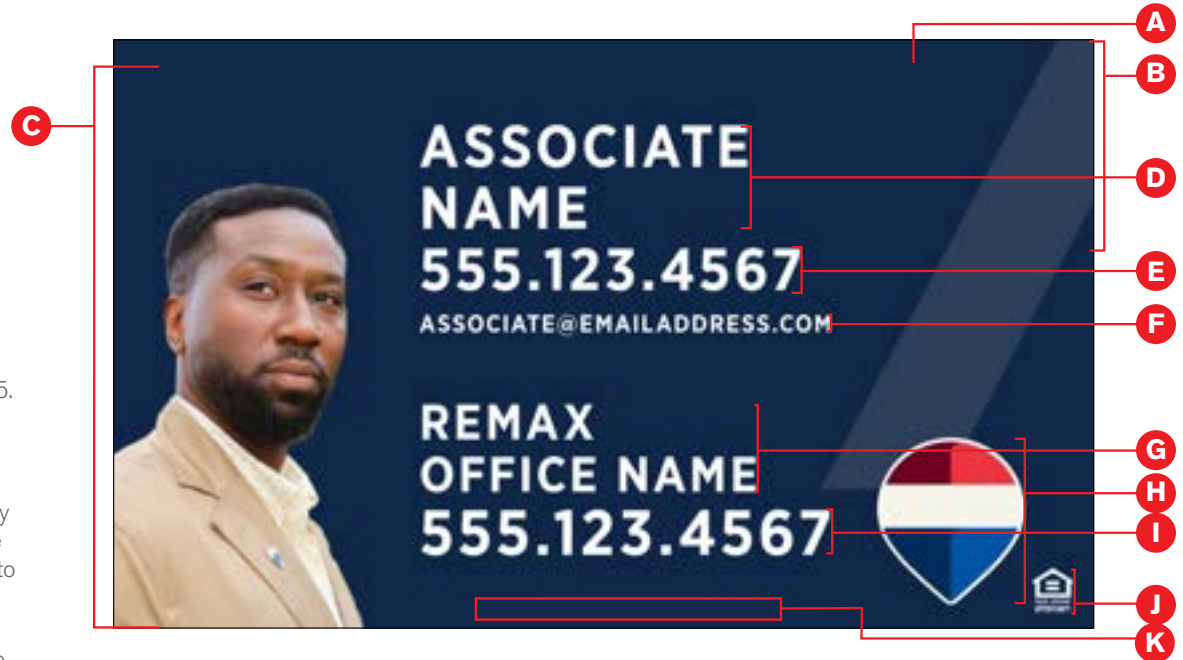
Horizontal Slash Design

(Standard)

30" Wide x 18" Tall

For additional variations, see page 47.

- A The Blue Area:** 30" wide and 18" tall. Bridge Blue.
- B The Blue Slash:** 7.57" wide and 14.14" tall. REMAX Slash Blue (CMYK - 87/73/41/31). Details on the Slash Design are available on page 25.
- C Associate Photo Section:** 10" wide and 16" tall. Clipped photos only.
- D Associate/Team Name:** Gotham Narrow Bold. 130 pt. (165 pt. allowed if only information above office name is the Associate name, and no Associate phone number or email address is included). All caps. White type. Tracking preferred to fit a longer name. May use two lines for longer names.
- E Associate Phone Number:** Gotham Narrow Bold. 130 pt. All caps. White type.
- F Email:** Gotham Narrow Bold. 53 pt. All caps. White type.
- G Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- H Balloon Logo:** 4.49" tall.
- I Office Phone Number:** Gotham Narrow Bold. 140 pt. White type.
- J Optional Logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. White.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.




Vertical Slash Design

(Standard)

24" Wide x 30" Tall

For additional variations, see page 48.

- A The White Area:** 24" wide and 9.10" tall. White background.
- B Primary Logotype:** With registration mark, 20.07" wide and 5.45" tall.
- C Optional logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR  logo, or combined REALTOR/MLS logo. Light Gray.
- D The Blue Area:** 24" wide and 20.83" tall. Bridge Blue.
- E Associate/Team Name:** Gotham Narrow Bold. 145 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- F Associate Phone Number:** Gotham Narrow Bold. 145 pt. White type.
- G Email:** Gotham Narrow Bold. 63 pt. All caps. White type.
- H The Blue Slash:** 3.45" wide and 11.51" tall. REMAX Slash Blue (CMYK - 87/73/41/31). Details on the Slash Design are available on page 25.
- I Office Name:** Gotham Narrow Bold. 131 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- J Office Phone Number:** Gotham Narrow Bold. 132 pt. White type.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.



Horizontal Slash Design

Additional Examples

Office-Prominent Details

The Office-Prominent version of this sign design features a smaller font size for the agent name and a larger font size for the office name.

Associate Name and Phone Number: Gotham Narrow Bold. 130 pt. All caps. White type. 75 tracking.

Email: Gotham Narrow Bold. 53 pt. All caps. White type. 75 tracking preferred to fit a longer address.

Office Name: Gotham Narrow Bold. 135pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

Office Phone Number: Gotham Narrow Bold. 132 pt. White type.

QR Code Details

The QR code must be in Bridge Blue and White.

OFFICE-PROMINENT



STANDARD WITH LONGER OFFICE NAME




STANDARD WITH TEAM PHOTO



STANDARD WITH QR CODE



 This box indicates all the items that are different than the sign shown on page 45.

Vertical Slash Design

Additional Examples

Office-Prominent Details

The Office-Prominent version of this sign design features a larger font size for the office name.

Associate Name and Phone Number: Gotham Narrow Bold. 145 pt. All caps. White type. 75 tracking.

Office Name: Gotham Narrow Bold. 150pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

Office Phone Number: Gotham Narrow Bold. 145 pt. White type.

Associate Photo Details

Font sizes change when clipped photo is included.

Associate Photo Section: 9.5" wide and 19.5" tall. Clipped photos only.

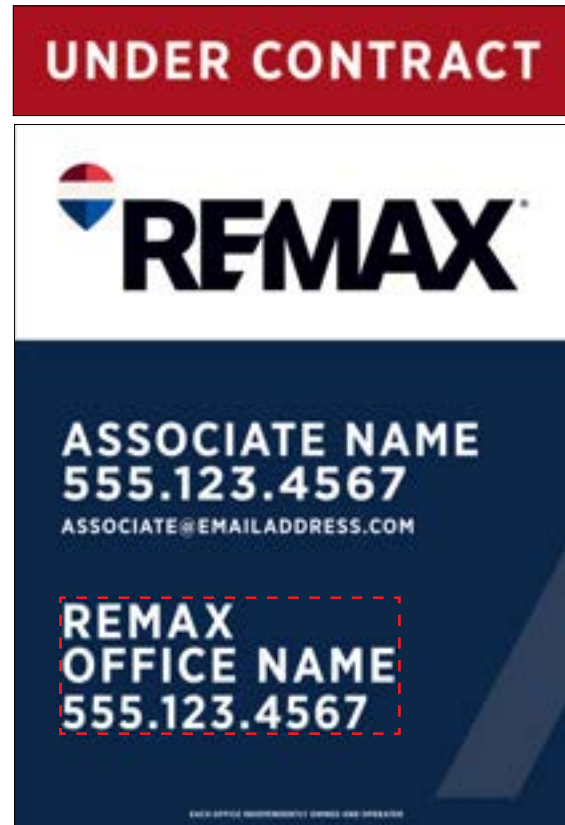
Associate Name and Phone Number: Gotham Narrow Bold. 108 pt. All caps. White type. 75 tracking.

Email: Gotham Narrow Bold. 52 pt. All caps. White type. 75 tracking preferred to fit a longer address.

Office Name: Gotham Narrow Bold. 89 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.


Office Phone Number: Gotham Narrow Bold. 109 pt. White type.

OFFICE-PROMINENT



STANDARD WITH ASSOCIATE PHOTO



 This box indicates all the items that are different than the sign shown on page 46.

Slash Design Sign Riders

All riders for the Slash Design property signs should be printed in Gotham Narrow Bold. A team name or associate name may be used on either a top or bottom rider. All riders must be rectangular and must match the width of the sign (30" for horizontal, 24" for vertical). Only one sign rider is permitted on the top and one on the bottom of each property sign. Bottom riders cannot be used with vertical signs.

REMAX World Headquarters has approved Children's Miracle Network Hospitals®, "Miracle Home®" and "Miracle Property" riders (see page 101), which participating associates in the United States and Canada can obtain through REMAX Approved Suppliers.

Color: Only the colors shown here are permitted. A QR code must be in the same colors as the text and rider background.

Top Sign Rider

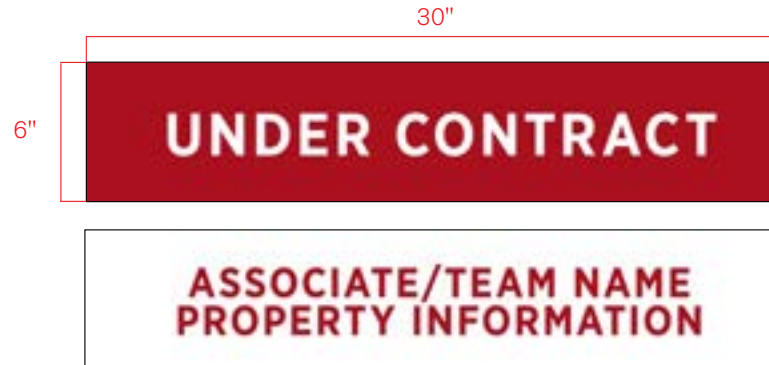
Content: An associate name or team name, associate contact information or descriptive property information, such as "Sold," "Under Contract," "Price Reduced," "Will Build to Suit," "Remodeled" or "Horse Property."

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 39.

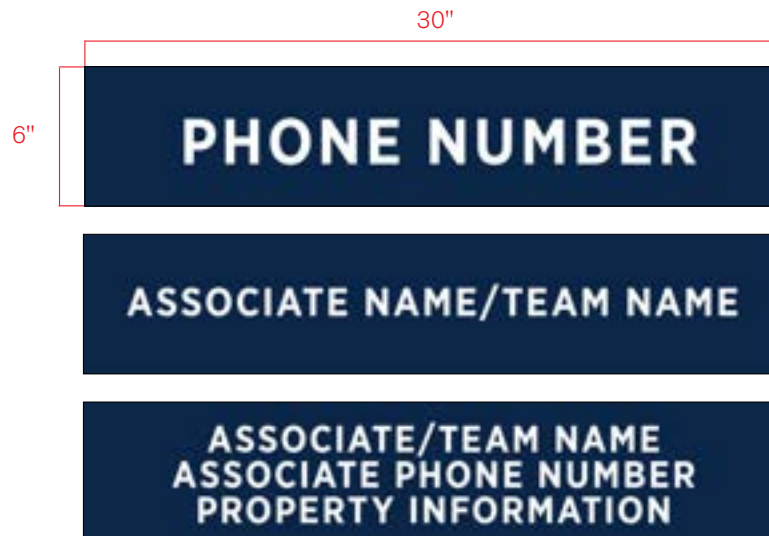
Bottom Sign Rider

Content: An associate name or team name, or associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be placed on a rider.

TOP SIGN RIDERS – BLUE DESIGN



BOTTOM SIGN RIDERS – BLUE DESIGN



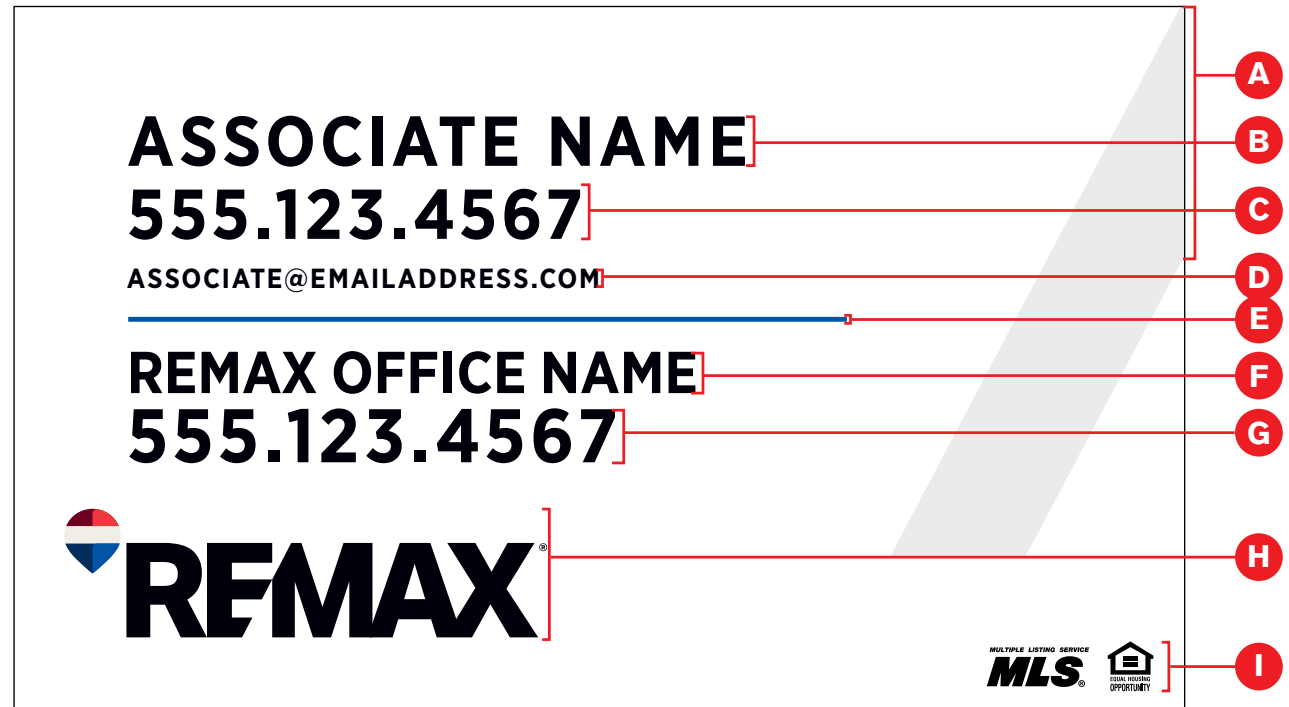
White Slash Design Property Signs

Horizontal White Slash Design

(Standard)

30" Wide x 18" Tall

For additional variations, see page 54.



A The Gray Slash: 7.57" wide and 14.14" tall. Black 6 at 8% opacity. Details on the Slash Design are available on page 25.

B Associate/Team Name: Gotham Narrow Bold. 130 pt. (165 pt. allowed if only information above Accent Line is the Associate name, and no Associate phone number or email address is included). All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.

C Associate Phone Number: Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred.

D Email: Gotham Narrow Bold. 51 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.

E Accent Line: 20.21" long and 9 pt. stroke. REMAX Primary Blue. REMAX Primary Red or Bridge Red may be used instead (not shown).

F Office Name: Gotham Narrow Bold. 109 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

G Office Phone Number: Gotham Narrow Bold. 140 pt. Black type. 75 tracking preferred.

H Primary Logotype: With registration mark. 3.34" wide and 12.42" tall.

I Optional Logos: 1" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. Black.

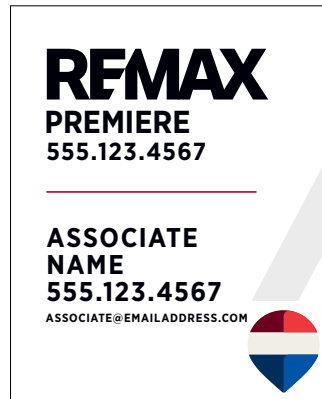
Vertical White Slash Design

(Standard & Office Prominent)

24" Wide x 30" Tall

For additional variations, see page 53.

LARGER BALLOON IN RIGHT CORNER ALTERNATIVE



Balloon Logo: Without registration mark. 5.66" wide and 6.40" tall.

WHITE PRIMARY SLASH SIGN



Balloon Logo: Without registration mark. 3.89" wide and 4.44" tall.

- A Logotype:** Without registration mark. 16.53" wide and 3.79" tall.
- B Office Name:** Gotham Narrow Bold. 170 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- C Office Phone Number:** Gotham Narrow Bold. 132 pt. Black type. 75 tracking preferred.
- D Accent Line:** 15.62" long and 9 pt. stroke. REMAX Primary Blue. REMAX Primary Red or Bridge Red may be used instead (not shown).
- E Associate/Team Name:** Gotham Narrow Bold. 120 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F The Gray Slash:** 3.45" wide and 11.51" tall. Black 6 at 8% opacity. Details on the Slash Design are available on page 25.
- G Associate Phone Number:** Gotham Narrow Bold. 120 pt. Black type. 75 tracking preferred.
- H Email:** Gotham Narrow Bold. 63 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- I Optional Logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. Black.

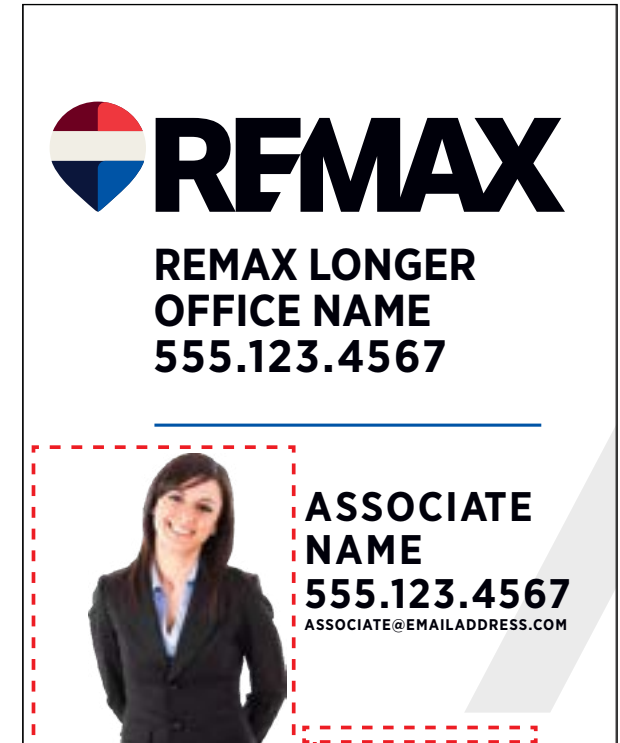
Vertical White Slash Design

Additional Examples

WITH ASSOCIATE AND
TEAM NAME




WITH LONGER OFFICE NAME
AND CLIPPED PHOTO



NOTE: Use only clipped photos in this location. Photo may be 9.5" wide x 11.8" tall (shown above).

EOIOO Language Details: Gotham Narrow Bold. 24 pt. Black type.

 This box indicates all the items that are different than the primary sign shown on page 52.

Horizontal White Slash Design

Additional Examples

Office-Prominent Details

The Office-Prominent version of this sign design features a smaller font size for the agent name and a larger font size for the office name.

Associate/Team Name and Phone Number: Gotham Narrow Bold. 120 pt. All caps. Black type. 75 tracking.

Email: Gotham Narrow Bold. 63 pt. All caps. Black type. 75 tracking preferred to fit a longer address.

Office Name: Gotham Narrow Bold. 135pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

Office Phone Number: Gotham Narrow Bold. 140 pt. Black type.

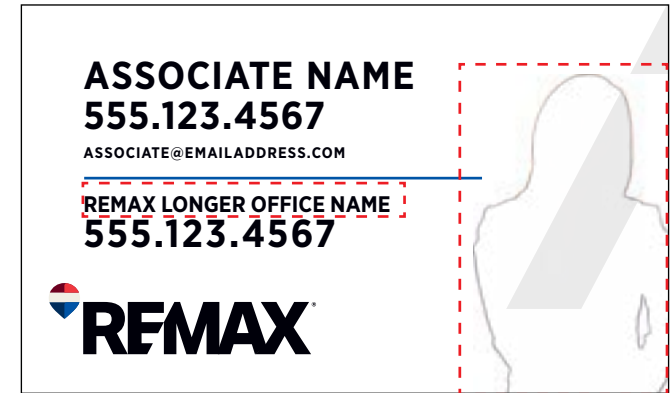
QR Code Details

The QR code must be in Black.

OFFICE-PROMINENT WITH TEAM PHOTO SIGN RIDER



STANDARD WITH CLIPPED PHOTO AND LONGER OFFICE NAME



NOTE: Use only clipped photos in this location. Photo may be 14.75" wide x 11.8" tall (shown above).

STANDARD WITH QR CODE




STANDARD WITH PHOTO AND "EACH OFFICE INDEPENDENTLY OWNED AND OPERATED"



NOTE: Use only standard (non-clipped) photos in this location. Photo dimensions 5.22" wide x 5.22" tall (shown above).

EOIOO Language Details: Gotham Narrow Bold. 24 pt. Black type.

 This box indicates all the items that are different than the sign shown on page 51.

White Slash Design Sign Riders

All riders for the REMAX White Slash Design property signs should be printed in Gotham Narrow Bold. A team name or associate name may be used on either a top or bottom rider. All riders must be rectangular and must match the width of the sign (30" for horizontal, 24" for vertical). Only one sign rider is permitted on the top and one on the bottom of each property sign. Bottom riders cannot be used with vertical signs. The rider and font colors shown here are the only permitted options. A QR code must be in the same colors as the text and rider background.

REMAX World Headquarters has approved Children's Miracle Network Hospitals® "Miracle Home®" and "Miracle Property" riders (see page 101), which participating associates in the United States and Canada can obtain through REMAX Approved Suppliers.

Top Sign Rider

Content: An associate name or team name, associate contact information or descriptive property information, such as "Sold," "Under Contract," "Price Reduced," "Will Build to Suit," "Remodeled" or "Horse Property."

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 39.

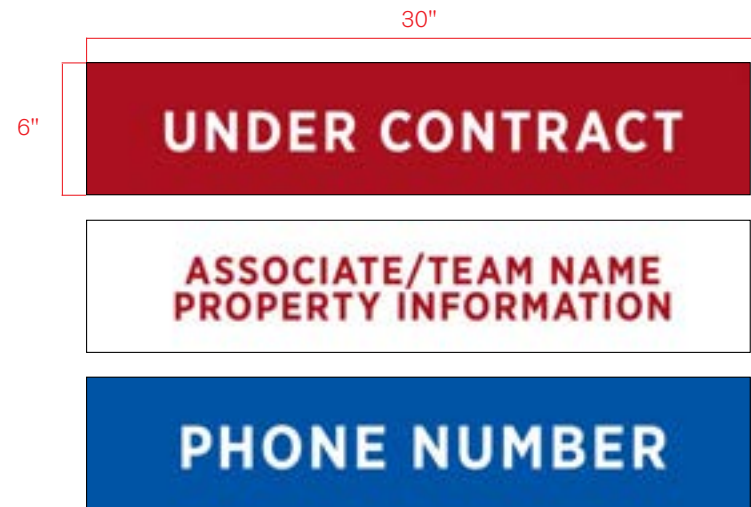
Bottom Sign Rider

Content: An associate name or team name, or associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be used on a rider.

Rider Pairings

When using both a top and bottom rider, consider using a red top rider with a blue bottom rider to create a red-white-blue effect.

TOP SIGN RIDERS



BOTTOM SIGN RIDER



Additional Signage Options

Signs with QR Codes

REMAX affiliates may display a square two-dimensional barcode such as a Quick Response (QR) code either on a rider or the property sign. Due to size constraints, 18" x 24" signs may not include a QR code.

Best practices for QR codes on signs and riders

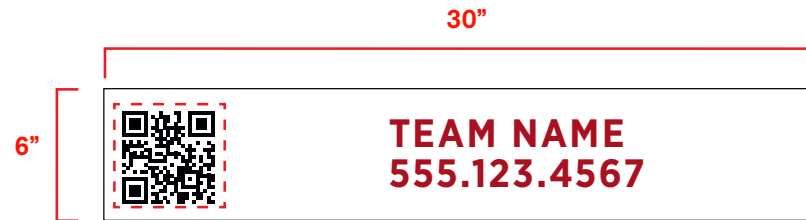
1. Consider whether using a QR code or a web address is the best way to get consumers to visit your site. Including a website under your name in the white bar or on a rider (rather than a QR code) may be more effective at leading consumers to your website.
2. If you do use a QR code, consider having it lead to property-specific information, rather than your website home page. Consider what information consumers would expect to access when they scan the QR code.
3. Preferably, place the QR code on a rider—not the property sign.

Design and layout

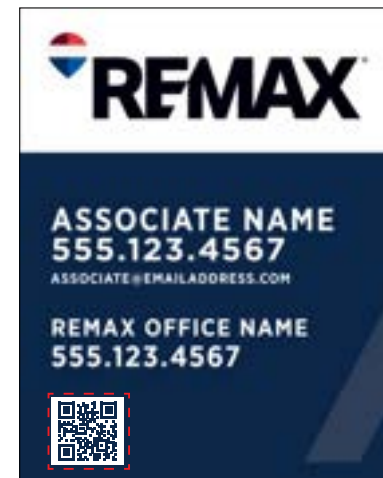
Signage and riders featuring QR codes may not include photos or team logos, due to size constraints. QR code riders should conform to the standards for REMAX sign riders shown in this manual, including the color requirements for top and bottom riders.

Artwork format: Affiliates providing their own QR codes to sign printers should provide a vector art (EPS or PDF) graphic of the code so the printer can change it to REMAX Brand Colors (as needed) and size it appropriately. JPG graphics are not recommended.

QR CODE RIDER



QR CODE SIGNS



Directional and Open House Signs

Signs used to direct consumers to a REMAX listing must include the Balloon logo, except as outlined below for special-shape signage and except for listings promoted using The REMAX Collection or REMAX Commercial signage. Although not mandatory, including the REMAX logotype or the local REMAX trade name on directional signs is highly encouraged. Associate contact information is permitted, but not required. All other design and font standards, including the standards for using the horizontal bars or any other REMAX mark, must be maintained. Content may relate only to a listing's sale or lease status, or agent contact information. No logos (including team and associate logos), except as specified in this manual, may be used on any REMAX directional or open house signs. The display of third-party names or information (such as for developers or construction companies) is also prohibited on REMAX signage.

Several special-shape directional signs, in which the horizontal bars are elongated or formed into the outline of an arrow or house, have been approved and are available through REMAX Approved Suppliers. Any other variation must be approved by the REMAX Standards and Quality Control Team (standards@remax.com).

The general style of the horizontal bars must be maintained in such special-shape signs to protect the bars' distinctive, recognizable identity. Specifically:

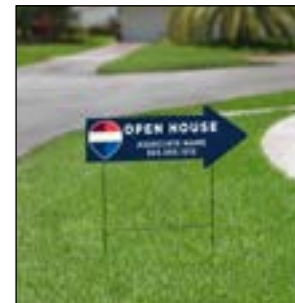
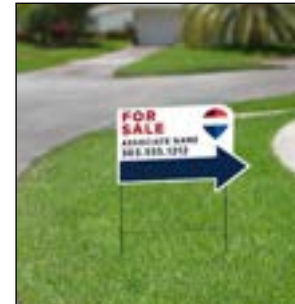
- The average height of the red and blue horizontal bars must be approximately equal.
- The borders between the red and white portions and between the white and blue portions must be parallel, horizontal lines. For example, the lines cannot be angled to mimic the exterior shape of the sign.

A directional or open house sign cannot be used as a replacement for a REMAX property sign at the property.

APPROVED EXAMPLES – STANDARD SHAPE



APPROVED EXAMPLES – SPECIAL SHAPE



The REMAX Collection®

The REMAX Collection Graphic Standards

The REMAX Collection program assists sales associates working with luxury residential properties. The REMAX Collection materials (including trademarks, logos and designs) may be used only with an affiliate's marketing of eligible listings. To be eligible, a property must be listed for twice the average sale price in the local market area.

While affiliates may use Red-White-Blue property signs on properties that qualify for The REMAX Collection program, it is strongly preferred they use The REMAX Collection signage.



The REMAX Collection Trademarks and Logo

The REMAX Collection logo may only be used in the following colors: Dark Blue, Cream or White. Use the logo in Dark Blue on white or light backgrounds, or in Cream or White on dark backgrounds, as shown here.

The Balloon logo should not be used next to The REMAX Collection logo.

When referring to The REMAX Collection in text, always capitalize all the words, including the word “The,” which is part of the proper name. In other languages, affiliates may use a local translation of “The REMAX Collection” upon approval of REMAX World Headquarters. “La Colección REMAX” (Spanish) and “La Collection REMAX” (French) are approved.

The phrase “Fine Homes & Luxury Properties” may be used with The REMAX Collection program materials, but is not required.

In countries where The REMAX Collection is not a registered trademark, it may be necessary to use the “SM” symbol after “Collection,” rather than the ® symbol. Regions should confirm the proper usage of the ® symbol with their global consultant at REMAX World Headquarters.

DARK BLUE LOGO VARIATIONS

THE
REMAX
COLLECTION®

Without tagline

THE
REMAX
COLLECTION®
Fine Homes & Luxury Properties

With tagline

ALTERNATIVE LOGO COLOR VARIATIONS

THE
REMAX
COLLECTION®

Cream without tagline

THE
REMAX
COLLECTION®
Fine Homes & Luxury Properties

Cream with tagline

THE
REMAX
COLLECTION®

White without tagline

THE
REMAX
COLLECTION®
Fine Homes & Luxury Properties

White with tagline

DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate the Cream and White logos on a dark background.

Clear space

When The REMAX Collection logo is accompanied by any graphic element or type, the bordering space on all four sides must be at least half the height of the letter “X” in REMAX.

Smallest scalable size

For print (non-digital) uses, the smallest allowable width for the logo is 3/4". When using the logo with the tagline in print, the smallest allowable width for the logo is 1".

When “The REMAX Collection” must be rendered smaller than minimum allowable size in print, either use plain text or email the REMAX Standards and Quality Control Team at standards@remax.com.

There are no size limitations applicable to digital use of these logos, but care should be taken to ensure the logos are large enough to be legible to the average person when viewed on a small screen.

CLEAR SPACE



SMALLEST SCALABLE SIZE



NOTE: The registration symbol will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.

INCORRECT LOGO USE



Do not change the alignment of the logo.



Do not change colors in the logo.



Do not distort the logo.



Do not add content to the logo.

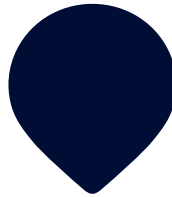


Do not use the Balloon logo next to this logo.

The REMAX Collection Color Palette

LOGO COLORS

Dark Blue



WEB: #00E35 *Digital*
CMYK: 100/92/41/55
RGB: 0/14/52
Pantone: 295 C

Cream

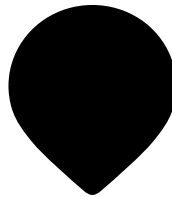


WEB: #F7F5EE *Digital*
CMYK: 2/2/7/2
RGB: 247/245/238
Pantone: warm gray 1 C

ADDITIONAL BRAND COLORS

(NOT FOR LOGO USE)

Black



WEB: #000000 *Digital*
CMYK: 75/68/67/90
RGB: 0/0/0
Pantone: black 6

Sky Blue



WEB: #A3D4F2 *Digital*
CMYK: 33/5/0/0
RGB: 162/212/242
Pantone: 277 C

Typography

For headlines, use Gotham Condensed in all caps, tracked wide. For subheadings, use Miller Display. Use Gotham or Gotham Narrow for body and auxiliary copy.

If Gotham is unavailable, use Montserrat. If Montserrat is unavailable, use Arial.

HEADLINES

GOTHAM CONDENSED

Gotham Condensed Book (Tracking 100)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#%\$

SUBHEADINGS

Miller Display

Miller Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#%\$

The REMAX Collection Property Sign Guidelines

For each of The REMAX Collection sign designs, two options are offered: (1) the standard design option with increased emphasis on the REMAX sales associate's or team's name, and (2) an office-prominent sign design option for use in states with requirements for the prominence of the office name.

Standards are strict for The REMAX Collection property signs and deviation is permitted only in specific, limited situations. For example, the property signs may not include personal logos, except for team logos that meet the requirements set forth in the Teams Section of this manual (see pages 86-98). The display of third-party names or information (such as for developers or construction companies) is prohibited on The REMAX Collection signage.

If a local law, rule, regulation, ordinance, code or covenant differs from these standards, the local requirements take precedence over the REMAX standards. If deviation from these sign designs is required, affiliates should send the sign maker's proof (mock-up) and documentation of the requirement to the REMAX Standards and Quality Control Team at standards@remax.com to determine how The REMAX Collection standards can be preserved as much as possible, within those requirements.

Dimensions

The REMAX Collection property signs should always maintain the 5x4 proportion of the standard sign, even if circumstances dictate smaller or larger overall sign dimensions. Outside the United States, if your country's common standards for signage do not precisely convert from the dimensions shown, use the closest commonly used size available and maintain all proportions.

NOTE: To order The REMAX Collection marketing materials and signage, visit the luxury resource hub:

U.S.: resources.remax.com/the-remax-collection

Canada: agentbrokerhub.remax.ca/the-remax-collection

Global: globalresources.remax.com/the-remax-collection

Arc Design

(Standard)

24" Wide x 30" Tall

For additional variations, see page 67.

- A White Bar Section:** 8.25" tall, measured in center of the sign.
- B Light Blue Arc:** 0.5" thick. Sky Blue.
- C Dark Blue Arc:** 21.25" tall, measured in center of the sign. Dark Blue.
- D The REMAX Collection Logo:** 5.5" tall, centered in the white bar section. Dark Blue.
- E Associate/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 207 pt. Initial caps. White type.
- F Associate Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 100 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- G Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 92 pt. All caps. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer name.
- H Office Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- I Optional Balloon Logo:** 3.3" tall.
- J Optional logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. White.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.
- L Additional Information:** May include website, license number, legal disclaimer and/or "Fine Homes & Luxury Properties." Gotham Narrow Medium. 107% horizontal scaling, 60 pt. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer address. "Fine Homes & Luxury Properties" may not be placed anywhere else on the sign, but may be included on a rider as shown on page 69.



Arc Design

Additional Sign Examples

Rider Color Requirements: Dark Blue or White riders are permitted above the Arc Design signs. For Dark Blue riders, letters are White. For White riders, letters are Dark Blue. All text should be set in Gotham Narrow Bold font. Riders may include an associate name or team name, associate contact information or descriptive property information, such as "Sold," "Under Contract," "Price Reduced," "Will Build to Suit," "Remodeled" or "Horse Property." Bottom riders cannot be used with The REMAX Collection signs.

NOTE: Associate/Team photos are not allowed on The REMAX Collection sign riders.


OFFICE-PROMINENT



NOTE: The Office-Prominent version of this sign design features a smaller font size for the associate/team name (125 pt) and a larger font size for the office name (139 pt).

STANDARD WITH LONGER OFFICE NAME



 This box indicates all the items that are different than the sign shown on page 66.

Arc Design - Associate Photo

(Standard)

24" Wide x 30" Tall

For additional variations, see page 69.

- A** **White Bar Section:** 12.5" tall, measured in center of the sign.
- B** **Light Blue Arc:** 0.5" thick. Sky Blue.
- C** **Dark Blue Arc:** 17" tall, measured in center of the sign. Dark Blue.
- D** **The REMAX Collection Logo:** 5.75" tall, centered in the white bar section. Dark Blue.
- E** **Associate Photo:** 9.25" circle. Sky Blue outline, 0.25" thick (17 pt. stroke).
- F** **Associate/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. Initial caps. White type.
- G** **Associate Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 100 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- H** **Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 116 pt. All caps. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer name.
- I** **Office Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- J** **Additional Information:** May include website, license number, legal disclaimer, and/or "Fine Homes & Luxury Properties." Gotham Narrow Medium. 107% horizontal scaling, 60 pt. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer address. "Fine Homes & Luxury Properties" may not be placed anywhere else on the sign, but may be included on a rider as shown on page 69.



Arc Design - Associate Photo

Additional Sign Examples

Rider Color Requirements: Dark Blue or White riders are permitted above the Arc Design signs. For Dark Blue riders, letters are White. For White riders, letters are Dark Blue. All text should be set in Gotham Narrow Bold font. Riders may include an associate name or team name, associate contact information or descriptive property information, such as "Sold," "Under Contract," "Price Reduced," "Will Build to Suit," "Remodeled" or "Horse Property." Bottom riders cannot be used with The REMAX Collection signs.

NOTE: Associate/Team photos are not allowed on The REMAX Collection sign riders.


OFFICE-PROMINENT



NOTE: The Office-Prominent version of this sign design features a smaller font size for the associate/team name (100 pt) and a larger font size for the office name (125 pt).

STANDARD WITH LONGER OFFICE NAME



 This box indicates all the items that are different than the sign shown on page 68.

Line Design

(Standard)

24" Wide x 30" Tall

For additional variations, see page 71.

- A Background:** One color as shown. Dark Blue or Black.
- B The REMAX Collection Logo:** 5.5" tall, white.
- C Associate/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 160 pt. Initial caps. White type.
- D Associate Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 100 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- E Accent Line:** 10 pt. (0.14") stroke, 18.5" wide, Sky Blue.
- F Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 100 pt. All caps. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer name.
- G Office Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- H Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.
- I Additional Information:** May include website, license number, legal disclaimer and/or "Fine Homes & Luxury Properties." Gotham Narrow Medium. 107% horizontal scaling, 60 pt. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer address. "Fine Homes & Luxury Properties" may not be placed anywhere else on the sign, but may be included on a rider as shown on page 71.
- J Optional logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. White.

DARK BLUE



BLACK



Line Design

Additional Sign Examples

Rider Color Requirements: For Dark Blue Line design signs, use either Dark Blue riders with White letters or White riders with Dark Blue letters. For Black Line design signs, use either Black riders with White letters or White riders with Black letters. All text should be set in Gotham Narrow Bold font. Riders may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Under Contract,” “Price Reduced,” “Will Build to Suit,” “Remodeled” or “Horse Property.” Bottom riders cannot be used with The REMAX Collection signs.

NOTE: Associate/Team photos are not allowed on The REMAX Collection sign riders.

STANDARD WITH LONGER OFFICE NAME

PROPERTY INFORMATION

THE
REMAX
COLLECTION

Associate Name
415.555.5555

REMAX LONGER
OFFICE NAME
555.123.4567

Websiteinformation.com
LIC# 1234567

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

OFFICE-PROMINENT

FOR SALE
Fine Homes & Luxury Properties

THE
REMAX
COLLECTION


Associate Name
415.555.5555

REMAX OFFICE
NAME
555.123.4567

Websiteinformation.com

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

NOTE: The Office-Prominent version of this sign design features a smaller font size for the associate/team name (125 pt) and a larger font size for the office name (139 pt).

 This box indicates all the items that are different than the sign shown on page 70.

Line Design - Associate Photo

(Standard)

24" Wide x 30" Tall

For additional variations, see page 73.

- A** **Background:** One color as shown. Dark Blue or Black.
- B** **The REMAX Collection Logo:** 5.5" tall, white.
- C** **Associate Photo:** 5.75" wide, 4.5" tall.
- D** **Associate/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 160 pt. Initial caps. White type.
- E** **Associate Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 100 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- F** **Accent Line:** 10 pt. (0.14") stroke, 18.5" wide, Sky Blue.
- G** **Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 100 pt. All caps. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer name.
- H** **Office Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. White type. 150 tracking preferred. Periods separating the numbers preferred.
- I** **Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.
- J** **Additional Information:** May include website, license number, legal disclaimer and/or "Fine Homes & Luxury Properties." Gotham Narrow Medium. 107% horizontal scaling, 60 pt. White type. 150 tracking preferred unless reducing tracking is necessary to fit a longer address. "Fine Homes & Luxury Properties" may not be placed anywhere else on the sign, but may be included on a rider as shown on page 73.
- K** **Optional logos:** 1.4" tall. Equal Housing Opportunity logo, National Association of REALTORS' REALTOR logo, or combined REALTOR/MLS logo. White.



BLACK



Line Design - Associate Photo

Additional Sign Examples

Rider Color Requirements: For Dark Blue Line design signs, use either White riders with Dark Blue letters or Dark Blue riders with White letters. For Black Line design signs, use either White riders with Black letters or Black riders with White letters. All text should be set in Gotham Narrow Bold font. Riders may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Under Contract,” “Price Reduced,” “Will Build to Suit,” “Remodeled” or “Horse Property.” Bottom riders cannot be used with The REMAX Collection signs.


NOTE: Associate/Team photos are not allowed on The REMAX Collection sign riders.

OFFICE-PROMINENT

FOR SALE

Fine Homes & Luxury Properties

THE REMAX COLLECTION



Associate Name
415.555.5555

REMAX OFFICE NAME
555.123.4567

Websiteinformation.com


EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

NOTE: The Office-Prominent version of this sign design features a smaller font size for the associate/team name (125 pt) and a larger font size for the office name (139 pt).

STANDARD WITH LONGER OFFICE NAME

TEAM NAME (OPTIONAL) OR
PROPERTY INFORMATION

THE REMAX COLLECTION




Associate Name
415.555.5555

REMAX LONGER OFFICE NAME
555.123.4567

Websiteinformation.com

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

 This box indicates all the items that are different than the sign shown on page 72.

REMAX
Commercial®

REMAX Commercial Graphic Standards

Specialized REMAX Commercial designs are available to all qualified REMAX affiliates with commercial listings. REMAX offices may be branded as commercial-only offices (as long as the broker has signed an appropriate addendum to the franchise agreement) or may operate approved commercial divisions or groups. Offices that are not commercial-only offices may not display REMAX Commercial signage on the office exterior. Offices with commercial divisions or groups may indicate that status in the ways shown in the example box at right.

Additionally:

- The REMAX Commercial property sign design may be used only with commercial listings. The REMAX Red-White-Blue property sign (see pages 32-43) may be used as an alternative.
- The standards for the REMAX Commercial logo and property sign are mandatory.

Remember, the Rules for Affiliate Marketing (see page 6) and general standards for use of the REMAX trademarks apply to REMAX Commercial materials, such as including complete office contact information and the phrase, “Each Office Independently Owned and Operated.”

In countries where the REMAX Commercial trademark is not registered, it may be necessary to move the ® to be after the REMAX mark, rather than placing it behind the word “Commercial.” Global Regions (outside U.S. and Canada) should confirm the proper usage of the ® notice symbol with their global consultant at REMAX World Headquarters.

Branding Examples for Commercial Divisions and Groups

Correct Format	REMAX Office Name – Commercial Division REMAX Office Name, Commercial Division REMAX Office Name Commercial Division
Correct Examples	REMAX Premiere – Commercial Division REMAX Premiere, Commercial Division REMAX Premiere Commercial Division
Incorrect Example	REMAX Premiere Commercial*
* This example is incorrect because “Commercial” is not part of the office name and because it could also suggest the office has formed a separate company for its commercial business, which is not permitted. “Group” may be substituted for “Division” as appropriate.	

REMAX Commercial Logo

The approved versions of the REMAX Commercial logo are shown here. For the approved color codes, refer to the REMAX Commercial Color Palette on page 80.

In languages other than English, the local word for “commercial” real estate, such as “comercial” in Spanish, may be substituted in the same font.

In countries where the REMAX Commercial trademark is not registered, it may be necessary to move the registered trademark symbol ® after the REMAX mark, rather than placing it after the word “Commercial.” Regions should confirm the proper usage of the ® symbol with their global consultant at REMAX World Headquarters.

PREFERRED LOGO COLORS



Black/Cream



Dark Blue/Cream

ALTERNATIVE LOGO COLORS



REMAX Primary Blue/Dark Blue/White



One Color – Cream



One Color – White

DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate the Cream and White logos on a dark background.

Clear space

When the REMAX Commercial logo is accompanied by any graphic element or type, the bordering space on all four sides must be at least half the height of the letter “X” in REMAX, as shown at right.

Smallest Scalable Size

For print (non-digital) uses, the smallest allowable size for the REMAX Commercial logo is 3/4” in width. There are no size limitations applicable to digital uses of the REMAX Commercial logo, but care should be taken to ensure the logo is large enough to be legible to the average person when viewed on a small screen.

When “REMAX Commercial” must be rendered smaller than minimum allowable size in print, either use plain text or email the REMAX Standards and Quality Control Team at standards@remax.com.

CLEAR SPACE



SMALLEST SCALABLE SIZE



NOTE: The registration symbol will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.

INCORRECT REMAX COMMERCIAL LOGO USE



Do not delete the rectangle.



Do not change colors in logo.



Do not distort.



Do not add content to logo.



Do not add the Balloon logo to this logo.

Dynamic REMAX Commercial Logo

REMAX affiliates may customize the Dynamic REMAX Commercial logo to promote their commercial real estate services by adding their photo or a single high-quality, photographic image into the Dynamic Area, as shown here. Any included images must be professional in nature and the images should be clipped to remove backgrounds. Images may not mislead or confuse consumers and may not exaggerate the geographic service area of an office or affiliate. Affiliates are responsible for obtaining the appropriate licenses and permissions to use any images they add to the Dynamic Area.

Global and Independent Regions may have requirements that apply to use of the REMAX Commercial Dynamic logo, beyond the limitations set forth here. Franchisees in Global and Independent Regions should contact their regions for additional guidance.

The Dynamic Area should be one-third the width of the REMAX logotype in most cases, with a maximum permitted width of two-thirds the width of the REMAX logotype. The REMAX letters in this logo may not be altered and no portion of them can be covered up (though images may appear behind the portions of the “E” and the “M” that are in the Dynamic Area, as long as the “E” and “M” remain readable).

The next page shows additional requirements for this logo.

Clear Space

The Dynamic REMAX Commercial logo must always be surrounded on all four sides by a clear space of at least 1/4 the height of the letter X in REMAX, as shown here.

Smallest Scalable Size

There are no size limitations applicable to the digital use of the Dynamic REMAX Commercial logo, but care should be taken to ensure that the logo and the image inserted in the Dynamic Area are large enough to be discernible to the average person when viewed on a small screen.

1/3 REMAX logo width: For print (non-digital) uses, the smallest allowable size for the 1/3 width Dynamic REMAX Commercial logo is 1” in width.

2/3 REMAX logo width: The smallest allowable size in width for the 2/3 width Dynamic REMAX Commercial logo is 1.25” for print (non-digital) uses.

For situations where these size requirements cannot be met, either use the REMAX Commercial logo, “REMAX Commercial” in plain text or contact the REMAX Standards and Quality Control Team at standards@remax.com for assistance.

DYNAMIC AREA – X

1/3 REMAX logo width



DYNAMIC AREA – XX

2/3 REMAX logo width



DO NOT insert square or rectangular images or boxes in the Dynamic Area; the gray boxes shown here are included only to illustrate the size of the Dynamic Area.

CREAM DYNAMIC AREA – X

1/3 REMAX logo width



DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate this logo color option on a dark background.

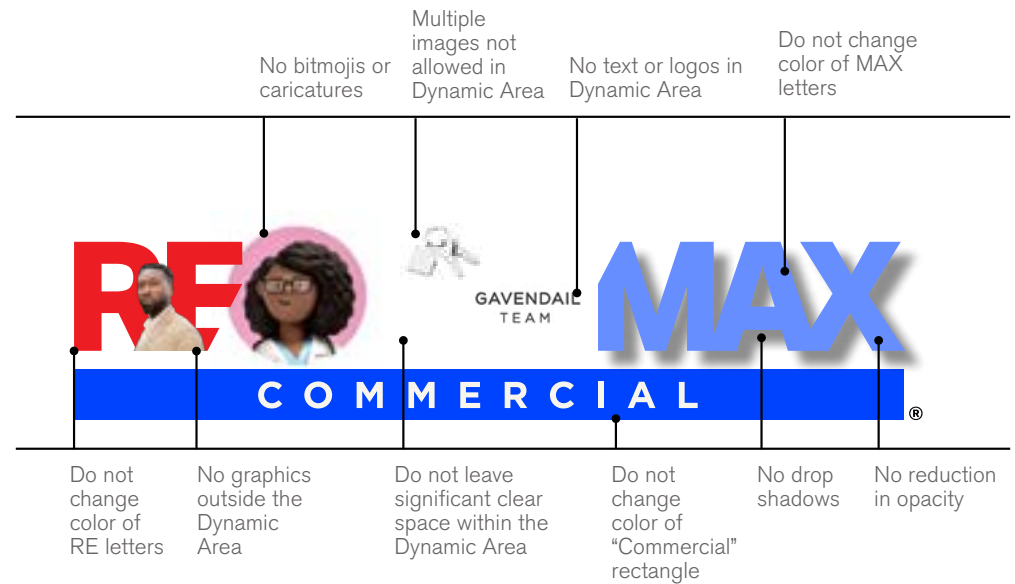
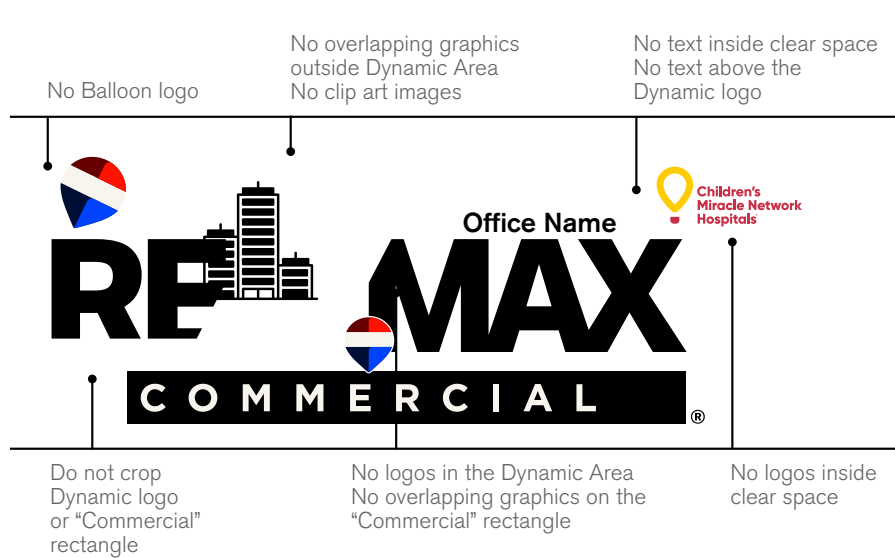
SMALLEST SCALABLE SIZE – X



SMALLEST SCALABLE SIZE – XX



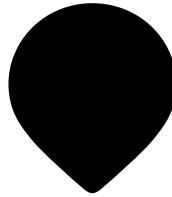
Incorrect Dynamic Logo Use



REMAX Commercial Color Palette

LOGO COLORS

Black



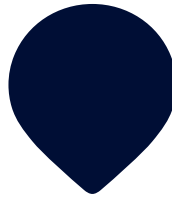
WEB: #000000 *Digital*
CMYK: 75/68/67/90
RGB: 0/0/0
Pantone: black 6

Cream



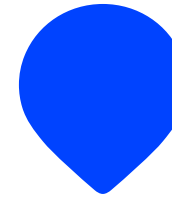
WEB: #F7F5EE *Digital*
CMYK: 2/2/7/2
RGB: 247/245/238
Pantone: warm gray 1 C

Dark Blue



WEB: #000E35 *Digital*
CMYK: 100/92/41/55
RGB: 0/14/53
Pantone: 295 C

REMAX Primary Blue

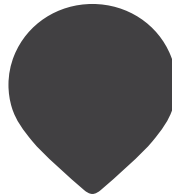


WEB: #0043FF *Digital*
CMYK: 90/70/0/0
RGB: 0/67/255
Pantone: 286 C

ADDITIONAL BRAND COLORS

(NOT FOR LOGO USE)

Charcoal Gray



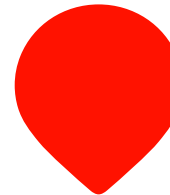
WEB: #232323 *Digital*
CMYK: 0/0/0/86
RGB: 35/35/35
Pantone: 446 C

Light Gray



WEB: #C4C6C8 *Digital*
CMYK: 0/0/0/26
RGB: 196/198/200
Pantone: 428 C

REMAX Primary Red



WEB: #FF1200 *Digital*
CMYK: 0/100/100/0
RGB: 255/18/0
Pantone: 185 C

REMAX Commercial Property Signs

REMAX Commercial property signs may be used by REMAX affiliates with commercial listings (including residential rental properties of four units and larger). Standards are strict for REMAX Commercial property signs and deviation is permitted only in specific, limited situations. For example, these property signs may not include the Balloon logo, photographs (such as associate or team photos) or personal logos (except for compliant use of team logos). The display of third-party names or information (such as for developers or construction companies) is similarly prohibited on REMAX signage.

If a local law, regulation, ordinance or covenant requires specifications differing from those stated here, those requirements take precedence over REMAX standards. In those cases, the affiliate must send the sign maker's proof (mock-up) and documentation of the requirement to the REMAX Standards and Quality Control Team at standards@remax.com for approval.

Dimensions: A proportion of 1:2 (as in 48" x 96") or 1:1 (as in 48" x 48") must be maintained. As conditions dictate, 48" x 96" up to 72" x 144" and even larger are acceptable as long as correct proportions are maintained, both in overall dimension and among all of the sign's individual elements.

NOTE: To access REMAX Commercial marketing materials and signage, visit the REMAX Commercial resource hub at resources.remaxcommercial.com.

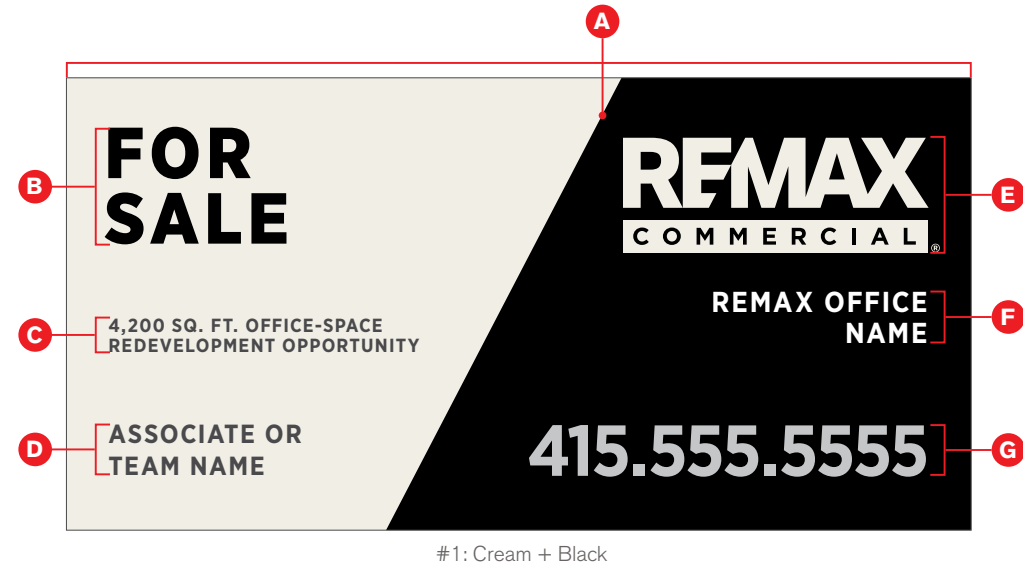


Rectangular Block Design

(Standard)

96" Wide x 48" Tall

- A Background Blocks:** Two colors as shown here. Slash angle is -27.5° and begins 58.9" from the top left corner of the sign.
 - #1: Cream + Black
 - #2: Dark Blue + Cream
 - #3: White + Dark Blue
- B Property Offering:** Gotham Narrow Black, all caps. 550 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
 - #1: Black
 - #2: Cream
 - #3: Primary Red
- C Optional Property Description:** Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
 - #1: Charcoal Gray
 - #2: Light Gray
 - #3: Charcoal Gray
- D Associate/Team Name:** Gotham Narrow Bold, all caps. 200 pt. to 315 pt. allowed (200 pt. recommended). The corresponding colors are:
 - #1: Charcoal Gray
 - #2: Light Gray
 - #3: Charcoal Gray
- E REMAX Commercial Logo:** With registration mark, 12.2" tall. The corresponding colors are:
 - #1: Cream
 - #2: Dark Blue
 - #3: White
- F Office Name:** Gotham Narrow Bold, all caps. 220 pt. to 320 pt. allowed (220 pt. recommended). Font size up to 375 pt. allowed in states requiring the brokerage name to be as large as or larger than the sales associate or team name. The corresponding colors are:
 - #1: White
 - #2: Charcoal Gray
 - #3: White
- G Phone Number:** Gotham Narrow Bold. 550 pt. -10 tracking preferred. Periods separating the numbers preferred. The corresponding colors are:
 - #1: Light Gray
 - #2: Charcoal Gray
 - #3: Light Gray



ADDITIONAL SIGN COLORS



#2: Dark Blue + Cream



#3: White + Dark Blue

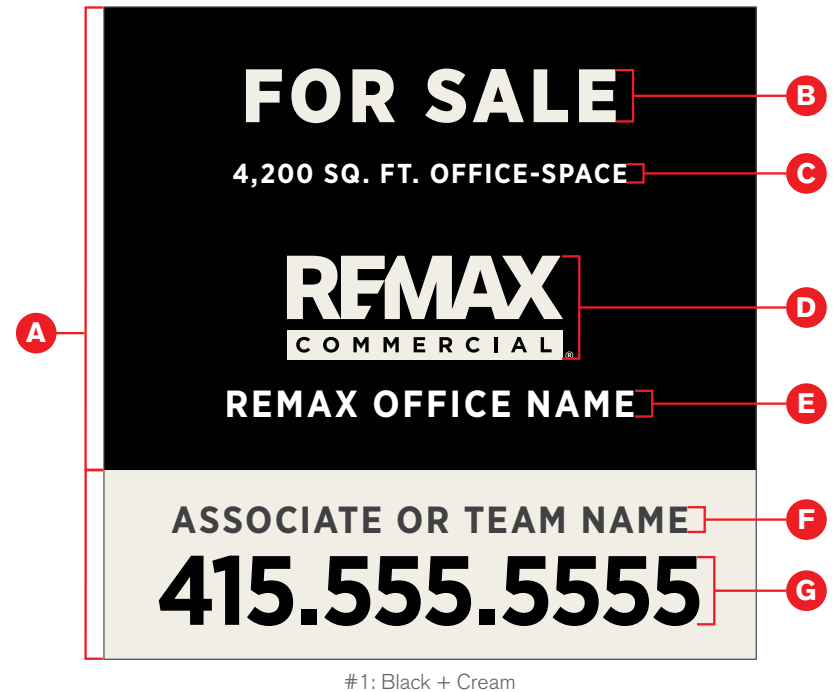
NOTE: The permitted colors vary depending on the background colors used. Only the color combinations shown here are allowed.

Square Block Design

(Standard)

48" Wide x 48" Tall

- A Background Blocks:** Two colors as shown here. Top section measures 34" tall, bottom section measures 14" tall.
- #1: Black + Cream #2: Cream + Dark Blue #3: Dark Blue + White
- B Property Offering:** Gotham Narrow Black, all caps. 400 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
- #1: Cream #2: Dark Blue #3: White
- C Optional Property Description:** Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
- #1: White #2: Charcoal Gray #3: White
- D REMAX Commercial Logo:** With registration mark, 7.6" tall. The corresponding colors are:
- #1: Cream #2: Dark Blue #3: White
- E Office Name:** Gotham Narrow Bold, all caps. 200 pt. to 300 pt. allowed (200 pt. recommended). Font size up to 375 pt. allowed in states requiring the brokerage name to be as large as or larger than the sales associate or team name. The corresponding colors are:
- #1: White #2: Charcoal Gray #3: White
- F Associate/Team Name:** Gotham Narrow Bold, all caps. 200 pt. to 315 pt. allowed (200 pt. recommended). The corresponding colors are:
- #1: Charcoal Gray #2: White #3: Charcoal Gray
- G Phone Number:** Gotham Narrow Bold. 520 pt. -10 tracking preferred. Periods separating the numbers preferred. The corresponding colors are:
- #1: Black #2: Cream #3: Primary Red



ADDITIONAL SIGN COLORS



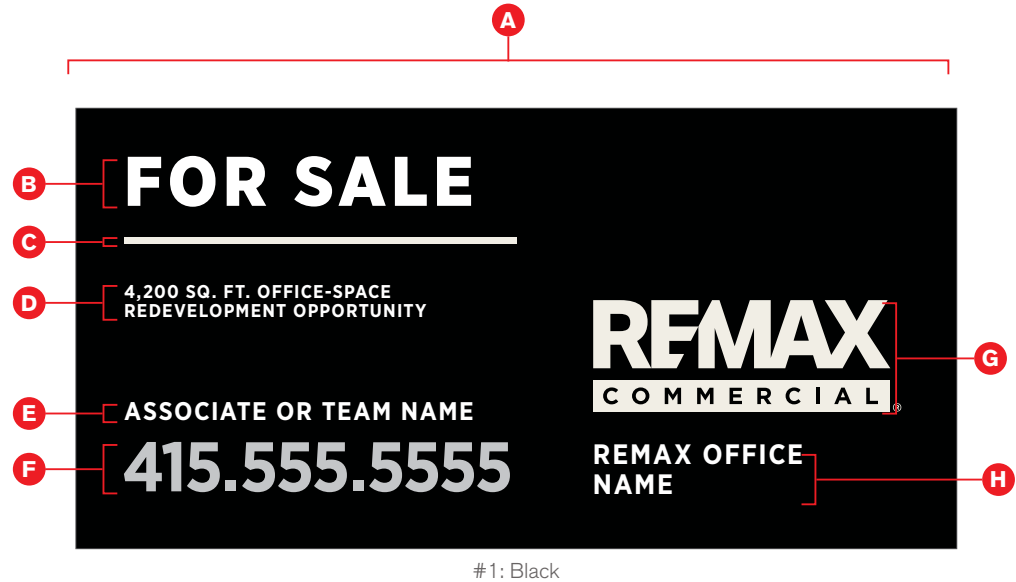
NOTE: The permitted colors vary depending on the background colors used. Only the color combinations shown here are allowed.

Horizontal Simple Design

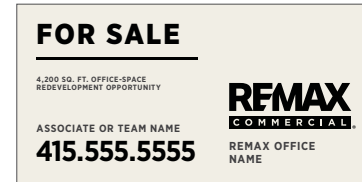
(Standard)

96" Wide x 48" Tall

- A Background:** One color only:
#1: Black #2: Cream #3: Dark Blue #4: White
- B Property Offering:** Gotham Narrow Black, all caps. 550 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
#1: White #2: Black #3: White #4: Dark Blue
- C Accent Bar:** 42.75" wide x .75" tall. The corresponding colors are:
#1: Cream #2: Black #3: Primary Red #4: Primary Red
- D Optional Property Description:** Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- E Associate/Team Name:** Gotham Narrow Bold, all caps. 200 pt. to 315 pt. allowed (200 pt. recommended). The corresponding colors are:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- F Phone Number:** Gotham Narrow Bold. 550 pt. -10 tracking preferred. Periods separating the numbers preferred. The corresponding colors are:
#1: Light Gray #2: Black #3: Light Gray #4: Dark Blue
- G REMAX Commercial Logo:** With registration mark, 12.2" tall. The corresponding colors are:
#1: Cream #2: Black #3: White #4: Dark Blue
- H Office Name:** Gotham Narrow Bold, all caps. 220 pt. to 320 pt. allowed (220 pt. recommended). Font size up to 375 pt. allowed in states requiring the brokerage name to be as large as or larger than the sales associate or team name. The corresponding colors are:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray



ADDITIONAL SIGN COLORS



#2: Cream



#3: Dark Blue



#4: White

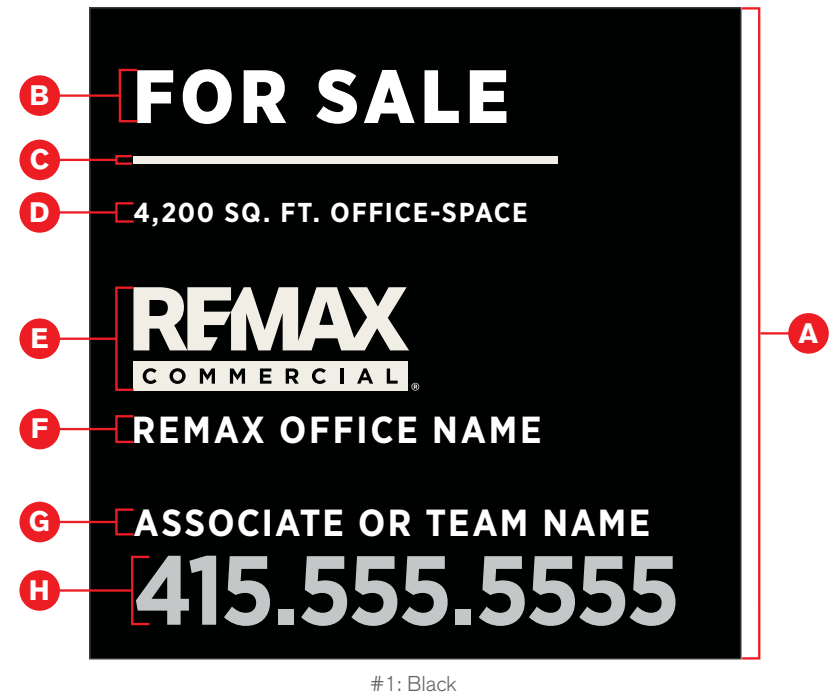
NOTE: The permitted colors vary depending on the background colors used. Only the color combinations shown here are allowed.

Square Simple Design

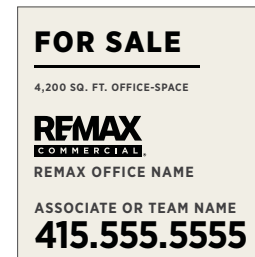
(Standard)

48" Wide x 48" Tall

- A Background:** One color only:
- #1: Black #2: Cream #3: Dark Blue #4: White
- B Property Offering:** Gotham Narrow Black, all caps. 400 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
- #1: White #2: Black #3: White #4: Dark Blue
- C Accent Bar:** 31.25" wide x .55" tall. The corresponding colors are:
- #1: Cream #2: Black #3: Primary Red #4: Primary Red
- D Optional Property Description:** Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are:
- #1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- E REMAX Commercial Logo:** With registration mark, 7.6" tall. The corresponding colors are:
- #1: Cream #2: Black #3: White #4: Dark Blue
- F Office Name:** Gotham Narrow Bold, all caps. 200 pt. to 300 pt. allowed (200 pt. recommended). Font size up to 375 pt. allowed in states requiring the brokerage name to be as large as or larger than the sales associate or team name. The corresponding colors are:
- #1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- G Associate/Team Name:** Gotham Narrow Bold, all caps. 200 pt. to 315 pt. allowed (200 pt. recommended). The corresponding colors are:
- #1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- H Phone Number:** Gotham Narrow Bold. 520 pt. -10 tracking preferred. Periods separating the numbers preferred. The corresponding colors are:
- #1: Light Gray #2: Black #3: Light Gray #4: Dark Blue



ADDITIONAL SIGN COLORS



#2: Cream



#3: Dark Blue



#4: White

NOTE: The permitted colors vary depending on the background colors used. Only the color combinations shown here are allowed.

Teams

Teams

What qualifies as a team? A “team,” for marketing purposes, is different from the definition of a team used for REMAX awards, which is based solely on how commission earnings are recorded. For marketing purposes, teams include associates working for the same REMAX office who present themselves as a team, even if neither is an employee of the other and no bonus or commission income is shared with other team members. An individual sales associate cannot market himself or herself as a team; rather, a team name can be used only by a group of two or more REMAX sales associates.



Team Names

REMAX sales associates may use team names in their marketing as long as the team's name and makeup comply with all applicable laws and regulations and the following standards:

Selecting a Team Name

1. Team names cannot suggest the team is a brokerage or other business entity separate from the REMAX office. If a team is a legal business entity, and all applicable legal and licensing requirements can be met (see "Business practices associated with the team structure" below), the team name should be registered as a "DBA" to avoid having to use Inc., Corp. or LLC.
2. As the name of the team, it is strongly recommended to use the team leader's personal name combined with the term "team".
3. The team name cannot contain any variation of a REMAX trademark. For example, no team name may use the prefix "RE" or the suffix "MAX" or include a slash (either "/" or "\"). Examples of prohibited names are Team Max, Momentum Team and Team/Pro.
4. Real estate terms typically used in the name of real estate brokerages, such as "realty," "properties," etc. must not be used in a team name. The term "real estate" is discouraged for use in team names.
5. Team names require Broker/Owner approval.
6. A team name must not mislead or confuse consumers. For example, a team name may not exaggerate the size of the team or its geographic service area and also may not suggest independence from the broker.
7. A team name cannot be confusingly similar to any local REMAX office name (except that "team" may be used even if a local office name includes the word). Associates should check with their REMAX region and neighboring regions to avoid conflict. Also, a team cannot use its name to stop other affiliates from using the name of a local town, city, neighborhood or geographic feature (mountain range, body of water, etc.) as a team name.

NOTE: An individual sales associate may not market himself or herself as a team or use a nickname, marketing moniker or other such promotional tagline or descriptive phrase on a REMAX property, directional or open house sign.

Rules for Marketing Team Names

1. All marketing materials that include a team name must also include the name of the brokerage office and other required identifying information.
2. A team name must be clearly distinguished from the REMAX office's name. The two must be positioned to communicate clearly to consumers that the office is the licensed brokerage, and the team name cannot be substantially more prominent than the office name.
3. The name of the team leader or another associate team member should be included on all marketing materials.
4. All REMAX brand standards for the use of affiliate names apply to team names.
5. Team logos may be used on property signs, directional signs and sign riders only if they adhere to the requirements set forth in this Teams section.

Business Practices Associated With the Team Structure

1. An office must be able to identify all its teams by the names under which the teams operate.
2. A team must comply with all applicable real estate and business licensing regulations and all other applicable local, state or provincial laws and regulations.
3. All licensed team members must be affiliated with the same REMAX multi-franchising grouping.
4. A team may be independently licensed to engage in the real estate business, where allowed by law. That license must be subordinate to the REMAX office so the team remains under the direction and control of the REMAX office.

RE/MAX, LLC reserves the right to prohibit the use of and require removal of any team name or logo on a REMAX sign, sign rider or other marketing or promotional material.

Team Logos on Property Signage and Sign Riders

Team names in standard font on property signage and sign riders

A compliant team name may appear in standard font (non-logo uses) on all types of REMAX property signs. For examples of property signage featuring team names in standard font, see pages 40, 41 and 47.

Team logos on property signage and sign riders

A team logo featuring a compliant team name may be used on property signs, directional signs and sign riders, as long as such use is approved by the team's Broker/Owner and meets the requirements set forth in this Teams section.

As with other standards for the REMAX property signs, the standards are strict regarding the use of team logos on property signs and sign riders. REMAX teams are responsible for making sure their signs comply with the applicable local requirements.

- **Logos on Sign Riders:** A team logo may be used on a sign rider if the team name is compliant with the rules on page 88. REMAX Brand Colors (page 23) are strongly recommended for team logos featured on white sign riders, though full-color team logos featuring other colors are permitted. A team logo may be used on either a top or bottom rider. If a team logo is used on a sign rider, then an agent picture may not be included on the same rider.

- **Logos on Property Signs:** Permitted team logo colors vary depending on the signage and logo placement:

- For team logos placed on the white bar area of REMAX Red-White-Blue signage, the logo must be in a single color of Bridge Red, Bridge Blue or Black.
- For team logos placed on Dark Blue as a background, the logo must appear only in white.
- For team logos placed on the White Slash Design signage, the logo must be in a single color of REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or Bridge Red when using a Bridge Red Accent Line.

- **Logos on Directional and Open House Signs:** The same general requirements that apply to the use of logos on property signs also apply to directional and open house signs featuring team logos.

Horizontal Red-White-Blue Sign Design: Team Logos

Teams that want to feature their team logo on the horizontal Red-White-Blue property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown here and riders featuring team logos must be white. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider.

TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



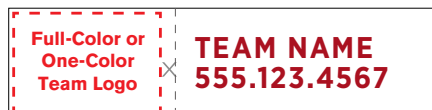
Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

Dotted lines and "X" marks are used above to indicate placement and clear space.

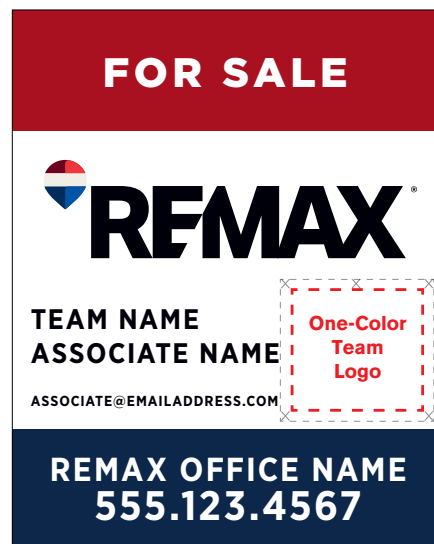
Vertical Red-White-Blue Sign Design: Team Logos

Teams that want to feature their team logo on the vertical Red-White-Blue property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown here and riders featuring team logos must be white. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider.

TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



NOTE: A team logo placed on the property sign must be in a single color of Bridge Red, Bridge Blue or Black.

Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

 Dotted lines and "X" marks are used above to indicate placement and clear space.

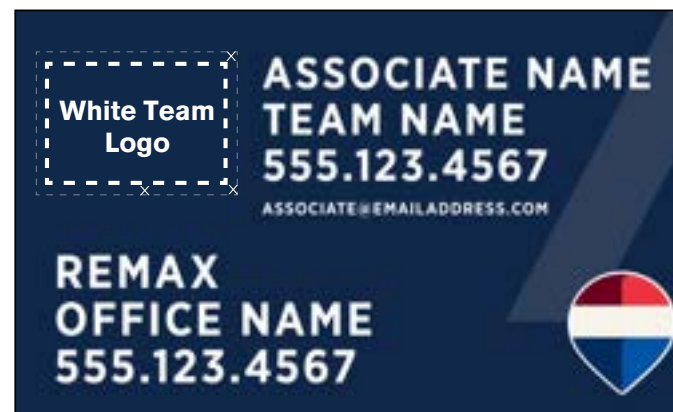
Horizontal Slash Design: Team Logos and Photos

Teams that want to feature their team logo on the horizontal Slash Design property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown. Riders featuring team logos may only be Bridge Red, not white.

TEAM PHOTO PLACEMENT, AND LOGO PLACEMENT AND SIZING FOR RIDER



TEAM LOGO PLACEMENT AND SIZING FOR SIGNAGE



 Dotted lines and "X" marks are used above to indicate placement and clear space.

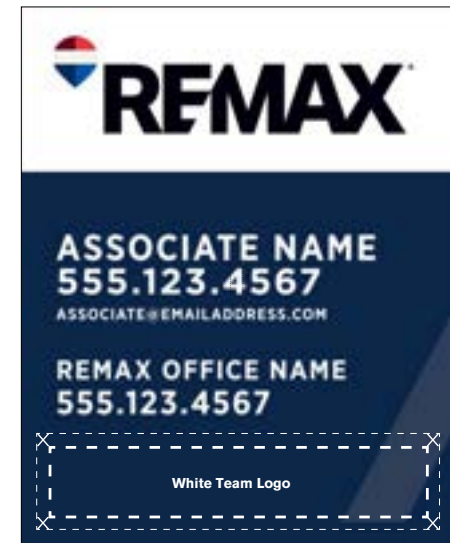
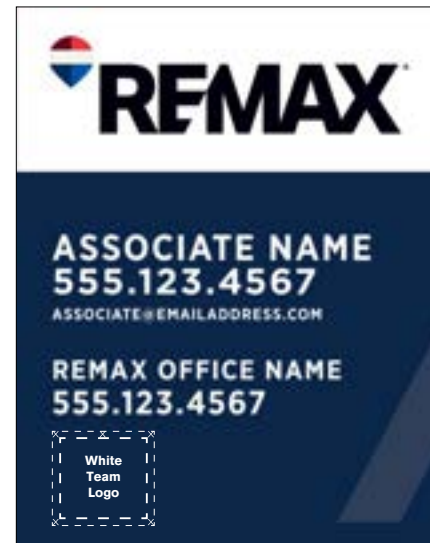
Vertical Slash Design: Team Logos

Teams that want to feature their team logo on the vertical Slash Design property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider.

TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



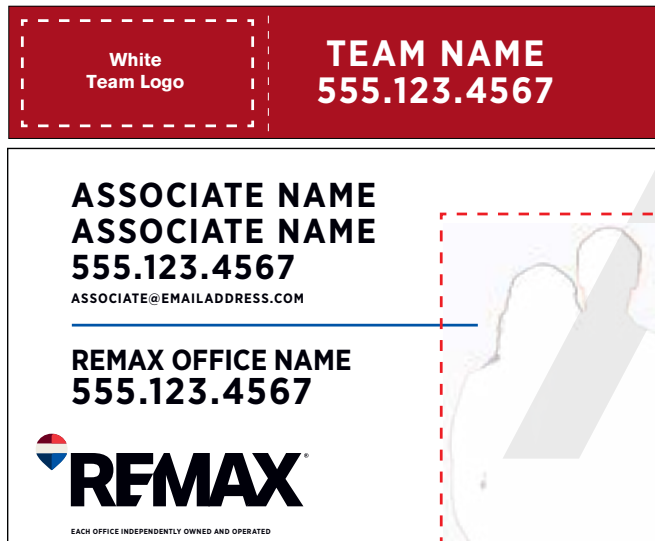
Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

 Dotted lines and "X" marks are used above to indicate placement and clear space.

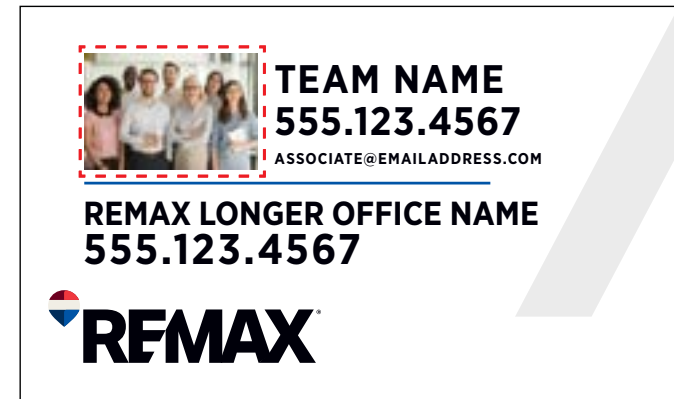
Horizontal White Slash Design: Team Logos and Photos

Teams that want to feature their team logo on the horizontal White Slash Design property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown. Teams may use Bridge Red or White sign riders for team logos.

TEAM PHOTO PLACEMENT, AND LOGO PLACEMENT AND SIZING FOR RIDER



TEAM PHOTO PLACEMENT



TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



NOTE: For team logos placed on the White Slash Design signage, the logo must match the color of the Accent Line. The logo must be REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or Bridge Red when using a Bridge Red Accent Line.

 Dotted lines and "X" marks are used above to indicate placement and clear space.

Vertical White Slash Design: Team Logos

Teams that want to feature their team logo on the vertical White Slash Design property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider.

Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray “X” marks shown above.

Logo Colors: For team logos placed on the White Slash Design signage, the logo must match the color of the Accent Line: the logo must be REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or Bridge Red when using a Bridge Red Accent Line.

TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



 Dotted lines and “X” marks are used above to indicate placement and clear space.

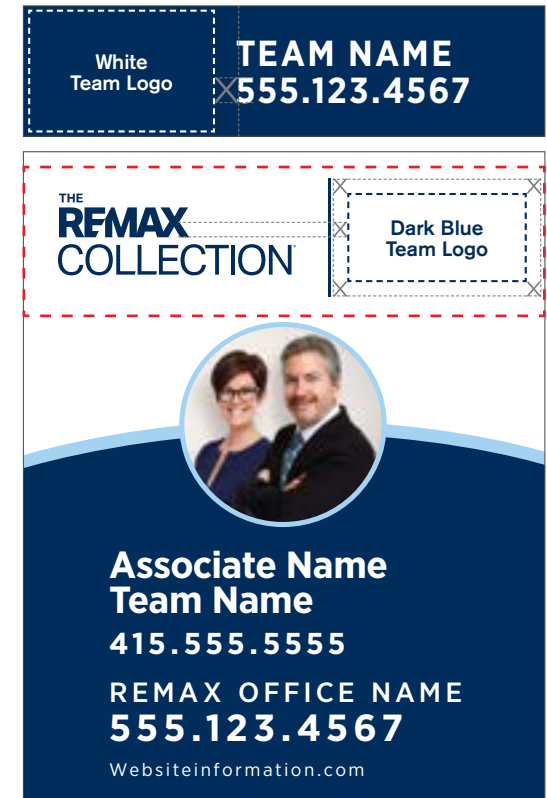
The REMAX Collection: Team Logos

Teams that want to feature their team logo on The REMAX Collection property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown here.

On Arc Design property signs, only a Dark Blue team logo may be used. On Dark Blue riders, only a White team logo may be used. On White riders, any one-color or full-color team logo may be used.

Design Requirements for Property Sign with Team Logo:

The REMAX Collection logo is reduced to 3.75" tall, placed 1.5" from the left edge and 2" from the top edge of the property sign. A stroke is used as a divider, centered vertically and evenly spaced with The REMAX Collection logo and the team logo. The stroke is 8 pt in weight (0.125"), color is Dark Blue, and measures 5.5" tall.



Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

Dotted lines and "X" marks are used above to indicate placement and clear space.

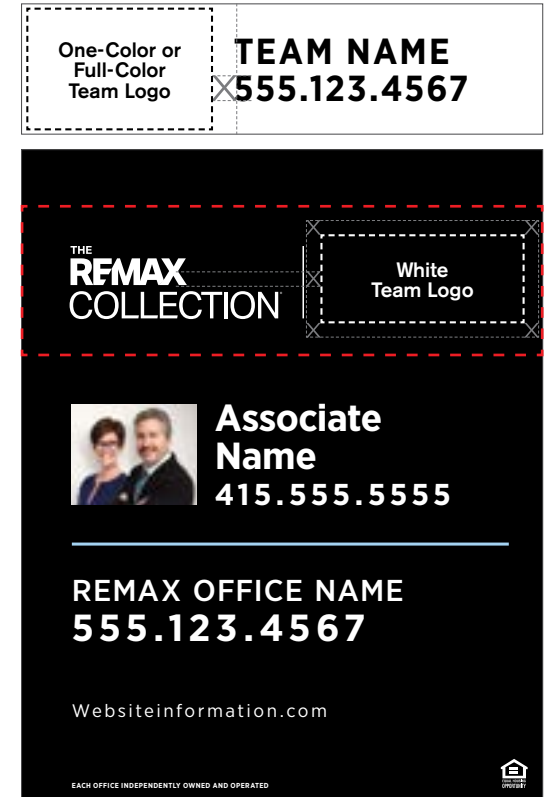
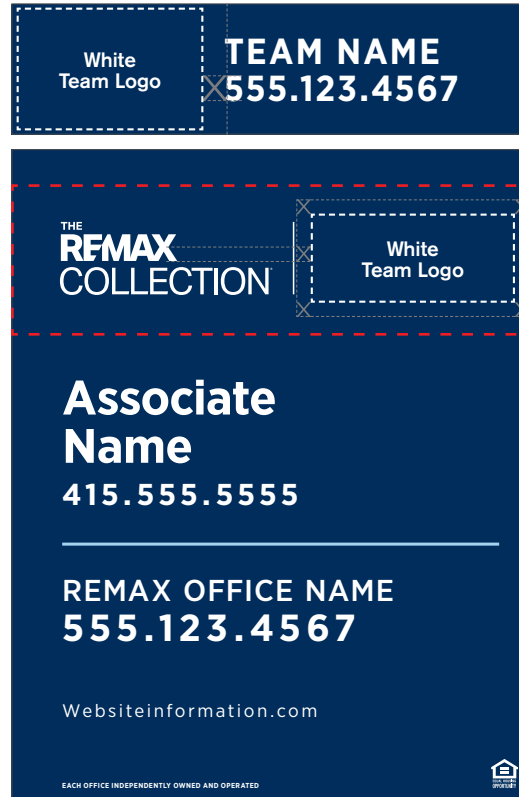
The REMAX Collection: Team Logos

Compliant team logos may be used only in the locations and sizes shown here.

On Dark Blue or Black property signs, only a White team logo may be used. On Dark Blue riders, only a White team logo may be used. On White riders, any one-color or full-color team logo may be used.

Design Requirements for Property Sign with Team Logo:

The REMAX Collection logo is reduced to 3.4" tall, placed 2.25" from the left edge and 4.5" from the top edge of the property sign. A stroke is used as a divider, centered vertically and evenly spaced with The REMAX Collection logo and the team logo. The stroke is 5 pt in weight (0.07"), color is White, and measures 3.4" tall.



Clear space: A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

 Dotted lines and "X" marks are used above to indicate placement and clear space.

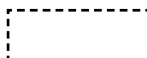
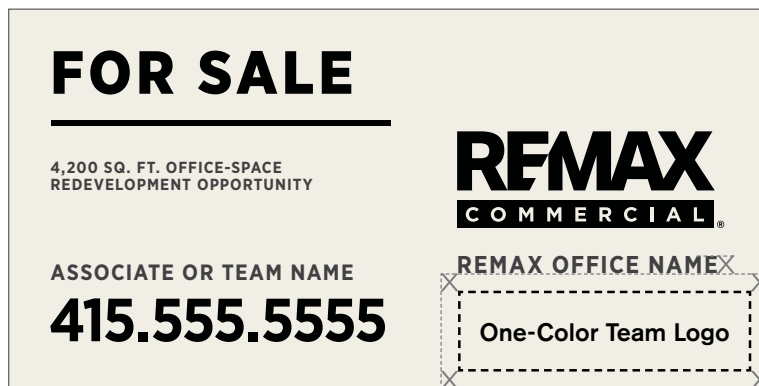
REMAX Commercial: Team Logos

Teams that want to feature their team logo on the REMAX Commercial property signs may place the team logo on signage in the locations and sizes shown here.

In all instances, the team logo must appear in a single color and match the color of the REMAX Commercial logo on that sign. The team logo may not be a full-color logo (with two or more colors).

Clear space

A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.



Dotted lines and "X" marks are used above to indicate placement and clear space.

**Children's
Miracle
Network
Hospitals®**

Children's Miracle Network Hospitals

In the United States and Canada, the Miracle Home® program enables REMAX associates to show consumers their dedication to their communities by committing to make donations to Children's Miracle Network Hospitals® (CMN Hospitals) in the United States and Children's Miracle Network® (CMN) in Canada.

REMAX World Headquarters has approved CMN Hospitals "Miracle Home" and "Miracle Property" sign riders in the United States and CMN Canada "Miracle Home" sign riders in Canada, which participating associates can obtain through REMAX Approved Suppliers.

In the United States and Canada, CMN Hospitals has granted RE/MAX, LLC the right to include its trademarks as part of the REMAX trademark use rights granted under the REMAX franchise agreement. These trademarks, including the "Miracle Home" trademarks, must not be varied in any manner and may be used only for charitable fundraising activities carried on in connection with real estate brokerage services.

In addition, all uses of these CMN Hospitals trademarks remain subject to the limitations and quality controls established by Children's Miracle Network Hospitals. "Miracle Home®," "Children's Miracle Network Hospitals®" in the United States, "Children's Miracle Network®" in Canada and the Children's Miracle Network graphic balloon designs are registered trademarks of Children's Miracle Network Hospitals.

NOTE: Regions outside of the United States and Canada that would like to operate a Miracle HomeSM program may do so after completing an application process with REMAX World Headquarters. Such programs will not be affiliated with CMN Hospitals, and will instead benefit charitable causes selected by the region. Interested regions should contact their Global Consultant for more information. Additional brand standards apply to this program. Global affiliates may use Miracle Home branding only if located in a region that is operating a Miracle Home program approved by REMAX World Headquarters.



The following trademark usage requirements apply to advertising and marketing materials:

- **United States:** The first reference must be the full name of “Children’s Miracle Network Hospitals®.” Subsequent references may use the shortened version of “CMN Hospitals.” The use of “CMNH” or “CMN” is not allowed.
- **Canada:** The first reference must be the full name of “Children’s Miracle Network®.” Subsequent references may use the shortened version of “CMN Canada”. The use of “CMNH” or “CMN” is not allowed.

Primary palette

Use the following:

CMN Hospitals Red

WEB: #C73047 *Digital*
 CMYK: 1/94/61/12
 RGB: 199/48/71 *Digital*
 Pantone: 4059 C

CMN Hospitals Yellow

WEB: #FFCB05 *Digital*
 CMYK: 0/10/98/0
 RGB: 255/203/5 *Digital*
 Pantone: 116 C

NOTE: Canadian logo does NOT include “Hospitals.”

CMN HOSPITALS (U.S.) – LOGOS & SIGN RIDERS

Co-Branded Logo:



Co-Branded Logo (The REMAX Collection Version):



Co-Branded Logo (REMAX Commercial Version):



Red Sign Rider:



White Sign Rider:



CMN CANADA – LOGOS & SIGN RIDERS

Co-Branded Logo:



Co-Branded Logo (The REMAX Collection Version):



Co-Branded Logo (REMAX Commercial Version):



Red Sign Rider:



White Sign Rider:



Trademark Usage Requirements

Trademark Usage Requirements

The following general rules apply to all uses of REMAX trademarks:

1. Do not alter REMAX trademarks

REMAX trademarks should be used in their exact form. They should not be abbreviated or used with any prefix or suffix. In particular, even when using REMAX trademarks in text:

- Always capitalize every letter in “REMAX.”
- Do not include the slash.
- Avoid breaking up the REMAX mark (for example, at the end of a line break, i.e. RE MAX).

REMAX trademark examples

Correct Example	REMAX®
Incorrect Examples	Remax Re-max ReMax RE/SULTS RMX R/M

NOTE: See REMAX logos, starting on page 8, for detailed guidance on how to properly display the various REMAX marks.

2. Use a trademark notice symbol, where appropriate

- The REMAX trademark, when used independent of an office trade name, requires the use of the ® symbol.
- The symbol should appear after the trademarks and, at a minimum, should appear once in each marketing piece, preferably the first or most prominent time the trademark appears.
- The ® symbol must not be used with office trade names.

3. Use proper grammar when using trademarks

- Trademarks should be used as adjectives, rather than nouns or verbs. In many areas, REMAX is so widely known that it may not be essential to state that it is a real estate brokerage. However, it is still preferable to use “REMAX” as an adjective.
- Do not use REMAX in a plural or possessive form.
- Do not abbreviate trademarks, or add prefixes or suffixes.

Proper grammar examples

Acceptable	Preferred	Reason
When you need to sell your home, contact REMAX.	When you need to sell your home, contact your nearest REMAX® real estate office.	Use of REMAX as an adjective is preferred.
Incorrect	Correct	Reason
REMAX’s new commercials look great.	The new REMAX® commercials look great.	Do not use REMAX in possessive form.
How many REMAXs are there in the Chicago area?	How many REMAX® offices are there in the Chicago area?	Do not use REMAX in plural form.

4. Do not adopt trademarks similar to REMAX trademarks

- Affiliates are prohibited from adopting trademarks, team names, logos, logotypes, or personal branding that are similar to, or obviously inspired by, REMAX trademarks. For example, affiliates should:
- Avoid using trademarks, team names, logos or personal branding that include “MAX”.
 - Avoid using a forward slash (“/”) or backward slash (“\”) in their own trademarks, team names, logos or personal branding.

Limits on use of REMAX Trademarks

REMAX World Headquarters licenses the right to use the REMAX brand to authorized REMAX franchisees. Each sales associate's right to use the REMAX brand is derived solely from the franchisee's right to use the brand. REMAX trademarks must always be used in connection with the name of the specific REMAX franchise and may only be used for the real estate brokerage business of that company. A REMAX franchisee cannot directly grant a sales associate or anyone else the right to use REMAX trademarks on websites, social media, advertising, business cards, or any other materials.

A. Restrictions on Marketing Calls and Texts with REMAX Trademarks

If you engage in telemarketing (including marketing via text messaging), ensure that your marketing complies with all applicable federal, state and provincial laws and regulations, including the following:

- In the United States: the Telephone Consumer Protection Act (TCPA), the Telemarketing Sales Rule (TSR), and state telemarketing and "mini-TCPA" laws;
- In Canada: Canada's Anti-Spam Law (CASL), the Telecommunications Act, and the Canadian Radio-television and Telecommunications Commission's (CRTC) Unsolicited Telecommunications Rules.

In addition, REMAX World Headquarters prohibits use of its trademarks and brand in the following marketing activities, and REMAX affiliates are not permitted to engage in these activities:

1. Prerecorded calls or texts including:
 - a. prerecorded messages dropped directly into the recipient's voicemail (also known as voicemail drops).
 - b. prerecorded video messages or voice messages sent as a text.
2. Artificial voice calls or texts, including calls or texts initiated by or featuring an AI-generated voice.

Franchisees are responsible for ensuring that their sales associates' marketing complies with these restrictions. The scope of REMAX franchisees' limited license to use REMAX trademarks does not extend to illegal telemarketing.

Consider this list of "dos" and "don'ts" if you engage in telemarketing in the U.S. and Canada, and consult with your attorney to ensure you are in compliance with all applicable laws:

1. Do check phone numbers against the National Do Not Call List and your own office list before calling or texting.
2. Do honor any person's request to stop calling or texting them – don't push on that point, and don't restart calls or texts in the future without written request for contact.
3. Do have your own office-specific Do Not Call list (one that covers all the sales associates in your office), so that your office can honor someone's request to stop calling or texting them.
4. Do check with your attorney if making any calls or placing any texts with autodialing technologies. Various forms of autodialers are restricted by telemarketing laws unless they are used with prior express written consent. A best practice is to get prior express written consent from consumers before contacting them using autodialed technologies.
5. Do keep lists of consumers that have given prior express written consent for your office to call or text.
6. Do check your state or provincial telemarketing laws for time and date restrictions for marketing texts and calls.
7. Do educate and regularly remind your employees and sales associates of your business that telemarketing activities must comply with these restrictions.

Franchisees in Global Regions (outside U.S. and Canada) are responsible for ensuring their telemarketing complies with applicable local requirements and should consult their own attorney or their regions for additional guidance.

Because each REMAX office is independently owned and operated, each office is responsible for determining the types of marketing activities it conducts. There is no directive from REMAX World Headquarters to use telemarketing.

B. Use REMAX trademarks only with permitted services

REMAX affiliates are permitted to use the various REMAX trademarks only in connection with promoting REMAX real estate services authorized under the franchise agreement. Any other business or activity must be operated as a separate company at a different address, website, telephone number, etc., and under a name that contains no reference or similarity to REMAX trademarks. That entity cannot use the term “REMAX” or any REMAX trademark to promote its products or services.

For example:

- REMAX affiliates may not use REMAX trademarks in connection with marketing and advertising materials or promotional products being made available for sale by the REMAX affiliate or a business associated with the REMAX affiliate, unless that business has joined the REMAX Approved Supplier program.
- REMAX affiliates are not permitted to use REMAX trademarks to market, advertise, sell or facilitate the sale of cryptocurrency, digital property (such as metaverse property) or digital assets such as NFTs (non-fungible tokens).

C. Co-listings and other joint marketing activities

As a general rule, affiliates should not combine trademarks, names, designs or logos of other companies with REMAX trademarks. When engaging in joint marketing with other companies, such as lenders, title insurance companies and others, it is important to avoid any perception that the other company is part of or affiliated with the REMAX organization when no national affiliation exists. For example, advertising that suggests a REMAX office, affiliate or team is “powered by” another brand is not permitted, even if that brand does not offer real estate brokerage services, due to the potential to mislead or confuse consumers.

Using the REMAX marks to promote competitors is prohibited. But, affiliates may market co-listings with other real estate brokerages as long as the marketing clearly separates the branding of the two brokerages and is done in a manner to indicate that the REMAX office and the other brokerage are separate entities.

D. Do not sublicense REMAX marks or names

REMAX offices are not allowed to sublicense REMAX marks. It is not permissible to establish a separate REMAX company to handle portions of the franchise’s business, such as property management, relocation or other real estate services.

E. Avoid using REMAX trademarks in generative AI (artificial intelligence) tools

Any advertising content generated using AI must comply with intellectual property, privacy and other laws. REMAX branding and trademarks, as well as marketing materials provided by REMAX World Headquarters, may not be input into generative AI tools. Any REMAX branding or trademarks must be added to the AI-generated content manually after the image creation process. This post-AI branding process ensures that the final content aligns with REMAX brand standards, including logo and imagery requirements, and helps maintain brand consistency.

F. Affiliates may not file or own trademark registrations for REMAX trademarks

Only RE/MAX, LLC may file or own trademark applications or registrations for the REMAX trademarks. No affiliates or Global Regions (outside U.S. and Canada) may file or own trademark applications or registrations that consist of or include any REMAX trademarks.

Digital Marketing

Digital Marketing

The rules for internet marketing reflect the same basic rules that apply to all REMAX advertising. This section covers rules for internet and website content, and special considerations and rules that apply to email addresses, social media identifiers, mobile applications and domain names.

NOTE: The Social Media Best Practices guide, available in the REMAX Resource Hubs, offers additional guidance to help you level up your internet marketing efforts.

Internet content rules

The rules for traditional advertising also apply to internet advertising, including affiliates' social media webpages. A REMAX branded website, webpage, or social media account may not be used to promote a competitor, to advertise agent locator services, to sell non-real-estate-related advertising or to offer services or products of an affiliate's other businesses. In addition, affiliates must ensure that the home page of any REMAX branded website and REMAX branded webpages on third-party websites display (and it's recommended that sub-pages also display):

- The full REMAX office name, positioned prominently so that consumers will know that it (and not the team name or other names on the site) is the name of the brokerage with which they are dealing.
- Contact information for the office such as the office address, telephone number and email address (this contact information is required even if affiliate or team contact information is also included).
- The notice "Each Office Independently Owned and Operated."

Permitted domain names that include the REMAX trademark and are associated with a website that is under construction or inactive, should point to www.remax.com (or bring up no content at all). Parked pages, like a registrar's "Coming Soon" or "Under Construction" pages, are discouraged because they often feature advertising for competitors.

NOTE: REMAX World Headquarters reserves the right to require a change of any misleading or inappropriate email address or identifier.

Social Media, email addresses and other Internet identifiers

There is no particular required format for email addresses or other internet pseudonyms or identifiers (such as social networking screen names or messaging user names), but keep the general rules in mind. For instance, an email address or other identifier must not mislead by suggesting that the affiliate represents more of the REMAX organization than the specific office (such as by using merely "remax"), or conceal the identity of the office with which the affiliate is associated.

Affiliates should avoid:

- Unsubstantiated or vague claims (such as "remax_toprealtor@gmail.com").
- Broad, geographic terms (such as a Facebook page named "REMAX Ohio" or a social media handle "@remaxcostarica") that inaccurately represent your service area.
- Slang and other non-professional terms (such as "@remaxhomz").

The most concise and efficient way to use the REMAX mark in an email address is with the remax.net email address you receive as a REMAX affiliate. Any email sent to your remax.net email address is automatically forwarded to the email address you specify.

When posting web links, remember that the rem.ax URL shortener, available on the MAXCenter platform, is a great branded alternative to other URL-shortening services.

Domain Names

Only REMAX franchisees may register domains containing “remax”, and those domains must follow the standards set forth below. REMAX franchisees must limit the number of “remax” domain names they register to two domains per office. If your office has a need for more than two “remax” domain names, please consult your region. REMAX affiliates (franchisees and sales associates) are prohibited from registering domains containing any other REMAX trademarks or variations of REMAX trademarks, such as domains with “rmx” in them.

“REMAX” brokerage domain names registered by franchisees

The following standards govern all “remax” domain registrations.

gTLDs and .ca domains (in Canada): When “remax” is used by a franchisee in a generic top-level domain name (gTLD) such as .com or .homes or in a .ca domain name, the REMAX office name and an accurate geographic identifier must be included. Additional terms may also be included in the domain. NOTE that “remax” must always be followed by the office name; the other elements of the domain may be used in any order. For example:

remax [office name] [geographic identifier].com
(1) (2)

- (1) REMAX office name
- (2) An accurate geographic identifier. Use the applicable city, town, neighborhood, state, or province (the name of the country should be used, either in English or the national language, only in countries where there is no political division similar to a state or province).

*Optional words, such as real estate-related terms like “homes” or “sells”, may be included before or after the REMAX office name, or before or after the geographic identifier. See the chart on page 109 for examples.

ccTLDs (other than .ca) and geoTLDs: This domain name formatting must be followed when “remax” is used by a franchisee in a country code top-level domain name (ccTLD) such as .de, .co.za or .co.uk, or a geographic top-level domain name (geoTLD) such as .quebec or .london.

When a brokerage name is unique in the country or area covered by the ccTLD or geoTLD, use this format:

remax [office name].de
(1) (2)
(1) REMAX office name
(2) ccTLD or geoTLD

For a brokerage name that is identical to another brokerage’s name in the country or area covered by the ccTLD or geoTLD, the domain must also include the city or town in which the office is located (either in English or the national language), such as:

remax [office name] [city/town].de
(1) (2) (3)
(1) REMAX office name
(2) Applicable city or town
(3) ccTLD or geoTLD

Global Regions (outside U.S. and Canada) may have more stringent requirements for office domains than the standards set forth here. Franchisees in Global Regions should contact their regions for additional guidance. Also, before registering a domain that includes a geoTLD that references multi-country regions—such as .eu, .asia and .africa—please consult with your region.

NOTE: REMAX World Headquarters reserves the right to (1) prohibit the registration and use of domain names that do not serve the best interests of the REMAX brand or that violate other requirements set forth in these standards, and (2) require the transfer of any noncompliant domain name from affiliates upon request and without reimbursement.

Options for sales associates or teams

Sales associates and teams are prohibited from registering domains containing any REMAX trademarks or variations of REMAX trademarks. A Broker/Owner using a "remax" domain name may allow their sales associates or teams to set up pages using a post-domain directory or path (such as remaxpremierco.com/agentname) or a subdomain (such as agentname.remaxpremierco.com).

NOTE: Hyphens are no longer required in domain names containing "remax", but franchisees who registered domains with hyphens in compliance with the brand standards prior to September 2022 may continue to use those domains.

EXAMPLES OF BROKERAGE DOMAINS

Brokerage Name & Location

REMAX Premier, Denver, Colorado

Acceptable

remaxpremierdenver.com
remaxpremierindenver.com
remaxpremiercoloradosells.com

Incorrect

remaxdenver.com ----- Brokerage name missing
remaxpremier.com ----- Geographic identifier missing

Reason

Brokerage Name & Location

REMAX Seaside, Nanaimo, British Columbia

Acceptable

remaxseasidebc.com
remaxseasidesellsbc.com
seasideforsale.com

Incorrect

remaxbc.com ----- Brokerage name missing
remaxseaside.com ----- Geographic identifier missing

Reason

Brokerage Name & Location

REMAX Point, Cape Town, South Africa

Acceptable

remaxpoint.co.za
remaxpointcapetown.co.za

Incorrect

remaxcapetown.com ----- Brokerage name missing
remaxsouthafrica.com ----- Brokerage name missing

Reason

Mobile Applications

Mobile applications help you reach customers accessing real estate information with smartphones or tablets. But small screens and limited space for text make it a challenge to be clear about your identity, your REMAX brokerage information, and the geographic areas that you serve, as required by REMAX brand standards. Make this information clear, to help consumers determine if your app will suit them (and to save your app from some potentially negative reviews).

App name and description

Rule: In the app store or marketplace, your app must identify the full REMAX office name (and the name of the individual affiliate, if it is an agent's app) and the geographic area served. The app description or full application information page must also include your REMAX office name, address and "Each Office Independently Owned and Operated."

There are three main places to do this (although the fields may be labeled differently in different app stores):

1. The primary application name that identifies the app.
2. The developer name that identifies the source of the app.
3. The app description. The information must not misidentify the office, affiliate or area served, or mislead in any way.

Best practices

App (primary) name: Be as specific as space allows, but let consumers know whether this is the app for them. For example, "Boston Real Estate—Anne Kelly" or "REMAX Premier Boston Home Search." If you have identified yourself and your office in the developer name, you might want a more descriptive app name—like "Boston HomeFinder" or "Boston Real Estate Search"—that is likely to come up when people search for apps.

Developer (secondary) name: Use this space to identify the full REMAX brokerage name, and affiliate name, if applicable, such as "REMAX Premier—Anne Kelly," "Stefan Fisher with REMAX First," or simply "REMAX Premier."

Description: Set a clear expectation for potential customers about what services your application can provide. Be specific about the geographic areas you serve.



App icon and display name

Rule: The requirements for the icon and display name used in the app store or marketplace are simple: a) if you use “REMAX” or any REMAX logo in the display name or icon, then you must include the REMAX office name (or a reasonable abbreviation of it); b) considering the small space available for icons, the REMAX Balloon logo may be cropped when used in an icon, but it may not be distorted, stretched or modified in any other manner.

Best practices

Display Name: A REMAX affiliate’s name is a suitable display name, though the display name may get truncated if it contains too many characters. Almost all REMAX office names would be truncated. For this reason, you may use simply “REMAX” as your display name, but only if your icon includes the REMAX office name or an abbreviation of it (like “REMAX Pros” for REMAX Professionals).

Icon: Standard REMAX graphics and logos are encouraged in your icon. Adding your name, team name or REMAX brokerage name to the icon is recommended.

App content

Rule: The application must have an “About” or similar screen that provides all the information required by the Rules for Affiliate Marketing (see page 6).

REMAX World Headquarters reserves the right to require a change to any application’s presentation, name, description or content that is misleading or inappropriate.



Business Practices and Standards

General Expectations of Professionalism

REMAX affiliates must share and honor a common commitment to professionalism and honesty. The goal is not simply to meet the minimum requirements of applicable laws, regulations and professional standards, but to aspire to levels of professionalism that exceed the rest of the industry. REMAX affiliates must ensure that they:

- Provide real estate services consistent with standards of quality established by RE/MAX, LLC, as well as the local market's standards of quality and professionalism.
- Provide real estate services on a substantially full-time basis.
- Are properly licensed.
- Conduct their daily real estate activities close enough to their REMAX office so that the Broker/Owner has the opportunity for day-to-day supervision and control.
- Maintain the highest ethical standards in the conduct of real estate activities, including showing and marketing properties regardless of the compensation offered or received, unless directed otherwise by their client.

Unfair Business Practices Using the REMAX Brand

Affiliates may not use the REMAX trademark or any other aspects of REMAX branding (including logos and designs) in connection with any service or activity that tends to take unfair advantage of fellow members of the REMAX network, including services or activities that:

- Compete with or undermine services offered by REMAX World Headquarters to the public or to REMAX affiliates.
- Fragment the REMAX organization into exclusionary or competing referral networks.
- Mislead consumers into believing that they are gaining access to the entire REMAX network or a relevant subset of the REMAX network or are being referred to the REMAX affiliate best suited to their needs, when that is not the case.

Affiliates may not offer, or participate in the offering of, private referral networks or office/agent locator services not operated by RE/MAX, LLC.

Honesty and Professionalism in Advertising

Advertising involving the REMAX name and trademarks should meet the highest applicable standards of honesty, fairness and equal treatment. For example, affiliates must adhere to the following requirements in this area:

A. Affiliates' advertising may not be misleading. For example, do not mislead consumers about:

- Geographic market area served.
- Number of transactions handled.
- Dollar volume closed.
- Number of listings taken.
- Commissions charged or earned.
- Any other representation of experience.
- Office location or markets served.
- Awards received.

B. Affiliates may not conceal or misrepresent the affiliate's identity or office affiliation. Or otherwise engage in activities that may lead consumers to believe that they represent, or are acting on behalf of, REMAX World Headquarters (RE/MAX, LLC) or a REMAX region. This does not prohibit advertising that includes brokerage contact information, but not affiliate or team contact information (see page 6 for more details).

C. Affiliates may not lead consumers to believe that commission rates or fees of REMAX offices or associates are uniform, set at any specific level, or are not negotiable. As each office is independently owned and operated, RE/MAX, LLC does not express or imply any commission amount and does not require affiliates to make or accept offers of compensation.

REMAX Broker/Owners:

- Determine any commission or fee practices independently.
- May either allow or prohibit the advertising of commission rates or fees by their sales associates.

Affiliates who choose to advertise commission rates or fees must ensure that potential clients fully understand the services that will be provided for the advertised commission rate. To avoid consumer confusion, if a REMAX Broker/Owner elects to advertise the office's commission rates or fees—or permits sales associates to do so—the advertisement must include the following notice, in prominent letters no smaller than one half the size of the font used for advertising the commission rates or fees:

"Different commission rates, fees, and services may be offered by other REMAX franchisees and sales associates serving this market area. Commissions are negotiable and not set by law."

REMAX Broker/Owners have the freedom to set and/or negotiate commissions as they see fit. RE/MAX, LLC encourages affiliates to be honest and upfront about how much their services cost—and how they expect to be paid. Affiliates should be transparent in dealings with all home sellers and buyers—especially in the areas of compensation. This includes being clear that commissions are negotiable and not set by law. RE/MAX, LLC recommends communicating this in listing agreements, buyer representation agreements and pre-closing disclosure documents. If you use documents mandated by the government or MLS, RE/MAX, LLC recommends that you include an additional disclosure outlining these facts if not already included in the government or MLS form.

D. Do not use the REMAX name or other REMAX trademarks in a manner that is inconsistent with the letter and spirit of any governmental requirements, or other organization standards that govern your professional obligations, or in a manner that violates your professional obligations to your client.

E. Ensure your business conduct reflects a commitment to equal opportunity and respect for all individuals. Affiliates must not:

- Suggest that services are offered on unequal terms based on race, color, religion, creed, nationality, disability, gender, family status, or any other legally protected classification.
- Use language, imagery, or messaging that stereotypes, labels, or marginalizes individuals, neighborhoods, or communities.

NOTE: REMAX World Headquarters reserves the right to exercise its judgment in determining whether any affiliate's advertisements or actions violate REMAX standards.

- Include derogatory, inflammatory, or embarrassing terms, phrases, or visuals.
- Use profanity, sexually explicit content, or any form of pornography.
- Disparage or incite ill will toward any person, group, or organization.
- Promote, glorify, or reference violence or violent acts.

F. REMAX trademarks (including REMAX office names) may not be used to sponsor, endorse, promote, or support organizations, events, publications, political candidates, parties, campaigns, or any issue or cause that could be considered controversial, divisive or offensive. For any permitted sponsorships or endorsements, always use your full REMAX office name.

G. Personal belief or affinity group phrases or symbols cannot appear on property signs or other materials with uniform design standards. However, they may appear in publications or advertisements primarily meant to market the affiliate's business, subject to the other requirements of this manual. Please consider the inclusion of any such phrase or symbol with care, in light of the ethical, legal and business risks involved. REMAX World Headquarters reserves the right to require that any affiliate cease the use of any affinity group phrase or symbol.

H. Respect the rights of others. Do not:

- Use the name, likeness, voice, trademark, slogan, writings, videos, music, photographs or other material of any competitor or other third party without the appropriate permission or authority.
- Infringe on the rights of any third party, including any REMAX affiliate.

I. Do not denigrate any competitor. Do not engage in false or misleading descriptions of competitors or their business practices. This restriction does not prevent affiliates from engaging in accurate comparative advertising.

J. Any comparative advertising must be substantiated in advance or verified as accurate and meet all requirements with respect to truthfulness in advertising (see discussion of regulatory requirements at right). MLS boards may require comparative advertising using MLS data to include specific disclaimers or information regarding the time period and geographic area to which the comparison applies.

K. If your advertising includes loan program details, take care to avoid engaging in unlicensed mortgage activity or violating the Mortgage Acts and Practices Act (the "MAP" rule). For example, in some instances, referencing a specific interest rate, annual percentage rate (APR), payment amount, or down payment amount without including a very specific loan scenario disclosure may violate mortgage advertising regulations, including but not limited to the MAP rule, and discussing loan programs in great detail might require a mortgage license. If any co-marketing with a mortgage professional will include loan program details, it may be preferable to ensure that such statements are attributable to the mortgage professional's portion of the marketing, and not to you or your office.

Complying with Requirements for Truthful Advertising

The legal requirements for truthful advertising vary by state, province, region and country. Any advertising (including testimonials) and other communications involving the REMAX brand must comply with applicable laws and regulations and meet applicable ethical standards.

In the United States, Federal Trade Commission advertising regulations require not only literal truthfulness, but also the truth of any inferences consumers may be reasonably expected to draw from the advertising. This means that, when advertising, you must consider how consumers perceive the real estate brokerage business. FTC regulations also require all factual claims (including claims made in customer testimonials) to be substantiated before they are used in advertising. Similar requirements may apply in many other countries where REMAX offices conduct business.

Interested in boosting the impact of your advertising through the use of REMAX advertising claims?

REMAX World Headquarters maintains a list of verified marketing claims on the REMAX Resource Hubs that affiliates can use in their advertising, including claims about REMAX agent productivity, the power of the REMAX brand and other REMAX strengths.

Advertising REMAX Awards & Rankings

Advertising REMAX Awards & Rankings

REMAX World Headquarters recognizes offices and affiliates who are top performers with awards and rankings through its REMAX Awards & Recognition Program. Any advertising of REMAX awards or rankings by an office or affiliate must accurately present the office's or affiliate's accomplishments. It may be necessary to include information (such as the relevant time frame, specific geographic area or markets served) to place the REMAX award or ranking in proper context. For example:

- Advertising featuring a REMAX award or ranking may not misrepresent the applicable geographic area for the award. For example, a REMAX ranking for U.S. commissions should not be presented in a context that suggests the ranking is on a global or worldwide scale.
- When advertising an award or ranking received for a previous award period, the context of the advertisement should clearly indicate the applicable time frame for the award or ranking. For example, an affiliate advertising an award received in 2024 may need to include the year for the award to avoid suggesting that the award was not received more recently.
- Advertisements touting team awards or team rankings must clearly indicate that the accolade applies to a team and not to an individual affiliate. For example, a team leader that wins a Diamond Club Team Award must ensure that its advertising indicates that the award is a team award. Team members can also advertise their individual club awards.

REMAX World Headquarters may provide specific guidance for promoting REMAX awards or rankings in addition to these requirements. Also, a local law or requirement may require the inclusion of specific information when advertising awards and rankings, and affiliates are responsible for ensuring that their advertising meets those requirements. If a local law or requirement differs from any REMAX standards or guidance, the local requirements take precedence over the REMAX standards and guidance.

REMAX awards and rankings are based on data reported to REMAX World Headquarters. Any advertising of awards or rankings must be consistent with the data reported to REMAX World Headquarters.

REMAX World Headquarters reserves the right to require a change to any advertising of REMAX awards or rankings that is inaccurate or misleading, or that otherwise does not comply with REMAX brand standards.



