

### THE RE/MAX LOGOTYPE

The logotypes shown here are the ones you'll use most often.



The RE/MAX logo is the face of the brand. It provides a common link across all communications, and establishes instant recognition among consumers, clients and customers. It is one of our most valuable assets, and therefore cannot be altered under any circumstances.

The RE/MAX logo can be used in two different forms. The first and the preferred form is the RE/MAX Hot Air Balloon; the second form is the RE/MAX logotype.

Both forms express our name and brand image.



The RE/MAX logotype preferably runs in RE/MAX Red, the slash in RE/MAX Blue. When it would be beneficial for legibility at extreme distance – such as on the RE/MAX Balloon or billboards – the colors may be switched to white with a red slash. All balloon logos and illustrations must use RE/MAX Blue letters with the red slash.

Like all RE/MAX logos and logotypes, the RE/MAX logo must be used as a one-color logo (such as all-white or all-blue). In all applications, all the letters and the slash must be the same color.

For information on using the RE/MAX logotype in the office name, see page 42.

### INCORRECT LOGO USE



Don't use incorrect colors



Don't substitute a font text to look like the logo



Don't distort

### **Clear Space**

The RE/MAX logotype always appears with space around it, except in the context of a RE/MAX office name (see page 42). The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least half the height of the letter "X" in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the measurements of the elements that make up the RE/MAX logo form.



### **Smallest Scalable Size**

The smallest allowable size in width for the horizontal RE/MAX logotype is 3/4". For situations when "RE/MAX" must be rendered smaller than minimum size, either use plain text or contact the RE/MAX Standards and Quality Control Team at [standards@remax.net](mailto:standards@remax.net) for further assistance.

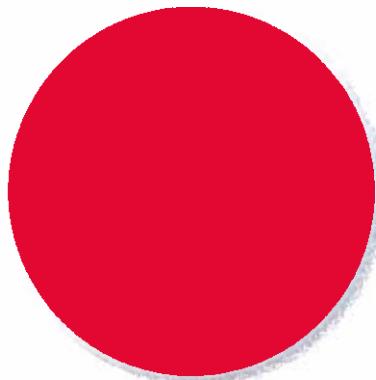


## RE/MAX Color Palette

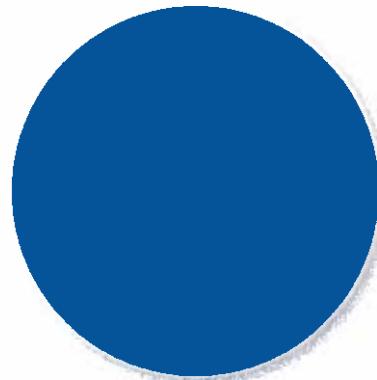
The timeless red, white and blue color palette of RE/MAX helps consumers identify RE/MAX at a glance.

This section also provides secondary colors that may be used to complement the main colors, with lighter variations (to add liveliness) or darker hues (to denote a more serious tone) available to accentuate the message of any particular communication.

### RE/MAX Primary Colors



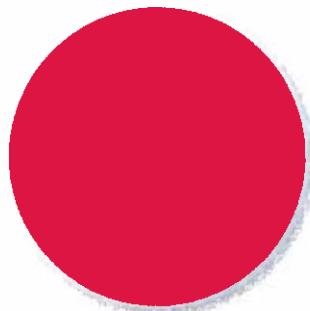
PANTONE 186  
CMYK - 0/100/100/5  
RGB - 225/27/34  
WEB - e11b22



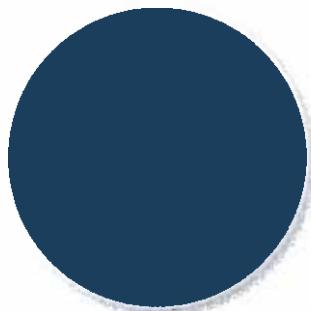
REFLEX BLUE  
CMYK - 100/73/0/2  
RGB - 0/84/164  
WEB - 0054a4

## RE/MAX Secondary Colors

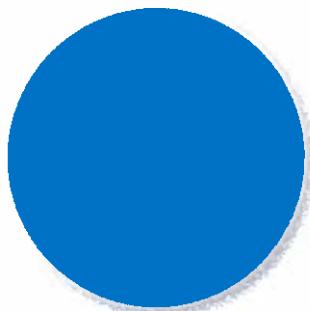
Secondary RE/MAX colors are used in headlines, support graphics, and background colors. They must never replace the main colors in the RE/MAX logotype or Balloon logo.



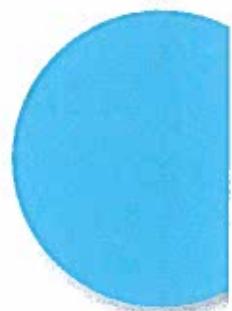
PANTONE 201  
CMYK - 0/100/73/29  
RGB - 179/11/48  
WEB - b30b30



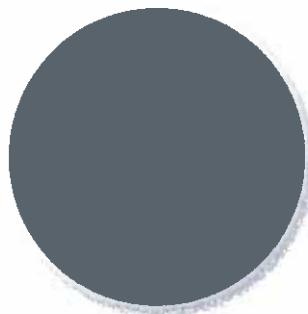
PANTONE 289  
CMYK - 100/64/0/60  
RGB - 0/43/92  
WEB - 002b5c



PANTONE 285  
CMYK - 89/43/0/0  
RGB - 0/125/195  
WEB - 007dc3



PANTONE 291  
CMYK - 33/3/0/0  
RGB - 164/215/214  
WEB - a4d7f2



PANTONE 425  
CMYK - 0/0/0/77  
RGB - 95/96/98  
WEB - 5f6062



PANTONE 424  
CMYK - 0/0/0/61  
RGB - 126/128/131  
WEB - 7e8083



PANTONE 430  
CMYK - 5/0/0/45  
RGB - 148/156/161  
WEB - 949ca1



PANTONE 421  
CMYK - 0/0/0/2  
RGB - 196/198/201  
WEB - c4c6c8

A powerful brand tool, the right typeface reflects – and protects – the integrity of the brand, while remaining flexible across different communication channels.

This suggested RE/MAX typography is modern and confident, reflecting the core values of the brand.

### Main Typeface

# Gotham

Gotham is recommended as the primary typeface. Use it for headlines, subheads and body copy.

#### Gotham BOOK

Type is a powerful brand tool that can help build a consistent brand message.

#### Gotham MEDIUM

Type is a powerful brand tool that can help build a consistent brand message.

Light, Book, Medium, *Medium*

### Secondary Typeface

# Arial

Arial is used as a secondary typeface. Use it for subheads and body copy.

#### Example

**For all the things that move**

Nobody in the world sells more real estate than

**NOTE:** Helvetica Bold is used on RE/MAX property signs and sign riders. See Part 4.

## Displaying your office name

When using the RE/MAX logotype in the context of an office name, any font or color may be used for the rest of the office name (for example, "Premier" in "RE/MAX Premier"), except on items such as yard signs that have uniform design rules. The rest of the office name should be between 50 percent and 100 percent of the height of the RE/MAX logotype, as measured in the height of the capital letters, and may not overlap the RE/MAX logotype. **Do not use the \* symbol after RE/MAX in an office name.**

### A. Clear Space

A RE/MAX office name should always appear with space around it. The RE/MAX logotype combined with the office name must always be surrounded on all four sides by a clear space of at least 1x, where x equals half the height of the letter "X" in the RE/MAX logotype. This is the minimum space needed between the RE/MAX office name and any other graphic element or text.



There must be a clear space between the RE/MAX logotype and the office name of at least the width of the vertical stroke in the letter "A" in RE/MAX.

### B. Office name size

Minimum



Maximum



## Office identifying signage

RE/MAX office signage must include the full office name – not just "RE/MAX" – and must follow the rules for displaying the RE/MAX logotype in the context of an office name.

**Note:** There are no specific standards regarding the size or display types – wooden, backlit, metallic, etc. – for office identifying signage, as long as the other standards as outlined in this section are met. The Broker/Owner must ensure office signage complies with local regulations. For questions, contact your RE/MAX regional office.