



Brand Identity

TRADEMARK AND GRAPHIC STANDARDS
SUPPLEMENT FOR U.S. & CANADA

Version 1.0 – 2026

REMAX Brand Identity

Trademark and Graphic Standards Supplement for U.S. & Canada

This supplement to the *Brand Identity: Trademark and Graphic Standards* manual (the “Manual”) applies to affiliates operating in the United States and Canada only. It provides additional guidance specific to these regions and is intended to be used in conjunction with the Manual. All brand standards set forth in the Manual remain in full effect and apply alongside the requirements contained in this supplement. Adherence to both documents is essential to maintain consistency and protect the integrity of the brand.

Affiliates should not post the Manual or this supplement online or make them available for download. If you have any questions regarding this supplement 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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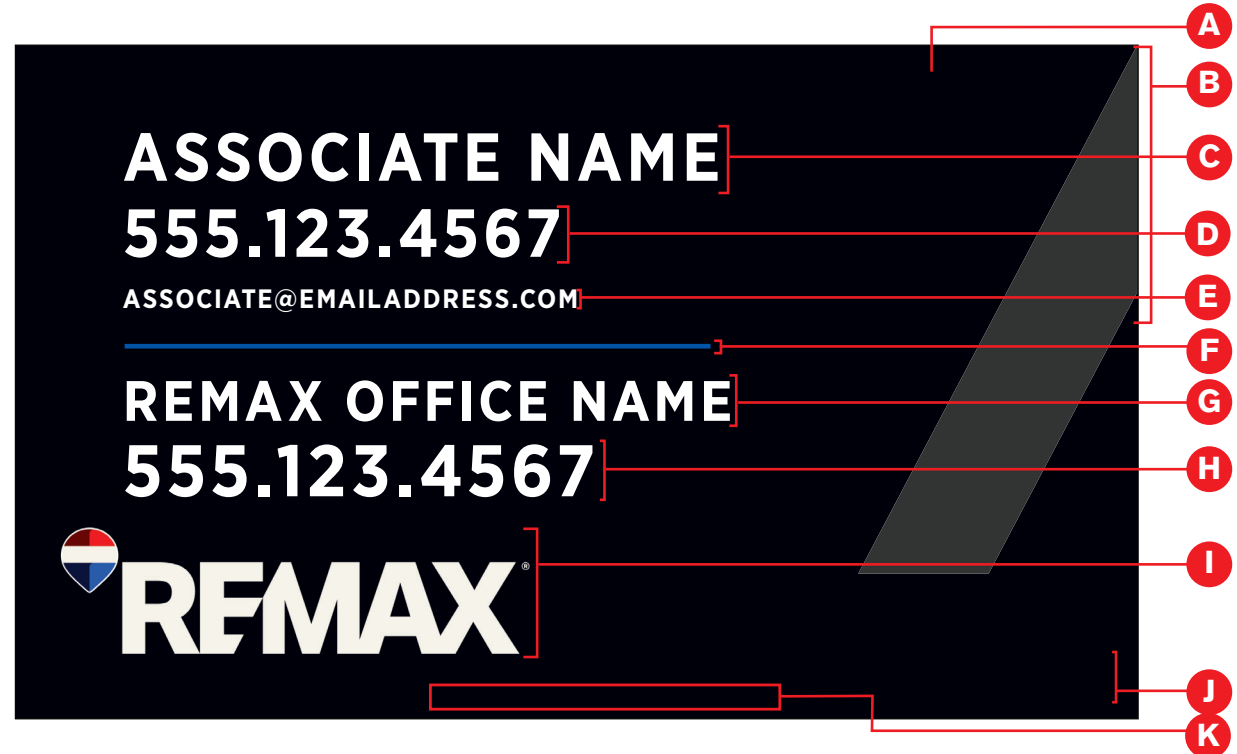
Black Slash Design Property Signs

U.S. and Canadian affiliates may use these sign designs in addition to the sign designs shown in the Manual. The standards are strict for each of these property signs, and deviation is permitted only in specific, limited situations.

Horizontal Black Slash Design

(Standard)

30" Wide x 18" Tall



A **The Black Area:** 30" wide and 18" tall. Black.

B **The Black Slash:** 7.57" wide and 14.14" tall. REMAX Slash Black (CMYK - 72/65/64/55). Details on the Slash Design are available on page 25 of the Manual.

C **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. Font size as small as 120 pt. allowed where local rules require the brokerage name to be as large as or larger than the sales associate or team name.

D **Associate Phone Number:** Gotham Narrow Bold. 130 pt. All caps. White type.

E **Email:** Gotham Narrow Bold. 53 pt. All caps. White type.

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

G **Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred to fit a longer name. Font size up to 135 pt. allowed where local rules require the brokerage name to be as large as or larger than the sales associate or team name.

H **Office Phone Number:** Gotham Narrow Bold. 140 pt. White type.

I **Primary Logotype:** With registration mark, 12.43" wide and 3.34" 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.

Vertical Black Slash Design

(Standard)

24" Wide x 30" Tall

- 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 Black Area:** 24" wide and 20.83" tall. Black.
- 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 Black Slash:** 3.45" wide and 11.51" tall. REMAX Slash Black (CMYK - 72/65/64/55). Details on the Slash Design are available on page 25 of the Manual.
- 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. Font size up to 150 pt. allowed where local rules require the brokerage name to be as large as or larger than the sales associate or team 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.



Black Slash Design Sign Riders

All riders for the REMAX Black 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 of the Manual), 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 of the Manual.

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



BOTTOM SIGN RIDERS



White Slash Design Property Signs

U.S. and Canadian affiliates may use these sign designs in addition to the sign designs shown in the Manual. The standards are strict for each of these property signs, and deviation is permitted only in specific, limited situations.

Vertical White Slash Design

(Standard)

24" Wide x 30" Tall

- A Primary Logotype:** Without registration mark. 19.06" wide and 5.24" tall.
- B Office Name:** Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. Font size up to 170 pt. allowed where local rules require the brokerage name to be as large as or larger than the sales associate or team name.
- C Office Phone Number:** Gotham Narrow Bold. 145 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. Font size up to 145 pt. allowed where local rules require the brokerage name to be as large as or larger than the sales associate or team name.
- F The Gray Slash:** 3.45" wide and 11.51" tall. Black 6 at 8% opacity.
- G Associate Phone Number:** Gotham Narrow Bold. 145 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 Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. Black type. 50 tracking preferred.
- J 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 Alternatives

(Standard)

24" Wide x 30" Tall

LOGOTYPE IN
LOWER LEFT

REMAX
OFFICE NAME
555.123.4567

ASSOCIATE NAME
555.123.4567
ASSOCIATE@EMAILADDRESS.COM



LOGOTYPE IN
LOWER RIGHT

ASSOCIATE NAME
555.123.4567
ASSOCIATE@EMAILADDRESS.COM

REMAX
OFFICE NAME
555.123.4567

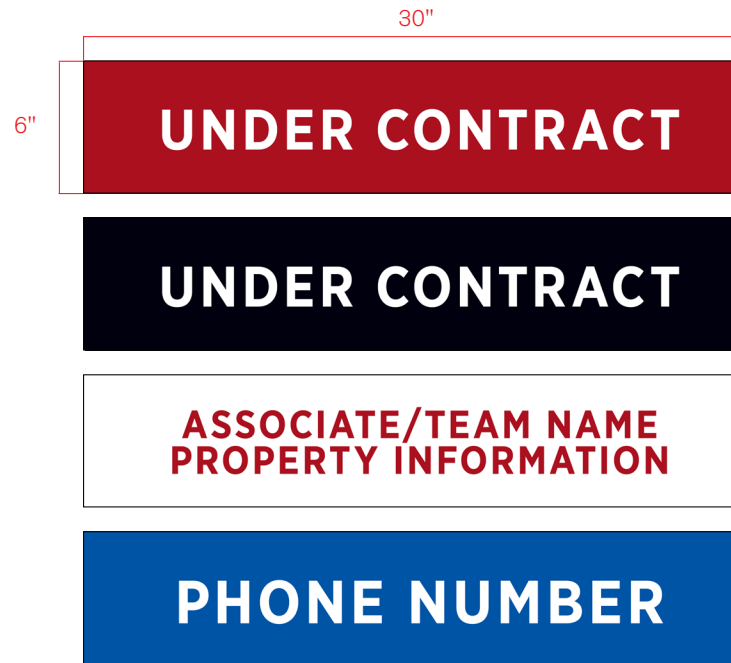


Primary Logotype: 12.42" wide and 3.34" tall.

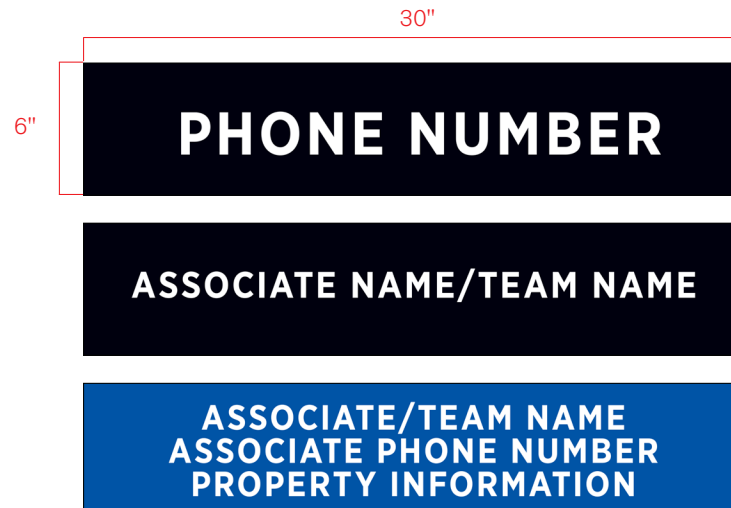
White Slash Design Sign Riders

In addition to the red, white and blue riders that are shown in the Manual, affiliates in the U.S. and Canada may use black riders with the White Slash Design property signs but should avoid pairing a red top rider with a black bottom rider. See page 56 of the Manual for additional information on riders for this sign design.

TOP SIGN RIDERS



BOTTOM SIGN RIDERS



Additional Property Signage Guidance

Property Signage

Additional Examples

Certain Canadian provinces require brokerages and sales associates to include specific identifiers in advertising. The examples on this page illustrate the proper placement of identifying information for both brokerages and sales associates. The specific identifying terms to be used are at the discretion of the brokerage or sales associate, provided they meet applicable legal requirements.

As a reminder, 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.

SALESPERSON LABEL BELOW THE ASSOCIATE NAME AND BROKERAGE LABEL BELOW THE OFFICE NAME



Team Office Signage

Team Office Signage

The following requirements apply to office signage for REMAX team offices. A team office may be established only after the broker has executed a Team Office Amendment to the Franchise Agreement. A team office may have its own exterior office sign, as long as it complies with these requirements.

Team office signage (both exterior and interior) must include both the full REMAX office name—not just “REMAX”—and the team name. Additionally:

- The team name must be 50 percent of the height of the REMAX logotype, as measured in the height of the capital letters, and must be separated from the office name with a bar.
- The portion of the office name following “REMAX” must be between 50 and 100 percent of the height of the REMAX logotype (see page 16 of the Manual for more information).
- The team office signage must always be surrounded on all four sides by a clear space at least the size of the gray “X” marks shown above.
- There must be a clear space of at least the width of the vertical stroke in the letter “M” in REMAX in the following places: (1) between the REMAX logotype and the rest of the office name, (2) between the office name and the bar and (3) between the bar and the team name. (See above illustrations.)
- Team logos may not appear on any exterior signage (including door signage) for the team office.

