

Brand Evolution

REMAX Commercial[®] Brand Standards

Supplement to the REMAX Brand Identity: Trademark & Graphic Standards Manual

These standards apply to digital and print branding. Our brand evolution is underway, and more resources will be available soon. Stay tuned for updates as we roll out refreshed assets.

Please note: Global and Independent Regions may have requirements that limit the use of this refreshed branding, beyond the limitations set forth in this supplement. Franchisees in Global and Independent Regions should contact their regions for additional guidance.

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 6 of this supplement.

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

REMAX Commercial Logo

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

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.

CLEAR SPACE



SMALLEST 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 commercial 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.

The Dynamic REMAX Commercial Logo

REMAX affiliates may customize the REMAX Commercial Dynamic 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. Independent Regions may have requirements that apply to use of the REMAX Commercial Dynamic logo, beyond the limitations set forth in this supplement. Franchisees in Global 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.

Smallest scalable size

The smallest allowable size in width for this logo is 3/4” for print (non-digital) uses. There are no size limitations applicable to the digital use of the 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. 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 & Quality Control Team at standards@remax.com for assistance.



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.



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



Incorrect Dynamic Logo Use

No Balloon logo

No overlapping graphics outside Dynamic Area
No clip art images

No text inside clear space
No text above the Dynamic logo



No cropped Dynamic logo

No logos in the Dynamic Area
No overlapping graphics on the Commercial Bar

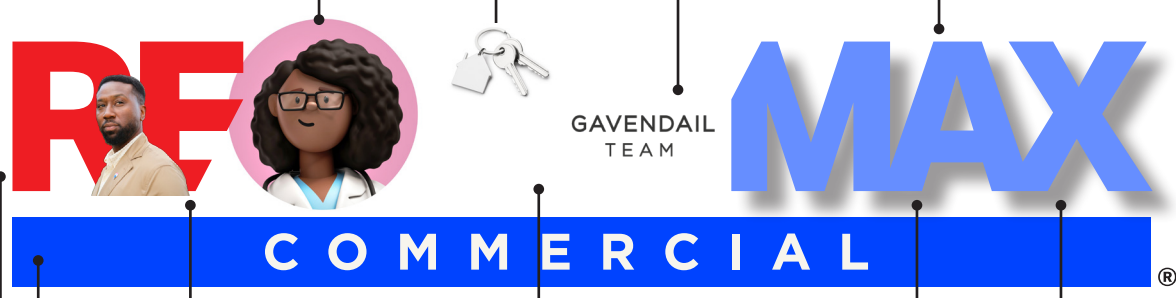
No logos inside clear space

No bitmojis or caricatures

Multiple images not allowed in Dynamic Area

No text or logos in Dynamic Area

Do not change color of MAX letters



Do not change color of RE letters or commercial bar

No graphics outside the Dynamic Area

Do not leave significant clear space within the Dynamic Area

No drop shadows

No reduction in opacity

Image may not extend wider than the Dynamic Area

No overlapping images in front of Dynamic logo

No outer glow or added treatments



No busy or cluttered backgrounds

Keep "COMMERCIAL" centered in the bar
Do not change color of "COMMERCIAL" letters

No replacing letters or numbers with Balloon logo

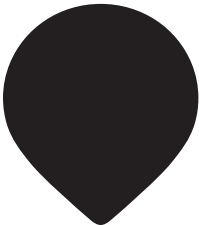
No office names



REMAX Commercial Color Palette

LOGO COLORS

Black



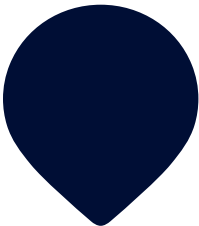
WEB: #000000 *Digital*
CMYK: 75/68/67/90
RGB: 0/0/0
Pantone: black 6

Cream



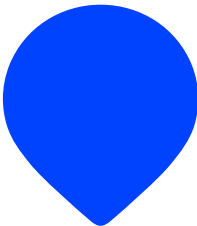
WEB: #f7f5ee *Digital*
CMYK: 2/2/7/2
RGB: 247/245/238
Pantone: warm grey 1 C

Dark Blue



WEB: #000e35 *Digital*
CMYK: 100/92/41/55
RGB: 0/14/53
Pantone: 295 C

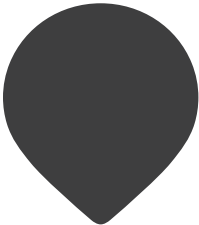
REMAX Primary Blue



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

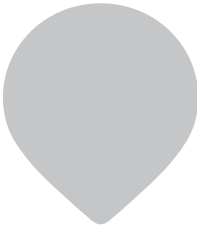
ADDITIONAL BRAND COLORS (NOT FOR LOGO USE)

Charcoal Gray



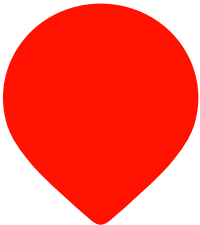
WEB: #232323 *Digital*
CMYK: 0/0/0/86
RGB: 35/35/35
Pantone: 446 C

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

Property Sign Guidelines

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 team logos in compliance with this supplement). 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 & 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: REMAX Approved Suppliers offer signage that is compliant with these brand standards. Visit MAXShop at shop.remax.com to place an order.



Horizontal 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. The permitted colors depend on the background color(s) used, as outlined below. The color combinations are not interchangeable.

#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 as follows:

#1: Black #2: Cream #3: Primary Red
- C

Additional Property Description: Optional. Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are as follows:

#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 as follows:

#1: Charcoal Gray #2: Light Gray #3: Charcoal Gray
- E

REMAX Commercial Logo: With registration mark, 12.2" tall. The corresponding colors are as follows:

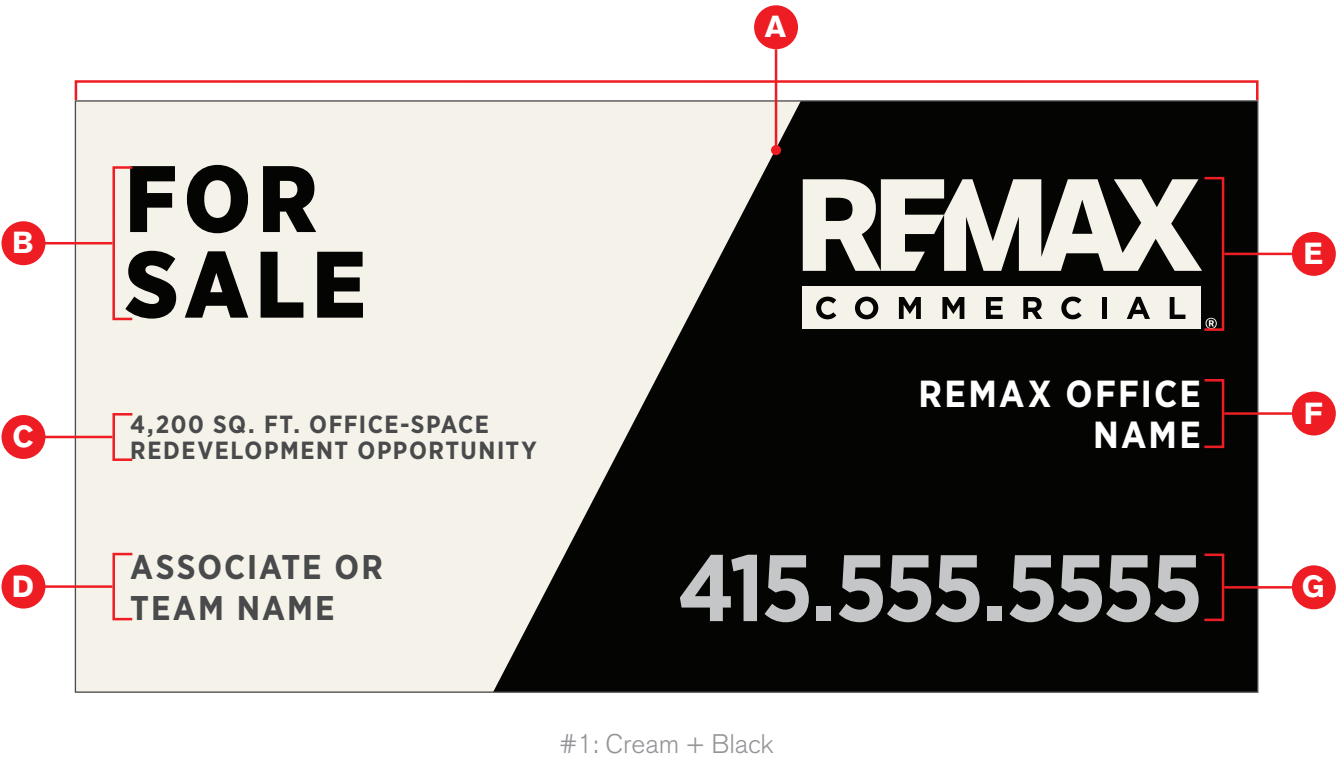
#1: Cream #2: Dark Blue #3: White
- F

REMAX 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 as follows:

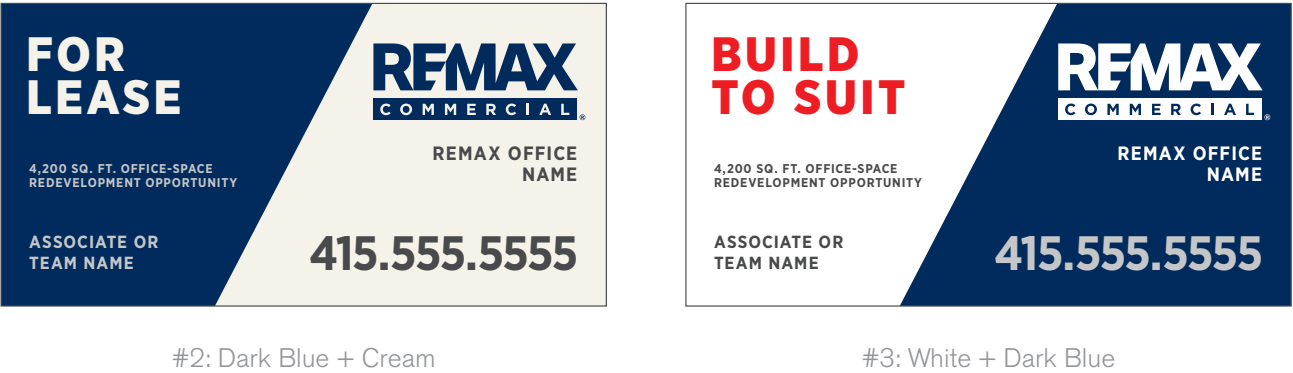
#1: White #2: Charcoal Gray #3: White
- G

Phone Number: Gotham Narrow Bold. 550 pt. -10 tracking preferred. Periods separating the numbers preferred. The corresponding colors are as follows:

#1: Light Gray #2: Charcoal Gray #3: Light Gray



ADDITIONAL SIGN COLORS



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. The permitted colors depend on the background color(s) used, as outlined below. The color combinations are not interchangeable.

#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 as follows:

#1: Cream

#2: Dark Blue

#3: White
- C

Additional Property Description: Optional. Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are as follows:

#1: White

#2: Charcoal Gray

#3: White
- D

REMAX Commercial Logo: With registration mark, 7.6” tall. The corresponding colors are as follows:

#1: Cream

#2: Dark Blue

#3: White
- E

REMAX 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 as follows:

#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 as follows:

#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 as follows:

#1: Black

#2: Cream

#3: Primary Red



#1: Black + Cream

ADDITIONAL SIGN COLORS



#2: Cream + Dark Blue



#3: Dark Blue + White

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 as shown:
#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 as follows:
#1: White #2: Black #3: White #4: Dark Blue
- C

Accent Bar: 42.75” wide x .75” tall. The corresponding colors are as follows:
#1: Cream #2: Black #3: Primary Red #4: Primary Red
- D

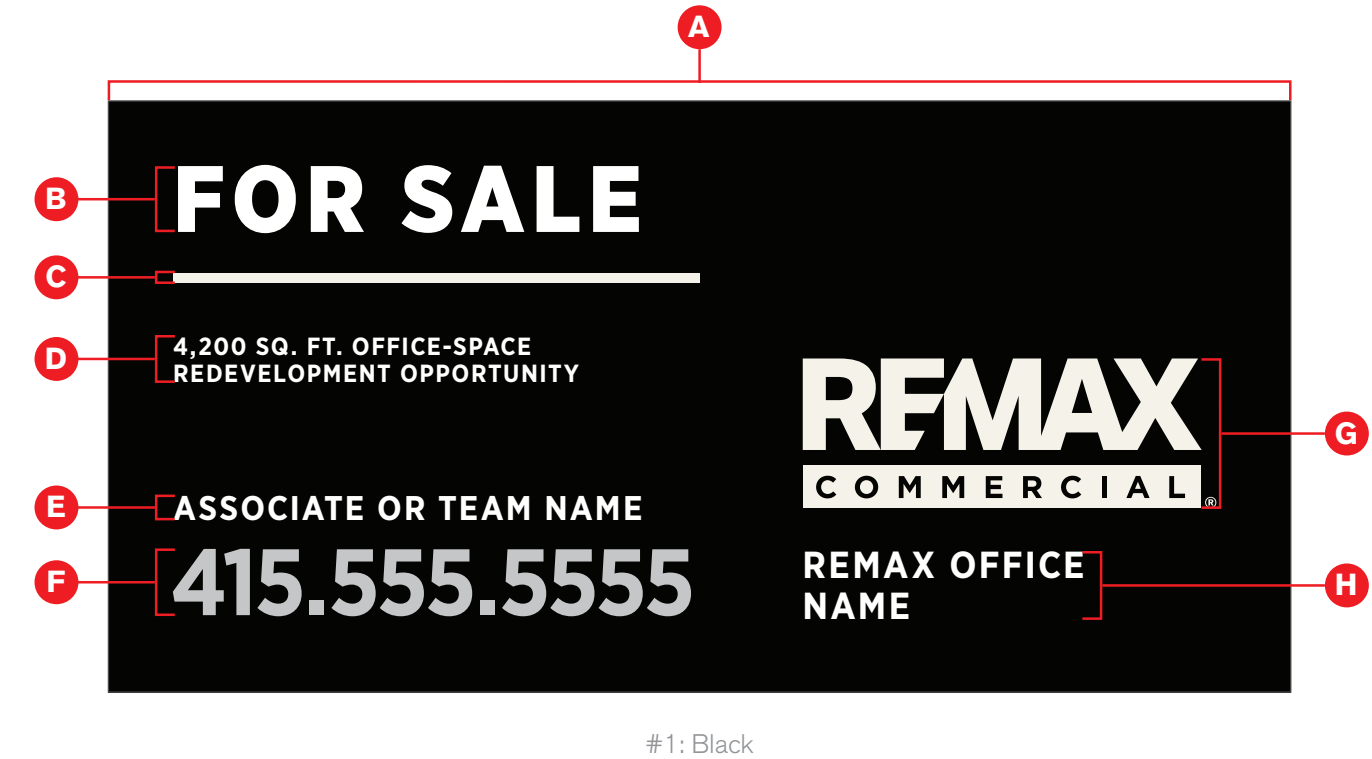
Additional Property Description: Optional. Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are as follows:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- E

Associate/Team Name: Gotham Narrow Bold, all caps. 200 pt. to 315 pt. allowed (200 pt. recommended). The corresponding colors are as follows:
#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 as follows:
#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 as follows:
#1: Cream #2: Black #3: White #4: Dark Blue
- H

REMAX 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 as follows:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray



ADDITIONAL SIGN COLORS



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 as shown:
#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 as follows:
#1: White #2: Black #3: White #4: Dark Blue
- C

Accent Bar: 31.25” wide x .55” tall. The corresponding colors are as follows:
#1: Cream #2: Black #3: Primary Red #4: Primary Red
- D

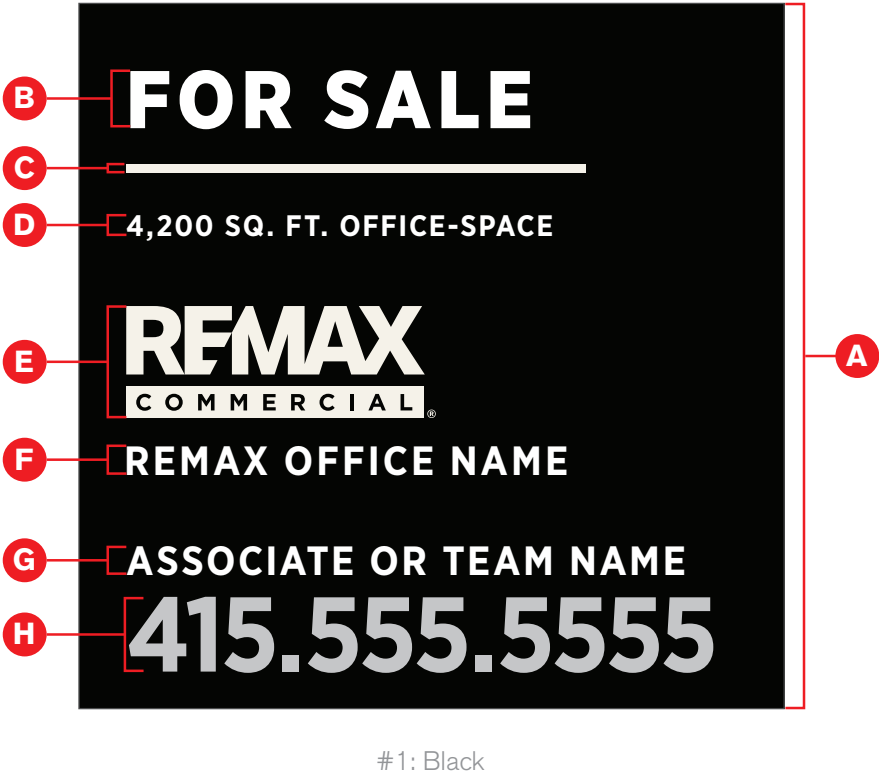
Additional Property Description: Optional. Gotham Narrow Bold, all caps. 145 pt. 75 tracking preferred unless reducing tracking is necessary to fit more text. The corresponding colors are as follows:
#1: White #2: Charcoal Gray #3: White #4: Charcoal Gray
- E

REMAX Commercial Logo: With registration mark, 7.6” tall. The corresponding colors are as follows:
#1: Cream #2: Black #3: White #4: Dark Blue
- F

REMAX 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 as follows:
#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 as follows:
#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 as follows:
#1: Light Gray #2: Black #3: Light Gray #4: Dark Blue



ADDITIONAL SIGN COLORS



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

Team Logo Placement

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).



Block Design, 96x48



Block Design, 48x48



Simple Design, 96x48



Simple Design, 48x48

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.