Recruiting + Retention (network) Brand Guidelines

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RE/MAX® Recruitment Tool

At RE/MAX, our greatest asset is the thousands of passionate and experienced agents that call our brand home. From guiding clients through the stressful process of buying or selling a house, to supporting them every step of the way, our agents are the heart and soul of our company, and central to who we are as a brand.

As we continue to strive to attract the top talent in real estate, we've updated our Recruitment and Retention materials to position RE/MAX as a competitive and exciting opportunity for real estate professionals—a brokerage that puts agents first and gives them the power to reach their unlimited potential. To bring this vision to life, we've developed a system that heroes our agents, putting them front and center in our communications, while highlighting the competitive advantage that RE/MAX offers them.

In the following pages, we'll provide an overview of the new look, feel, and tone of our recruitment and retention efforts, as well as various usage examples for reference. The guidelines should be followed closely to create a sense of consistency and strength across all of our branded materials. Together, these elements reflect the confidence our brand has and celebrate the ones who make RE/MAX the #1 name in real estate.

Visual Identity System: The Iconic Forward Slash

Our visual identity system for RE/MAX Recruitment and Retention is inspired by the iconic forward slash located within the RE/MAX logotype. The forward slash drives this new look and feel, and represents moving forward, upwards, and against the grain—a few core traits that make RE/MAX agents stand out from the crowd. While it branches out from RE/MAX's primary design language, this new system is built around sets of patterns built from the slash form, and is meant to serve as a separate look and feel for any RE/MAX Recruitment and Retention needs.

The goal of this guideline is to be a practical tool for aligning the look and feel for all RE/MAX Recruitment materials. By adhering to this guideline, we'll be able to achieve a unified visual identity which we believe is one of the most critical aspects of a strong brand.

Walking Forward

Moving Upwards

Going Against the Grain
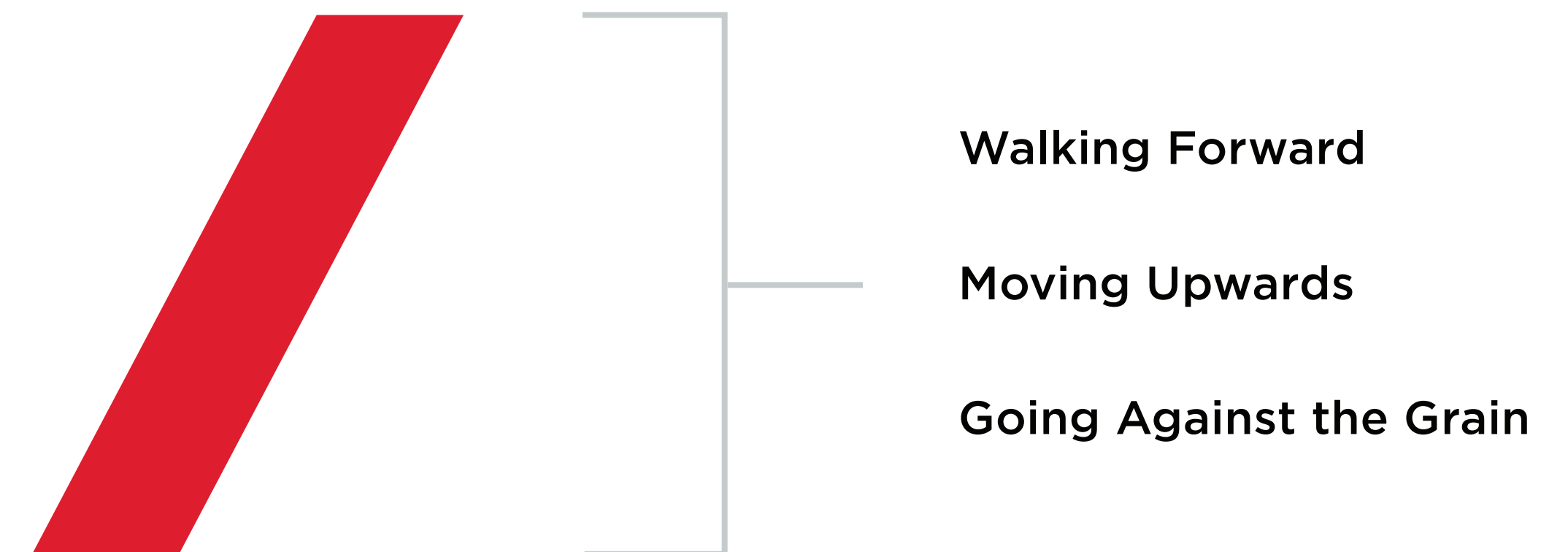
Photography Tone

Whether shooting our own photography or pulling from a stock library, we want our imagery to show the human side of every agent we feature. Agents should be portrayed in a heroic and aspirational light, and the special qualities that make them successful agents—professionalism, authenticity, empathy, and confidence—should come through in the images. Although there are over 140,000 RE/MAX agents, every single one of them is unique, and our agent photography should emphasize (and take advantage) of that by embracing real personalities and even vulnerabilities.

Composition

Compositionally, the photography should feel like impactful portraiture that puts our agents front and center, while keeping the overall look simple and clean. Environments should feel modern and graphic without veering into cheap or generic, and when possible, we should try to subtly include light touches of red and blue shades as elegant nods to our brand. Wardrobe should be stylish and professional, but can extend beyond traditional business wear in order to demonstrate a confidence and relatability in our agents.

* Photography above is for illustrative purposes only.

Navy Blue	Navy 02	Navy 03	Navy 04	Yellow Gray	Off White
#0C2749	#2E3F5A	#485C77	#8290A2	#C6CCCD	#ECEDEB

C=100	R=12	C=87	R=46	C=77	R=72	C=52	R=130	C=22	R=198	C=6	R=236
M=85	G=39	M=73	G=63	M=60	G=92	M=37	G=144	M=14	G=204	M=4	G=237
Y=39	B=73	Y=41	B=90	Y=35	B=119	Y=26	B=162	Y=15	B=205	Y=5	B=235
K=45		K=32		K=16		K=2		K=0		K=0	

Dark Charcoal Gray	#232323	RE/MAX Primary Red #DC1C2E	White	#FFFFFF
C=0 R=35		C=4 R=220	C=0 R=255	
M=0 G=35		M=100 G=28	M=0 G=255	
Y=0 B=35		Y=90 B=46	Y=0 B=255	
K=86		K=3	K=0	

Color Palette

Our color palette is a derivative of RE/MAX's primary palette, pulling from the darker navy blue tones in our balloon. In contrast to our parent palette, this palette's core color is a deep, muted Navy Blue that conveys maturity, stability, and sophistication. Our Off White and Yellow Gray are our secondary colors that take on a complimentary role in relation to our four Navy Blues. Our RE/MAX Primary Red can be used sporadically as an accent color in order to provide visual stimulation within deliverables. Dark Charcoal Gray and White are typically utilized as typeface colors for maximal legibility when placed on top of our primary colors.

When patterns feel too dominant within a composition, our colors can be used in opacity variations of 75%, 50% & 25% for visual comfort.

A

B

C

D

E

F

G

H

I

J

K

L
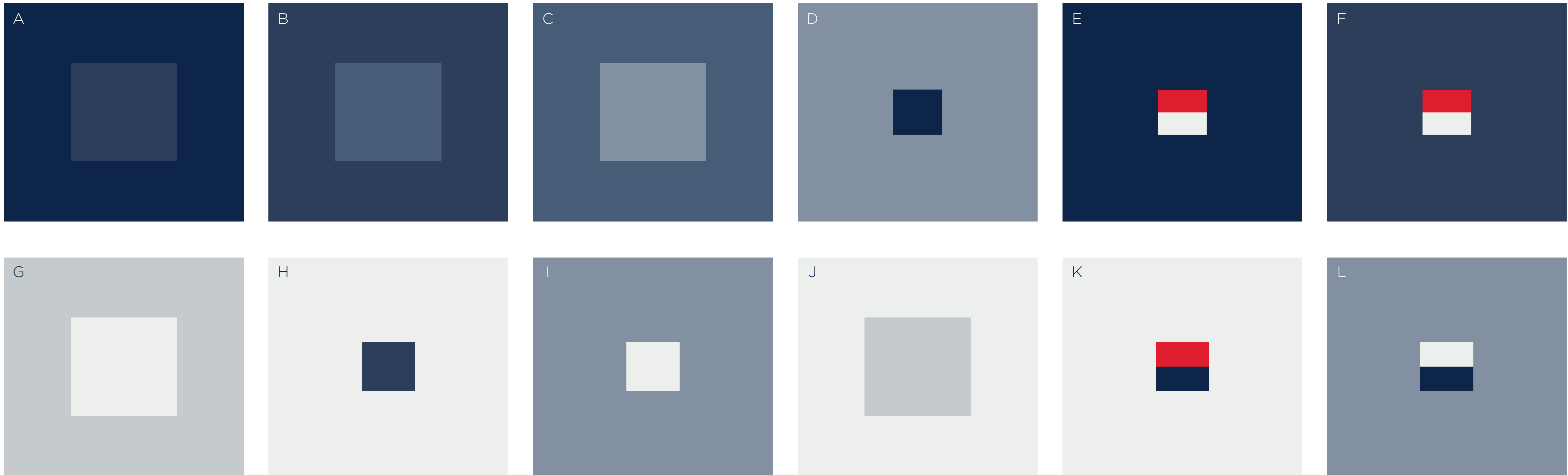
Preferred Color Combinations & Usage

Displayed above are examples of recommended color combinations within our palette. The innermost shape size helps depict the color ratio of certain color combinations. When the color contrast is steep, the innermost color should be treated like an accent and used more sparsely than the outermost color.

A — Navy Blue & Navy 02

B — Navy 02 & Navy 03

C — Navy 03 & Navy 04

D — Navy 04 & Navy Blue

E — Navy Blue & RE/MAX Primary Red & Off White

F — Navy 02 & RE/MAX Primary Red & Off White

G — Yellow Gray & Off White

H — Off White & Navy 02

I — Navy 04 & Off White

J — Off White & Yellow Gray

K — Off White & RE/MAX Primary Red & Navy Blue

L — Navy 04 & Off White & Navy Blue

Gotham

Gotham Medium / Kerned Optically

ABCDEFGHIJKLMNOPQRSTUV
WXYZ
abcdefghijklmnopqrstuvwxyz
123456789?@#$%

Gotham Medium / Kerned Optically

Gotham

Gotham Light / Kerned Optically

ABCDEFGHIJKLMNOPQRSTUVW
XYZ
abcdefghijklmnopqrstuvwxyz
123456789?@#$%

Gotham Light / Kerned Optically

Typography + Alternatives

Our primary typeface for our identity system is Gotham, an open source font with a variable family. Gotham Medium, and Light and Book should be the most commonly utilized weights for this identity system.

In the case that Gotham is unavailable, Montserrat is our default typeface for all digital use cases. Arial can be used as a tertiary default typeface in the case that Montserrat is unavailable.

Trust your business to the most trusted name in real estate.

RE/MAX has more top-ranked agents than any other brand in real estate. If you are looking to maximize your success and work alongside the best in the business, this is the right place for you.

The best partner for your success.

RE/MAX has more top-ranked agents than any other brand in real estate. If you are looking to maximize your success and work alongside the best in the business, this is the right place for you.

- Point 01: Lorem Ipsum Dolor
- Point 02: Lorem Ipsum Dolor
- Point 03: Lorem Ipsum Dolor

Headline & Body Copy Treatment

When headlines and body copy are paired, the body copy size should almost always be less than 40% point size relative to the the headline point size. Headline weights should typically be set in Gotham Light or Medium. This provides the most visual balance when paired with the body copy weight which should almost always be set in Gotham Book. Shown above are suggested leading, tracking, and kerning settings per type size and weight. Other weights can be used with careful consideration of deliverable size and purpose.

Gotham Medium

Type Size=84pt
Leading=106pt
Tracking=15pt
Kerning=Optical

Gotham Book

Type Size=26pt
Leading=42pt
Tracking=18pt
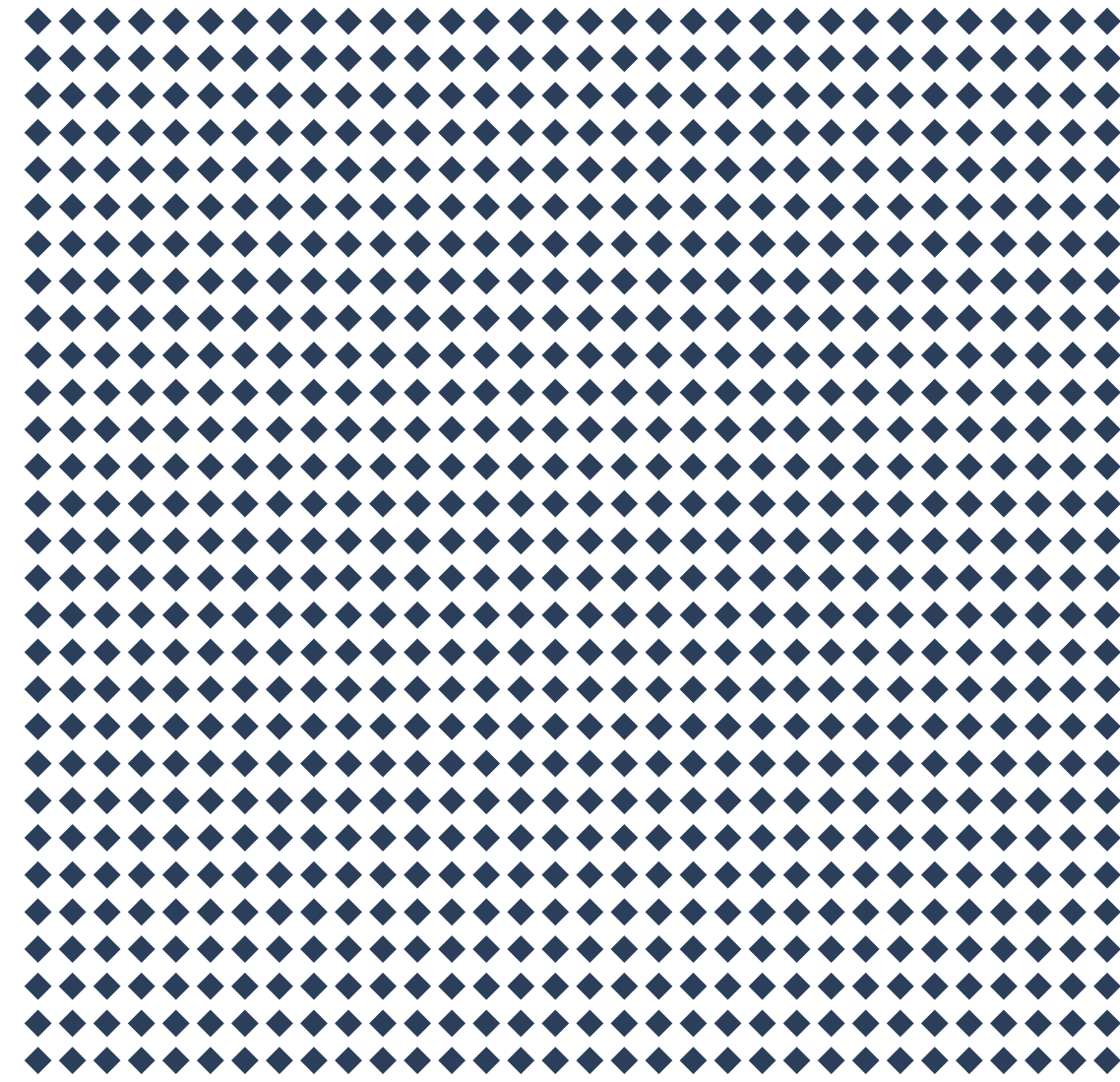Kerning=Optical

GothamBook

Type Size= 26pt
Leading= 32pt
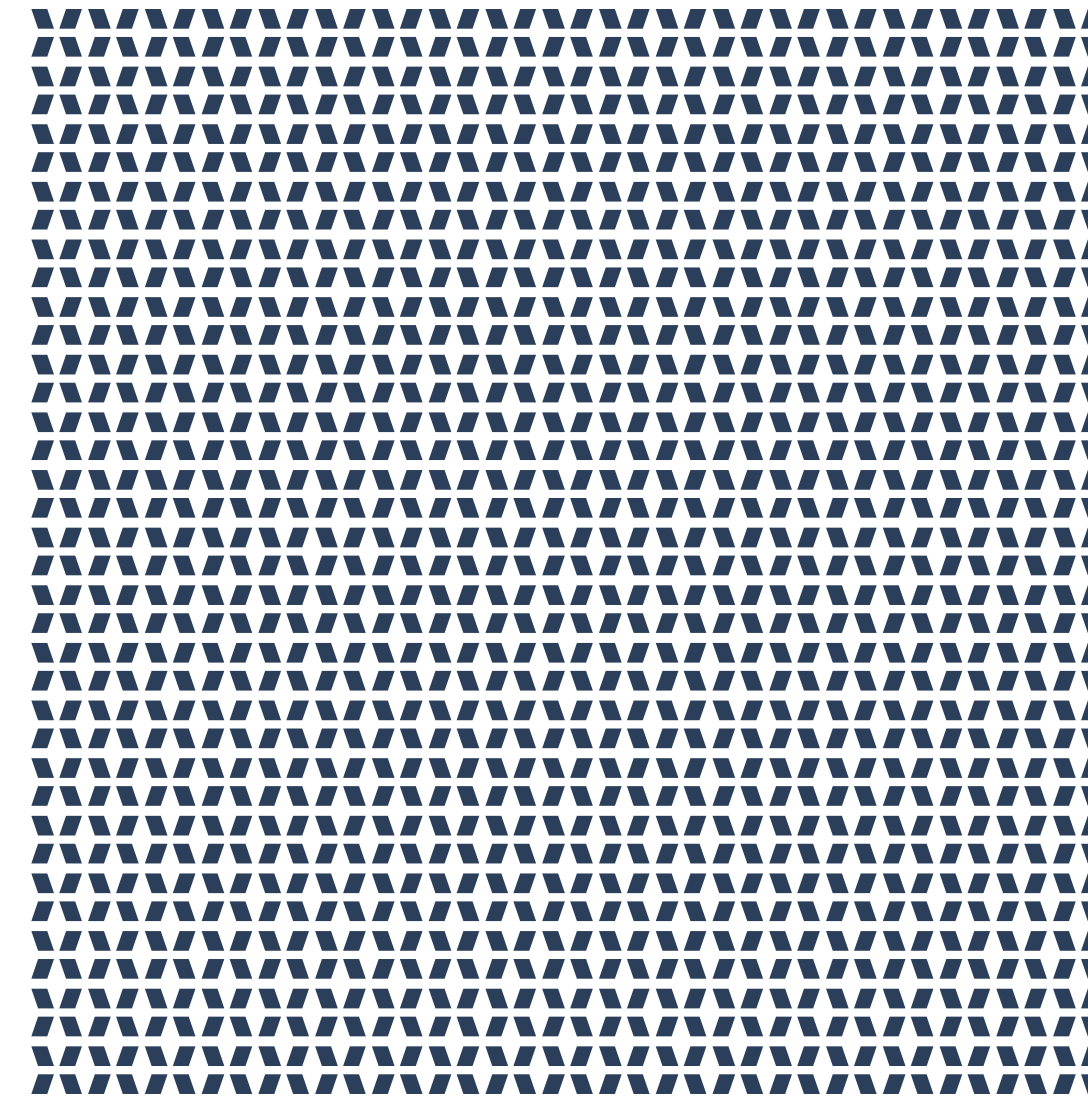Tracking= 18pt
Kerning= Optical

Gotham Light

Type Size= 72pt
Leading= 92pt
Tracking= 15pt
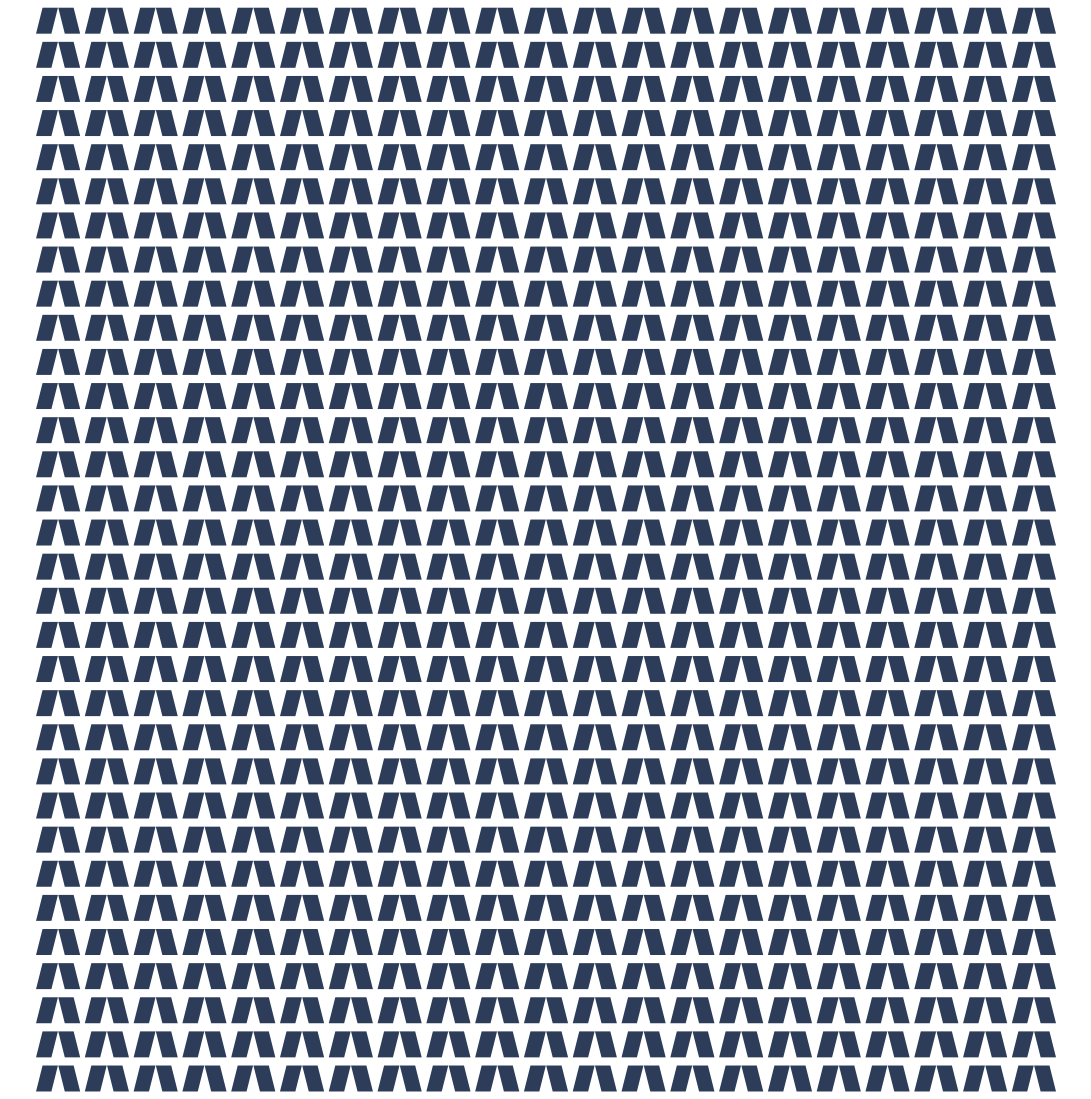Kerning= Optical
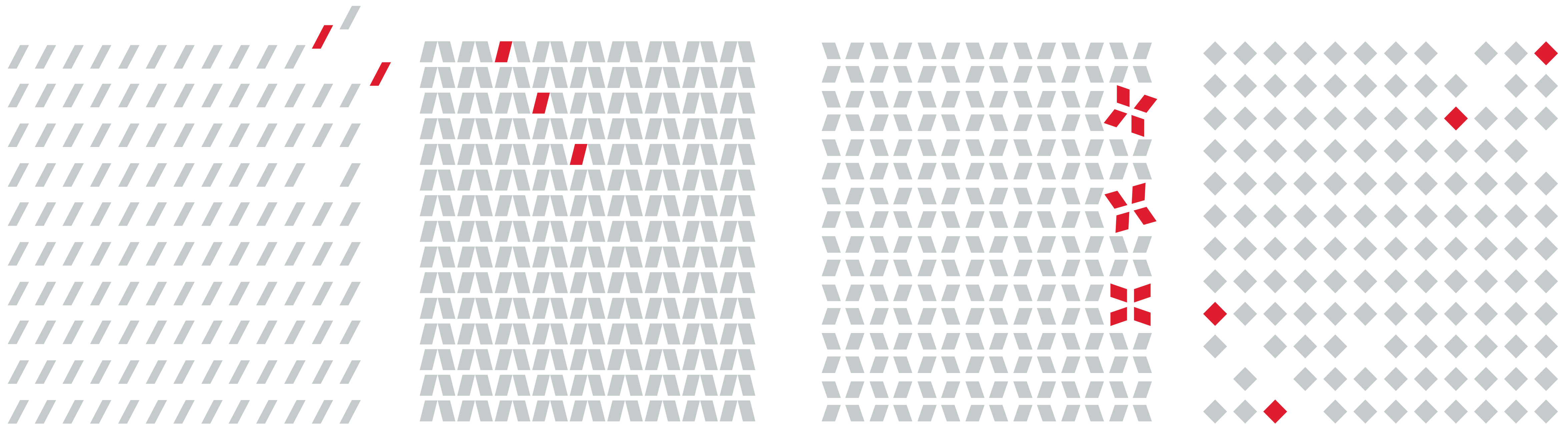
Pattern 01

Pattern 02

Pattern 03

Pattern 04

Patterns

The four pattern spreads shown above lead the visual identity system for RE/MAX Recruitment & Retention. The elements that build up these patterns are all skews and reinterpretations of the iconic slash within the RE/MAX logo. These elements and patterns should be treated as building blocks rather than stamps on a page and can be used flexibly depending on an asset's specs. They are scalable, retractable, and fundamentally designed to move.
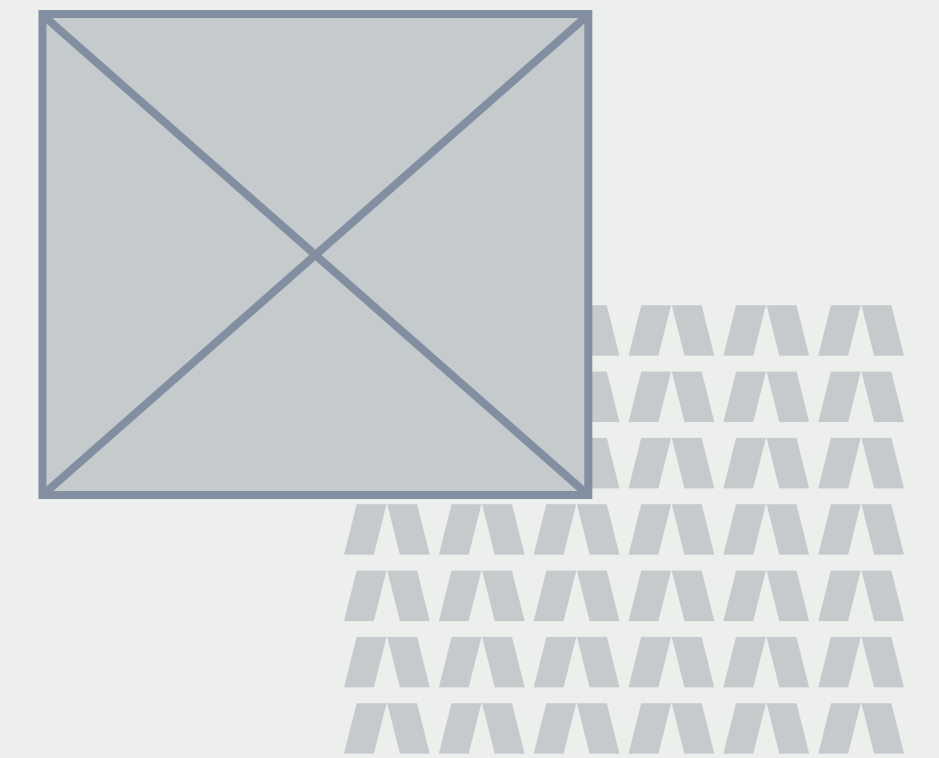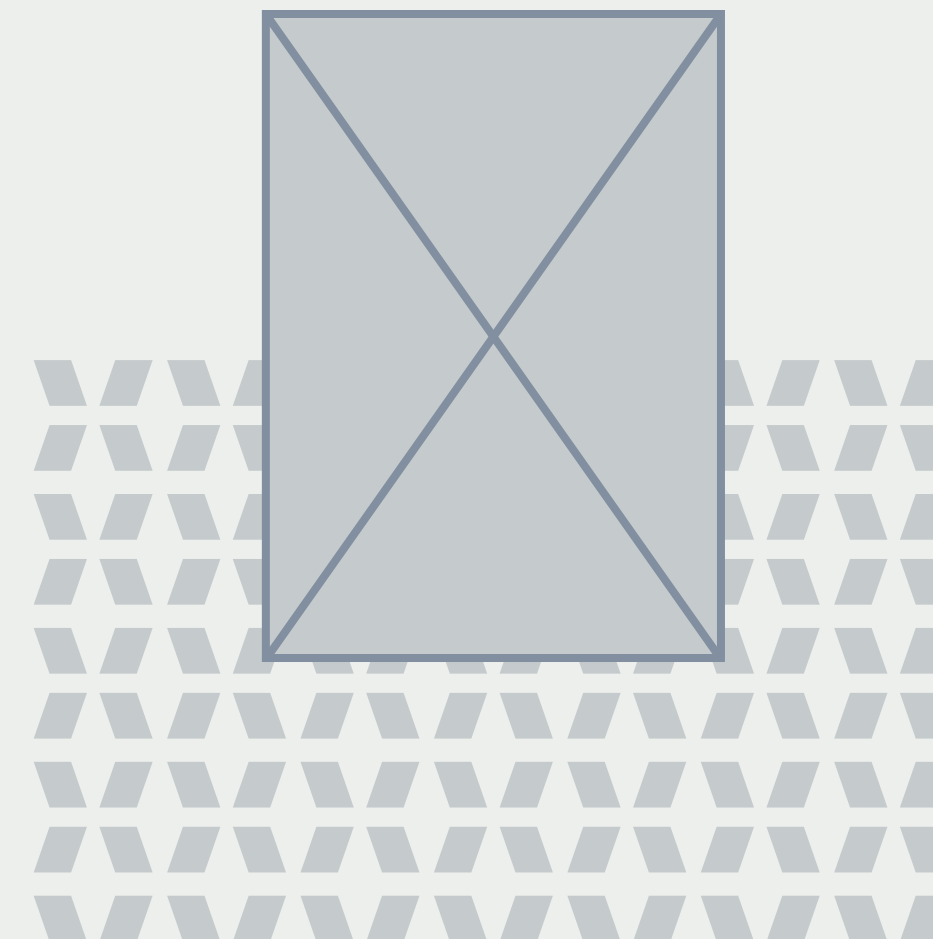
Elements

Pattern Methodology

Our patterns are an assembly of shapes and building blocks that can be used as an accent, a dynamic element in movement, or a framing device. Displayed above are some visual thought starters on how shapes within our patterns can be highlighted, rearranged, or drawn out. Elements within the pattern are unrestrained to their respective grids, allowing room for new expressions and growth in response to future briefs.

Pattern Usage
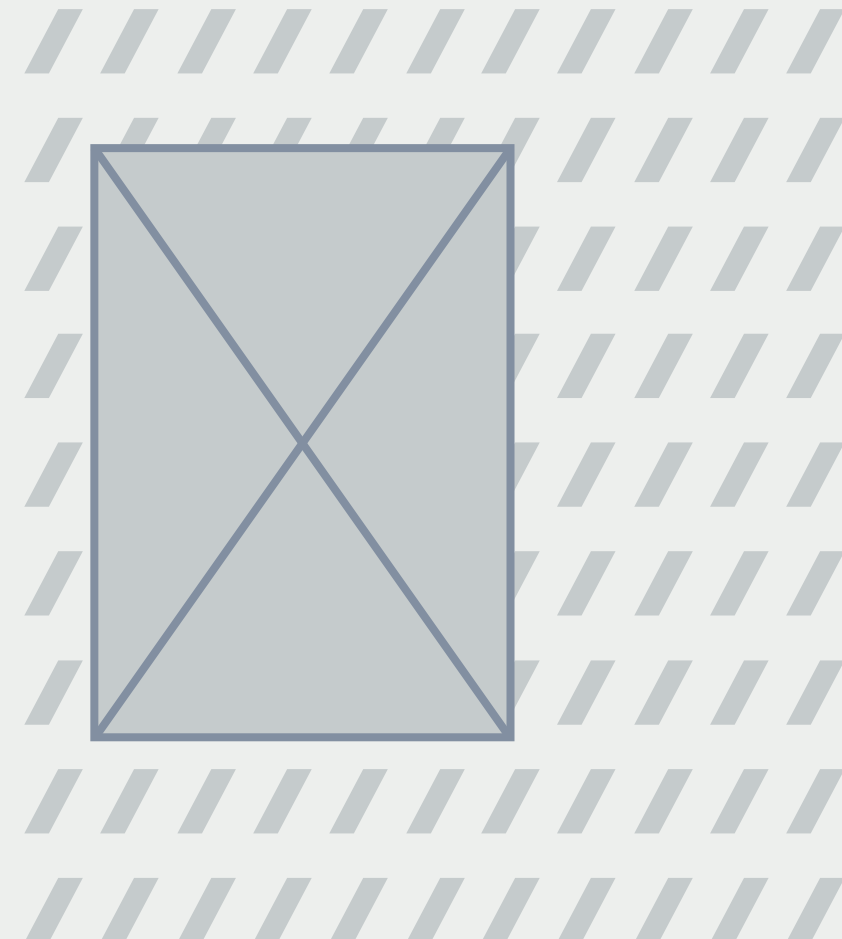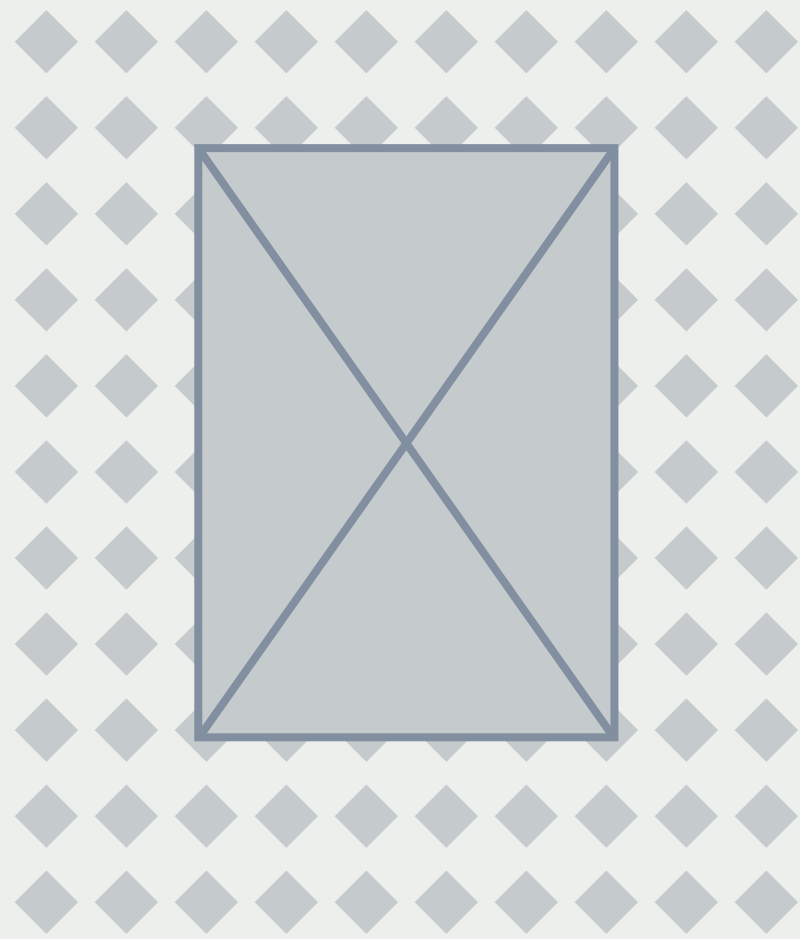
Framing Device

When our patterns are used as a framing device, the pattern should always be behind the image as a background element. In this case, the patterns placed within the composition surround or displace the image to add visual interest to negative spaces. In the case that using larger pattern spreads feels visually distracting from the main message, patterns can be lowered in opacity to accommodate the composition.

Pattern Usage
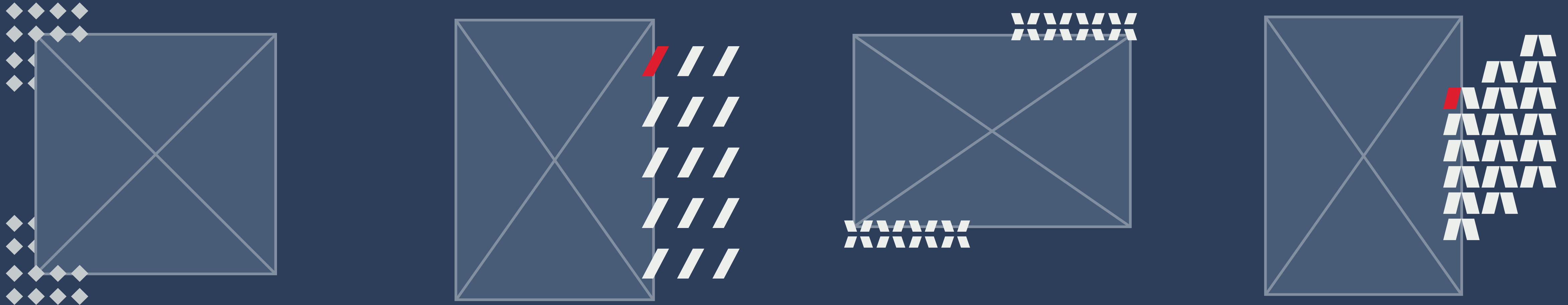
Accents

In this use case, patterns should be treated as flourishes to a page as opposed to a background element. For extra nuance, pieces of the pattern can be highlighted with high contrast colors such as red on navy blue or navy blue on white. When using patterns as accents, pulling a few clusters or rows from the pattern spread will allow for maximal distinction.

Pattern Usage
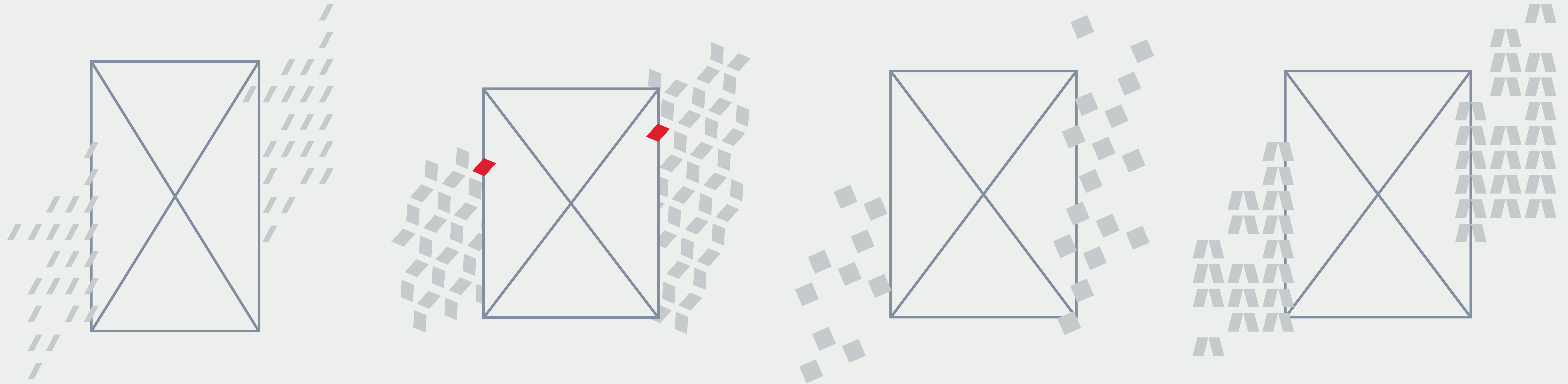
Dynamic Motion

When applying patterns in dynamic motion, pattern spreads should generally resemble a movement upwards to the right. Pattern spreads can be rotated -12 degrees to give the illusion of forward movement. Pieces in the pattern can also be removed to add to the feeling of airiness and movement. Like the previous method, elements in the pattern can also be highlighted in high contrast colors for more visual interest.

Correct Pattern Usage

Unstoppable
Starts Here

Empower your business with the
latest tools, tech, and a global network
that only the #1 brand in real estate
can offer. **Unstoppable Starts Here.**

joinremax.com

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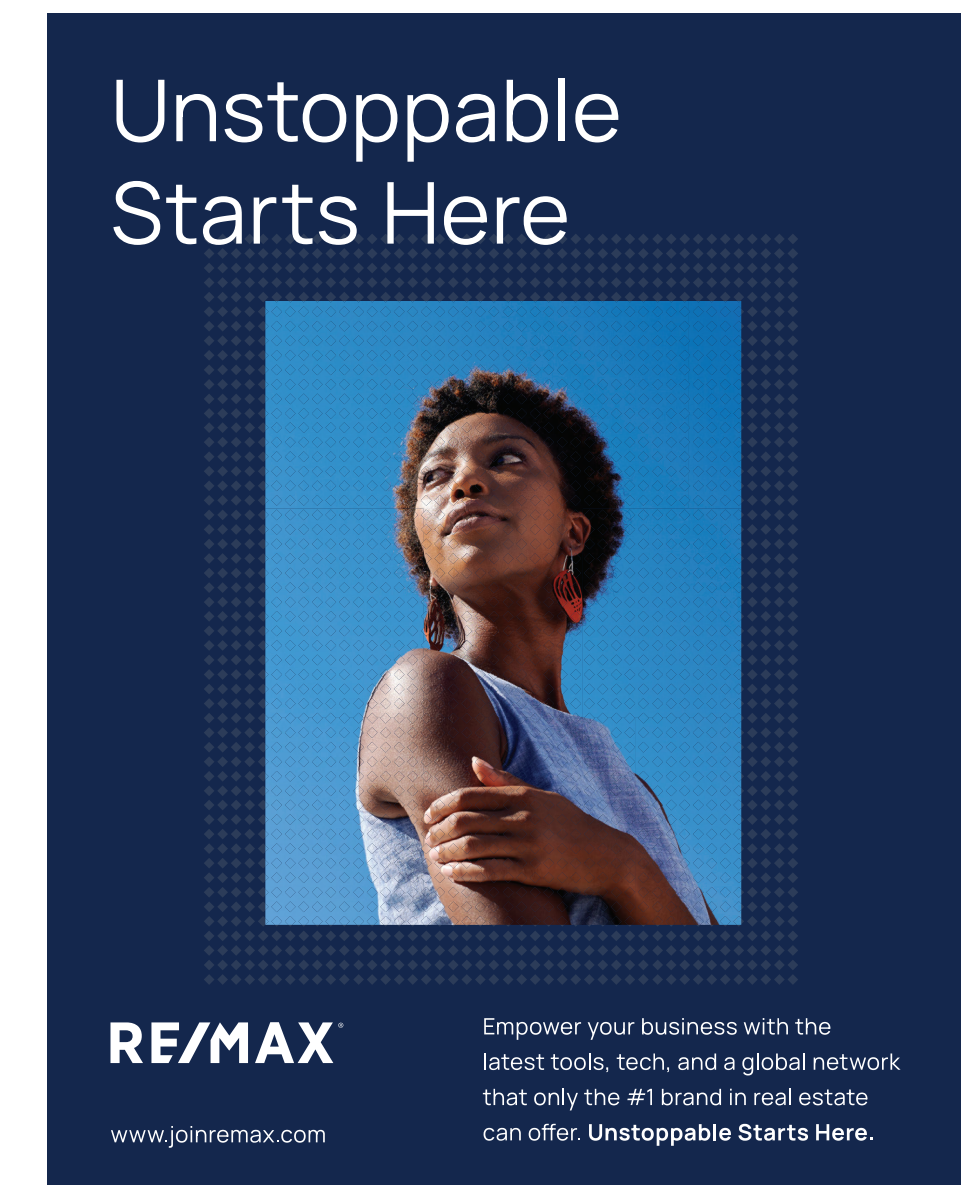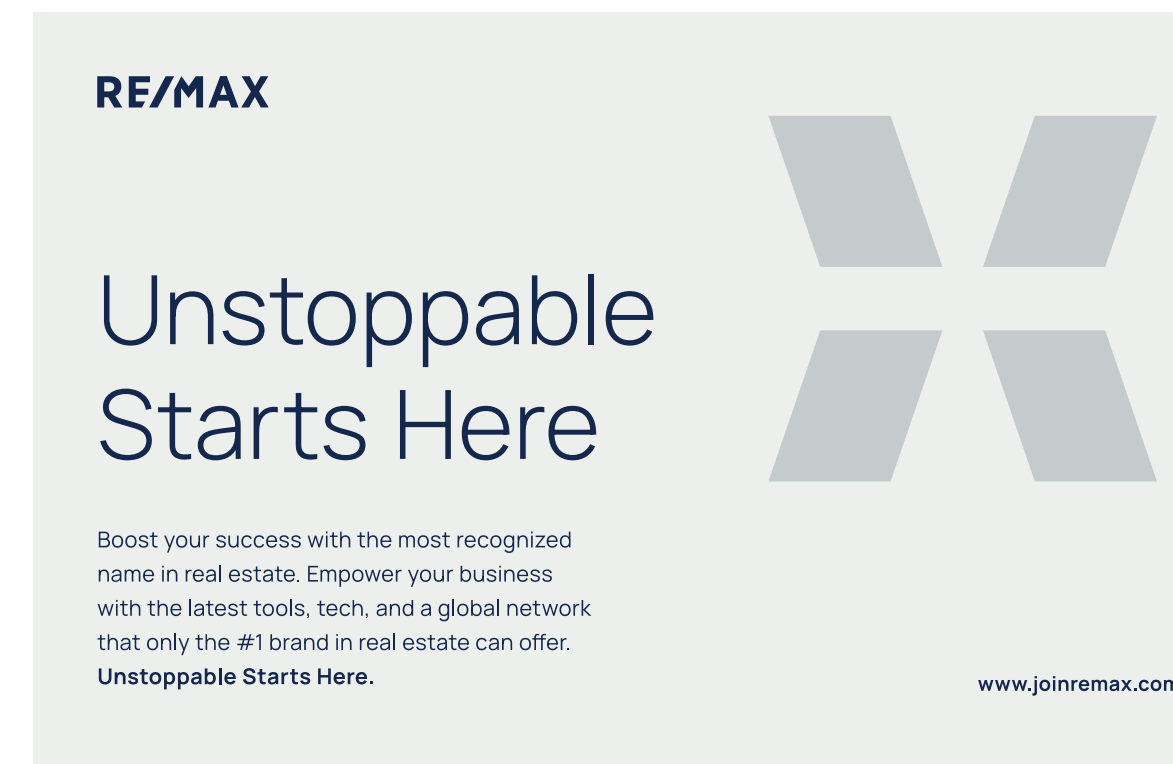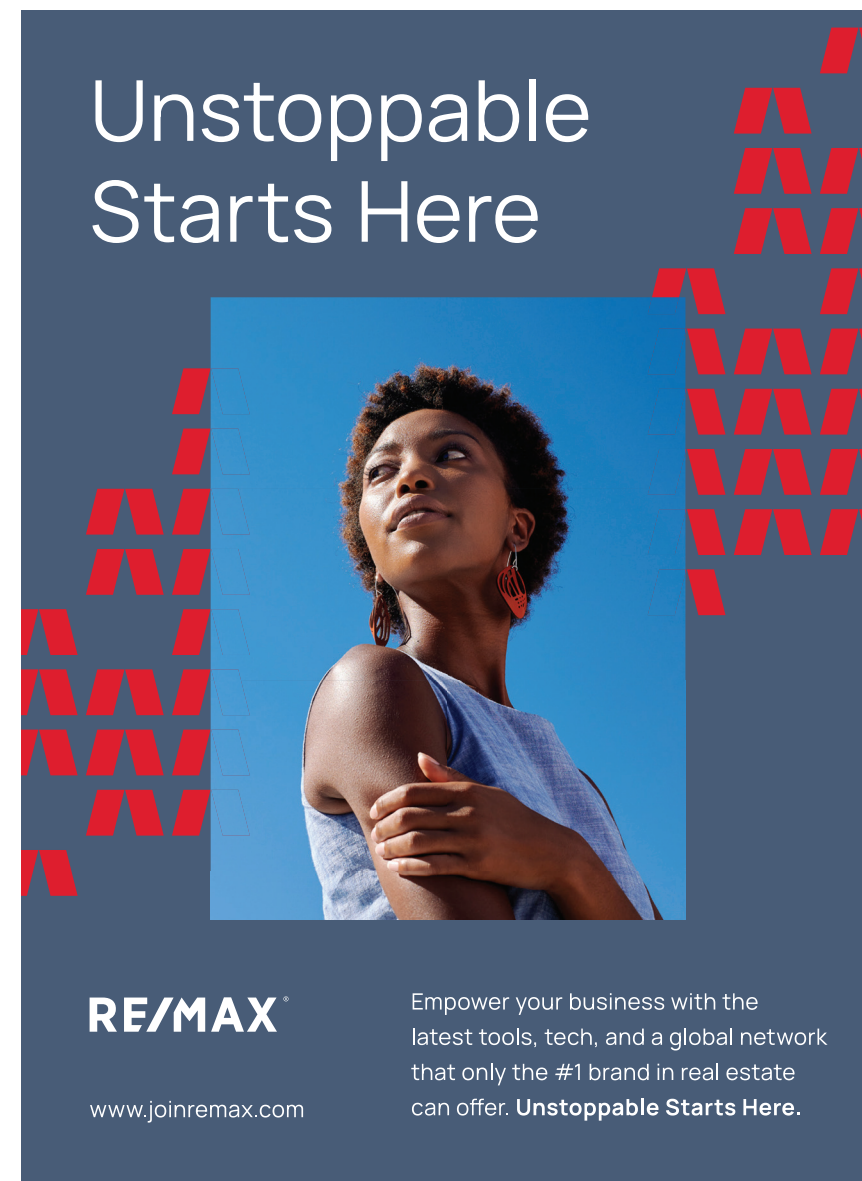can offer. **Unstoppable Starts Here.**

joinremax.com

Framing Device

Accents

Dynamic Motion

Incorrect Pattern Usage

While the patterns are designed to be scalable and flexible to compositional needs, we believe that subjecting our patterns to a few hard rules can provide consistency within a broad system:

Our accent red should never be the full leading color of our patterns. Red should only be used on a few select pieces within the pattern.

Patterns should never exceed more than 70% of the composition and should never run under or over text to the point that the text is illegible. They should be used to generate visual interest without becoming a visual distraction.

Elements within our patterns should never exist alone. Compositions should always express at least 5 or more elemental pieces to form a whole pattern.

Exercise caution so that elements within the patterns are always distinguishable when the deliverable is at 100% resolution.

Grow your real
estate business
locally. Or globally.

Empower your business with the latest tools, tech,
and a global network that only the #1 brand in real
estate can offer. **Unstoppable Starts Here.**

www.joinremax.com

Balloon Pin Logo Use Case

The balloon pin is a symbolic marker for the beginning of each agent's journey with RE/MAX and should be considered the primary logo to be used. In specific compositions and circumstances (such as web or digital banners), it may be necessary to utilize the RE/MAX wordmark. The pin should always sit in a corner on any given composition or centered at the top. The clear space around the pin should equal the x-width of the pin when applied.

Clear Space

Half the width
of the balloon pin

Minimum Size

Width= 75px
Height= 100px

RE/MAX

RE/MAX
RE/MAX
RE/MAX
RE/MAX

Logo Usage

The RE/MAX logotype should be used as the secondary logo when necessary for RE/MAX R+R. In most cases, the logo should be in White, Off White, or Navy—reversed onto the background of the corresponding color (White logo on Navy, Navy logo on Off White, etc.). However, in the case where the layout is all Off White, or generally white, the original logo in red and blue may be acceptable. The logo should primarily live left aligned to the page, and secondarily centered onto the page if necessary.

Tone of Voice /
Brand Personality

The way we talk to our audience makes it clear that we know who they are—experienced and successful agents who have a deepunderstanding of the real estate industry.

Our tone of voice is **confident** because we are experts in what we do. As we talk to prospective agents, we speak like a seasoned and **passionate partner**, not a salesly corporation.

We're **clever** without being humorous. We embrace **bold** and provocative statements, without making fun or calling out our competitors directly.

We talk about success in a way that's **aspirational**, not excluding. Our goal is to inspire and challenge real estate agents all over the globe.

As we write copy to recruit and retain talent, we strive to be **informative** by enlisting real benefits and selling points instead of vague promises. Each piece of communication we create should have an **engaging message** that helps set RE/MAX apart.

Unstoppable Starts Here

Tagline—Unstoppable Starts Here

For most real estate agents, success is an end goal. But at RE/MAX, being successful means you're just getting started—there's a whole path of growth and opportunities waiting for you here, no matter how established you already are in your career. Thanks to our cutting-edge technology, robust tools, training, and a culture of development and productivity, RE/MAX offers everything an agent needs to go from great to unstoppable.

* We recommend the tagline to be included on all materials, either as a standalone element or as a closing statement to the body copy.

Print Layout Examples
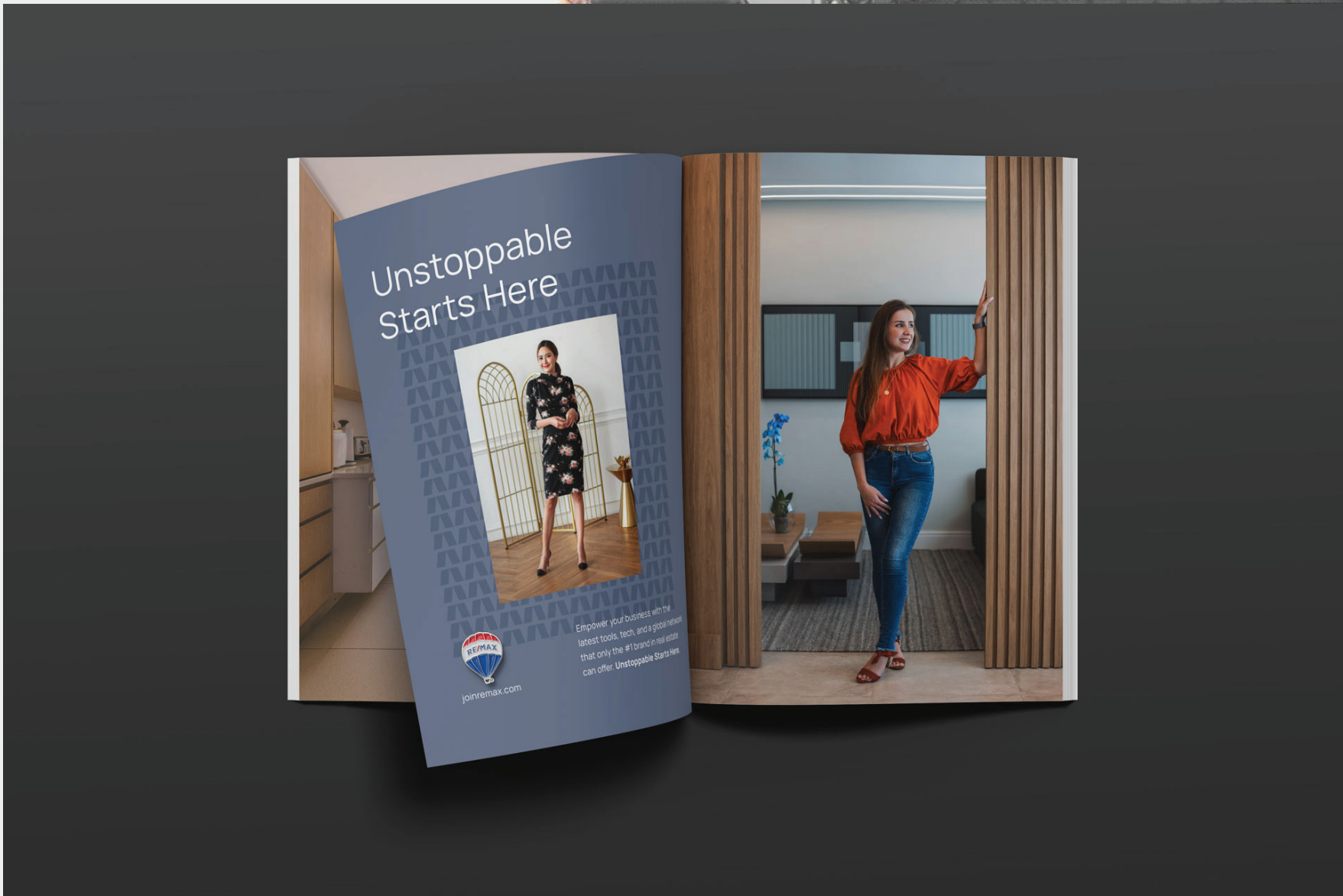
Resources

If there are any questions regarding this
guideline, please reach out to
standards@remax.com