

Brand Evolution

The REMAX Collection® 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.

The REMAX Collection 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. The slash in REMAX is not required. 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.

PREFERRED LOGO COLOR



Dark Blue



Dark Blue

ALTERNATIVE LOGO COLORS



Cream



Cream



White



White

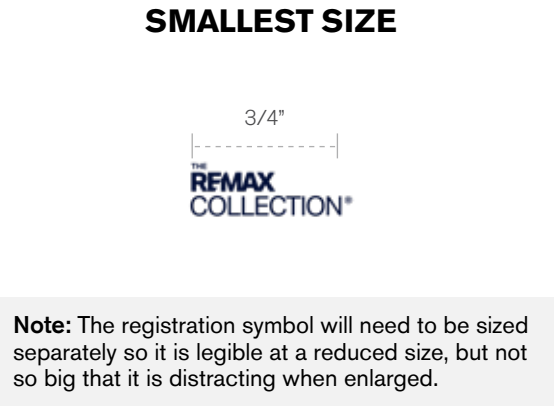
The REMAX Collection Logo

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

The smallest allowable size for The REMAX Collection logo is when the REMAX wordmark appears 3/4” wide. When “The REMAX Collection” must be rendered smaller than minimum size, either use plain text or contact the REMAX Standards & Quality Control Team at standards@remax.com for further assistance.

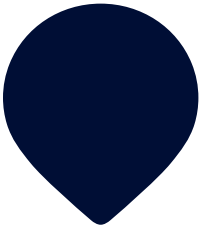


INCORRECT LOGO USE



The REMAX Collection Color Palette

LOGO COLORS



Dark Blue

WEB: #000e35 *Digital*

CMYK: 100/92/41/55

RGB: 0/14/53

Pantone: 295 C



Cream

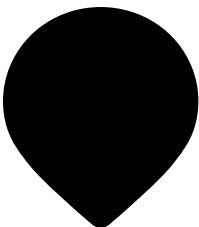
WEB: #f7f5ee *Digital*

CMYK: 2/2/7/2

RGB: 247/245/238

Pantone: warm grey 1 C

ADDITIONAL BRAND COLORS (NOT FOR LOGO USE)



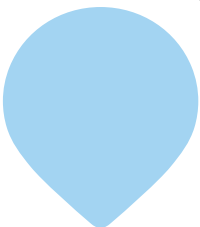
Black

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.

GOTHAM CONDENSED

Gotham Condensed Book (Tracking 100)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#\$\$%

Miller Display

Miller Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#\$\$%

Property Sign Guidelines

The REMAX Collection program is available to sales associates who work 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 your local market. Use of The REMAX Collection materials with non-eligible properties violates the franchise agreement. While affiliates may use other REMAX signage on properties that qualify for The REMAX Collection program, it is strongly preferred they use The REMAX Collection signage.

For 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 this supplement. The display of third-party names or information (such as for developers or construction companies) is similarly 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 & 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: REMAX Approved Suppliers offer signage that is compliant with these brand standards. Visit MAXShop at shop.remax.com to place an order.



Arc Design

(Standard)

24” Wide x 30” Tall

For additional examples, see page 8.

- 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 Name/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 REMAX 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 R 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 10.



Arc Design

Additional Examples

Rider Requirements: Dark Blue or White riders are permitted above The REMAX Collection Arc Design signs and may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable” or “Price Reduced.” For Dark Blue riders, letters should be in White. For White riders, letters should be in Dark Blue. All text should be set in Gotham Narrow Bold font.

This box indicates items that are different than the sign design shown on page 7.

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 name (125 pt) and a larger font size for the office name (139 pt).

LONGER OFFICE NAME



Arc Design - Associate Photo

(Standard)

24” Wide x 30” Tall

For additional examples, see page 10.

- 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 Name/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 REMAX 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 10.



Arc Design - Associate Photo

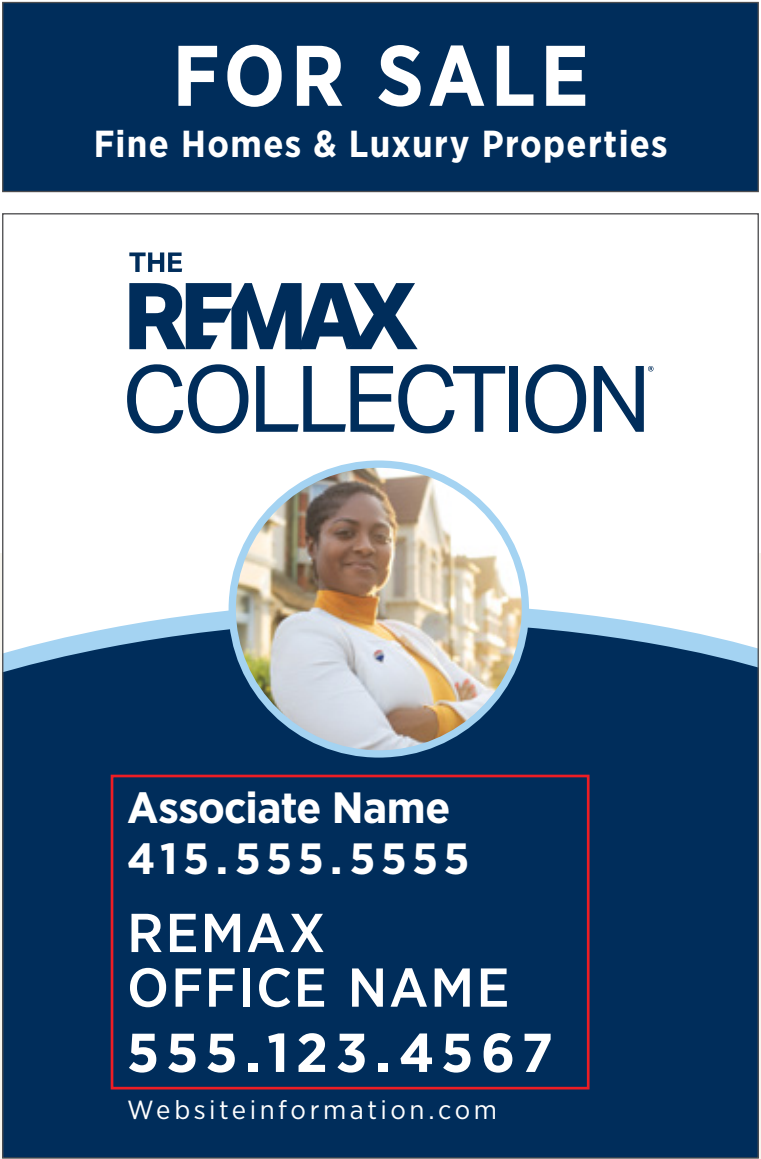
Additional Examples

Rider Requirements: Dark Blue or White riders are permitted above The REMAX Collection Arc Design signs and may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable,” or “Price Reduced.” For Dark Blue riders, letters should be in White. For White riders, letters should be in Dark Blue. All text should be set in Gotham Narrow Bold font.

 This box indicates items that are different than the sign design shown on page 9.

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 name (100 pt) and a larger font size for the office name (125 pt).

LONGER OFFICE NAME



Arc Design Team Logo Placement

Teams that want to feature their team logo on The REMAX Collection standard 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. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

On Arc Design property signs, any one-color team logo may be used. On Dark Blue riders, only a White one-color 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 8pt 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 here.



Note: Placement of the team logo on a rider is strongly preferred over the placement of the logo on the property sign.

This box indicates items that are different than the sign designs shown on pages 7-10.



Line Design

(Standard)

24” Wide x 30” Tall

For additional examples, see page 13.

- A Background:** One color as shown. May be Dark Blue or Black.
- B The REMAX Collection Logo:** 5.5” tall, white.
- C Associate Name/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 160t 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 Line:** 10 pt. (0.14”) stroke, 18.5” wide, Sky Blue.
- F REMAX 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 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 13.
- 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 Optional logos:** 1.4” tall. Equal Housing Opportunity Logo, National Association of REALTORS’ REALTOR R Logo, or combined REALTOR/MLS Logo. White.



BLACK



Line Design

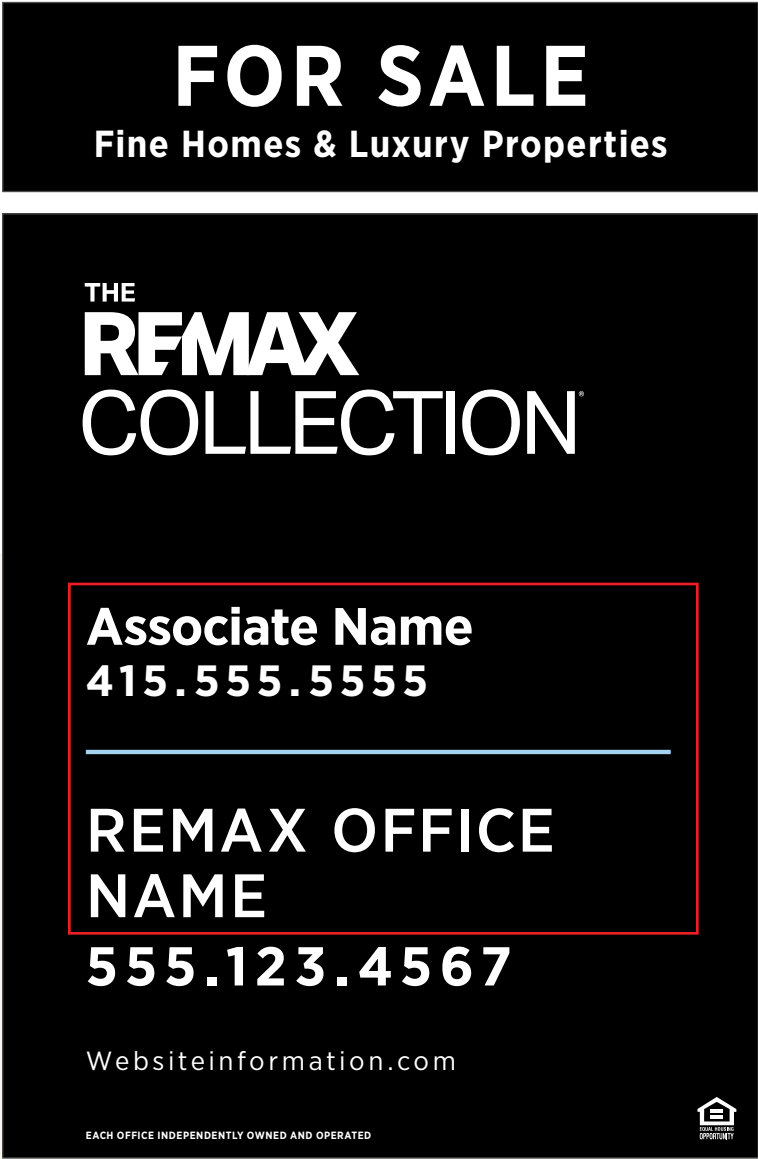
Additional Examples

Rider Requirements: Dark Blue or White riders are permitted above the Dark Blue Line Design signs and Black or White riders are permitted above the Black Line Design signs. Riders may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable,” or “Price Reduced.” For Dark Blue or Black riders, letters should be in White. For White riders, letters should be in Dark Blue or Black. All text should be set in Gotham Narrow Bold font.

This box indicates items that are different than the sign design shown on page 12.

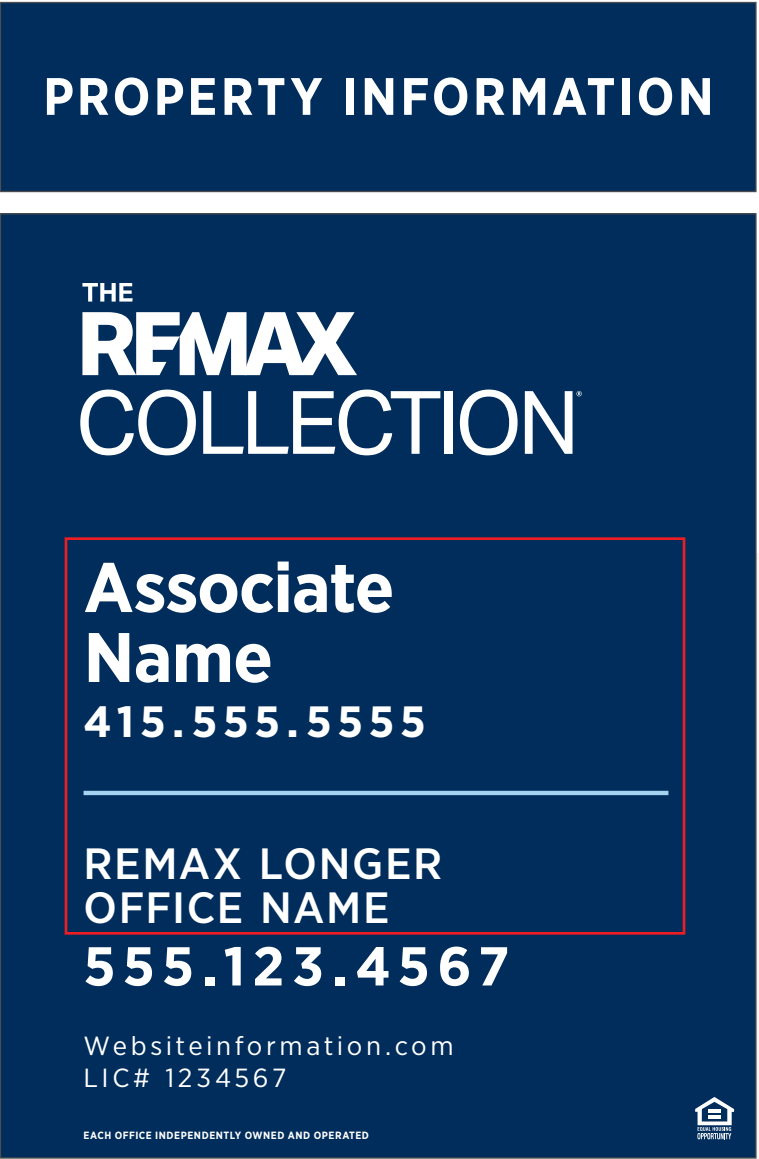
Note: Associate/Team photos are not allowed on The REMAX Collection sign riders.

OFFICE-PROMINENT



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

LONGER OFFICE NAME



Line Design - Associate Photo

(Standard)

24” Wide x 30” Tall

For additional examples, see page 15.

- A Background:** One color as shown. May be Dark Blue or Black.
- B The REMAX Collection Logo:** 5.5” tall, white.
- C Associate Photo:** 5.75” wide, 4.5” tall.
- D Associate Name/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 160t 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 Line:** 10 pt. (0.14”) stroke, 18.5” wide, Sky Blue.
- G REMAX 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 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 15.
- J Optional Language:** “Each Office Independently Owned and Operated” may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.
- K Optional logos:** 1.4” tall. Equal Housing Opportunity Logo, National Association of REALTORS’ REALTOR R Logo, or combined REALTOR/MLS Logo. White.



DARK BLUE



Line Design - Associate Photo

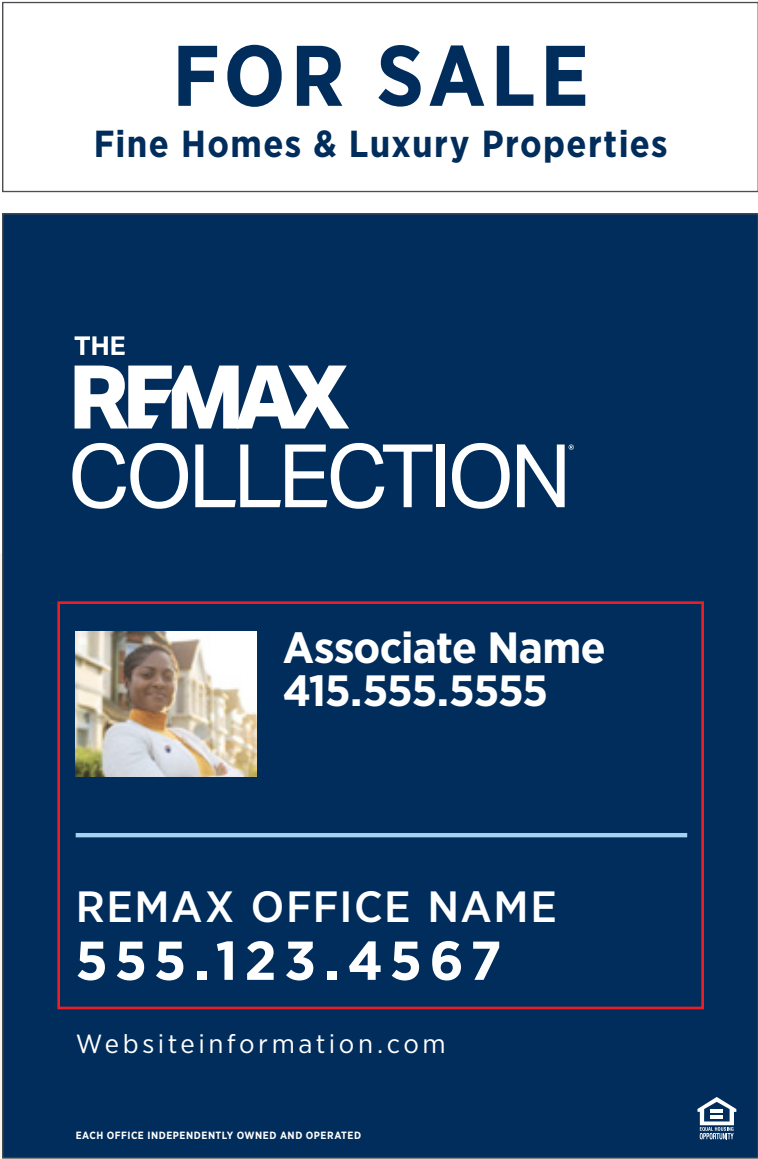
Additional Examples

Rider Requirements: Dark Blue or White riders are permitted above the Dark Blue Line Design signs and Black or White riders are permitted above the Black Line Design signs. Riders may include an associate name or team name, associate contact information or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable,” or “Price Reduced.” For Dark Blue or Black riders, letters should be in White. For White riders, letters should be in Dark Blue or Black. All text should be set in Gotham Narrow Bold font.

This box indicates items that are different than the sign design shown on page 14.

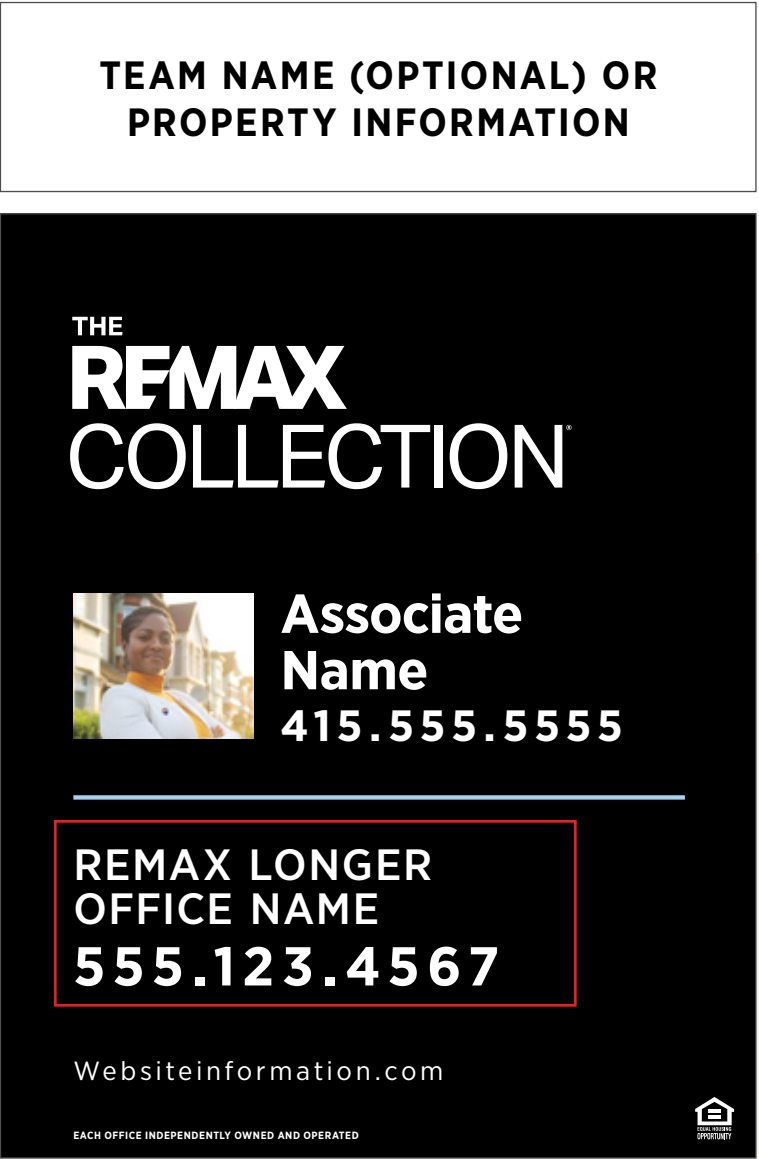
Note: Associate/Team photos are not allowed on The REMAX Collection sign riders.

OFFICE-PROMINENT



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

LONGER OFFICE NAME



Line Design - Associate Photo Team Logo Placement

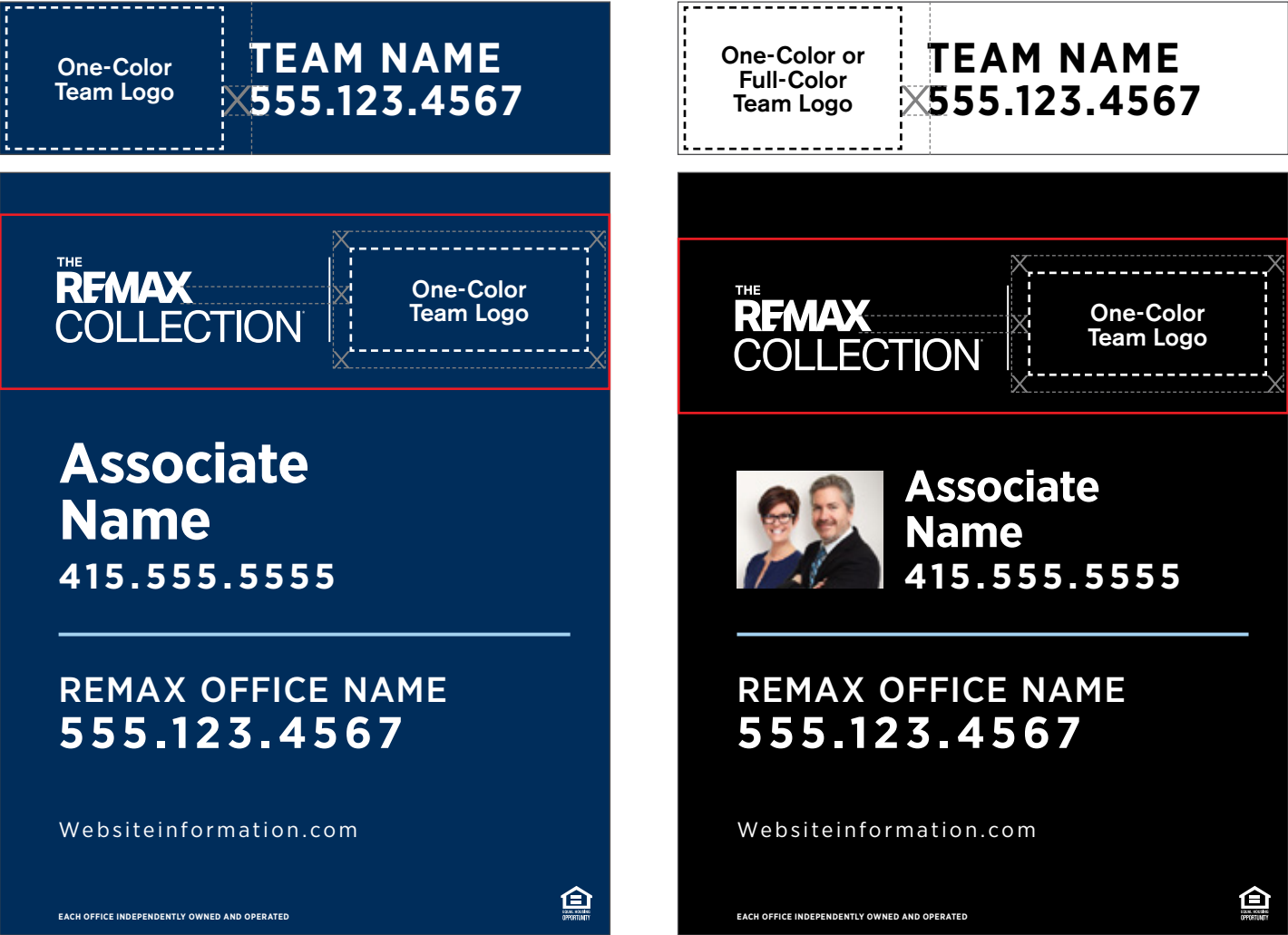
Teams that want to feature their team logo on The REMAX Collection standard property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown here. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

On Dark Blue or Black property signs, only a White one-color team logo may be used. On Dark Blue or Black riders, only a White one-color 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 5pt 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 here.



Note: Placement of the team logo on a rider is strongly preferred over the placement of the logo on the property sign.

 This box indicates items that are different than the sign designs shown on pages 12-15.