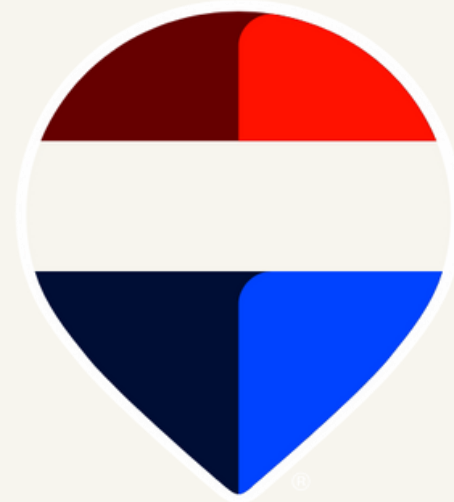




RE/MAX[®]

The Evolved Brand Story

in real estate



As the **#1 name in real estate**¹, our brand identity must remain **modern** and **iconic** while reinforcing key attributes like **market leader**, **trustworthy** and **innovative**.

Time for an Update?



197
8



2005



2017



2025

97%

of homebuyers and sellers begin their real estate journey online.

75%

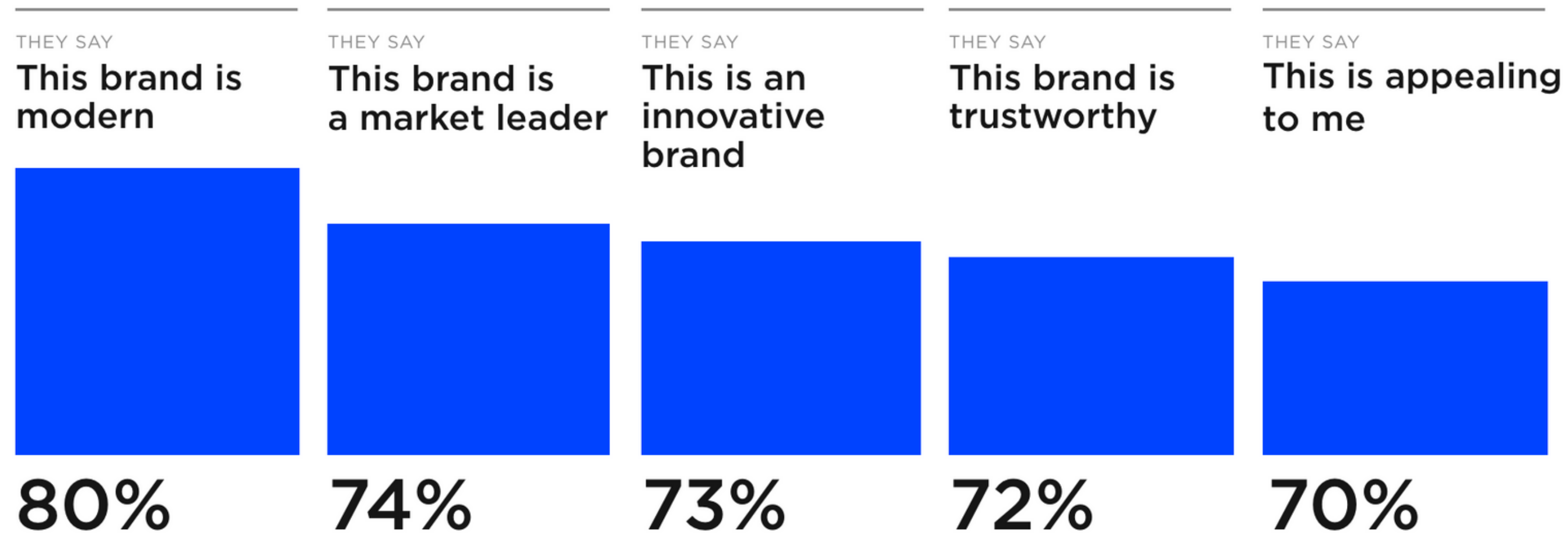
of consumers judge a business's credibility based on their design and visual appeal online (e.g. website)

In today's digital world the homebuying and selling journey starts online. To stand out, RE/MAX must optimize our brand identity for digital channels - making it more eye-catching, engaging, and impossible to scroll past.

What They Say Matters Most

65%

Of respondents agree
this design is more
dynamic and interesting
for social media



We're Not the Only Ones

THEN



NOW



82

percent of respondents agree that brands that update their logo and branding come across as more modern



3/4

of respondents like it when brands update their logos



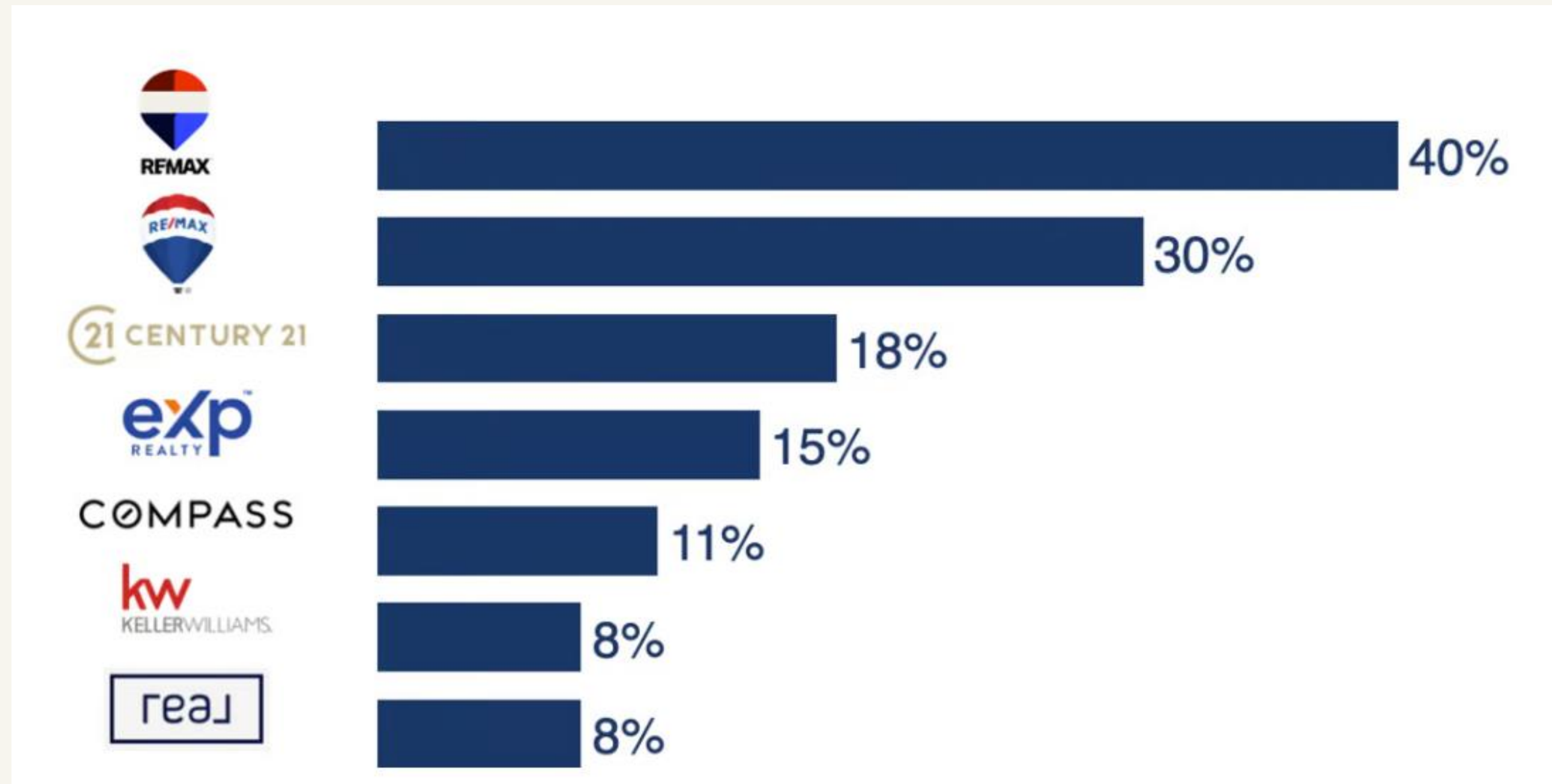
RE

Appealing. Modern. Liked.

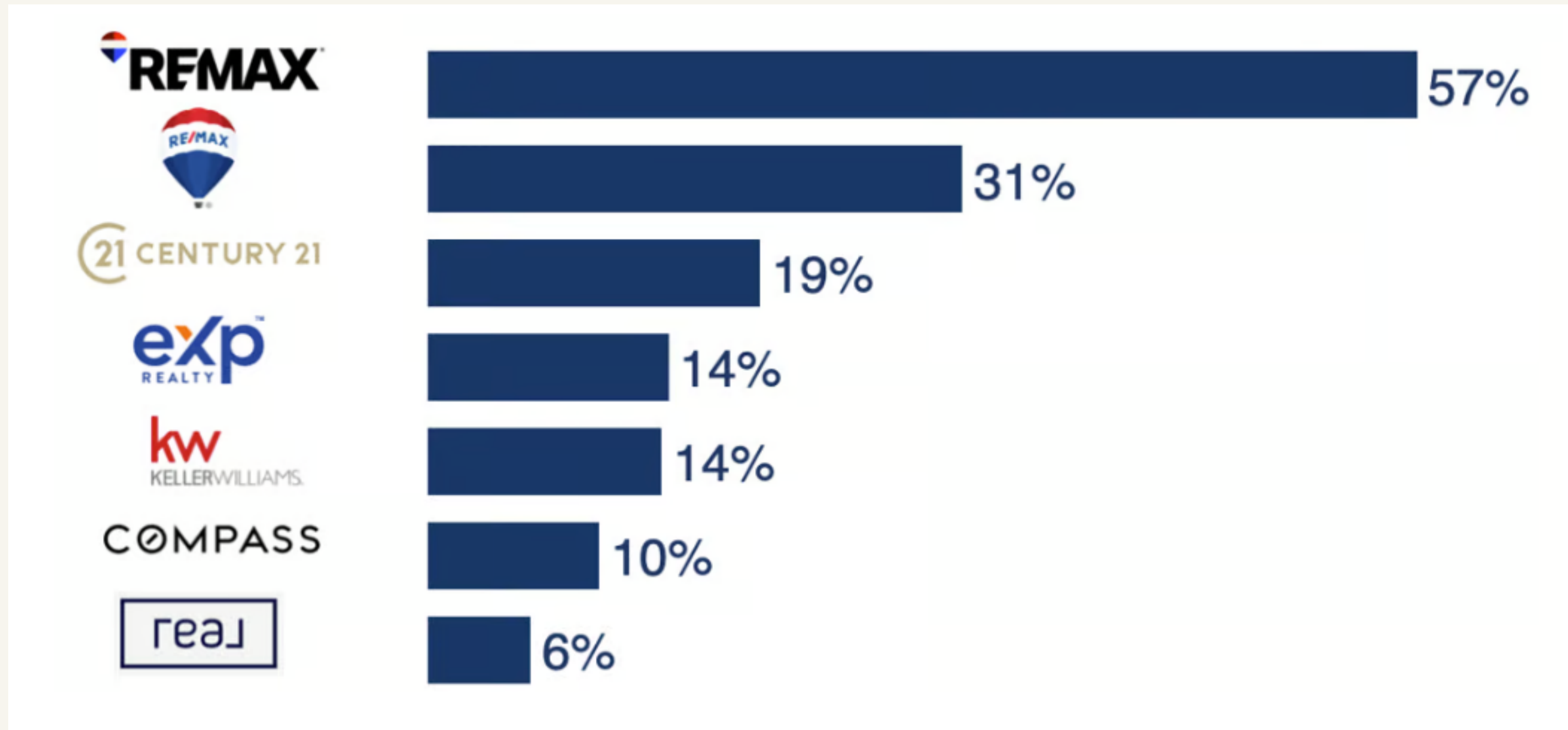
The refreshed RE/MAX logo outperformed several key competitors and our current logo in a head-to-head comparison.

MAX[®]

New RE/MAX logo is the most liked in comparison



New RE/MAX logo is seen as most appealing in comparison



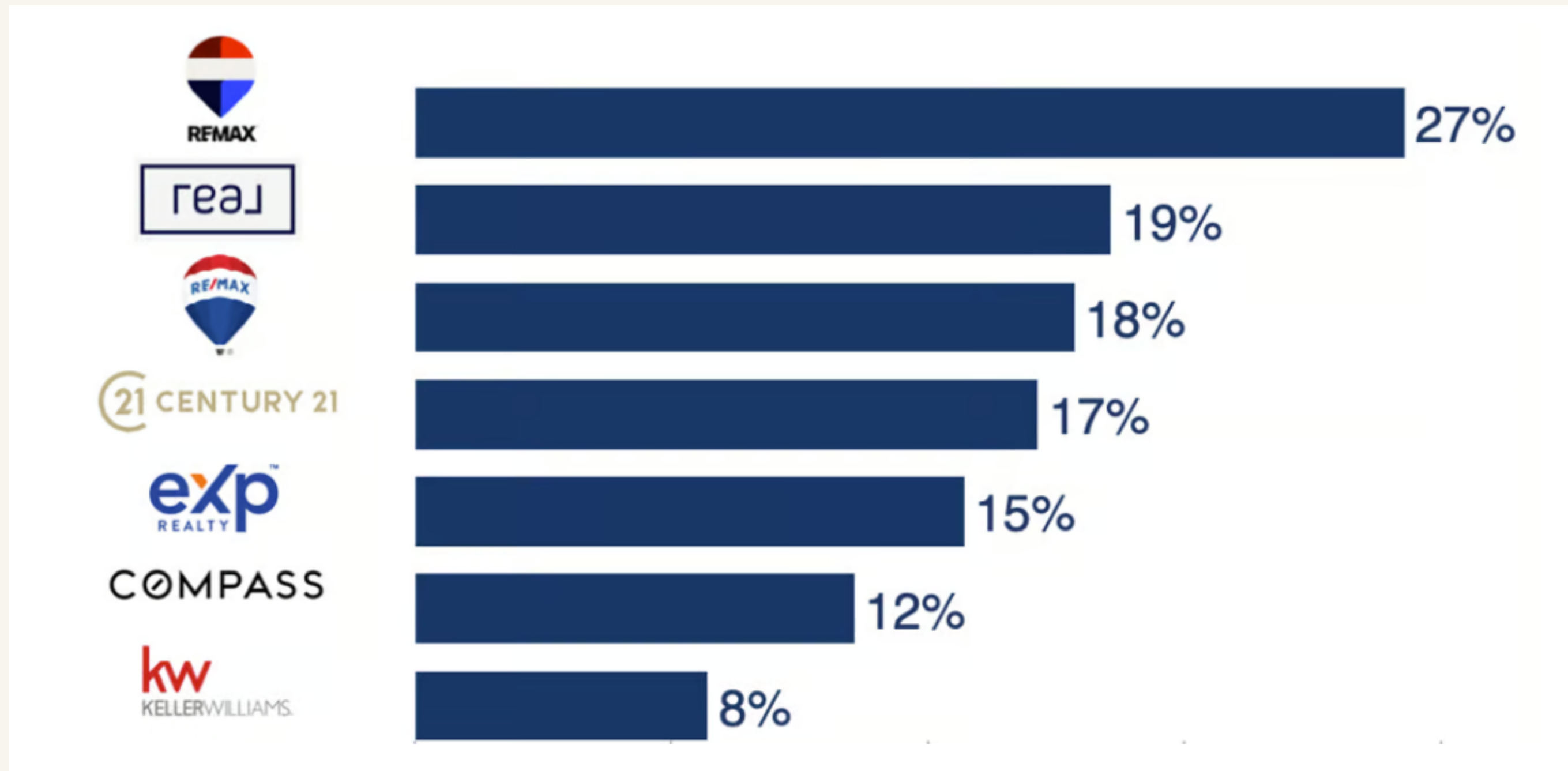
Online survey of consumers intending to buy or sell a home within the next five years conducted in February 2025



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The
greatness
in you.

New RE/MAX logo is seen as the most modern in comparison



Online survey of consumers intending to buy or sell a home within the next five years conducted in February 2025

Designed to help you integrate aspects of your
unique business into the brand



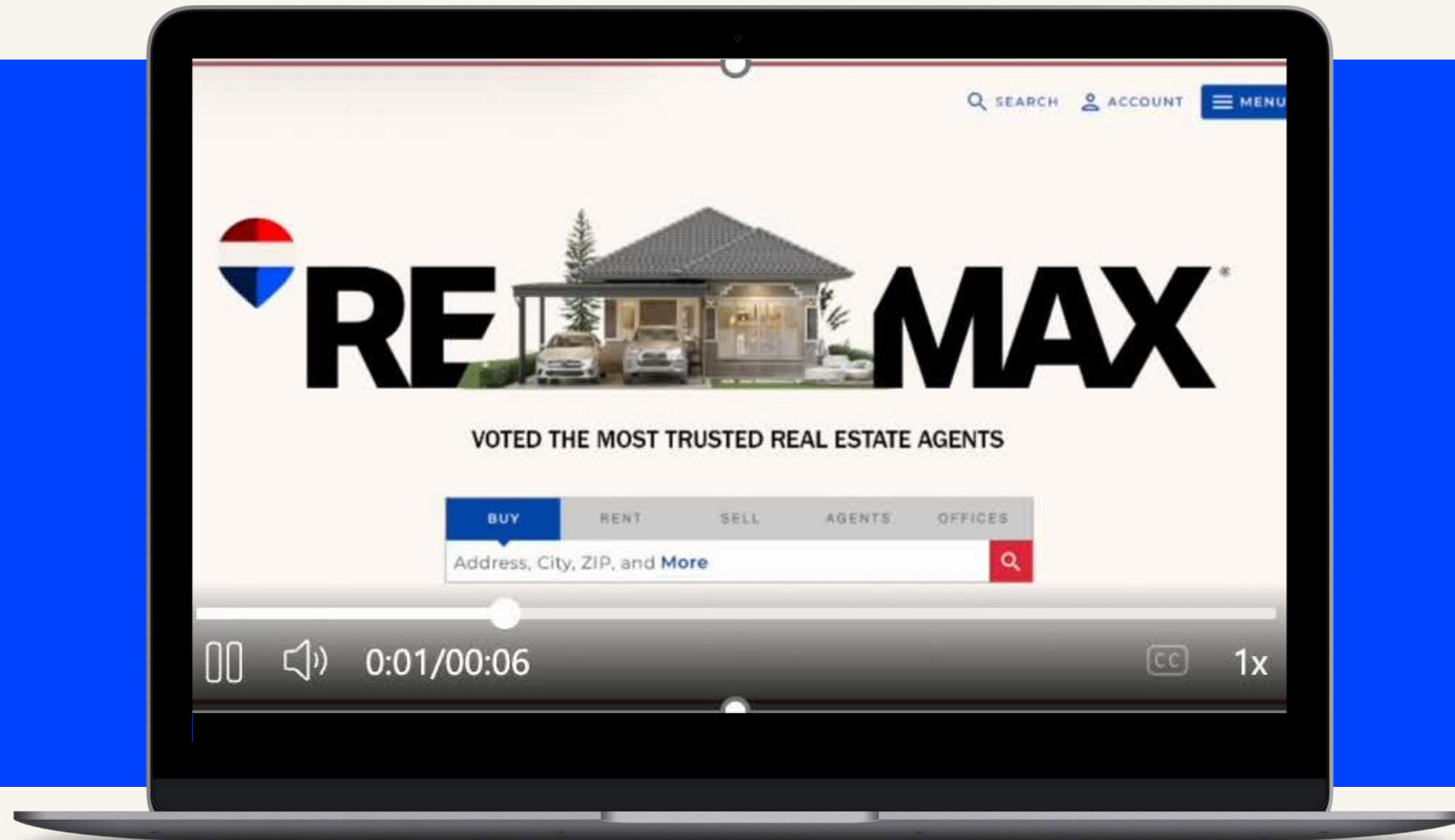
and put YOU front and
centre.

68%

of people think this landing page is more modern than the current website.

71%

Of people think the dynamic logo makes the website more appealing.

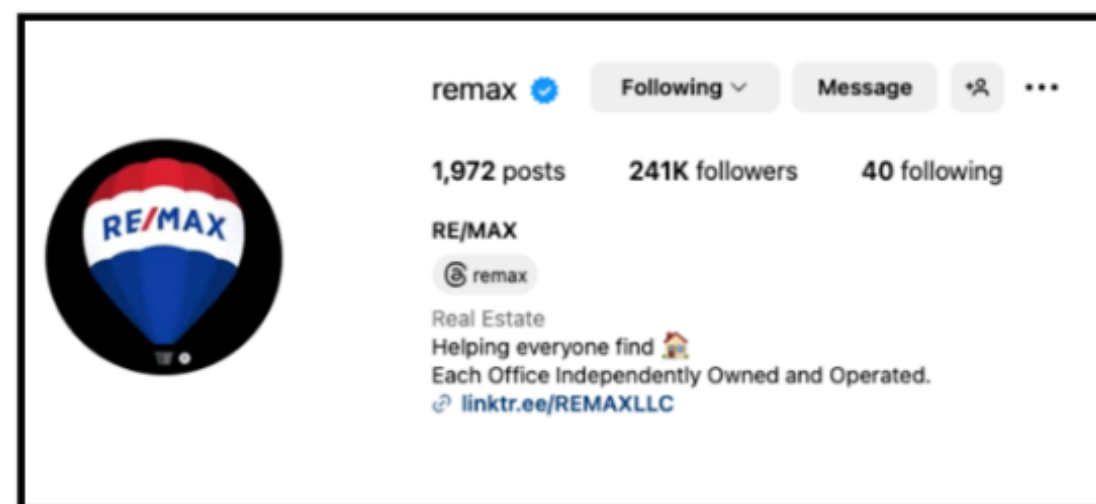
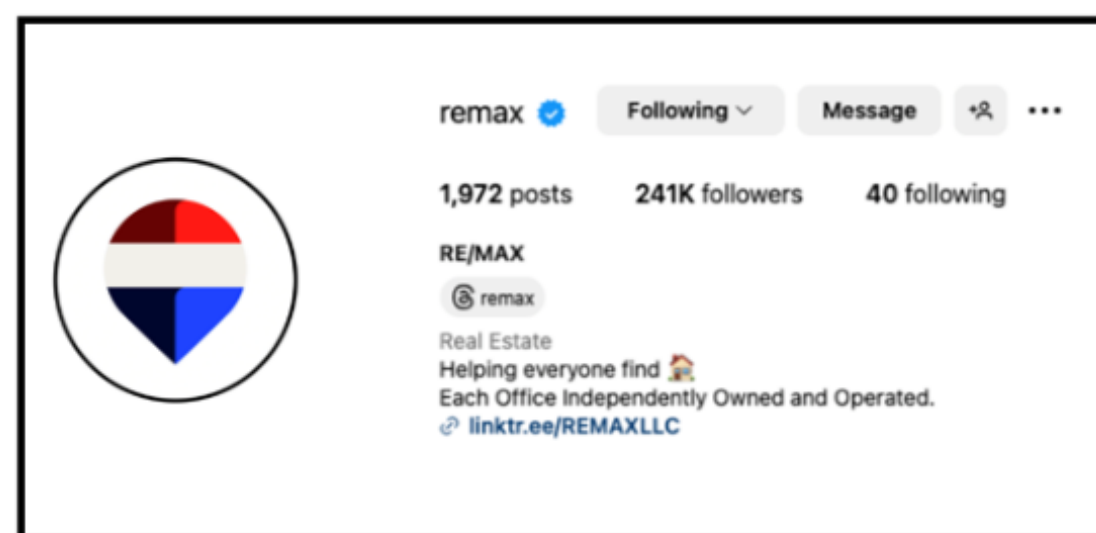


Online survey of consumers intending to buy or sell a home within the next five years conducted in February 2025

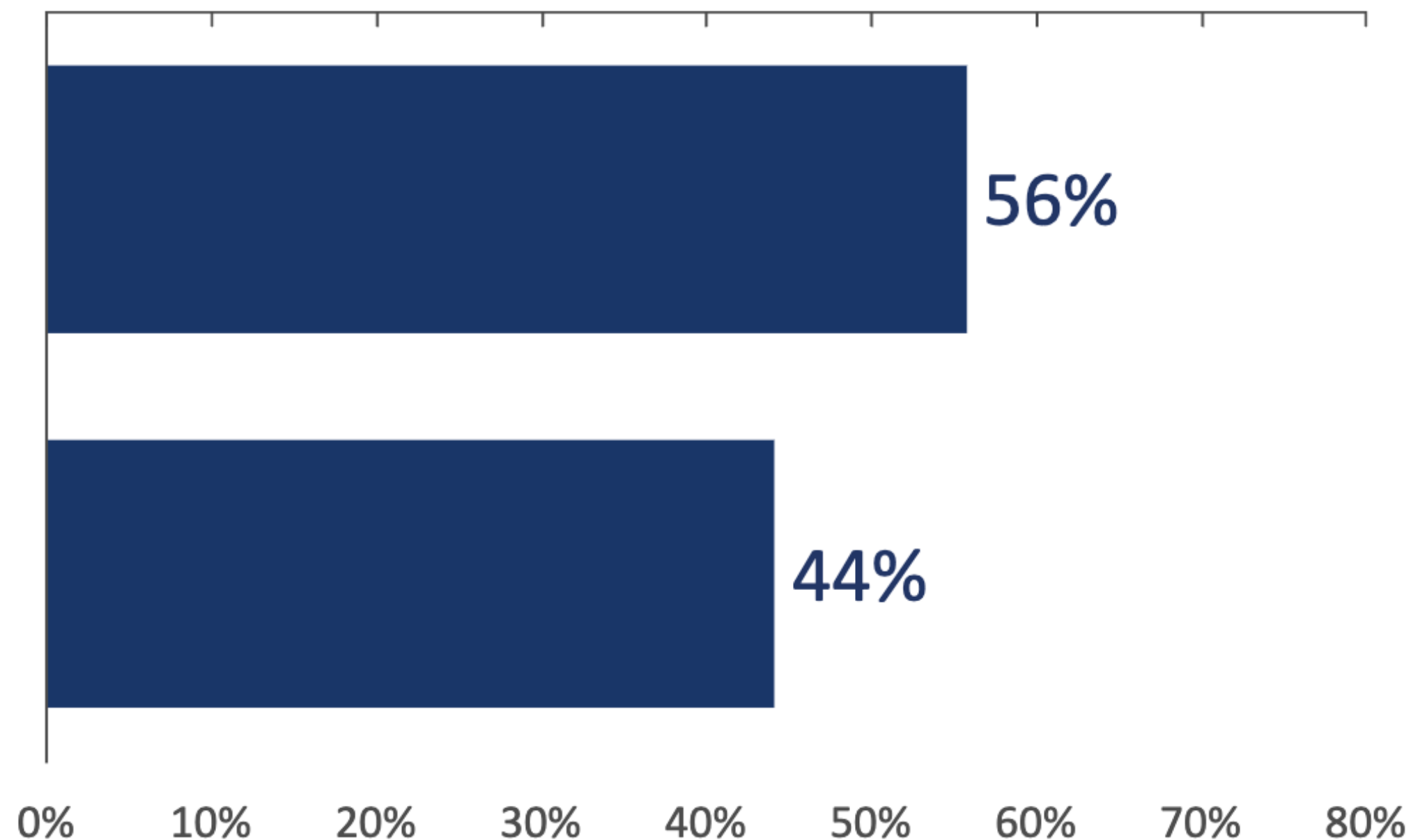
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The
greatness
in you.

New brand identity makes RE/MAX social profiles look more modern



Q: Which social media profile looks more modern?



It's Time to Evolve

R4 Reveal

Reveal the evolution at R4 and begin to tell the positive data story behind the refreshed look.

Digital Switch

Over the next 1-4 months begin to roll the logo out in digital channels to press the advantage it gives agents and the brand.

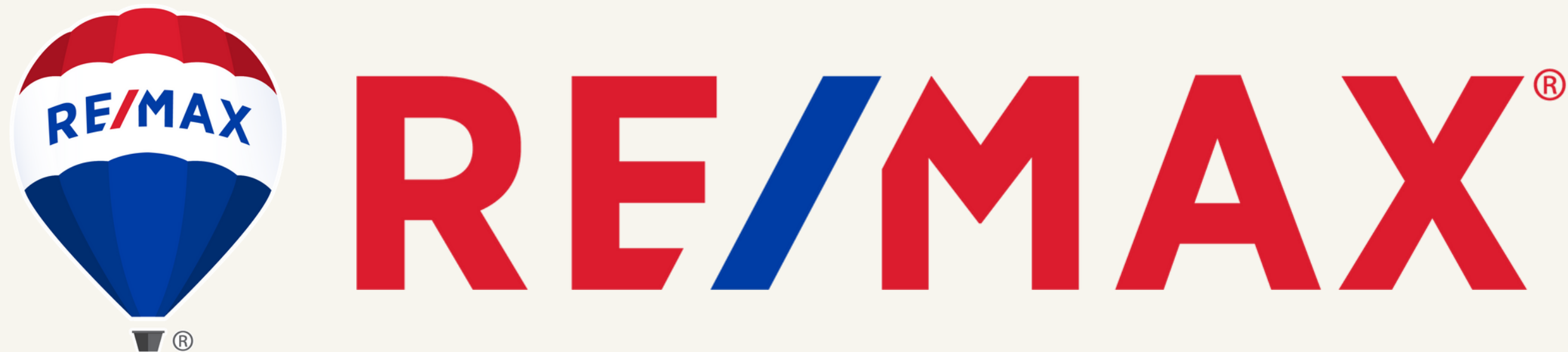
Physical Assets

4-8 months following make physical assets available for order and begin sharing positive digital data story to drive adoption.

Complete Refresh

~2 Years. Grant agents more time to make the physical switch allowing for market improvement and agent investment.

Designed to Co-exist



Respect the Brand, Respect the Standards.

The

Logo

Office logos may be updated to feature this new look. At this time, the portion of the office name that follows RE/MAX may appear only in the colors shown here. Guidance on exterior office signage will be available in March.

Office Logo colors







Incorrect Logo pairings

Don't mix and match



The

Logo



These requirements supplement the RE/MAX Brand Identity: Trademarks and Graphic Standards manual. Our brand evolution is underway, and more resources and options will be available soon. Stay tuned for updates as we roll out refreshed assets.

Use these logos now to give your digital branding a stylish, modern look and feel and please ensure you:

- Use these logos only in digital channels, such as websites and social media. At this time, they may not be used on non-digital marketing such as signage.
- Use the RE/MAX logotype in black and cream only, as shown here.
- Pair the new Balloon logo with the RE/MAX logotype, as shown here, in any materials you create. At this time, the stand-alone Balloon logo (without the RE/MAX logotype) is only available in marketing materials and templates prepared by RE/MAX World Headquarters. The stand-alone Balloon logo will be made available for use in affiliate-created materials once consumers have become familiar with this updated look and feel.
- Use these logos against a neutral background. There can be no overlapping text or graphics in front of or behind the logos and no cluttered design elements behind or around them.
- Ensure these logos appear with clear space around them. The bordering clear space on all four sides must be at least half the height of the letter "X" in RE/MAX as shown here.

Primary Logo



Black and reversed




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.


Secondary Logo

Black and reversed







Primary red
#f1200
01



Primary blue
0043ff
02




Cream
f2f0e2
05



Black
000000
06

Full new brand identity manual coming soon.



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The
greatness
in you.

Start Using these Social Assets



We've got you covered.





GOOD ENOUGH
WAS **NEVER**
GOOD ENOUGH.

The
greatness
in you.

This industry has forgotten what matters.

Too many are racing to the bottom. Offering less. Charging less. Caring less.

Pursuing shortcuts and chasing the next big thing.

Everybody seems to think that's OK. But that's not OK by us.

Because the market now demands substance. Buyers and sellers don't care about downlines. They don't care about the inside conversations we have about new business models and shiny objects. They only care about their home. Their life. Their future.

While the industry leans further and further out from the fundamentals of this business,
you are the exception.

You choose higher standards. You choose focus.

You choose real estate as a full-time profession, not a get-rich-quick scheme.

In real estate, greatness is built on productivity and trust, not hype — not by growing the biggest the fastest, not by ignoring consumers, not by cheapening something that is nearly sacred. It's time we reclaim our industry, and your profession. We stand with the bold ones. Those who choose a higher calling. Those who take pride in their work, and the trust it earns them.

Greatness and grit built this brand. No one does real estate better.

That is what matters.





THEY CAN
RACE TO THE
BOTTOM.

WE OWN THE
TOP.



Stick to the facts and stay in the know:

<https://resources.remax.com/brand-evolution/>