

The RE/MAX Logotype

The logotypes shown here, together with the RE/MAX Balloon logo, form the core of the RE/MAX brand.

The RE/MAX logotype preferably runs in Primary Red letters with the slash in Primary Blue (see RE/MAX Color Palette, page 23). In certain situations where it would be beneficial to increase legibility at extreme distance – such as on the RE/MAX Hot Air Balloon or billboards (but not on office signage) – the colors may be switched to blue letters with a red slash. All RE/MAX Balloon logos and illustrations must always display blue letters with the red slash.

The RE/MAX logotype can also be used in any one solid color (such as all white or all black). In such applications, all the letters and the slash must be the same color.

For information on using the RE/MAX logotype in an office name, see pages 12-13.

RE/MAX logos and imagery may not be used in generative AI (artificial intelligence) tools, but may in certain circumstances be applied after an AI-generated image is created (see page 67).

Color Palette Details: The color palette for the RE/MAX Logotype features RE/MAX Primary Red and RE/MAX Primary Blue:

RE/MAX Primary Red

CMYK – 4/100/90/3

RGB – 220/28/46 - digital use

WEB – dc1c2e - digital use

Pantone 1795 C

RE/MAX Primary Blue

CMYK – 100/75/0/8

RGB – 0/61/165 - digital use

WEB – 003DA5 - digital use

Pantone 293 C



Two Color



One Color – Black



One Color – White

DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate a white logo on a dark background.

NOTE: Official logo files are available for download in the Marketing Portal, which is accessible on the MAX/Center platform.

RE/MAX Balloon Logo

The RE/MAX Balloon logo appears as a graphic, color image only as shown here (not in black and white, or as a photograph). If a single-color or black-and-white logo is needed for a particular application, use the RE/MAX logotype (see page 10) instead of the RE/MAX Balloon logo.

The RE/MAX Balloon logo cannot be altered. Do not change the proportions or substitute a photo of a RE/MAX Balloon for the RE/MAX Balloon logo. The logo should appear against a neutral background. There can be no overlapping text or graphics in front of or behind the logo, and no cluttered design elements behind or around it.

The RE/MAX Balloon logo is used only in color. Altering or customizing the RE/MAX Balloon logo is allowed only with authorized approval by the RE/MAX Standards and Quality Control Team (standards@remax.com).

However, certain Approved Suppliers have been authorized to use an “etched” (single-color) version of the RE/MAX Balloon logo designated specifically for products such as award trophies, embossed materials and other items where using a color logo is not feasible. Any materials or products featuring the etched RE/MAX Balloon logo that are not purchased from Approved Suppliers require approval from the Standards Team.

RE/MAX hot air balloon photos and images: Photos and other artwork that depict an actual (realistic) RE/MAX hot air balloon (not a logo version) are available in the Marketing Portal on the MAX/Center platform. Other images of RE/MAX hot air balloons may be used in advertising, as long as they meet RE/MAX brand standards.

AI-Generated Images: RE/MAX logos and imagery may not be used in generative AI (artificial intelligence) tools, but may in certain circumstances be applied after an AI-generated image is created (see page 67).



On a dark background, the white outline around the logo must be visible.

DO NOT place the logo within any shape, including a box; the box shown here is included only to illustrate the RE/MAX Balloon logo on a dark background.

NOTE: Because the RE/MAX Balloon logo was intended to be printed in CMYK process color, there is no version of the balloon logo with Pantone colors. For applications where Pantone colors must be used, affiliates should use the RE/MAX logotype instead of the balloon logo. The colors in the balloon logo may not be modified.

RE/MAX Pin Logo

Lapel pins featuring the RE/MAX Balloon logo have been worn by RE/MAX affiliates for decades and are a sign of quality real estate services and professionalism. The new RE/MAX Pin logo is a realistic graphical representation of the lapel pin currently worn by RE/MAX affiliates around the globe. The RE/MAX Balloon logo (see page 14) is the preferred logo for use in consumer-facing advertising and most other scenarios. The RE/MAX Pin logo is a secondary logo, available for use by RE/MAX affiliates in connection with marketing the RE/MAX brand to consumers, as well as in connection with marketing efforts to recruit agents. Global Regions (outside U.S. and Canada) may have requirements that limit the use of the RE/MAX Pin logo, beyond the limitations set forth in this manual. Franchisees in Global Regions should contact their regions for additional guidance.

The RE/MAX Pin logo cannot be used on property or office signage. For example, it cannot replace the RE/MAX Balloon logo on real estate property signage, and it also cannot be used on directional or open house signage.

The RE/MAX Pin logo appears as a graphic, color image only as shown here (not in black and white or grayscale). If a single-color or black-and-white logo is needed for a particular application, use the RE/MAX logotype (see page 10) instead of the RE/MAX Pin logo. The RE/MAX Pin logo cannot be altered and should always appear against a neutral or solid background. There can be no overlapping text or graphics in front of or behind the logo, and no cluttered design elements behind or around it. The logo must always appear with the shadow included as shown here, even if on a dark background (such as the cover of this manual), where the shadow may not be visible.

Clear Space

The RE/MAX Pin logo must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX, as shown here.

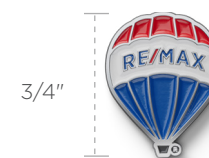
Limits on Scalable Size

The smallest allowable size for the RE/MAX Pin logo is 3/4” (54px) high, with the exception of mobile banner ads where the logo may be .625” or 5/8” (45px) high. For situations when the RE/MAX Pin logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.com.

The largest allowable size for the RE/MAX Pin logo is 12” x 16” (at 300 dots per inch) or 24” x 32” (at 150 dots per inch) to maintain the realistic quality of the graphic.



Full Color





RE/MAX Typography

The right typeface reflects – and protects – the integrity of the brand, while remaining flexible across different communication channels.

This suggested RE/MAX typography is modern and confident, reflecting the core values of the brand. The Gotham and Arial fonts are recommended for advertisements and communications, as well as for office name logos and office signage (for the portion of the office name following the RE/MAX logotype).

MAIN TYPEFACE

Gotham

Gotham is recommended as the primary typeface.
Use it for headlines, subheads and body copy.

Gotham BOOK

Gotham MEDIUM

Gotham MEDIUM ITALIC

Gotham LIGHT

Gotham BOLD

Gotham ULTRA

GOTHAM NARROW BLACK

GOTHAM NARROW BOLD
EXAMPLE

Unstoppable Starts HereSM

SECONDARY TYPEFACE

Arial

Arial is recommended as a secondary typeface and is commonly used in online content.

WEB TYPEFACE

Montserrat

Montserrat is recommended as a primary typeface and is commonly used in digital content.

RE/MAX Color Palette

RE/MAX PRIMARY COLORS

Our timeless red, white and blue color palette helps consumers identify RE/MAX at a glance.



RE/MAX Primary Red
CMYK - 4/100/90/3
RGB - 220/28/46 - digital use
WEB - DC1C2E - digital use



RE/MAX Primary Blue
CMYK - 100/75/0/8
RGB - 0/61/165 - digital use
WEB - 003DA5 - digital use

RE/MAX SECONDARY COLORS

Secondary RE/MAX colors are used in headlines, support graphics and background colors. These are not the shading colors on the RE/MAX Balloon logo, and they must never replace the primary colors in the RE/MAX logotype or balloon logo. Secondary colors may be used on property sign designs, but only as specifically described in this manual.

Secondary colors may be used to complement the primary colors. Lighter variations (to add liveliness) or darker hues (to connote a more serious tone) are available to accentuate the message of any particular communication.



RE/MAX Darker Red
CMYK - 4/100/90/30
RGB - 170/17/32
WEB - AA1120



RE/MAX Darker Blue
CMYK - 100/85/39/45
RGB - 12/39/73
WEB - 0C2749



CMYK - 89/43/0/0
RGB - 0/125/195
WEB - 007DC3



CMYK - 33/3/0/0
RGB - 164/215/244
WEB - A4D7F4



Dark Gray
CMYK - 0/0/0/90
RGB - 64/64/65
WEB - 404041



RE/MAX Darker Blue 02
CMYK - 87/73/41/32
RGB - 46/63/90
WEB - 2E3F5A



CMYK - 5/0/0/45
RGB - 148/156/161
WEB - 949CA1



CMYK - 0/0/0/26
RGB - 196/198/200
WEB - C4C6C8

NOTE: There are three different files/formats for displaying RE/MAX colors. Here's what to use where: Use CMYK for print. Use RGB for digital (online banners, social media graphics). Use WEB for websites (when programming colors using HTML).