



RE/MAX BRAND IDENTITY

TRADEMARK AND GRAPHIC STANDARDS
20th Edition - 2023

Unstoppable Starts HereSM



RE/MAX BRAND IDENTITY

TRADEMARK AND GRAPHIC STANDARDS

20th Edition - 2023

The RE/MAX Brand Identity: Trademark and Graphic Standards manual is periodically updated.

If you have any questions regarding this manual, contact the RE/MAX Standards and Quality Control Team at standards@remax.com. Any requests for exceptions to these rules and standards must be submitted to the RE/MAX Standards and Quality Control Team by email to standards@remax.com.

RE/MAX, LLC is an Equal Opportunity Employer and supports the Fair Housing Act and equal opportunity housing. References to “RE/MAX World Headquarters” refer to RE/MAX, LLC, the owner of the RE/MAX trademarks worldwide. Each RE/MAX office is independently owned and operated.

© 1991, 1995, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2008, 2010, 2013, 2014, 2015, 2016, 2017, 2018, 2022, 2023

RE/MAX, LLC. All rights reserved.

Version 20.0

8/6/23

23_3770

CONTENTS

The RE/MAX Brand----- P. 5

The Evolution of the RE/MAX Brand
The Importance of Trademark Standards
Standards Compliance and Trademark Violations
Stay Compliant with RE/MAX Approved Suppliers

RE/MAX Logos----- p. 9

The RE/MAX Logotype
RE/MAX Office Logo and Signage Standards
RE/MAX Balloon Logo
#1 in the World Graphic
RE/MAX Pin Logo
RE/MAX Slash Design
RE/MAX Pattern Designs

RE/MAX Typography ----- p. 20

RE/MAX Color Palette----- p. 22

RE/MAX Red-White-Blue Property Signs ----- p. 24

General Guidelines for RE/MAX Red-White-Blue Property Signs
Horizontal Standard Design
Vertical Standard Design
Horizontal Office-Prominent Design
Vertical Office-Prominent Design
Horizontal Standard Design: Additional Sign Examples
Horizontal Office-Prominent Design: Additional Sign Examples
Vertical Standard Design: Additional Sign Examples
Vertical Office-Prominent Design: Additional Sign Examples
Sign Riders
Directional and Open House Signs
Property Signs in Other Alphabets
Additional sign designs

Office Names----- p. 48

Teams ----- p. 50

RE/MAX Marketing----- p. 62

- Information Required in All Affiliate Marketing
- Brand-only Marketing
- Writing with Trademarks
- Business Cards and Directory Listings
- Advertising RE/MAX Awards & Rankings
- Digital Marketing

Children’s Miracle Network Hospitals®----- p. 76

The RE/MAX Collection® ----- p. 80

- The RE/MAX Collection Graphic Standards
- The RE/MAX Collection Marks and Logo
- The RE/MAX Collection Office Marketing
- General Guidelines for The RE/MAX Collection Property Sign
- The RE/MAX Collection Standard Design
- The RE/MAX Collection Office-Prominent Design
- The RE/MAX Collection Standard Design: Additional Sign Examples
- The RE/MAX Collection Office-Prominent Design: Additional Sign Examples
- The RE/MAX Collection Directional and Open House Signs

RE/MAX Commercial® ----- p. 92

- RE/MAX Commercial Graphic Standards
- RE/MAX Commercial Logo
- RE/MAX Commercial Color Palette
- RE/MAX Commercial Office Marketing
- General Guidelines for the RE/MAX Commercial Property Sign
- Rectangular RE/MAX Commercial Standard Design
- Square RE/MAX Commercial Standard Design

Business Practices and Standards ----- p. 101

- RE/MAX Premier Quality Service
- Business Practices that Fail to Meet RE/MAX Trademark Standards
- Honesty and Professionalism in Advertising
- Complying with Legal and Regulatory Requirements for Truthful Advertising



THE RE/MAX BRAND

The Evolution of the RE/MAX Brand

Embodied in every RE/MAX logo and trademark are more than 50 years of brand equity and billions of collective dollars spent on advertising and marketing.

It all started in 1973, when Dave Liniger and Gail Main (who became Gail Liniger) came up with the name RE/MAX from the concept “Real Estate Maximums.” They then created the distinctive red-over-white-over-blue property sign design.

In 1978, as part of a regional promotion, the RE/MAX Hot Air Balloon made its maiden flight at the Albuquerque International Balloon Fiesta. The flight was a resounding success, and the following year, the balloon became the network’s official logo. And just like that, a global brand was born.

There have been several iterations of the RE/MAX logo and balloon, the most recent of which is reflected in this manual. The new designs incorporate the strong iconography of the balloon, property signage and colors, while energizing them with a modern flavor for today’s audience.

This refresh exemplifies how the RE/MAX brand has evolved through more than 50 years and remains a forward-looking, innovative enterprise that continues to grow and push boundaries.



1978



2005



2017

NOTE: Affiliates may not create or purchase materials featuring the prior versions of the RE/MAX logos and may not use the prior versions of the RE/MAX logos in digital assets (office websites, social media pages, etc.). It is strongly recommended that all affiliates using non-digital marketing materials and signage with the pre-2017 branding phase out and end their use of that branding. RE/MAX World Headquarters may use prior versions of the logos in some settings.

The Importance of Brand Standards

At their core, brand standards serve a single, invaluable purpose: protecting the brand. **Why is brand important?**

The RE/MAX brand is more than a name, a logo or a collection of products and services. It's how people think and feel about our network. It tells our story. It reflects our personality, dedication to clients and commitment to excellence.

The RE/MAX brand is one of our most valued assets. And it's up to every RE/MAX Affiliate to help protect it.

When you adhere to brand standards, you not only leverage the full power of the brand for your own business, you also build upon its power and influence in the industry.

This manual provides guidance for communicating the brand promise and personality – and the common vision shared by RE/MAX network members around the world – in a way that benefits all RE/MAX affiliates.

Standards Compliance and Trademark Violations

The misuse of the RE/MAX brand negatively impacts everyone in the RE/MAX network. As a RE/MAX affiliate, you stand on the front line of its protection.

Affiliates are encouraged to contact the RE/MAX Standards and Quality Control Team with any questions about the standards or to share information about non-compliance by other affiliates.

Also, RE/MAX World Headquarters relies on the help of all RE/MAX affiliates in defending the trademarks against infringement and dilution. If you see outside organizations or individuals using RE/MAX trademarks – or trademarks similar to them – immediately report their actions to RE/MAX World Headquarters.

STANDARDS NON-COMPLIANCE VS. TRADEMARK INFRINGEMENT

There are differences between standards non-compliance and trademark infringement:

IMPROPER USE BY A RE/MAX AFFILIATE IS STANDARDS NON-COMPLIANCE:

- Tend to be unintentional.
- Examples include improper signage, unauthorized variations on RE/MAX logos and marks, improper usage of the RE/MAX marks and logos, etc.

Send questions about RE/MAX standards to standards@remax.com, including requests for exceptions needed to address local laws. Also, use this address to report affiliate non-compliance with the standards.

UNAUTHORIZED USE BY SOMEONE OUTSIDE THE RE/MAX NETWORK IS TRADEMARK INFRINGEMENT:

- Tend to be intentional.
- Use familiarity of the RE/MAX brand and marks to deceive consumers.
- Examples include using red-white-blue bar design for non RE/MAX signs or marketing, using the words “RE” or “MAX” as part of real estate messaging, etc.

Report potential trademark infringement to trademark@remax.com.

Stay Compliant With RE/MAX Approved Suppliers

The RE/MAX Approved Supplier program features a select group of vendors that provide products and services to RE/MAX affiliates. With more than 100 participating companies, the program stands as one of the largest of its kind in the industry.

Whether they're offering coffee mugs, business cards or bus wraps, RE/MAX Approved Suppliers have done the work of ensuring their offerings are compliant with RE/MAX brand standards. Additionally, through negotiated deals and bulk purchases, many of the products and services are available to RE/MAX affiliates at reduced prices.

Using RE/MAX Approved Suppliers save you time, money and effort. Check out the suppliers and their offerings by visiting the RE/MAX Marketplace at shop.remax.com, clicking the "RE/MAX Marketplace" tile on MAX/Center® platform or scanning the QR codes below.

Shop the entire RE/MAX Marketplace:



Shop best-selling RE/MAX apparel and accessories:



WHAT PEOPLE ARE SAYING...





RE/MAX LOGOS

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.

INCORRECT LOGOTYPE USE



Do not substitute a font text to look like the logo.



Do not distort.



Do not outline.



Do not drop shadow.



Do not use incorrect colors or alter approved existing logos.

Clear Space

The RE/MAX logotype always appears with space around it. When the RE/MAX logotype 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 RE/MAX. Separate clear space requirements apply to RE/MAX office names.



Smallest Scalable Size

The smallest allowable size in width for the RE/MAX logotype is 3/4” for print (non-digital) uses. There are no size limitations applicable to the digital use of the RE/MAX logotype, but care should be taken to ensure that the logo is large enough to be legible to the average person when viewed on a small screen. For situations when “RE/MAX” must be rendered smaller than minimum size, either use plain text or contact the RE/MAX Standards and Quality Control Team at standards@remax.com for assistance.



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.

RE/MAX Office Logo and Signage

When displayed, RE/MAX office logos and signage must include the full office name – not just “RE/MAX” – or the portion of the office name that comes after RE/MAX. Office logos and signage must follow the rules for displaying the RE/MAX logotype in the context of an office name, as outlined below.

Use the RE/MAX logotype when displaying an office name. When using the RE/MAX logotype in this context, the fonts Gotham or Arial are recommended for the rest of the office name (for example, “Premier” in “RE/MAX Premier”). However, any font or color may be used for the portion of the office name following “RE/MAX,” except on items, such as property signs, that have uniform design rules. The rest of the office name must be between 50 percent and 100 percent of the height of the RE/MAX logotype, as measured in the height of the capital letters, and may not overlap the RE/MAX logotype.

An office name must always appear with space around it. Additionally:

- There must be a clear space between the RE/MAX logotype and the office name of at least the width of the vertical stroke in the letter “M” in RE/MAX (see below illustrations).
- The ® symbol must be removed from the logotype.



INCORRECT OFFICE LOGO USE



Do not use the ® in an office name.



Do not substitute the balloon for RE/MAX in an office name.



Do not put the office name too close to RE/MAX logo.



Do not make the office logo look similar to RE/MAX sub-brand logos.



Do not allow graphics to overlap the RE/MAX logo and/or office name.



Do not allow office name to be less than 50% of the height of the RE/MAX logo.



Do not allow office name to be larger than 100% of the height of the RE/MAX logo.

NOTE: There are no specific standards regarding the types of material or display used for RE/MAX office signage – aluminum, polycarbonate, acrylic, wood, steel, pan channel, etched, backlit, metallic, etc. The Broker/Owner must ensure office signage adheres to local regulations. Contact your RE/MAX region with any questions.

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).

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.



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.

INCORRECT BALLOON LOGO USE



Do not tilt.



Do not add or remove text.



Do not skew or distort.



Do not place the logo on a cluttered design element.



Do not crop or avoid showing a portion of the balloon.



Do not customize logo.



Do not use the balloon as a letter in a word or as a numeral.

Clear Space

The RE/MAX Balloon 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.



Smallest Scalable Size

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



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.

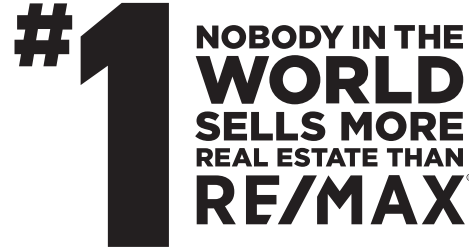
#1 in the World Graphic

The #1 in the World graphics shown here are the only approved versions.

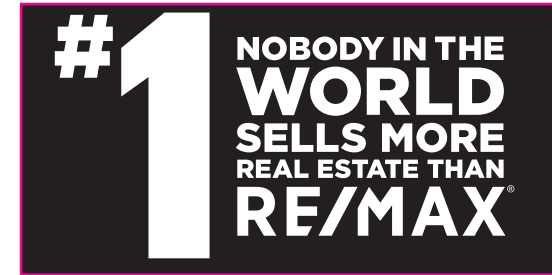
These graphics cannot be altered. The RE/MAX Balloon logo may be placed near these graphics, as long as the clear space requirement set forth below is met. There can be no overlapping text or other graphics added to these graphics and no cluttered design elements behind or around them. These graphics may not be used on lapel pins or in commercial real estate marketing, or used by commercial-only offices.



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.

Clear Space

The #1 graphics must always be surrounded on all four sides by a clear space of at least half the height of the letter "X" in RE/MAX.



Smallest Scalable Size

The smallest allowable size for these graphics is 3/4" wide as measured by the RE/MAX logotype. For situations where a smaller logo is needed, you may use plain text ("Nobody in the World Sells More Real Estate Than RE/MAX"). Contact the RE/MAX Standards and Quality Control Team at standards@remax.com for assistance.



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.

NOTE: Depending on local laws and real estate advertising regulations, this graphic may not be available for use in all locales. Please contact Global Development at RE/MAX World Headquarters (global@remax.com) if you have any questions about use outside of the United States and Canada.

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.

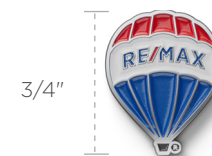
Limits on Scalable Size

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 Slash Design

Inspired by the forward slash element within the iconic RE/MAX logotype, the RE/MAX Slash Design can stand alone as an additional element of RE/MAX branding. The Slash Design, like other RE/MAX logos, cannot be altered or distorted. The angle at which the Slash Design is displayed may not be modified. The design must appear in one solid color using only the brand colors of the RE/MAX Color Palette (see page 23). The Slash Design cannot be used as a type element in or surrounded by text, except as part of the RE/MAX Logotype.

The Slash Design cannot be used in team or sales associate logos or other trademarks created by affiliates. To further protect the distinctive nature of the Slash Design, affiliates may not use a backslash or forward slash in their own trademarks or branding (for example, a team name of HOME/Team is not permitted).



INCORRECT USE OF THE SLASH DESIGN



Do not tilt.



Do not use colors that are not in the RE/MAX Color Palette.



Do not skew or distort.



Do not use a different slash design.



Do not surround the design with text.



Do not use the Slash Design in affiliate trademarks.



Do not flip the slash design.

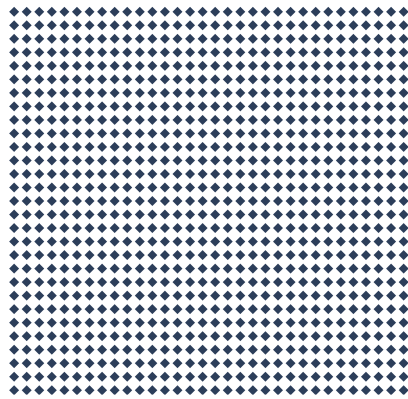
NOTE: Marketing materials featuring the RE/MAX Slash Design are available in the Marketing Portal, which is accessible on the MAX/Center platform.

RE/MAX Pattern Designs

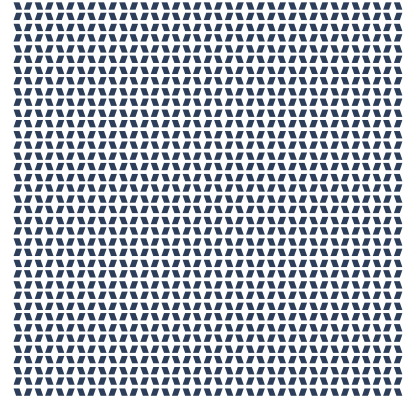
The four pattern spreads shown below may be used in RE/MAX marketing and advertising materials. The individual design elements that make up these pattern spreads may not be altered or distorted, although the number of design elements used from a particular pattern spread may vary depending upon design needs. The pattern spreads must be used in the brand colors of the RE/MAX Color Palette (see page 23). The application of the pattern spreads to this manual serve as an example of how these spreads are permitted to be used.



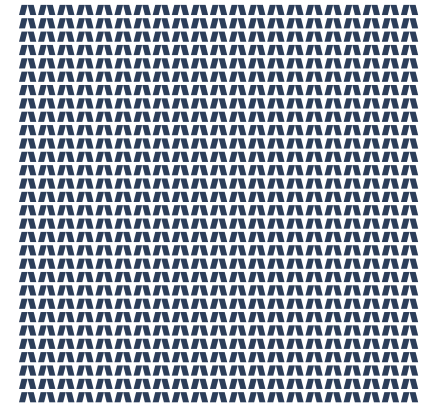
Pattern 1



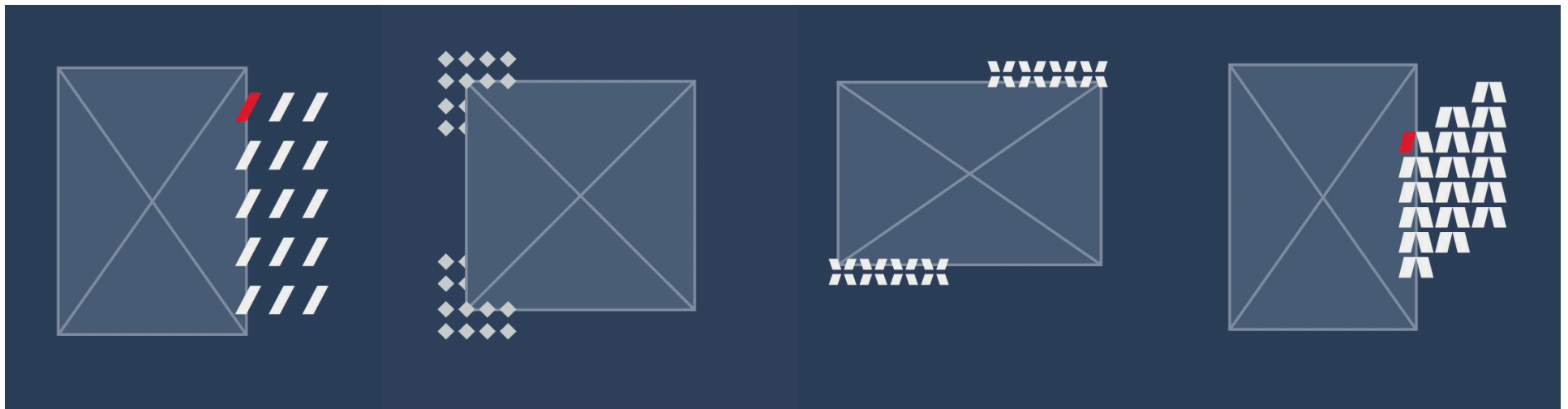
Pattern 2



Pattern 3



Pattern 4





TYPOGRAPHY

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 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



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



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



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



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



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



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



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).



INTRODUCTION TO SIGNAGE &
RE/MAX RED-WHITE-BLUE &
BLUE PROMO SIGN DESIGNS

General Guidelines for All RE/MAX Property Signs

Around the globe, the RE/MAX property signs have played a key role in building RE/MAX brand awareness with consumers over the years, and they remain an important part of RE/MAX branding. Affiliates now have more options for property signage than ever before:

- The RE/MAX Red-White-Blue property signs, shown in this section. This signage remains the preferred option for residential listings that don't qualify for The RE/MAX Collection program.
- The new RE/MAX Blue Promo property signs (see pp. 43-46), available for affiliates in the U.S. and Canada (excluding Quebec). These signs may be used by global affiliates only upon approval from their Global Region.
- The RE/MAX Commercial signs (see pp. 98-100), where appropriate.
- The RE/MAX Collection signs (see pp. 85-91), where appropriate.

These are the only property signs that affiliates may use. The standards are strict for each of these property signs, and deviation is permitted only in specific, limited situations.

Sign Design Options To Meet Local Requirements


Throughout this manual, you will notice that each sign design is presented in two different options:

Standard – Most affiliates will use the standard sign design option. This design option should be used where legal requirements allow for an increased emphasis on the RE/MAX sales associate's or team's name. In places where advertising laws allow for the sales associate's or real estate team's name to appear more prominently (such as in a larger font size) on signage than the brokerage's name, the standard sign design option should be used.

Office-Prominent – The office-prominent sign design option should be used where legal requirements mandate that the licensed brokerage name must be at least as prominent as the name of the sales associate or real estate team. The office-prominent sign designs feature the RE/MAX office name in a larger font size than the sales associate's or real estate team's name. In some cases, the text of the RE/MAX office name will be left-justified (instead of centered) and extended to take up two lines of text (instead of one) to allow for the increased font size.

If a local law, rule, regulation, ordinance, code or covenant differs from RE/MAX signage standards, the local requirements take precedence over the RE/MAX standards. All RE/MAX affiliates are responsible for making sure their signs comply with the applicable local requirements.

For example, some states, provinces or other local governments may require property signs to include:


- An indication that the property is listed by a brokerage. In the U.S., the REALTOR®  logo is often used for this purpose.
- The brokerage phone number.
- Licensing information.
- The language "Each Office Independently Owned and Operated."

In addition, some localities, subdivisions and homeowners' associations may have specific sign requirements, such as color requirements. If such a deviation from the RE/MAX property sign is required, affiliates should send the sign maker's proof (mock-up) and documentation of the requirement to the RE/MAX Standards and Quality Control Team at standards@remax.com for approval, and our team can help preserve the RE/MAX standards as much as possible within those requirements.

NOTE: The phrase "Each Office Independently Owned and Operated." is not required on property signs unless required by law. This phrase must be included on other marketing materials (see p. 63).

Additional Logos on Property Signs

The following additional logos may be used on RE/MAX property signs, sign riders and directional signs, where appropriate:

- The National Association of REALTORS' REALTOR®  logo, or
- A combined REALTOR/MLS logo,
- The Equal Housing Opportunity Logo, or
- Team logos, as long as they comply with the standards on pp. 52-60.

Other than these permitted logos, no other logos may be used on any RE/MAX property sign, sign rider or directional sign. The display of third-party names or information (such as for developers or home builders) is similarly prohibited on RE/MAX signage.

Requirements for RE/MAX Red-White-Blue Property Signs

The iconic RE/MAX Red-White-Blue property sign is preferred for use with most residential properties, and it may also be used with commercial properties if use of the RE/MAX Commercial signage is not desired or possible. This property signage is protected as trademarks of RE/MAX, LLC in many countries. RE/MAX Red-White-Blue signs may not be used for any property signage other than for-sale, for-lease, open-house or directional signs. Affiliates may not use any red-white-blue bar designs as a flag or on a flagpole.

Materials: Any appropriate material can be used, but affiliates should select material for durability, appearance, ease of handling and storage, and local climate.

Dimensions: Signs should always maintain the proportions shown in this section: 3x5 parts for the horizontal sign or 5x4 parts for the vertical sign. A 24" x 18" sign is an approved variation but is discouraged. Due to size constraints, 24" x 18" signs may not be used for photo signs. Outside the United States, if your country's common standards for signage do not precisely convert from the dimensions shown in the sign examples, use the closest commonly used size available and maintain the proportions shown in this section.

Frame: A full black angle-iron frame or a white-post frame is preferred.

Type: Gotham Narrow Black ("Black" refers to the font name, not the color) for "For Sale" (or other permitted text in the red bar) and Gotham Narrow Bold for all other text.

The Red Bar - Listing Information: The red bar announces information about the real estate offering. It will most commonly say "For Sale," but it may include such terms as "For Rent," "For Lease," "Available" or "Managed By."

The White Bar - Associate/Team Information: The middle white bar provides information about the RE/MAX sales associate most knowledgeable about the listing. A compliant team name may be used instead, or added above or below the associate name. Instead of a team name, two associate names may be used if they are affiliated with the same RE/MAX office. (If desired, additional names can be included on riders. See page 37.) An associate's nickname may be included if it pertains to the associate's legal first name and is the name the associate goes by. (However, some states may require use of the legal or licensed name.) The font size for the top line of text cannot be smaller than the font size used on any other lines in the white bar area.

Associates have numerous options for placing the team name:

- Alone in the white bar.
- With an associate name in the white bar.
- With compliant contact information in the white bar.
- On a rider above or below the sign.
- In a compliant team logo placed either on a sign rider or directly on signage (see pp. 52 for team logo requirements).

If allowed by law, compliant contact information such as a mobile phone number, email address or website address, may accompany (but not replace) the associate or team name in the white bar, with Broker/Owner approval. The white bar is the only place the associate's phone number may appear on a sign. Use dots (periods) to segment the number (rather than parentheses or hyphens).

The Blue Bar – Brokerage Information: This bar identifies the RE/MAX office and is reserved for office-related information only, not associate or team contact information. The entire local RE/MAX trade name must appear, and the office name must be displayed as text – the RE/MAX logotype cannot be used in the office name on the sign.

The blue bar is the only place the office phone number may appear on a sign. An office phone number must be included, unless the Broker/Owner approves omitting the office phone number and doing so is allowed by law. If you wish to omit the office number, you are responsible for confirming that the law where you do business allows doing so.

The Balloon Logo: The left side of horizontal signs is reserved for the RE/MAX Balloon logo, and the balloon must appear with the balloon shadow. On vertical signs, the balloon appears above associate information in the white bar with no balloon shadow.

Associate photos: Associate photos are allowed only on horizontal signs and on riders as shown on pages 33-35, but are not allowed on vertical signs. If included, a photo may be either a “standard” rectangular or square image with a background (see example on page 33) or a “clipped” image without a background (see example on page 34). Standard images may be sized either as 6” wide x 7.5” tall, or as 6” wide x 6” tall. Clipped images must be sized to fit a space no larger than 6” wide x 7.5” tall. Additional requirements applicable to all associate photos (including those featured on riders).

Additional requirements applicable to all associate photos (including those featured on riders):

- Professional business attire is required.
- Photos must be cropped at the waist or higher. No full body images are allowed.
- Caricatures, illustrated designs, emojis, personal logos and other similar designs are not permitted.

Temporary “New Affiliate” Signage: For use only on a very temporary basis while a new affiliate is waiting for his or her signs to arrive, and upon approval from RE/MAX World Headquarters, brokers are permitted to obtain a limited number of RE/MAX Red-White-Blue property signs that vary in specific respects from some of these standards (contact your region for more information and specific requirements). Otherwise, the standards cannot be modified except as outlined in this manual.

NOTE: Other than team logos used in compliance with pages 52-60 and the permitted logos specified above, no other logos may be used on any RE/MAX property sign, sign rider or directional sign. The display of third-party names or information (such as for developers or home builders) is similarly prohibited on RE/MAX signage.

Horizontal Design (Standard) – 30" Wide x 18" Tall

For additional variations, see page 33.



- A Border:** 1" wide. Border is around all four sides of sign.
- B The Red Bar:** 19.37" wide and 3.94" tall. Primary Red. If RE/MAX Darker Red is used for the red bar, then RE/MAX Darker blue must be used for the blue bar.
- B1 For Sale:** Gotham Black. 147 pt. All caps. White type. 109 tracking.
- C Balloon Logo:** With registration mark. 9.35" tall (top of balloon to bottom basket).
- D Associate Name:** Gotham Narrow Bold. 150 pt. (165 pt. allowed if only information in white bar is the associate name, and no phone number or email address is included). All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.
- E Associate Phone Number:** Gotham Narrow Bold. 150 pt. All caps. Dark Gray type. 75 tracking preferred.
- F Email:** Gotham Narrow Bold. 53 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- G Balloon Shadow:** 1.2" from top of shadow to bottom of the basket. Light Gray. Required on horizontal design, but not on vertical design.
- H Optional Logos:** 1" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Light Gray.
- I The Blue Bar:** 19.37" wide and 3.94" tall. Primary Blue. If RE/MAX Darker Blue is used for the blue bar, then RE/MAX Darker Red must be used for the red bar.
- I1 Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- I2 Office Phone Number:** Gotham Narrow Bold. 130 pt. White type. 75 tracking preferred.

Vertical Design (Standard) – 24" Wide x 30" Tall

For additional variations, see page 36.



- A** **Border:** 1" wide. Border is around all four sides of sign.
- B** **The Red Bar:** 22" wide and 5.7" tall. Primary Red. RE/MAX Darker Red may be used for the red bar if RE/MAX Darker Blue is used for the blue bar (not shown).
- B1** **For Sale:** Gotham Black. 165 pt. All caps. White type. 109 tracking.
- C** **Optional logos:** 1.4" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Light Gray.
- D** **Balloon Logo:** With registration mark, 7.95" tall. Do not include the shadow below the RE/MAX Balloon basket.
- E** **Associate Name:** Gotham Narrow Bold. 165 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F** **Associate Phone Number:** Gotham Narrow Bold. 165 pt. Dark Gray type. 75 tracking preferred.
- G** **Email:** Gotham Narrow Bold. 72 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- H** **The Blue Bar:** 22" wide and 5.7" tall. Primary Blue. RE/MAX Darker Blue may be used for the blue bar if RE/MAX Darker Red is used for the red bar (not shown).
- H1** **Office Name:** Gotham Narrow Bold. 123 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- H2** **Office Phone Number:** Gotham Narrow Bold. 165 pt. White type. 75 tracking preferred.

Horizontal Design (Office-Prominent) – 30" Wide x 18" Tall

For additional variations, see page 34.

Some states require the office's name to be displayed with equal or greater size or prominence than the associate's name on property signs. The Office-Prominent Designs are designed to comply with these requirements.

Unless specifically indicated, rules for the Standard Design apply to the Office-Prominent Design as well.



- A Associate Name:** Gotham Narrow Bold. 130 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 120 pt. Dark Gray type. 75 tracking preferred.
- C RE/MAX Type:** Gotham Narrow Bold. 135 pt. All caps. White type.
- D RE/MAX Office Name:** Gotham Narrow Bold. 135 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- E Office Phone Number:** Gotham Narrow Bold. 120 pt. White type.

Vertical Design (Office-Prominent) - 24" Wide x 30" Tall

For additional variations, see page 35.

The sign features a red header with 'FOR SALE' in white. Below is the RE/MAX logo, a small REALTOR logo, and the text 'ASSOCIATE NAME', '555.123.4567', and 'ASSOCIATE@EMAILADDRESS.COM'. A blue footer contains 'RE/MAX OFFICE NAME' and '415.123.6789'. Callout boxes A, B, C, and D point to the name, phone number, office name, and office phone number respectively.

- A Associate Name:** Gotham Narrow Bold. 135 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 145 pt. Dark Gray type. 75 tracking preferred.
- C RE/MAX Office Name:** Gotham Narrow Bold. 140 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- D Office Phone Number:** Gotham Narrow Bold. 145 pt. White type. 75 tracking preferred.

Horizontal Design (Standard): Additional Examples

Associate and Team Name in White Bar



With Longer Office Name and Associate Phone Number Only



With "Each Office Independently Owned and Operated"



NOTE: Font size for "Each Office Independently Owned and Operated" is 24 pt.

With Standard Agent Photo and Longer Office Name



NOTE: Standard photos are right justified with the right edge of the red and blue bars. Photo may be 6" wide x 7.5" tall (shown above) or 6" wide x 6" tall. For 6" x 7.5" photos, center the photo between the red bar and the blue bar. For 6" x 6" photos, the top of the photo should be .5" below the red bar.

This box indicates all the items that are different than the sign shown on page 29.

Horizontal Design (Office-Prominent): Additional Examples

Associate and Team Name in White Bar



With Longer Office Name



With Agent License Number
(Required in California*)



* In California, the license number must be in a font size at least as large as the smallest font used elsewhere.

With Clipped Agent Photo



NOTE: Clipped images are right justified with the right edge of the red and blue bars. Images must be sized to fit a space no larger than 6" wide x 7.5" tall and start immediately on top of the blue bar. See page 28 for additional requirements.

This box indicates all the items that are different than the sign shown on page 31.

Vertical Design (Standard): Additional Examples

Associate and Team Name in White Bar

With Longer Office Name and “Each Office Independently Owned and Operated”



NOTE: Font size for “Each Office Independently Owned and Operated” is 24 pt.

Vertical Design (Office-Prominent): Additional Examples

Associate and Team Names and Photo Sign Rider

With Longer Office Name



NOTE: Font size for office name must remain at least as large as size of associate or team name.

This box indicates all the items that are different than the vertical signs shown on pages 30 and 32.

Sign with QR Code

RE/MAX affiliates may display a square two-dimensional barcode such as a Quick Response (QR) code either on a rider, or on the RE/MAX Red-White-Blue property sign. Due to size constraints, 18" x 24" signs may not include a QR code.

Best practices for QR codes on signs and riders:

1. Consider whether using a QR code or a web address is the best way to get consumers to visit your site. Including a website under your name in the white bar or on a rider (rather than a QR code) may be more effective at leading consumers to your website.
2. If you do use a QR code, consider having it lead to property-specific information, rather than your website home page. Consider what information consumers would expect to access when they scan the QR code.
3. Preferably, place the QR code on a rider - not the yard sign.

Design and layout of QR code rider:

QR code riders should conform to the standards for RE/MAX sign riders (see page 37), including the color requirements for top and bottom riders.



Design and layout of QR code signs:



QR Code Color: RE/MAX Primary Blue, when the blue bar is RE/MAX Primary Blue. RE/MAX Darker Blue, when the blue bar is RE/MAX Darker Blue.

Artwork format: Affiliates providing their own QR codes to sign printers should provide a vector art (EPS or PDF) graphic of the code so the printer can change it to RE/MAX Primary Blue or RE/MAX Darker Blue (as appropriate) and size it appropriately. JPG graphics are not recommended.

Sign Riders

Top Sign Riders

30"

6"

UNDER CONTRACT

**ASSOCIATE/TEAM NAME OR
PROPERTY INFORMATION**

Bottom Sign Riders

30"

6"

PHONE NUMBER

ASSOCIATE NAME/TEAM NAME

**ASSOCIATE/TEAM NAME
ASSOCIATE PHONE NUMBER
PROPERTY INFORMATION**

All riders for the RE/MAX Red-White-Blue property sign should be printed in Gotham Narrow Bold. A team name or associate name may be used on either a top or bottom rider. All riders must be rectangular and must match the width of the sign (30" for horizontal, 24" for vertical). Bottom riders cannot be used with vertical signs.

Top Sign Rider

Color: White rider, with letters and any included QR code in RE/MAX Primary Red (if sign's top bar is RE/MAX Primary Red) or RE/MAX Darker Red (if sign's top bar is RE/MAX Darker Red).

Content: 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."

A top sign rider with an associate photo may be used only with a RE/MAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 35.

Bottom Sign Rider

Color: White rider, with letters and any included QR code in RE/MAX Primary Blue (if sign's bottom bar is RE/MAX Primary Blue) or RE/MAX Darker Blue (if sign's bottom bar is RE/MAX Darker Blue).

Content: An associate name or team name, or associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be used on a rider.

RE/MAX World Headquarters has approved Children's Miracle Network Hospitals® "Miracle Home®" and "Miracle Property" riders (see page 78), which participating associates can obtain through RE/MAX Approved Suppliers.

NOTE: No other logos (including team and associate logos), except as specified in this manual, may be used on any RE/MAX sign rider. The display of third-party names or information (such as for developers or construction companies) is similarly prohibited on RE/MAX signage.

Property Signs in Other Alphabets

This section provides basic parameters for adapting RE/MAX Red-White-Blue property signs into other alphabets in order to better promote recognition of the RE/MAX brand. Precise specifications for every country are beyond the scope of this manual, but these general principles should apply in the vast majority of areas.

1. Except as noted, the specifications for the RE/MAX property sign should still apply, even when used with non-Latin alphabets. In particular, **a)** the overall 3x5 (horizontal) or 5x4 (vertical) proportion of the sign, **b)** the dimensions of the red, white and blue bars, **c)** the colors used and **d)** the placement of the RE/MAX Balloon on the sign should be maintained precisely.
2. The RE/MAX Balloon cannot be modified - “RE/MAX” on the balloon will always be in Latin characters only. (Do not add a local transliteration or office name to the balloon.)
3. The property offering text in the red bar - most commonly “For Sale” or “For Rent” - is translated.
4. Omit the REALTOR® or MLS logos unless authorized. RE/MAX regions may approve the use of logos of certain national associations. Check with your region.
5. The associate or team name may appear in the local language.
6. For the RE/MAX office name in the blue bar, each region will decide whether to display “RE/MAX” in Latin, or in the local language. The remainder of the RE/MAX office name may appear in the local language, even if “RE/MAX” is not.
7. The Gotham Narrow Bold font includes extended variations of the Latin, Greek and Cyrillic alphabets, covering more than 200 languages, but does not support, for example, Hebrew, Arabic or most Asian alphabets. If the Gotham Narrow Bold font does not support your language, substitute Arial Unicode MS Bold for all text on the sign (other than “RE/MAX” on the RE/MAX Balloon). In other words, do not combine “RE/MAX” in Gotham Narrow Bold with other text in Arial Unicode MS Bold.

Here are RE/MAX regions’ rules for a few non-Latin languages:

Language	“RE/MAX” in Office Name
Thai	Latin
Hebrew	Latin
Arabic	Arabic
Korean	Latin or Korean



Spanish



Hebrew



Thai



Korean



Arabic

Additional Property Sign Designs

The RE/MAX Red-White-Blue property signs shown on pages 29-35 remain the preferred signage for residential listings that don't qualify for The RE/MAX Collection Program. To provide affiliates with more options, several additional sign designs are also being made available for RE/MAX affiliates in the United States and Canada (excluding Quebec), as shown on the following pages:

- Alternative Red-White-Blue property signs, which are a permitted variation on the preferred RE/MAX Red-White-Blue property sign designs. These alternative designs feature longer red and blue bars and allow for use of a darker color scheme that features RE/MAX Darker Red and RE/MAX Darker Blue.
- RE/MAX Blue Promo property signs that support affiliates' personal promotion efforts by allowing for prominent placement of affiliates' photos.

Global Regions (outside U.S. and Canada) will determine whether these new sign designs will be available in their regions. Franchisees in Global Regions should contact their regions for additional guidance.

Sign Design Options To Meet Local Requirements

Each of the sign designs shown below is available in either the Standard option (that emphasizes the RE/MAX sales associate's or team's name more than the RE/MAX office name) or the Office-Prominent version (which features the RE/MAX office name in a larger font size than the sales associate's or real estate team's name).

Materials: Any appropriate material can be used, but affiliates should select material for durability, appearance, ease of handling and storage, and local climate.

Dimensions: Signs should always maintain the proportions shown in this section: 3x5 parts for the horizontal sign or 5x4 parts for the vertical sign. A 24" x 18" sign is an approved variation but is discouraged. Due to size constraints, 24" x 18" signs may not be used for photo signs. Outside the United States, if your country's common standards for signage do not precisely convert from the dimensions shown in the sign examples, use the closest commonly used size available and maintain the proportions shown in this section.

Frame: A full black angle-iron frame or a white-post frame is preferred.

Associate Photos: Associate photos are allowed on horizontal and vertical signs and on riders, as shown on pages 33-35. "Standard" rectangular or square image with a background (see example on page 33) or a "clipped" image without a background (see example on page 34). Dimensions for standard and clipped images may vary depending upon the images shown, but the general sizing requirements shown in this section must be followed.

Additional requirements applicable to all associate photos (including those featured on riders):

- Professional business attire is required.
- Photos must be cropped at the waist or higher. No full body images are allowed.
- Caricatures, illustrated designs, emojis, personal logos and other similar designs are not permitted.

Alternative Horizontal Red-White-Blue Design (Standard) – 30" Wide x 18" Tall

For additional variations, see page 42.



A The Red Bar: 30" wide and 4.95" tall. RE/MAX Darker Red. RE/MAX Primary Red may be used for the red bar if RE/MAX Primary Blue is used for the blue bar (not shown).

B For Sale: Gotham Black. 147 pt. All caps. White type. 109 tracking.

C Balloon Logo: With registration mark. 9.35" tall (top of balloon to bottom basket).

D Associate Name: Gotham Narrow Bold. 150 pt. (165 pt. allowed if only information in white bar is the Associate name, and no phone number or email address is included). All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.

E Associate Phone Number: Gotham Narrow Bold. 150 pt. All caps. Dark Gray type. 75 tracking preferred.

F Email: Gotham Narrow Bold. 53 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.

G Optional Logos: 1" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Light Gray.

H The Blue Bar: 30" wide and 5.04" tall. RE/MAX Darker Blue. RE/MAX Primary Blue may be used for the blue bar if RE/MAX Primary Red is used for the red bar (not shown).

I Office Name: Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

J Office Phone Number: Gotham Narrow Bold. 130 pt. White type. 75 tracking preferred.

Alternative Vertical Red-White-Blue Design (Standard) – 24" Wide x 30" Tall

For additional variations, see page 35.



- A The Red Bar:** 24" wide and 6.60" tall. RE/MAX Darker Red. If RE/MAX Primary Red is used for the red bar then RE/MAX Primary Blue must be used for the blue bar. (Not shown)
- B For Sale:** Gotham Black. 165 pt. All caps. White type. 109 tracking.
- C Optional logos:** 1.4" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Light Gray.
- D Balloon Logo:** With registration mark, 7.95" tall. Do not include the shadow below the RE/MAX Balloon basket.
- E Associate Name:** Gotham Narrow Bold. 165 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F Associate Phone Number:** Gotham Narrow Bold. 165 pt. Dark Gray type. 75 tracking preferred.
- G Email:** Gotham Narrow Bold. 72 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- H The Blue Bar:** 24" wide and 6.70" tall. RE/MAX Darker Blue. If RE/MAX Primary Blue is used for the blue bar then RE/MAX Primary Red must be used for the red bar. (Not shown)
- I Office Name:** Gotham Narrow Bold. 123 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- J Office Phone Number:** Gotham Narrow Bold. 165 pt. White type. 75 tracking preferred.
- 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.

Alternative Horizontal Red-White-Blue Design: Additional Examples

Office-Prominent With Team Photo Sign Rider



NOTE: The Office-Prominent version of this sign design features a smaller font size for the agent name, a larger font size for the office name and also requires the office name to be left justified as shown to allow for the increased font size.

With QR Code



NOTE: The QR code must be in RE/MAX Darker Blue.

With Clipped Agent Photo and Longer Office Name



With Agent Photo and “Each Office Independently Owned and Operated”



NOTE: Photo may be 6” wide x 7.5” tall (shown above) or 6” wide x 6” tall. For 6” x 7.5” photos, center the photo between the red bar and the blue bar. For 6” x 6” photos, the top of the photo should be .5” below the red bar.

NOTE: Font size for “Each Office Independently Owned and Operated” is 24 pt.

This box indicates all the items that are different than the sign shown on page 40.

RIDER COLOR REQUIREMENTS: For Alternative Red-White-Blue sign designs, only white riders are permitted, with either RE/MAX Darker Red or RE/MAX Primary Red letters (coordinating with the red bar in the sign) for the top rider, or RE/MAX Darker Blue or RE/MAX Primary Blue (coordinating with the blue bar in the sign) for the bottom rider. Otherwise, the rider requirements on page 37 apply.

Horizontal Blue Promo Design (Standard) – 30" Wide x 18" Tall

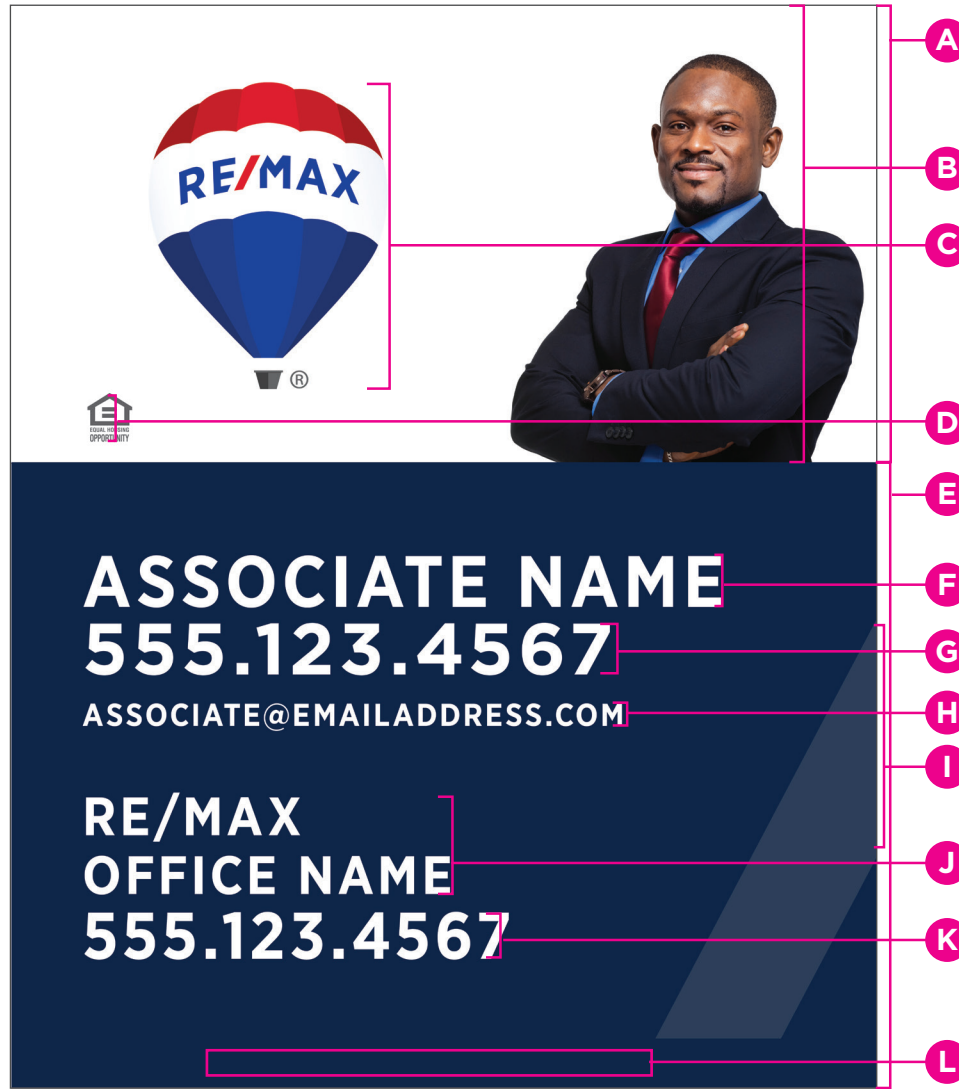
For additional variations, see page 45.



- A The Blue Area:** 20" wide and 18" tall. RE/MAX Darker Blue.
- B The Blue Slash:** 7.57" wide and 14.14" tall. RE/MAX Darker Blue 02 (see page 23 for color details).
- C Associate photo section:** 10" wide and 18" tall. White background for clipped photos. Neutral background for standard (non-clipped) photos.
- D Associate/Team Name:** Gotham Narrow Bold. 140 pt. (165 pt. allowed if only information in blue bar is the Associate name, and no phone number or email address is included). All caps. White type. Tracking preferred to fit a longer name. May use two lines for longer names.
- E Associate Phone Number:** Gotham Narrow Bold. 140 pt. All caps. White type.
- F Email:** Gotham Narrow Bold. 53 pt. All caps. White type.
- G Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- H Balloon Logo:** With registration mark. 6.12" tall (top of balloon to bottom basket). Do not include the shadow below the RE/MAX Balloon basket.
- I Office Phone Number:** Gotham Narrow Bold. 140 pt. White type.
- 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.

Vertical Blue Promo Design (Standard) – 24" Wide x 30" Tall

For additional variations, see page 46.



- A The White Area:** 24" wide and 12.63" tall. White background for clipped photos.
- B Associate photo section:** 10" wide and 12.63" tall. White background for clipped photos. Neutral background for standard (non-clipped) photos.
- C Balloon Logo:** With registration mark, 8.6 in" tall. Do not include the shadow below the RE/MAX Balloon basket.
- D Optional logos:** 1.4" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Light Gray.
- E The Blue Area:** 24" wide and 17.37" tall. RE/MAX Darker Blue.
- F Associate Name:** Gotham Narrow Bold. 145 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- G Associate Phone Number:** Gotham Narrow Bold. 145 pt. White type.
- H Email:** Gotham Narrow Bold. 63 pt. All caps. White type.
- I The Blue Slash:** 3.45" wide and 11.51" tall. RE/MAX Darker Blue 02 (see page 23 for color details).
- J Office Name:** Gotham Narrow Bold. 123 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- K Office Phone Number:** Gotham Narrow Bold. 108 pt. White type.
- L Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.

Horizontal Blue Promo Design: Additional Examples

Office-Prominent



NOTE: The Office-Prominent version of this sign design features a smaller font size for the agent name and a larger font size for the office name.

NOTE: For standard photos, the background must be a light, neutral color.

With Clipped Agent Photo and Longer Office Name



NOTE: For standard (non-clipped) photos, the background must be a light, neutral color.

With Square Agent Photo



With QR Code



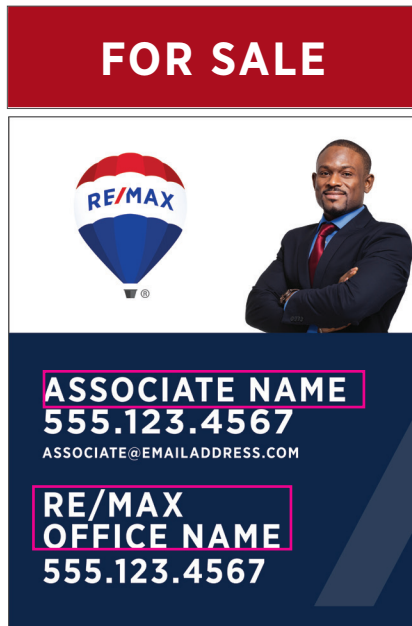
NOTE: The QR code must be in RE/MAX Darker Blue.

This box indicates all the items that are different than the sign shown on page 43.

RIDER COLOR REQUIREMENTS: For Blue Promo sign designs, use either a RE/MAX Darker Red rider with white text or a white rider with RE/MAX Darker Red text, as shown in these examples. Otherwise, the rider requirements on page 37 apply.

Vertical Blue Promo Design: Additional Examples

Office-Prominent



NOTE: The Office-Prominent version of this sign design features a smaller font size for the agent name and a larger font size for the office name.

Full Agent Photo



NOTE: For standard (non-clipped) photos, the background must be a light, neutral color.

With QR Code



 This box indicates all the items that are different than the vertical signs shown on page 44.

Directional and Open House Signs

Signs used to direct consumers to a RE/MAX listing (other than RE/MAX Commercial listings) must include the RE/MAX Balloon logo and, except as outlined below for special-shape signage. Although not mandatory, including the RE/MAX logotype or the local RE/MAX trade name on directional signs is highly encouraged. Associate contact information is permitted, but not required. All other design and font standards, including the standards for using the horizontal bars or any other RE/MAX mark, must be maintained. Content may relate only to a listing's sale or lease status, or agent contact information. No logos (including team and associate logos), except as specified in this manual, may be used on any RE/MAX directional or open house signs. The display of third-party names or information (such as for developers or construction companies) is similarly prohibited on RE/MAX signage.

Several special-shape directional signs, in which the horizontal bars are elongated or formed into the outline of an arrow or house, have been approved and are available through RE/MAX Approved Suppliers. Any other variation must be approved by the Standards Team.

The general style of the horizontal bars must be maintained in such special-shape signs to protect the bars' distinctive, recognizable identity. Specifically:

- The average height of the red and blue horizontal bars must be approximately equal. If portions of a bar are narrow, such as where the red bar is shaped like a roof, this means that the thickest portion of the bar might be a lot thicker than the other bars.
- The borders between the red and white portions and between the white and blue portions must be parallel, horizontal lines. For example, the lines cannot be angled to mimic the exterior shape of the sign.

On special-shape directional signs only, a solid-color red, white or blue background may be used instead of the horizontal bars. These signs must prominently feature the RE/MAX Balloon logo, such as in the examples shown on this page. All other directional signs must use the red-white-blue horizontal bars.

A directional or open house sign cannot be used as a replacement for a RE/MAX Property Sign at the property.

Approved Examples – Standard Shape:



Approved Examples – Special Shape:





OFFICE NAMES

Office Names

Office Name Must Accompany All Uses of RE/MAX Marks

Each individual RE/MAX franchise office does business under a trade name (also called a dba for “doing business as”) that contains “RE/MAX.” While “RE/MAX” is part of a franchise’s trade name, it cannot be part of the franchise’s legal corporate name. “RE/MAX Premier,” used in examples throughout this manual, would be a dba or trade name for the brokerage’s registered corporate name, which might be “Premier, Inc.”

Using a local office trade name like “RE/MAX Premier” helps the public know that the office is separate from RE/MAX World Headquarters and from every other independently owned RE/MAX office. Regulatory agencies generally require the office to use its full local trade name – not just “RE/MAX” – in all dealings with the public. Accordingly, the full trade name must appear prominently on all forms of communication and advertising materials (property signs, websites, business cards, email signature blocks, newspaper ads, online directories, social media pages, etc.). Also, affiliates and office personnel should answer the phone with the local trade name – or an appropriate shortened version of that name – not simply “RE/MAX.”

Requirements for RE/MAX Office Names

New RE/MAX office names cannot include names of cities, geographic areas, personal names, or terms from RE/MAX trademarks. Office names must be approved by your region to ensure that no office names are the same within a geographic or market area, or region. Consult your region for more information. (For the full office name rules and guidelines, and a list of approved names, search the Marketing Portal on MAX/Center platform using “approved names”.)

In choosing a RE/MAX office name, keep in mind that a company’s trade name can simultaneously function as a trademark or a brand, even if not registered as a trademark.

Registering a trade name does not entitle a company to prevent others from using a similar name, unlike a trademark registration. Registering a trade name or company name also provides no guarantee that it does not infringe another’s trademark rights. It is the broker’s responsibility to ensure that the portion of the office name after “RE/MAX” does not infringe on a third party’s rights. This may include consulting with qualified legal counsel and/or conducting a name search with governmental agencies.

Examples: Office Names

Incorrect

RE/MAX
RE/MAX Realty
RE/MAX Real Estate
RE/MAX Las Vegas
RE/MAX of Aspen
RE/MAX Outstanding Agents
RE/MAX Smith, Inc.

Correct

RE/MAX Premier
RE/MAX Premier Realty
RE/MAX Premier Real Estate
RE/MAX Premier, located in Las Vegas
RE/MAX Mountain Executives
RE/MAX Excellence
RE/MAX Real Estate Pros

TIP: For requirements concerning the display of RE/MAX office names, see “RE/MAX Office Logo and Signage Standards,” on page 12.



TEAMS

What qualifies as a team? A “team,” for marketing purposes, is different from the definition of a team used for RE/MAX awards, which is based solely on how commission earnings are recorded. For marketing purposes, teams include associates working for the same RE/MAX office who present themselves as a team, even if neither is an employee of the other and no bonus or commission income is shared with other team members. An individual sales associate cannot market himself or herself as a team; rather, a team name can be used only by a group of two or more RE/MAX sales associates.

Team Names

RE/MAX sales associates may use team names in their marketing as long as the team's name and makeup comply with all applicable laws and regulations and the following standards:

Selecting a Team Name

1. Team names cannot suggest the team is a brokerage or other business entity separate from the RE/MAX office. If a team is a legal business entity, and all applicable legal and licensing requirements can be met (see "Business practices associated with the team structure" below), the team name should be registered as a "dba" to avoid having to use Inc., Corp. or LLC.
2. As the name of the team, it is strongly recommended to use the team leader's personal name combined with the term "team".
3. The team name cannot contain any variation of a RE/MAX trademark. For example, no team name may use the prefix "RE" or the suffix "MAX" or include a slash (either "/" or "\"). Examples of prohibited names are Team Max, Momentum Team and Team/Pro.
4. Real estate terms typically used in the name of real estate brokerages, such as "realty," "properties," etc. must not be used in a team name. The term "real estate" is discouraged for use in team names.
5. Team names require broker/owner approval.
6. A team name must not mislead or confuse consumers. For example, a team name may not exaggerate the size of the team or its geographic service area and also may not suggest independence from the broker.
7. A team name cannot be confusingly similar to any local RE/MAX office name (except that "team" may be used even if a local office name includes the word). Associates should check with their RE/MAX region and neighboring regions to avoid conflict. Also, a team cannot use its name to stop other affiliates from using the name of a local town, city, neighborhood or geographic feature (mountain range, body of water, etc.) as a team name.

Rules for Marketing Team Names

1. All marketing materials that include a team name must also include the name of the brokerage office and other required identifying information.
2. A team name must be clearly distinguished from the RE/MAX office's name. The two must be positioned to communicate clearly to consumers that the office is the licensed brokerage, and the team name cannot be substantially more prominent than the office name.
3. The name of the team leader or another associate team member should be included on all marketing materials.
4. All RE/MAX brand standards for the use of affiliate names apply to team names.
5. Team logos may be used on property signs, directional signs and sign riders only if they adhere to the requirements set forth in this Teams section.

Business Practices Associated With the Team Structure

1. An office must be able to identify all its teams by the names under which the teams operate.
2. A team must comply with all applicable real estate and business licensing regulations and all other applicable local, state or provincial laws and regulations.
3. All licensed team members must be affiliated with the same RE/MAX multi-franchising grouping.
4. A team may be independently licensed to engage in the real estate business, where allowed by law. That license must be subordinate to the RE/MAX office so the team remains under the direction and control of the RE/MAX office.

RE/MAX, LLC reserves the right to prohibit the use of and require removal of any team name or logo on a RE/MAX sign, sign rider or other marketing or promotional material.

NOTE: An individual sales associate may not market himself or herself as a team or use a nickname, marketing moniker or other such promotional tagline or descriptive phrase on a RE/MAX property, directional or open house sign.

Team Names and Logos on Property Signage and Sign Riders

Compliant team names and, in certain instances, team logos may be featured on property and directional signs, as well as on sign riders, if they adhere to the requirements set forth in this Teams section.

Team Names in Standard Font on Property Signage and Sign Riders

A compliant team name may appear in standard font (non-logo uses) on all types of RE/MAX property signs. For example, on the RE/MAX red-white-blue property signage, a compliant team name may appear in Gotham Narrow Bold font in the following locations:

- In the white bar, with or without the associate name, in Dark Gray type. (See page 29 for font color details.)
- In the white bar with compliant contact information, in Dark Gray type.
- On a rider above or below the sign, in either Primary Red or Primary Blue type. (See page 37 for font color details).

For requirements and examples of property signage featuring team names in standard font, see below and pages 29-46 for the Red-White-Blue and Blue Promo property signs and sign riders, pages 85-91 for The RE/MAX Collection property signs and pages 98-100 for the RE/MAX Commercial property signs.

Team Logos on Property Signage and Sign Riders

In the United States and Canada (excluding Quebec), a team logo featuring a compliant team name may be used on property signs, directional signs and sign riders, as long as such use is approved by the team's broker/owner and meets the requirements set forth in this Teams section. Global Regions (outside U.S. and Canada) must obtain written approval from their Region Consultant at RE/MAX World Headquarters before allowing use of team logos on property and directional signs and sign riders in their region.

As with other standards for the RE/MAX property signs, the standards are strict regarding the use of team logos on property signs and sign riders. RE/MAX teams are responsible for making sure their signs comply with the applicable local requirements and should watch for changes to state and local advertising requirements that might apply to their team's advertising and signage.

- **Logos on Sign Riders:** A team logo may be used on a sign rider if the team name is compliant with the rules on page 37. RE/MAX brand colors (page 23) are strongly recommended for team logos featured on white sign riders, though full-color team logos featuring other colors are permitted. A team logo may be used on either a top or bottom rider. If a team logo is used on a sign rider, then an agent picture may not be included on the same rider. Team logos are not allowed on riders for RE/MAX Commercial signage.
- **Logos on Property Signs:** Permitted team logo colors vary depending on the signage and logo placement:
 - For team logos placed on the white bar area of RE/MAX Red-White-Blue signage featuring RE/MAX Primary Red and RE/MAX Primary Blue, the logo must be in a single color of RE/MAX Primary Red, RE/MAX Primary Blue or Dark Gray.
 - For team logos placed on the white bar area of RE/MAX Red-White-Blue signage featuring RE/MAX Darker Red and RE/MAX Darker Blue, the logo must be in a single color of RE/MAX Darker Red, RE/MAX Darker Blue or Dark Gray.
 - For team logos placed on RE/MAX Darker Blue as a background, the logo must appear only in white.

See page 23 for color details. In addition to meeting these color requirements, the team name must be compliant with the rules on page 51.

NOTE: RE/MAX Approved Suppliers offer signage that is compliant with these brand standards. Visit the RE/MAX Marketplace in MAX/Center platform.

Horizontal Red-White-Blue Sign Design: Team Logo Placement

Teams that want to feature their team logo on the horizontal red-white-blue 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 below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



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

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.



This box indicates items that are different than the sign design shown on page 29.

Vertical Red-White-Blue Sign Design: Team Logo Placement

Teams that want to feature their team logo on the vertical red-white-blue 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 below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



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

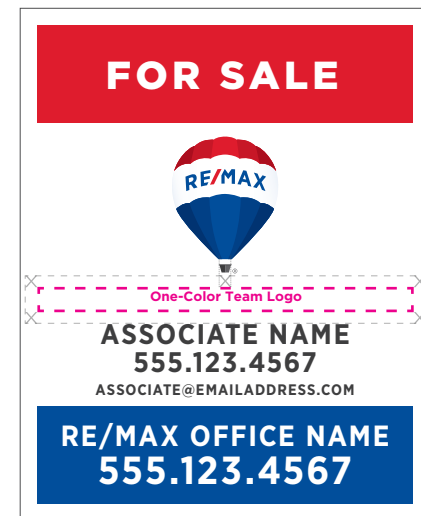
Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

 This box indicates items that are different than the sign design shown on page 30.

Alternative Horizontal Red-White-Blue Sign Design: Team Logo Placement

Teams that want to feature their team logo on the alternative horizontal red-white-blue 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 below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on a white sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



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

Team Logo Placement and Sizing for White Logo



NOTE: When placed in the blue bar, a team logo must be in white. No other logo colors are allowed.

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.

Alternative Vertical Red-White-Blue Sign Design: Team Logo Placement

Teams that want to feature their team logo on the alternative vertical red-white-blue 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 below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on a white sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



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

Logo Colors: On red riders, only a white single-color team logo may be used. On white riders, any one-color or full-color team logo may be used.

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.



This box indicates items that are different than the sign design shown on page 41.

Horizontal Blue Promo Design: Team Logo and Photo Placement

With Clipped Team Photo and Team Logo Placement for Rider Logo



With Team Photo and Longer Office Name



With Team Logo on Blue Background



With Team Logo in White Bar Section



This box indicates all the items that are different than the sign shown on page 43.

The RE/MAX Collection Sign Design: Team Logo Placement

Teams that want to feature their team logo on The RE/MAX 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 below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on a white sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo With Team Photo



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

LOGO COLORS: On blue riders, only a white single-color team logo may be used.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

LOGO COLORS: On white riders, any one-color or full-color team logo may be used.

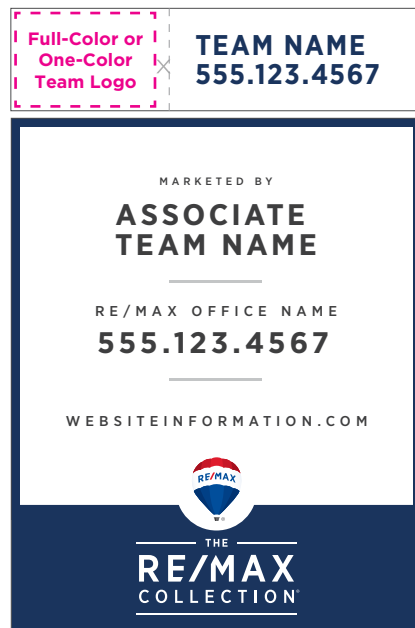
 This box indicates items that are different than the sign design shown on page 86.

NOTE: Associate/Team photos are not allowed on The RE/MAX Collection sign riders.

The RE/MAX Collection Sign Design: Team Logo Placement

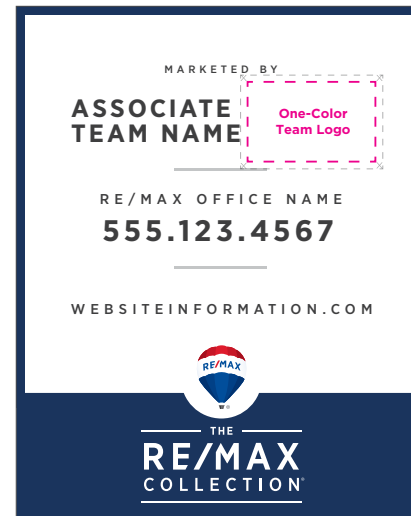
Teams that want to feature their team logo on The RE/MAX Collection alternative property sign designs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only in the locations and sizes shown below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on a white sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

Team Logo Placement and Sizing for Full-Color Logo or One-Color Logo



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

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

Team Logo Placement and Sizing for One-Color Logo



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.

 This box indicates items that are different than the sign design shown on page 87.

RE/MAX Commercial Sign Designs: Team Logo Placement

Teams that want to feature their team logo on the RE/MAX Commercial property signs may place the team logo on signage in the locations and sizes shown below. In all instances, the team logo must appear in a single color as described below and may not be a full-color logo (with two or more colors).



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.



NOTE: For details on the colors allowed for one-color logos, see page 52.

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.



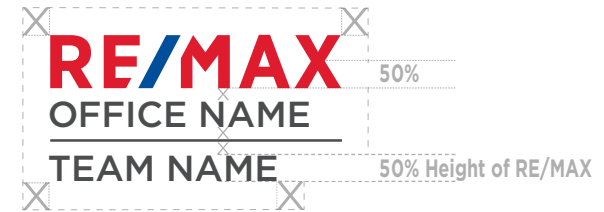
This box indicates items that are different than the sign design shown on page 99-100.

RE/MAX Team Office Signage

The following requirements apply to office signage for RE/MAX team offices (formerly known as “satellite offices”).

A team office may be established only after the broker has executed a Team Office Amendment to the Franchise Agreement.

A team office may have its own exterior office sign, as long as it complies with these requirements.



Team office signage (both exterior and interior) must include both the full RE/MAX office name - not just “RE/MAX” - and the team name. Additionally:

- The team name must be 50 percent of the height of the RE/MAX logotype, as measured in the height of the capital letters, and must be separated from the office name with a bar.
- The portion of the office name following “RE/MAX” must be between 50 and 100 percent of the height of the RE/MAX logotype (see pages 10 and 11).
- The team office signage must always be surrounded on all four sides by a clear space at least the size of the gray “X” marks shown above.
- There must be a clear space of at least the width of the vertical stroke in the letter “M” in RE/MAX in the following places: (1) between the RE/MAX logotype and the rest of the office name, (2) between the office name and the bar and (3) between the bar and the team name. (See above illustrations.)
- Team logos may not appear on any exterior signage (including door signage) for the team office.



NOTE: When selecting and marketing team names, you must comply with the requirements on pages 51.



RE/MAX MARKETING

Information Required in All Affiliate Marketing

Unless media-specific rules apply (as with property signs or mobile apps), the following information must appear prominently on each piece of promotional material and all internet content:

A. The full name of the RE/MAX office

Every RE/MAX franchise operates under a trade name that contains the word “RE/MAX,” such as RE/MAX Premier, etc. While “RE/MAX” is part of a franchise’s trade name, it cannot be used as part of a legal corporate name.

The full RE/MAX office name must appear prominently on all forms of communication and advertising materials such as property signs, business cards, newspaper ads, email signature blocks, etc. Also, answer the phone with the office’s full trade name, such as “RE/MAX Premier,” not simply “RE/MAX.”

NOTE: Do not use a ® symbol after “RE/MAX” in the context of an office name.

B. “Each Office Independently Owned and Operated.”

Every marketing piece that includes affiliate information must include the statement “Each Office Independently Owned and Operated.” The only exception is for extremely small items (a customized pen or keychain, for example) where there is space for no other text. In these instances, contact information may accompany the office name, or the office and associate name, without displaying “Each Office Independently Owned and Operated.”

C. Contact information

Office address: Ordinarily, the postal address of the RE/MAX office should be included on all RE/MAX marketing.

The office address may be omitted from billboards, bus benches and other items where the practical ability to include more information may be limited, although the item may be large in size. It must be included, however, on all long-form marketing such as brochures, listing presentations, websites, social media, etc. and on all marketing outside the brokerage’s local market area.

Associate or team contact information: Associate or team contact information (such as a phone number, email, website or social handle) can be included only if contact information for the brokerage office is also included. Affiliate marketing materials cannot contain a home address or any address other than the office address.

NOTE: Associates and offices should check with their local real estate commission or other local organizations for any additional requirements related to advertising.

For additional rules related to Digital Marketing see page 70.

Brand-only Marketing

Advertising that promotes only the overall RE/MAX organization – and not your personal business – falls into this category. Any marketing that identifies an office, team or associate (either directly or indirectly) is not brand-only advertising and must comply with the rules for RE/MAX affiliate marketing.

RE/MAX World Headquarters reserves the right to prohibit any brand-only advertising that does not serve the best interests of the RE/MAX organization. Affiliates are encouraged to seek prior approval before pursuing any nonconventional brand-only advertising. Sponsorships and endorsements are not eligible to be brand-only advertising. See page 104, section F.



NOTE: It's your responsibility to ensure you have the proper permission and licensing when using photographs.

Trademark Usage Requirements

There are a few general rules that apply to all uses of the RE/MAX trademarks in written materials.

1. Do Not Alter the RE/MAX Trademarks

RE/MAX trademarks should be used in their exact form. They should not be abbreviated or used with any prefix or suffix. In particular, even when using the RE/MAX trademarks in text:

- Always capitalize every letter in “RE/MAX.”
- Never delete the slash.
- Avoid breaking up the RE/MAX mark (for example, at the end of a line break, i.e. RE/MAX).

Examples: RE/MAX Trademark

Incorrect

Remax, Re-max, Re/Max, RE/SULTS, REMAX, R/M

Correct

RE/MAX®

NOTE: See RE/MAX logos, starting on page 10, for detailed guidance on how to properly display the various RE/MAX marks.

2. Use a Trademark Notice Symbol

- Use the ® symbol with the RE/MAX trademarks.
- The symbol should appear after the trademarks and, at a minimum, should appear once in each marketing piece, preferably the first or most prominent time the trademark appears.
- When the RE/MAX trademark is used as part of the company’s trade name (such as an office name), do not use any trademark notice. See page 12 for details.

3. Use Proper Grammar When Using Trademarks

- Trademarks should be used as adjectives, rather than nouns or verbs. In many areas, RE/MAX is so widely known that it may not be essential to state that it is a real estate brokerage. However, it is still preferable to use “RE/MAX” as an adjective.
- Do not use RE/MAX in a plural or possessive form.
- Do not abbreviate trademarks, or add prefixes or suffixes.

Examples: Proper Grammar

Acceptable

When you need to sell your home, contact RE/MAX.

Preferred

When you need to sell your home, contact your nearest RE/MAX® real estate office.

Reason

Use of RE/MAX as an adjective is preferred.

Incorrect

REMAX’s new commercials look great.

How many RE/MAXs are there in the Chicago area?

Correct

The new RE/MAX® commercials look great.

How many RE/MAX® offices are there in the Chicago area?

Reason

Do not use RE/MAX in possessive form.

Do not use RE/MAX in plural form.

4. Do Not Adopt Trademarks Similar to RE/MAX Trademarks

Affiliates are prohibited from adopting trademarks, team names, logos or personal branding that are similar to, or obviously inspired by, the RE/MAX trademarks. For example, affiliates should:

- Avoid using trademarks, team names, logos or personal branding that include “MAX”.
- Avoid using a forward slash (“/”) or backward slash (“\”) in their own trademarks, team names, logos or personal branding.

LIMITS ON USE OF THE RE/MAX TRADEMARKS

RE/MAX World Headquarters licenses the right to use the RE/MAX brand to authorized RE/MAX franchisees. Each sales associate's right to use the RE/MAX brand is derived solely from the franchisee's right to use the brand. The RE/MAX trademarks must always be used in connection with the name of the specific RE/MAX franchise and may only be used for the real estate brokerage business of that company. A RE/MAX franchisee cannot directly grant a sales associate or anyone else the right to use the RE/MAX trademarks on websites, social media, advertising, business cards, or any other materials.

Use RE/MAX Trademarks Only With Permitted Services

RE/MAX affiliates are permitted to use the various RE/MAX trademarks only in connection with promoting RE/MAX real estate services authorized under the franchise agreement. Any other business or activity must be operated as a separate company at a different address, website, telephone number, etc., and under a name that contains no reference or similarity to the RE/MAX trademarks. That entity cannot use the term "RE/MAX" or any RE/MAX trademark to promote its products or services.

For example, RE/MAX affiliates:

- May not use the RE/MAX trademarks in connection with marketing and advertising materials or promotional products being made available for sale by the RE/MAX affiliate or a business associated with the RE/MAX affiliate, unless that business has joined the RE/MAX Approved Supplier program.
- Are not permitted to use the RE/MAX trademarks to market, advertise, sell or facilitate the sale of digital property (such as metaverse property) or digital assets such as NFTs (non-fungible tokens).

Co-Listings and Other Joint Marketing Activities

As a general rule, affiliates should not combine the trademarks, names, designs or logos of other companies with the RE/MAX trademarks. When engaging in joint marketing with other companies, such as lenders, title insurance companies and others, it is important to avoid any perception that the other company is part of or affiliated with the RE/MAX organization when no national affiliation exists. For example, advertising that suggests that a RE/MAX office or RE/MAX affiliate is "powered by" another brand is not permitted, even if that brand does not offer real estate brokerage services, due to the potential to mislead or confuse consumers.

Using the RE/MAX marks to promote competitors is prohibited, but affiliates may market co-listings with other real estate brokerages as long as the marketing clearly separates the branding of the two brokerages and is done in a manner to indicate that the RE/MAX office and the other brokerage are separate entities.

Do Not Sublicense RE/MAX Marks or Names

RE/MAX offices are not allowed to sublicense RE/MAX marks. It is not permissible to establish a separate RE/MAX company to handle portions of the franchise's business, such as property management, relocation or other real estate services.

Avoid Using the RE/MAX Trademarks in Generative AI (Artificial Intelligence) Tools

Any advertising content generated using AI must comply with intellectual property, privacy and other laws. RE/MAX branding and trademarks, as well as marketing materials provided by RE/MAX World Headquarters, may not be input into generative AI tools. Any RE/MAX branding or trademarks must be added to the AI-generated content manually after the image creation process. This post-AI branding process ensures that the final content aligns with RE/MAX brand standards, including logo and imagery requirements, and helps maintain brand consistency.

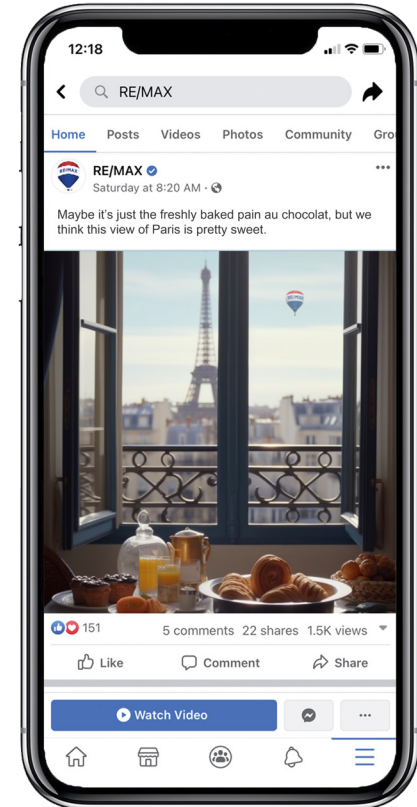
Affiliates May Not File or Own Trademark Registrations for RE/MAX Trademarks

Only RE/MAX, LLC may file or own trademark applications or registrations for the RE/MAX trademarks. No affiliates or Global Regions (outside U.S. and Canada) may file or own trademark applications or registrations that consist of or include any RE/MAX trademarks.

AI-Generated Image



Branding Added to Image After AI Generation



Business Cards and Directory Listings

BUSINESS CARDS

Using a standard RE/MAX business card – whether residential, The RE/MAX Collection or RE/MAX Commercial – is an effective way to benefit from the power of the RE/MAX brand. The designs to the right represent best practices. Affiliates may also use other designs, but designs must meet all standards for use of the RE/MAX name and trademarks.

DIRECTORY LISTINGS

All directory listings or advertising of a phone number that includes the term “RE/MAX” or any other RE/MAX trademark must meet these requirements:

- A.** The address must be for the RE/MAX office with which the listed associates are affiliated, and the full office name must be listed.
- B.** Phone number and listing entries must have an area code that corresponds to the RE/MAX office’s local market area and must be approved by the RE/MAX Broker/Owner.
- C.** Only areas actively and routinely served in the associates’ marketing efforts may be listed.



Advertising RE/MAX Awards & Rankings

RE/MAX World Headquarters recognizes offices and affiliates who are top performers with awards and rankings through its RE/MAX Awards & Recognition Program. Any advertising of RE/MAX awards or rankings by an office or affiliate must accurately present the office's or affiliate's accomplishments. It may be necessary to include information (such as the relevant time frame, specific geographic area or markets served) to place the RE/MAX award or ranking in proper context. For example:

- Affiliates should ensure their advertising of a RE/MAX award or ranking does not misrepresent the applicable geographic area for the award. For example, a RE/MAX ranking for U.S. commissions should not be presented in a context that suggests the ranking is on a global or worldwide scale.
- When advertising an award or ranking received for a previous award period, the context of the advertisement should clearly indicate the applicable time frame for the award or ranking. For example, an affiliate advertising an award received in 2021 may need to include the year for the award to avoid suggesting that the award was not received more recently.
- Advertisements touting team awards or team rankings must clearly indicate that the accolade applies to a team and not to an individual affiliate. For example, a team leader that wins a Diamond Club Team Award must ensure that its advertising indicates that the award is a team award. Team members can also advertise their individual club awards.

RE/MAX World Headquarters may provide specific guidance for promoting RE/MAX awards or rankings in addition to these requirements. Also, a local law or requirement may require the inclusion of specific information when advertising awards and rankings, and affiliates are responsible for ensuring that their advertising meets those requirements. If a local law or requirement differs from any RE/MAX standards or guidance, the local requirements take precedence over the RE/MAX standards and guidance.

RE/MAX awards and rankings are based on data reported to RE/MAX World Headquarters. Any advertising of awards or rankings must be consistent with the data reported to RE/MAX World Headquarters.

RE/MAX World Headquarters reserves the right to require a change to any advertising of RE/MAX awards or rankings that are inaccurate or misleading, or that otherwise does not comply with RE/MAX brand standards.



Digital Marketing

The rules for internet marketing reflect the same basic rules that apply to all RE/MAX advertising. This section covers rules for internet and website content, provides helpful advice for developing your internet marketing efforts and covers special considerations and rules that apply to email addresses, social media identifiers, mobile applications and domain names.

NOTE: The Social Media Best Practices guide, available at the Marketing Portal on the MAX/Center platform, offers additional guidance to help you level up your internet marketing efforts.

INTERNET CONTENT RULES

The rules for traditional advertising also apply to internet advertising, including affiliates' social media webpages. A RE/MAX branded website or webpage may not be used to promote a competitor, to advertise agent locator services, to sell non-real-estate-related advertising or to offer services or products of an affiliate's other businesses, such as mortgage, software or agent locator ventures. In addition, affiliates must ensure that the home page of any RE/MAX branded website and RE/MAX branded webpages on third-party websites display (and it's recommended that sub-pages also display):

- The full RE/MAX office name, positioned prominently so that consumers will know that it (and not the team name or other names on the site) is the name of the brokerage with which they are dealing.

- Contact information for the office such as the office address, telephone number and email address (this contact information is required even if affiliate or team contact information is also included).
- The notice "Each Office Independently Owned and Operated."

Permitted domain names that include the RE/MAX trademark and are associated with a website that is under construction or inactive, should point to www.remax.com (or bring up no content at all). Parked pages, like a registrar's "Coming Soon" or "Under Construction" pages, are discouraged because they often feature advertising for competitors.

CREATE AND MAINTAIN UPDATED, PROFESSIONAL INTERNET MARKETING

Presenting yourself and your office in a professional manner is as important online as it is in the real world. These best practices can help:

- Establish a strong visual image that customers will recognize and identify with by using RE/MAX branding on your site, including official RE/MAX colors and graphics.
- Make your home page simple, neat and easy to navigate.
- Use responsive website design, which adjusts the layout for the best presentation on all devices – desktop, tablet and mobile.
- Use discretion when considering flashy introductory pages or graphics, or the use of sound.
- Keep your online content updated and make sure it adds to customers' impression of you.
- Include reciprocal links between your individual website (if you have one) and your agent/office pages on remax.com.

SOCIAL MEDIA, EMAIL ADDRESSES AND OTHER INTERNET IDENTIFIERS

There is no particular required format for email addresses or other internet pseudonyms or identifiers (such as social networking screen names or messaging user names), but keep the general rules in mind. For instance, an email address or other identifier must not mislead by suggesting that the affiliate represents more of the RE/MAX organization than the specific office (such as by using merely “remax”), or conceal the identity of the office with which the affiliate is associated.

Affiliates should avoid:

- Unsubstantiated or vague claims (such as “remax_toprealtor@gmail.com”).
- Broad, geographic terms (such as a Facebook page named “RE/MAX Ohio” or a social media handle “@remaxcostarica”) that inaccurately represent your service area.
- Slang and other non-professional terms (such as “@remaxhomz”).

The most concise and efficient way to use the RE/MAX mark in an email address is with the remax.net email address you receive as a RE/MAX affiliate. Any email sent to your remax.net email address is automatically forwarded to the email address you specify. Your remax.net email address must represent your legal name and not an office name, team name or general title like “marketing director”.

When posting web links, remember that the rem.ax URL shortener, available on MAX/Center platform, is a great branded alternative to other URL-shortening services.

NOTE: RE/MAX World Headquarters reserves the right to require a change of any misleading or inappropriate email address or identifier.

DOMAIN NAMES

Only RE/MAX franchisees may register domains containing “remax”, and those domains must follow the standards set forth below. RE/MAX franchisees must limit the number of “remax” domain names they register to two domains per office. If your office has a need for more than two “remax” domain names, please consult your region. RE/MAX affiliates (franchisees and Sales associates) are prohibited from registering domains containing any other RE/MAX trademarks or variations of RE/MAX trademarks, such as domains with “rmx” in them.

“REMAX” Brokerage Domain Names Registered by Franchisees

The following standards govern all “remax” domain registrations.

gTLDs and .ca domains (in Canada): When “remax” is used by a franchisee in a generic top-level domain name (gTLD) such as .com or .homes or in a .ca domain name, the RE/MAX office name and an accurate geographic identifier must be included. Additional terms may also be included in the domain. Note that “remax” must always be followed by the office name; the other elements of the domain may be used in any order. For example:

remax [office name] [geographic identifier].com
(1) (2)

- (1) RE/MAX office name
- (2) An accurate geographic identifier. Use the applicable city, town, neighborhood, state, or province (the name of the country should be used, either in English or the national language, only in countries where there is no political division similar to a state or province).

*Optional words, such as real estate-related terms like “homes” or “sells”, may be included before or after the RE/MAX office name, or before or after the geographic identifier. See the chart on page 49 for examples.

ccTLDs (other than .ca) and geoTLDs: This domain name formatting must be followed when “remax” is used by a franchisee in a country code top-level domain name (ccTLD) such as .de, .co.za or .co.uk, or a geographic top-level domain name (geoTLD) such as .quebec or .london.

When a brokerage name is unique in the country or area covered by the ccTLD or geoTLD, use this format:

remax [office name].de
(1) (2)

- (1) RE/MAX office name
- (2) ccTLD or geoTLD

For a brokerage name that is identical to another brokerage’s name in the country or area covered by the ccTLD or geoTLD, the domain must also include the city or town in which the office is located (either in English or the national language), such as:

remax [office name] [city/town].de
(1) (2) (3)

- (1) RE/MAX office name
- (2) Applicable city or town
- (3) ccTLD or geoTLD

NOTE: RE/MAX World Headquarters reserves the right to (1) prohibit the registration and use of domain names that do not serve the best interests of the RE/MAX brand or that violate other requirements set forth in these standards, and (2) require the transfer of any noncompliant domain name from affiliates upon request and without reimbursement.

Global Regions (outside U.S. and Canada) may have more stringent requirements for office domains than the standards set forth here. Franchisees in Global Regions should contact their regions for additional guidance. Also, before registering a domain that includes a geoTLD that references multi-country regions – such as .eu, .asia and .africa – please consult with your region.

NOTE: Hyphens are no longer required in domain names containing “remax”, but franchisees who registered domains with hyphens in compliance with the brand standards prior to September 2022 may continue to use those domains.

Options for Sales Associates or Teams

Sales associates and teams are prohibited from registering domains containing any RE/MAX trademarks or variations of RE/MAX trademarks. A Broker/Owner using a “remax” domain name may allow their sales associates or teams to set up pages using a post-domain directory or path (such as remaxpremierco.com/agentname) or a subdomain (such as agentname.remaxpremierco.com).

Examples: Brokerage Domains

Brokerage Name & Location	Acceptable	Incorrect	Reason
RE/MAX Premier, Denver, Colorado	remaxpremierdenver.com remaxpremierindenver.com remaxpremiercoloradosells.com	remaxdenver.com remaxpremier.com	Brokerage name missing Geographic identifier missing
RE/MAX Seaside, Nanaimo, British Columbia	remaxseasidebc.com remaxseasidesellsbc.com seasideforsale.com	remaxbc.com remaxseaside.com	Brokerage name missing Geographic identifier missing
RE/MAX Excellence, Rome, Italy	remaxexcellencerome.com excellencesells.com	remaxrome.com remaxexcellence.com	Brokerage name missing Geographic identifier missing
RE/MAX Point, Cape Town, South Africa	remaxpoint.co.za remaxpointcapetown.co.za	remaxcapetown.com remaxsouthafrica.com	Brokerage name missing Brokerage name missing

MOBILE APPLICATIONS

Mobile applications help you reach customers accessing real estate information with smartphones or tablets. But small screens and limited space for text make it a challenge to be clear about your identity, your RE/MAX brokerage information, and the geographic areas that you serve, as required by RE/MAX brand standards. Make this information clear, to help consumers determine if your app will suit them (and to save your app from some potentially negative reviews).

App Name and Description

Rule: In the app store or marketplace, your app must identify the full RE/MAX office name (and the name of the individual affiliate, if it is an agent's app) and the geographic area served. The app description or full application information page must also include your RE/MAX office name, address and "Each Office Independently Owned and Operated."

There are three main places to do this (although the fields may be labeled differently in different app stores):

1. The primary application name that identifies the app.
2. The developer name that identifies the source of the app.
3. The app description. The information must not misidentify the office, affiliate or area served, or mislead in any way.

Best Practices

App (primary) name: Be as specific as space allows, but let consumers know whether this is the app for them. For example, "Boston Real Estate - Anne Kelly" or "RE/MAX Premier Boston Home Search." If you have identified yourself and your office in the developer name, you might want a more descriptive app name - like "Boston HomeFinder" or "Boston Real Estate Search" - that is likely to come up when people search for apps.

Developer (secondary) name: Use this space to identify the full RE/MAX brokerage name, and affiliate name, if applicable, such as "RE/MAX Premier - Anne Kelly," "Stefan Fisher with RE/MAX First," or simply "RE/MAX Premier."

Description: Set a clear expectation for potential customers about what services your application can provide. Be specific about the geographic areas you serve.

App Icon and Display Name

Rule: The requirements for the icon and display name used in the app store or marketplace are simple: a) if you use “RE/MAX” or any RE/MAX logo in the display name or icon, then you must include the RE/MAX office name (or a reasonable abbreviation of it); and b) considering the small space available for icons, the RE/MAX Balloon logo may be cropped when used in an icon, but it may not be distorted, stretched or modified in any other manner.

Best Practices

Display Name: A RE/MAX affiliate’s name is a suitable display name, though the display name may get truncated if it contains too many characters. Almost all RE/MAX office names would be truncated. For this reason, you may use simply “RE/MAX” as your display name, but only if your icon includes the RE/MAX office name or an abbreviation of it (like “RE/MAX Pros” for RE/MAX Professionals).

Icon: Standard RE/MAX graphics and logos are encouraged in your icon. Adding your name, team name or RE/MAX brokerage name to the icon is recommended.

App Content

Rule: The application must have an “About” or similar screen that provides all the information required, as detailed on page 63.

RE/MAX World Headquarters reserves the right to require a change to any application’s presentation, name, description or content that is misleading or inappropriate.



CHILDREN'S
MIRACLE NETWORK
HOSPITALS®

Children’s Miracle Network Hospitals

In the United States and Canada, the Miracle Home® program enables RE/MAX associates to show consumers their dedication to their communities by committing to make donations to Children’s Miracle Network Hospitals® (CMN Hospitals) in the United States and Children’s Miracle Network® (CMN) in Canada.

RE/MAX World Headquarters has approved CMN Hospitals “Miracle Home” and “Miracle Property” sign riders in the United States and CMN Canada “Miracle Home” sign riders in Canada, which participating associates can obtain through RE/MAX Approved Suppliers.

In the United States and Canada, CMN Hospitals has granted RE/MAX, LLC the right to include its trademarks as part of the RE/MAX trademark use rights granted under the RE/MAX franchise agreement. These trademarks, including the “Miracle Home” trademarks, must not be varied in any manner and may be used only for charitable fundraising activities carried on in connection with real estate brokerage services.

In addition, all uses of these CMN Hospitals trademarks remain subject to the limitations and quality controls established by Children’s Miracle Network Hospitals. “Miracle Home®,” “Children’s Miracle Network Hospitals®” in the United States, “Children’s Miracle Network®” in Canada and the Children’s Miracle Network graphic balloon designs are registered trademarks of Children’s Miracle Network Hospitals.

The following trademark usage requirements apply to advertising and marketing materials:

- United States: The first reference must be the full name of “Children’s Miracle Network Hospitals®.” Subsequent references may use the shortened version of “CMN Hospitals.” The use of “CMNH” or “CMN” is not allowed.
- Canada: The first reference must be the full name of “Children’s Miracle Network®.” Subsequent references may use the shortened version of “CMN Canada”. The use of “CMNH” or “CMN” is not allowed.

Primary Palette: Use the following:

CMN Hospitals Red
Pantone 4059 C
CMYK - 1/94/61/12
RGB - 199/48/71 - digital use
WEB - c73047 - digital use

CMN Hospitals Yellow
Pantone 116 C
CMYK - 0/10/98/0
RGB - 255/203/5 - digital use
WEB - ffc005 - digital use

NOTE: Regions outside of the United States and Canada that would like to operate a Miracle HomeSM program may do so after completing an application process with RE/MAX World Headquarters. Such programs will not be affiliated with CMN Hospitals, and will instead benefit charitable causes selected by the region. Interested regions should contact their Global Consultant for more information. Additional brand standards apply to this program. Global affiliates may only use Miracle Home branding if located in a region that is operating a Miracle Home program approved by RE/MAX World Headquarters.

CMN Hospitals (U.S.) - Logos & Sign Riders

Co-Branded Logo:



Sign Rider:



Co-Branded Logo (The RE/MAX Collection Version):



Co-Branded Logo (RE/MAX Commercial Version):



CMN Canada - Logos & Sign Riders

Co-Branded Logo



Sign Rider:



Co-Branded Logo (The RE/MAX Collection Version):



Co-Branded Logo (RE/MAX Commercial Version):



NOTE: Canadian logo does NOT include "Hospitals"



THE RE/MAX
COLLECTION®

The RE/MAX Collection Graphic Standards

The RE/MAX Collection program assists sales associates working with luxury residential properties. The RE/MAX 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 RE/MAX Collection materials with non-eligible properties violates the franchise agreement. While affiliates may use Red-White-Blue property signs on properties that qualify for The RE/MAX Collection program, it is strongly preferred they use The RE/MAX Collection signage.



The RE/MAX Collection Trademarks and Logo

When referring to The RE/MAX Collection in text, always capitalize all the words, including the word “The,” which is part of the proper name. In other languages, Affiliates may use a local translation of “The RE/MAX Collection” and the phrase “Fine Homes & Luxury Properties,” upon approval of RE/MAX World Headquarters. “La Colección RE/MAX” (Spanish) and “La Collection RE/MAX” (French) are approved.

There are two principal logo versions approved for The RE/MAX Collection: a vertical version and a horizontal version. It is recommended to include the RE/MAX Balloon in the logo as shown here, but affiliates are allowed to remove the RE/MAX Balloon from these logos on printed (non-digital) materials such as yard signs, business cards and promotional items. The phrase “Fine Homes & Luxury Properties” may be used with The RE/MAX Collection program materials, but it is not required. No additional graphic elements or type may be inserted into these logos. Also, the logos for The RE/MAX Collection may not be modified except as expressly permitted in this section, and the “look and feel” of the logos (including designs consisting of text between two horizontal lines) may not be used by affiliates for office, team or other logos.

The RE/MAX Collection logo may only be used in color, with the color RE/MAX Balloon. It is strongly recommended to have the logo appear in white on a background of RE/MAX Navy Blue (see p. 23 for color details). When appearing on white or a light background, the logotype appears in RE/MAX Navy Blue, and when appearing on a dark color, the logotype should appear in white and show a white outline around the RE/MAX Balloon.

Certain RE/MAX Approved Suppliers are authorized to use an “etched” (single-color) version of The RE/MAX Collection logo designated specifically for products such as award trophies, embossed materials, glass products and other items where using a color logo is not feasible. Any materials or products featuring the etched version of the logo that are not purchased from Approved Suppliers require approval from the brand team at theremaxcollection@remax.com.



All-Navy with Balloon



All-Navy with Balloon



All-White with Balloon

All-White with Balloon

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.

INCORRECT LOGO USE



Don't delete the bars



Don't skew the logo



Don't add an office name to the logo



Don't use black logo

Clear Space

When The RE/MAX 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 RE/MAX.

Smallest Scalable Size

For print (non-digital) uses, the smallest allowable width for the vertical or horizontal The RE/MAX Collection logo, with or without the RE/MAX Balloon, is 3/4". When "The RE/MAX Collection" must be rendered smaller than minimum size in print, either use plain text or email the RE/MAX Standards and Quality Control Team at standards@remax.com. There are no size limitations applicable to digital use of these logos, but care should be taken to ensure the logos are large enough to be legible to the average person when viewed on a small screen.



The RE/MAX Collection Office Marketing

BUSINESS CARDS AND OTHER MATERIALS

Marketing materials for The RE/MAX Collection program are available in the RE/MAX Marketplace at shop.remax.com. Select the “RE/MAX Resources” tab.

Be sure to search RE/MAX Approved Suppliers offerings before creating and purchasing promotional items through your local vendor. In many cases, RE/MAX Approved Suppliers, through bulk purchasing, can offer specialized The RE/MAX Collection products – such as embossed materials and customizable brochures – that would otherwise be cost-prohibitive.



General Guidelines for The RE/MAX Collection Property Sign

For The RE/MAX Collection, two different sign designs are available: a new Arc Design, which is now the preferred signage for The RE/MAX Collection, and the previously available Blue Bar Design. For each sign design, two options are offered: (1) the standard design option with increased emphasis on the RE/MAX 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 RE/MAX 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 on page 52. The display of third-party names or information (such as for developers or construction companies) is similarly prohibited on RE/MAX signage.

If a local law, rule, regulation, ordinance, code or covenant differs from these standards, the local requirements take precedence over the RE/MAX standards. If deviations from these sign designs is required, affiliates should send the sign maker's proof (mock-up) and documentation of the requirement to the RE/MAX Standards and Quality Control Team at standards@remax.com for approval and to determine how The RE/MAX Collection standards can be preserved as much as possible, within those requirements.

Material: Any appropriate material can be used, but affiliates should select material for durability, appearance, ease of handling and storage, and local climate.

Dimensions: The RE/MAX 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.

Frame: The frame should be a white-post hanging frame (preferred), or as an option, a full black angle-iron frame.

Type: Gotham Narrow Medium or Gotham Narrow Bold, as indicated.

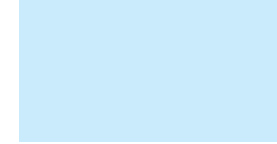
Colors: The RE/MAX Collection branding incorporates the logo and colors of the overall RE/MAX brand, but uses RE/MAX Navy Blue for the logo text or as an alternative background color, to accentuate The RE/MAX Collection brand.

- **Use of Pantone colors:** For printing processes that require Pantone colors, use the following:



RE/MAX Navy Blue

Pantone 534 C
CMYK - 98/85/36/27
RGB - 30/53/94
WEB - 1E355E



RE/MAX Light Blue

CMYK - 19/0/0/0
RGB - 201/235/252
WEB - C9EBFC



Do not use this property sign.



Do not use this property sign.

NOTE: Affiliates may no longer use these prior versions of The RE/MAX Collection sign designs.

NOTE: RE/MAX Approved Suppliers offer signage that is compliant with these brand standards. Visit the RE/MAX Marketplace in MAX/Center platform.

The RE/MAX Collection Arc Design (Standard) – 24" Wide x 30" Tall



- A White bar section:** 8" tall.
- B The RE/MAX Collection Logo:** 4.5" tall. White type. The Balloon logo may be removed from The RE/MAX Collection logo.
- C Light Blue Arc:** 0.5" thick. RE/MAX Light Blue.
- D Dark Blue Arc:** 21.5" tall. RE/MAX Navy 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.
- G RE/MAX 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.
- I Website or "Fine Homes and 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 and Luxury Properties" may not be placed anywhere else on the sign.
- 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.

The RE/MAX Collection Blue Bar Design (Standard) – 24" Wide x 30" Tall



NOTE: This signage may not include any photos.

- A Border:** .5" thick. RE/MAX Navy Blue Border is around all four sides of sign.
- B Marketed By:** Gotham Narrow Medium. 107% horizontal scaling, 45 pt. All caps. Dark Gray type. 350 tracking.
- C Associate Name/Team Name:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. All caps. Dark Gray type. 125 tracking preferred.
- D Associate Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. Dark Gray type. 150 tracking preferred.
- E Gray Bars:** 5.43" wide and 0.11" tall. Light gray.
- F RE/MAX Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 60 pt. All caps. Dark Gray type. 350 tracking preferred unless reducing tracking is necessary to fit a longer name.
- G Office Phone Number:** Gotham Narrow Bold. 107% horizontal scaling, 125 pt. Dark Gray type. 150 tracking preferred.
- H Website or "Fine Homes and Luxury Properties":** Gotham Narrow Medium. 107% horizontal scaling, 60 pt. Dark Gray type. 350 tracking preferred unless reducing tracking is necessary to fit a longer address. "Fine Homes and Luxury Properties" may not be placed anywhere else on the sign.
- I Balloon logo:** With registration symbol, 3.83" tall (top of balloon to bottom of basket). The Balloon logo must always be included on this sign design.
- J The Blue Bar:** 7.38" tall. RE/MAX Navy Blue.
- K The RE/MAX Collection Logo:** 4.5" tall. White type.

The RE/MAX Collection Blue Bar Design (Office-Prominent)

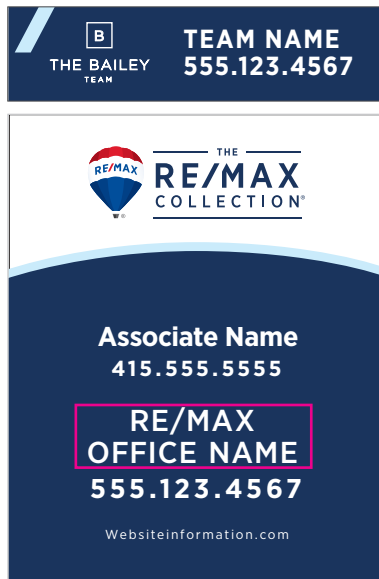


Unless specifically indicated, rules for the Standard Design apply to the Office-Prominent Design as well.

- A Associate Name/Team Name:** Gotham Narrow Bold. 110 pt. All caps. Dark Gray type. 107% horizontal scaling. 125 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 115 pt. All caps. Dark Gray type. 107% horizontal scaling. 125 tracking preferred.
- C RE/MAX Office Name:** Gotham Narrow Bold. 115 pt. All caps. Dark Gray type. 107% horizontal scaling. 100 tracking preferred unless reducing tracking is necessary to fit a longer name.
- D Office Phone Number:** Gotham Narrow Bold. 115 pt. All caps. Dark Gray type. 107% horizontal scaling. 125 tracking preferred.

The RE/MAX Collection Arc Design (Standard): Additional Sign Examples

Office-Prominent



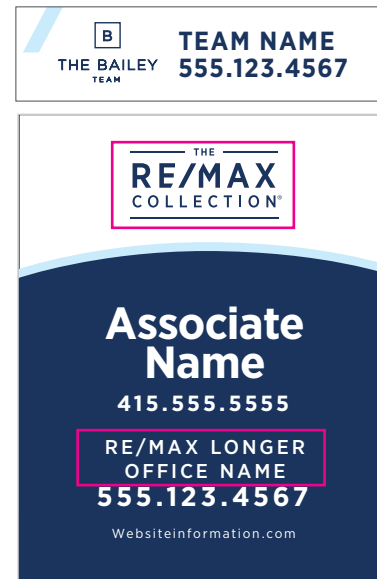
NOTE: The Office-Prominent version of this sign design features a smaller font size for the agent name and a larger font size for the office name.

With Agent Photo



NOTE: Arc height is 17.11" tall when associate photo is included.

With Longer Office Name and Without Balloon Logo



This box indicates all the items that are different than the sign shown on page 86.

RIDER REQUIREMENTS: Associate/Team photos are not allowed on The RE/MAX Collection sign riders. For Arc Design signage, use either a RE/MAX Navy Blue rider with white text or a white rider with RE/MAX Navy Blue text, as shown in these examples. Riders may, but are not required to, include the Slash Design in RE/MAX Light Blue, in the placement shown here. Otherwise, the rider requirements on page 37 apply.

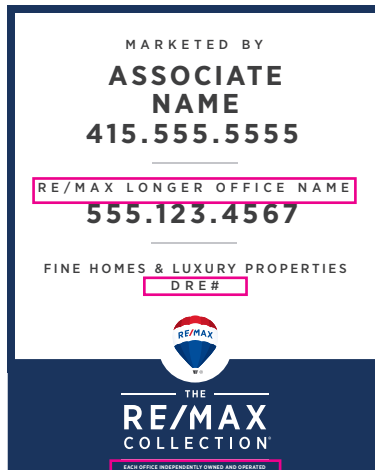
The RE/MAX Collection Blue Bar Design (Standard): Additional Sign Examples

With “Fine Homes & Luxury Properties” & Optional Logos

PROPERTY INFORMATION



With Longer Office Name, Agent License Number & “Each Office Independently Owned and Operated”



The RE/MAX Collection Blue Bar Design (Office-Prominent): Additional Sign Examples

Associate/Team Names



With Longer Office Name



This box indicates all the items that are different than the signs shown on pages 87 - 88.

RIDER COLOR REQUIREMENTS: For Blue Bar Design signage, only white riders with RE/MAX Navy Blue text are permitted. Otherwise, the rider requirements on page 37 apply.

The RE/MAX Collection Directional and Open House Signs

Signs used to direct consumers to a listing for The RE/MAX Collection must include The RE/MAX Collection logo and must coordinate with the design of the The RE/MAX Collection property signage being used to promote the property. As a result, the red-white-blue bar design used on RE/MAX Red-White-Blue property, directional and open house signs may not be used for directional and open house signs for The RE/MAX Collection properties.

Although not mandatory, including the local RE/MAX trade name on directional signs is highly encouraged. Associate contact information is permitted, but not required. All other design and font standards for The RE/MAX Collection signage must be maintained. Content may relate only to a listing's sale or lease status or agent contact information. No other logos (including team or associate logos), except as specified in this manual, may be used on any directional or open house signs branded with The RE/MAX Collection marks.

Several special-shape directional signs for The RE/MAX Collection have been approved and are available through RE/MAX Approved Suppliers. Any other variation must be approved by the Standards Team. Except as outlined in this paragraph, the general style of The RE/MAX Collection signage must be maintained in such special-shape signs.

A directional or open house sign cannot be used as a replacement for a RE/MAX property sign at the property.

Approved Examples – Standard Shape:



Approved Examples – Special Shape:





RE/MAX COMMERCIAL®

RE/MAX Commercial Graphic Standards

Specialized RE/MAX Commercial designs are available to all qualified RE/MAX affiliates with commercial listings. RE/MAX offices may be branded as commercial-only offices (as long as the broker has signed an appropriate addendum to the franchise agreement) or may operate approved commercial divisions or groups. Offices that are not commercial-only offices may not display RE/MAX Commercial signage on the office exterior. Offices with commercial divisions or groups may indicate that status in the ways shown in the example box at right. Additionally:

- The RE/MAX Commercial property sign design may be used only with commercial listings. The RE/MAX Red-White-Blue property sign (see page 29) may be used as an alternative.
- The standards for the RE/MAX Commercial logo and property sign are mandatory.

Remember, all affiliate marketing requirements (see page 63) and general standards for use of the RE/MAX trademarks apply to RE/MAX Commercial materials, such as including complete office contact information and the phrase “Each Office Independently Owned and Operated.”

In countries where the RE/MAX Commercial trademark is not registered, it may be necessary to move the (R) to be after the RE/MAX mark, rather than placing it behind the word “Commercial.” Global Regions (outside U.S. and Canada) should confirm the proper usage of the (R) notice symbol with their global consultant at RE/MAX World Headquarters.

Branding Requirements & Examples

Correct Format:

RE/MAX Office Name – Commercial Division
RE/MAX Office Name, Commercial Division
RE/MAX Office Name
Commercial Division

Correct Examples:

RE/MAX Premier – Commercial Division
RE/MAX Premier, Commercial Division
RE/MAX Premier
Commercial Division

Incorrect Example:

RE/MAX Premier Commercial

This example is incorrect because “Commercial” is not part of the office name and because it could also suggest the office has formed a separate company for its commercial business, which is not permitted.

“Group” may be substituted for “Division” as appropriate.

RE/MAX Commercial Logo

There are two approved versions of the RE/MAX Commercial logo. The preferred, three-color RE/MAX Commercial logo consists of RE/MAX Primary Red letters with the slash in RE/MAX Primary Blue, and “commercial” in white on a bar of RE/MAX Commercial Gray (see RE/MAX Commercial Color Palette, page 96). The RE/MAX Commercial logo can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters and the slash in “RE/MAX” must be the same color.

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 RE/MAX Commercial trademark is not registered, it may be necessary to move the (R) to be after the RE/MAX mark, rather than placing it behind the word “Commercial.” Regions should confirm the proper usage of the (R) notice symbol with their global consultant at RE/MAX World Headquarters.

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



Three Color



One Color - Black



One Color - White

RE/MAX COMMERCIAL INCORRECT LOGO USE



Do not delete the gray bar.



Do not change colors in logo.



Do not distort.



Do not add content to logo.



Do not add the RE/MAX balloon logo to this logo.

Clear Space

When the RE/MAX 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 RE/MAX, as shown at right.



Smallest Scalable Size

For print (non-digital) uses, the smallest allowable size for the RE/MAX Commercial logo is 3/4" in width. When “RE/MAX Commercial” must be rendered smaller than minimum size in print, either use plain text or email the RE/MAX Standards and Quality Control Team at standards@remax.com. There are no size limitations applicable to digital uses of the RE/MAX 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.



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.

RE/MAX Commercial Color Palette

The red and blue colors of the RE/MAX Commercial color palette form a connection with (and leverage the power and recognition of) general RE/MAX branding, while the addition of gray provides a distinct identity for commercial practitioners, offices and properties.

Use of Pantone colors: For printing processes that require Pantone colors, use the following:

RE/MAX Primary Red - Pantone 1795 C

RE/MAX Primary Blue - Pantone 293 C

RE/MAX Commercial Gray - Pantone 430 C



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



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



RE/MAX Commercial Gray
CMYK - 54/41/38/4
RGB - 126/134/140
WEB - 7E868C



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

RE/MAX Commercial Marketing

BUSINESS CARDS AND OTHER MATERIALS

Marketing materials for RE/MAX Commercial are available in the RE/MAX Marketplace at shop.remax.com. Select the “RE/MAX Resources” tab.



General Guidelines for the RE/MAX Commercial Property Sign

The RE/MAX Commercial property sign is available to any RE/MAX affiliates with commercial listings (including residential rental properties of four units and larger). Standards are strict for the RE/MAX Commercial property sign and deviation is permitted only in specific, limited situations. For example, the property sign may not include the RE/MAX Balloon logo, photographs (such as associate or team photos), or personal logos (except for team logos in compliance with the brand standards on page 52). The display of third-party names or information (such as for developers or construction companies) is similarly prohibited on RE/MAX signage.

If a local law, regulation, ordinance or covenant requires specifications differing from those stated here, those requirements take precedence over RE/MAX standards. In those cases, the affiliate must send the sign maker's proof (mock-up) and documentation of the requirement to the RE/MAX Standards and Quality Control Team at standards@remax.com for approval.

Material: Type of sign material is optional. Select material for durability, appearance, ease of handling and storage, flexibility of general use and local climate.

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.

Type: Gotham Narrow Black ("Black" refers to the font name, not the color) or Gotham Narrow Bold are the RE/MAX font standards.

Colors: See the RE/MAX Commercial Color Palette, page 96.



NOTE: RE/MAX Approved Suppliers offer signage that is compliant with these brand standards. Visit the RE/MAX Marketplace in MAX/Center platform.

Rectangular RE/MAX Commercial Design (Standard) – 48" Tall x 96" Wide



A The Red Bar: 2.3" tall. No text. Primary Red.

B The White Bar: 32.41" tall.

B1 Property Offering: Gotham Narrow Black. 550 pt. All caps. Primary Red type. 75 tracking preferred unless reducing tracking is necessary to fit more text.

B2 Additional Property Description: Gotham Narrow Bold. 145 pt. All caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit more text.

B3 RE/MAX Commercial Logo: With registration mark, 9.90" tall (top of slash to bottom of gray bar).

B4 RE/MAX Office Name: Gotham Narrow Bold. 100% horizontal scale, 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 big or bigger than the sales associate or team name.

C The Gray Bar: 13.21" tall. Commercial Gray. White type.

C1 Associate/Team Name: Gotham Narrow Bold. 200 pt. 100% horizontal scale, 200 pt. to 315 pt. allowed (200 pt. recommended).

C2 Phone Number: Gotham Narrow Bold. 550 pt. White type. -10 tracking preferred. Hyphens separate the numbers in the phone number (periods and parentheses not allowed).

C3 Email: Gotham Narrow Bold. 160 pt. White type. 75 tracking preferred.

Square RE/MAX Commercial Design (Standard) – 48" Tall x 48" Wide



- A The Red Bar:** 2.3" tall. No text. Primary Red.
- B The White Bar:** 32" tall.
- B1 Property Offering:** Gotham Narrow Black. 520 pt. Primary Red type. 75 tracking preferred unless reducing tracking is necessary to fit more text.
- B2 Additional Property Description:** Gotham Narrow Bold. 145 pt. All Caps. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit more text.
- B3 RE/MAX Commercial Logo:** With registration mark, 7.11" tall (top of slash to bottom of gray bar).
- B4 RE/MAX Office Name:** Gotham Narrow Bold. 200 pt. Dark Gray type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- C The Gray Bar:** 13" tall. Commercial Gray. White type.

NOTE: The size of the gray bar will not change to accommodate the increased font size for the Associate/Team Name. See below example for permitted text adjustments inside the gray bar.

- C1 Associate/Team Name:** Gotham Narrow Bold. 200 pt. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- C2 Phone Number:** Gotham Narrow Bold. 300 pt. to 520 pt. (520 pt. recommended, but smaller size may be used to accommodate increased font size of Associate/Team Name as shown in additional gray bar example.). White type. -10 tracking preferred. Hyphens separate the numbers in the phone number (periods and parentheses not allowed).



BUSINESS PRACTICES AND STANDARDS

General Expectations of Professionalism

RE/MAX affiliates must share and honor a common commitment to professionalism and honesty. The goal is not simply to meet the minimum requirements of applicable laws, regulations and ethical codes, but to aspire to levels of professionalism that exceed the rest of the industry. RE/MAX affiliates must ensure that they:

- Provide real estate services consistent with standards of quality established by RE/MAX, as well as the local market's standards of quality and professionalism.
- Provide real estate services on a substantially full-time basis.
- Are properly licensed.
- Conduct their daily real estate activities close enough to their RE/MAX office so that the Broker/Owner has the opportunity for day-to-day supervision and control.
- Maintain the highest ethical standards in the conduct of real estate activities.

Unfair Business Practices Using the RE/MAX Brand

Affiliates may not use the RE/MAX trademark or any other aspects of RE/MAX branding (including logos and designs) in connection with any service or activity that tends to take unfair advantage of fellow members of the RE/MAX network, including with services or activities that:

- Compete with or undermine services offered by RE/MAX World Headquarters to the public or to RE/MAX affiliates.
- Fragment the RE/MAX organization into exclusionary or competing referral networks.
- Mislead consumers into believing that they are gaining access to the entire RE/MAX network or a relevant subset of the RE/MAX network or are being referred to the RE/MAX affiliate best suited to their needs, when that is not the case.

Affiliates may not offer, or participate in the offering of, private referral networks or office/agent locator services not operated by RE/MAX, LLC.

Honesty and Professionalism in Advertising

Advertising involving the RE/MAX name and trademarks should meet the highest applicable standards of honesty, fairness and equal treatment. For example, affiliates must adhere to the following requirements in this area:

A. Affiliates' advertising may not be misleading about:

- Geographic market area served.
- Number of transactions handled.
- Dollar volume closed.
- Number of listings taken.
- Commissions charged or earned.
- Any other representation of experience.
- Office location or markets served.
- Awards received.

Any advertising involving office or affiliate accolades or accomplishments must include any information necessary to place such details in context (such as the relevant time frame, specific geographic area, or markets served). Where applicable, any advertised accolades or accomplishments should align with data reported by the office to RE/MAX World Headquarters.

B. Affiliates may not conceal or misrepresent the affiliate's identity or office affiliation, or otherwise engage in activities that may lead consumers to believe that they represent, or are acting on behalf of, RE/MAX World Headquarters (RE/MAX, LLC) or a RE/MAX region. This does not prohibit advertising that includes brokerage contact information, but not affiliate or team contact information (see page 63 for more details).

C. Affiliates may not lead consumers to believe that commission rates or fees of RE/MAX offices or associates are uniform, set at any specific level, or are not negotiable. RE/MAX Broker/Owners:

- Set commission rates or fees independently.
- May either allow or prohibit the advertising of commission rates or fees by their sales associates.

Affiliates who choose to advertise commission rates or fees must ensure that potential clients fully understand the listing and marketing services that will be provided for the advertised commission rate. To avoid consumer confusion, if a RE/MAX Broker/Owner elects to advertise the office's commission rates or fees - or permits sales associates to do so - the advertisement must include the following notice, in prominent letters no smaller than one half the size of the font used for advertising the commission rates or fees:

"Different commission rates, fees, and listing and marketing services may be offered by other RE/MAX franchisees and Sales Associates serving this market area."

NOTE: RE/MAX World Headquarters reserves the right to exercise its judgment in determining whether any affiliate's advertisements or actions violate RE/MAX standards.

D. Do not use the RE/MAX name or other RE/MAX trademarks in a manner that is inconsistent with the letter and spirit of the code of ethics of the National Association of REALTORS® in the United States, the Canadian Real Estate Association, or comparable professional organizations where your business is located.

E. Do not suggest that services offered by any RE/MAX office or affiliate are not available on equal terms to all persons irrespective of race, creed, color, religion, nationality, disability, gender, family status or any other legally protected classification. Do not advertise in a way that:

- Stereotypes or labels individuals, neighborhoods or communities.
- Uses any derogatory, embarrassing or inflammatory terms, phrases or imagery when referring to a person, business or property.
- Uses pornography or profanity.
- Disparages or creates ill will toward any individual, group or organization.

F. Observe limits on the use of the RE/MAX trademarks in connection with endorsements and sponsorships. All sponsorships or endorsements involving the RE/MAX trademarks must use the full office name. Do not use any RE/MAX trademarks (including RE/MAX office

names) in sponsoring, endorsing, promoting or supporting organizations, events, publications or advertisements where the general public would perceive the primary purpose as promoting a political candidate or party, a religion, or an issue or cause that may be controversial or offensive to or opposed by other groups.

G. Personal belief or affinity group phrases or symbols cannot appear on property signs or other materials with uniform design standards. However, they may appear in publications or advertisements primarily meant to market the affiliate's business, subject to the other requirements of this manual. Please consider the inclusion of any such phrase or symbol with care, in light of the ethical, legal and business risks involved. RE/MAX World Headquarters reserves the right to require that any affiliate cease the use of any affinity group phrase or symbol.

H. Respect the rights of others. Do not:

- Use the name, likeness, voice, trademark, slogan, writings, videos, music, photographs or other material of any competitor or other third party without the appropriate permission or authority.
- Infringe on the rights of any third party, including any RE/MAX affiliate.

I. Do not denigrate any competitor. Do not engage in false or misleading descriptions of competitors or their business practices. This restriction does not prevent affiliates from

engaging in accurate comparative advertising.

- J.** Any comparative advertising must be substantiated in advance or verified as accurate and meet all requirements with respect to truthfulness in advertising (see discussion of regulatory requirements at right). MLS boards may require comparative advertising using MLS data to include specific disclaimers or information regarding the time period and geographic area to which the comparison applies.
- K.** If you engage in telemarketing (including marketing via text messaging), ensure that your marketing complies with all applicable federal, state and provincial laws and regulations, including the Telephone Consumer Protection Act and the Telemarketing Sales Rule in the United States, and Canada's Anti-Spam Law (CASL). In addition to the requirements of these various rules and regulations, RE/MAX affiliates are not permitted to use the RE/MAX trademarks in any pre-recorded telemarketing messages, any unsolicited auto-dialed or automated systems calls or texts, or any unsolicited facsimiles.
- L.** If your advertising includes loan program details, take care to avoid engaging in unlicensed mortgage activity or violating the Mortgage Acts and Practices Act (the "MAP" rule). For example, in some instances, referencing a specific interest rate, annual percentage rate (APR), payment amount, or down payment amount without including a very specific loan scenario disclosure may violate mortgage advertising regulations, including but not limited to the MAP rule, and discussing loan programs in great detail might require a mortgage license. If any co-marketing with a mortgage professional will include loan program details, it may be preferable to ensure that such statements are attributable to the mortgage professional's portion of the marketing, and not to you or your office.

Complying with Requirements for Truthful Advertising

The legal requirements for truthful advertising vary by state, province, region and country. Any advertising (including testimonials) and other communications involving the RE/MAX brand must comply with applicable laws and regulations and meet applicable ethical standards.

In the United States, Federal Trade Commission advertising regulations require not only literal truthfulness, but also the truth of any inferences consumers may be reasonably expected to draw from the advertising. This means that, when advertising, you must consider how consumers perceive the real estate brokerage business. FTC regulations also require all factual claims (including claims made in customer testimonials) to be substantiated before they are used in advertising. Similar requirements may apply in many other countries where RE/MAX offices conduct business.

Interested in boosting the impact of your advertising through the use of RE/MAX advertising claims?

RE/MAX World Headquarters maintains a list of verified marketing claims that affiliates can use in their advertising, including claims about RE/MAX agent productivity, the power of the RE/MAX brand and other RE/MAX strengths. See the "Marketing Claims & Slogans" tab in the Marketing Portal, which can be accessed on the MAX/Center platform.



RE/MAX BRAND IDENTITY
TRADEMARK AND GRAPHIC STANDARDS
20th Edition - 2023