



# RE/MAX BRAND IDENTITY

TRADEMARK AND GRAPHIC STANDARDS

18th Edition - 2017



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## TRADEMARK AND GRAPHIC STANDARDS

18th Edition - 2017

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.**

**Any requests for exceptions to these rules and standards must be submitted to the Standards and Quality Control Team, RE/MAX, LLC.**

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# THE RE/MAX BRAND

## The Evolution of the RE/MAX Brand

Embodied in every RE/MAX logo and mark are more than 40 years of brand equity and billions of collective dollars spent on advertising and marketing.

A short history of the RE/MAX brand: In 1973, founders Dave Liniger and Gail Main (who became Gail Liniger) invented the name RE/MAX from the concept “Real Estate Maximums,” and created the distinctive, patriotic 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. 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 strengths of the iconic balloon, property signage and colors, and energize them with a modern twist to connect to today’s audiences.

Just as important, this “refresh” exemplifies how, through more than 40 years, the RE/MAX brand evolves, as a forward-looking, innovative enterprise that continues to grow and push boundaries.



1978



2005



September 2017

**NOTE:** After **September 20, 2017**, Affiliates may no longer create or purchase materials featuring the prior version of the RE/MAX logos. By **March 31, 2018**, all pre-existing digital assets (office websites, social media webpages, etc.) featuring the prior version of the RE/MAX logos must be updated to feature the new version of the RE/MAX logos. It is strongly recommended that by **September 30, 2019**, all Affiliates have phased out and ended their use of other existing items (such as signage and non-digital marketing materials) featuring the prior version of the RE/MAX logos. RE/MAX World Headquarters may continue to use the prior version of the logos in some settings.

## The Importance of trademark standards

At their core, trademark 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 organization. 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 trademark 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 and trademark violations

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

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

### STANDARDS VIOLATIONS VS TRADEMARK INFRINGEMENT

There are differences between standards violations and trademark infringement. Here's how you should report them.

#### IMPROPER USE BY A RE/MAX AFFILIATE IS A STANDARDS VIOLATION:

- 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.

Send questions about RE/MAX standards – and report standards violations – to **standards@remax.com**. You can also use this address with questions for your own use, or if you need to request an exception to address local laws.

#### 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 RE/MAX red-white-blue bar design for non RE/MAX signs or marketing, using the words “RE” or “MAX” as part of real estate messaging.

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 identity 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 saves you time, money and effort. See all the suppliers and their offerings by visiting [shop.remax.net](http://shop.remax.net).

## 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). When it would be beneficial to increase legibility at extreme distance – such as on the RE/MAX Hot Air Balloon or billboards – the colors may be switched to blue letters with a red slash. All balloon logos and illustrations must always display blue letters with the red slash.

The RE/MAX logotype 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 must be the same color.

For information on using the RE/MAX logotype in an office name, see pages 14-15.

**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

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.



Two Color



One Color – Black



One Color – White

## INCORRECT LOGOTYPE USE



Don't substitute a font text to look like the logo



Don't distort



Don't 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 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](mailto: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 standards

When displayed, RE/MAX office logos and signage must include the full office name – not just “RE/MAX” – and 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, we recommend the fonts Gotham or Arial 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



Don't use the ®  
in an office name



Don't substitute the  
balloon for RE/MAX in an  
office name



Office name is too close to  
RE/MAX logo



Don't allow graphics to overlap the  
RE/MAX logo and/or office name



Office name is less than  
50% minimum size



Office name is larger than  
100% maximum size

**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 12) 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 only used 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](mailto: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.

**Use of other balloon photos and images:** The RE/MAX Balloon logo cannot be altered or customized. However, photos or other artwork that depict a RE/MAX Balloon, but are distinct from the RE/MAX Balloon logos, may be produced for advertising purposes, provided that a sample of the proposed representation is sent to and approved by the Standards Team ([standards@remax.com](mailto:standards@remax.com)).



**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.

## INCORRECT BALLOON LOGO USE



Don't tilt



Don't add or remove text



Don't skew or distort



Don't place the balloon on a cluttered design element



Don't customize balloon

### 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" 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](mailto: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.



2017 NATIONAL  
AD CAMPAIGN  
LOGOS

## 2017 National ad campaign logos

For RE/MAX Affiliates interested in using the logos from the RE/MAX advertising campaign, the approved versions are shown here.

### PRIMARY LOGO

This logo has a transparent background.  
In cases of a white background, use this logo option.



### INCORRECT LOGO USE



Don't place a border of any kind around the logos.

### SECONDARY LOGO

This logo with white text has a transparent background; the blue background as displayed is not part of the logo. This logo should not appear against a white or lighter background.



**NOTE:** These logos must always be surrounded on all four sides by a clear space of at least the height of the letter "X" in RE/MAX.

# 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

Outstanding Agents  
Outstanding Results®

### SECONDARY TYPEFACE

# Arial

Arial is recommended as a secondary typeface and is commonly used in online 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, balloon logo or property signs.

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.



CMYK - 21/96/90/12  
RGB - 178/43/46  
WEB - B22B2E



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



CMYK - 100/86/29/23  
RGB - 26/54/104  
WEB - 1A3668



Light Gray  
CMYK - 0/0/0/75  
RGB - 98/99/1021  
WEB - 626366



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:** The color palette has been updated, and Affiliates should use the new RE/MAX primary colors. Items purchased through Approved Suppliers adhere to these new standards. 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).

RE/MAX  
RED-WHITE-BLUE  
PROPERTY SIGNS

## General guidelines for RE/MAX Red-White-Blue Property Signs

**Using standard RE/MAX signage is crucial:** Around the globe, the iconic RE/MAX sign is perhaps the most visible display of the RE/MAX brand. In fact, the red-white-blue bar designs are protected as trademarks of RE/MAX, LLC. They may not be used for any property signage other than “For Sale,” open-house or directional signs. Standards are strict for the RE/MAX Red-White-Blue Property Signs. Associates may not use real estate “For Sale” signs other than the RE/MAX Red-White-Blue Property Signs or the RE/MAX Commercial or The RE/MAX Collection signs, where appropriate. Associates may not use the red-white-blue bar designs on a flag pole as a flag. The standards cannot be modified except as outlined in this manual.

**Different designs help comply with state advertising requirements:** With the redesign of the RE/MAX Red-White-Blue Property Sign, RE/MAX World Headquarters wants to provide more information concerning compliance with state real estate advertising regulations in the United States. Most notably, several states require that the licensed brokerage’s name be at least as prominent as the Associate’s or team’s name. As a result, two versions of the RE/MAX Red-White-Blue Property Sign are offered: a “Standard” design with an increased emphasis on the RE/MAX Sales Associate, and an “Office-Prominent” sign, which appears on pages 30-31, designed to be used in states with such requirements.

Some states have other requirements, such as requiring the sign indicate that the listing is offered by a brokerage, or that “Each Office Independently Owned and Operated” appear on the sign, or not allowing the brokerage phone number to be omitted from the sign. The table on page 26 is designed to help RE/MAX Affiliates know what sign to use, and examples in this section illustrate use.

Information in this manual regarding state signage requirements is for your use only. RE/MAX World Headquarters cannot provide legal advice and cannot guarantee that the information is complete or up to date. All RE/MAX Affiliates are responsible for making sure their signs comply with the applicable local requirements and should stay on the look-out for changes. If you become aware of changes to the advertising requirements in your state, please email [standards@remax.com](mailto:standards@remax.com).

Start with the design for your state or province...

...and add these as applicable

United States	Standard	Office-Prominent	"Each Office..."	Broker Phone		License #
California		X				X
Colorado	X		X			
Delaware	X			X		
Georgia		X		X		
Louisiana	X		X	X		
Hawaii	X				X	
Iowa	X				X	
Maryland	X			X		
Massachusetts	X				X	
Michigan		X		X	X	
Minnesota		X				
Missouri	X			X	X	
Montana	X				X	
Nebraska		X				
Nevada	X		X			
New Hampshire	X			X		
New Jersey		X		X		
New Mexico	X			X		
New York	X			X		
North Dakota	X			X		
Ohio		X				
Oklahoma	X			X		
Pennsylvania		X		X		
Rhode Island		X				
Texas	X				X	
Tennessee		X		X		
Vermont		X				
Virginia	X			X		
Washington D.C.	X			X		
West Virginia	X				X	
All Others	X					
<b>Canada</b>			<b>Other requirements</b>			
Nova Scotia		X				
Ontario	X		Label brokerage name with "brokerage" and agent name with "sales representative"			
Quebec	X		Label brokerage name with "agence immobilière" and agent name with "courtier immobilière"			
All Others	X					

**Key:**

**Office-Prominent:** State requires that the brokerage name must be as big or bigger than the Sales Associate or team name. Some require the same of phone numbers. Start with the Office-Prominent design.

**"Each Office...":** "Each Office Independently Owned and Operated" must appear on the sign.

**Broker Phone:** The office phone number cannot be omitted from the sign.



: Signage must indicate that the property is listed by a brokerage. In the U.S., the Realtor R logo is often used for this purpose. In Ontario and Quebec, similar regulations require labeling the office and agent names.

**License Number:** The Sales Associate or broker's license number must appear on the sign.

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. For example, some localities or subdivisions enforce esoteric sign requirements. When designing compliant signs, Affiliates should send the sign maker's proof (mock-up) to the Standards and Quality Control Team at [standards@remax.com](mailto:standards@remax.com) for approval, and our team can help preserve the RE/MAX standards 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, flexibility of general use and local climate.

**Dimensions:** Signs should always use the properties shown in this section: 3x5 parts for the horizontal sign or 5x4 parts for the vertical sign. An 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 all proportions.

**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 Gotham Narrow Bold for all other text.

**Colors:** See the RE/MAX Color Palette, page 23.

**The Red Bar – Listing Information:** The center section of the red bar announces 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. Two or more Associate names may be used if they are affiliated with the same RE/MAX office. The top line must be at least as tall as the bottom line.

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

If not prohibited by law, compliant “off-site 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. Dots are preferred to segment the number (rather than parentheses or hyphens).

**Associate photos:** The background color in the photo cannot be white. Professional attire is strongly recommended. Caricatures, personal logos and other similar designs are not permitted. Associate photos are not permitted on vertical signs.

**The Blue Bar – Brokerage Information:** This bar identifies the RE/MAX office, and is reserved for office-related information. The entire local RE/MAX trade name must appear and, in a change from earlier sign designs, 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 must include the office phone number, unless the Broker/Owner approves omitting the office phone number, and doing so is allowed by law (see page 26). If you wish to omit the office number, you are responsible for confirming that the law where you do business allows doing so.

The blue bar must only include information pertaining to the RE/MAX office, not Associate or team contact information. The blue bar is the only place the office phone may appear on a sign.

**The Balloon Area:** With the redesign of the RE/MAX Red-White-Blue Property Sign, 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. Certain other information also appears in this area:

- National Association of Realtors’ Realtor R Logo or combined REALTOR/MLS® Logo, or the Equal Housing Opportunity logo. Either, or both, may be used on the RE/MAX Red-White-Blue Property Sign. Each is optional, unless required by state or local law (see page 26).
- “Each Office Independently Owned and Operated.” This phrase is not required on property signs, unless required by law. (See page 26 for a list of where this is required and pages 32 and 34 for examples showing its placement.)

## Horizontal Standard Design – 30” wide x 18” tall

For additional variations, see page 32.



- A Border:** 1” wide. Border is around all 4 sides of sign.
- B The Red Bar:** 19.37” wide and 3.94” tall. Primary Red.
- B1 For Sale:** Gotham Black. 147 pt. All caps. White type only. 109 tracking.
- C Balloon Logo:** With registration mark. 9.35” tall (top of balloon to bottom basket).
- D 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.
- E Associate Phone Number:** Gotham Narrow Bold. 130 pt. All caps. White 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.
- 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.
- I1 Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type only. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- I2 Office Phone Number:** Gotham Narrow Bold. 130 pt. White type only. 75 tracking preferred.

## Vertical Standard Design - 24" wide x 30" tall

For additional variations, see page 34.



- A** **Border:** 1" wide. Border is around all 4 sides of sign.
- B** **The Red Bar:** 22" wide and 5.7" tall. Primary Red.
- B1** **For Sale:** Gotham Black. 165 pt. All caps. White type only. 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.
- 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. All caps. White type only. 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.
- H1** **Office Name:** Gotham Narrow Bold. 123 pt. All caps. White type only. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- H2** **Office Phone Number:** Gotham Narrow Bold. 165 pt. White type only. 75 tracking preferred.

## Horizontal Office-Prominent Design – 30” wide x 18” tall

For additional variations, see page 33.

Several states require the office’s name to be displayed with equal or greater size or prominence than the associate’s name on yard signs. We call this an “Office-Prominent” design. Some states extend this principle to office telephone numbers. These prominence requirements are intended to allow the public to easily identify the broker ultimately responsible for any advertisement of real estate. The Office-Prominent Designs are designed to comply with these requirements.

See the table on page 26 to determine whether to use this design in your state, and consult your state’s advertising regulations if you have further questions.

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. All caps. Dark Gray type. 75 tracking preferred.
- C RE/MAX Type:** Gotham Narrow Bold. 135 pt. All caps. White type only.
- 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 Office-Prominent Design - 24" wide x 30" tall

For additional variations, see page 34.



The design features a red banner at the top with the text "FOR SALE" in white. Below this is a small "REALTOR" logo and the RE/MAX hot air balloon logo. The central text includes "ASSOCIATE NAME" and "555.123.4567" in dark gray, followed by "ASSOCIATE@EMAILADDRESS.COM" in dark gray. At the bottom, a blue banner contains "RE/MAX OFFICE NAME" and "415.123.6789" in white. Pink callout lines connect the text to labels A, B, C, and D.

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

## Horizontal Standard Design: Additional Sign 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 Agent Photo and Longer Office Name



**NOTE:** Associate Photo is 6" wide x 6" tall. Right justified with the right edge of the red and blue bars. A .5" margin between the red bar and the top of the photo. A 1.4" margin between the bottom of the photo and the blue bar.

————— This line indicates all the items that are different than the sign shown on page 28.

## Horizontal Office-Prominent Design: Additional Sign Examples

Associate and Team Name in White Bar



With Longer Office Name



With Agent License Number  
(Required in California)

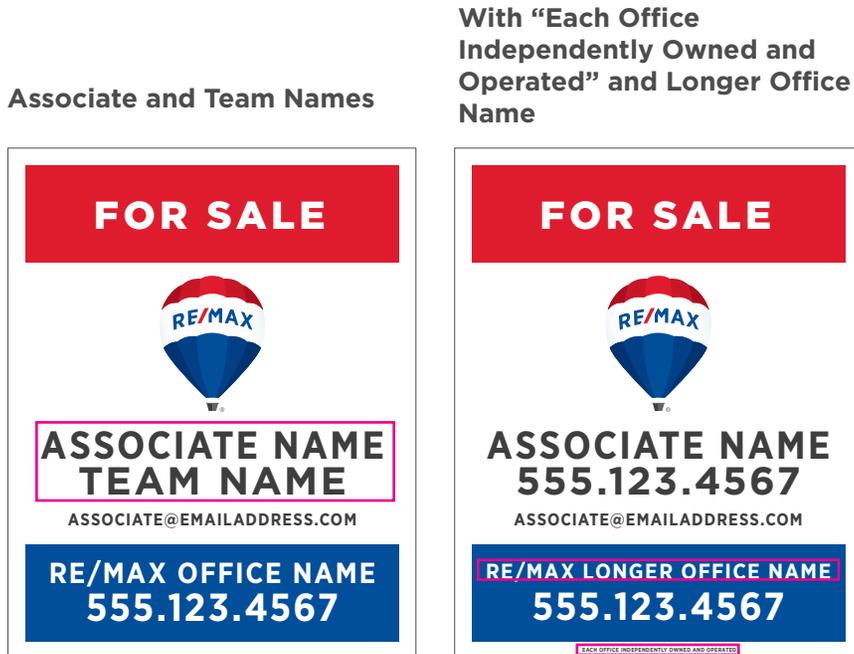


With Agent Photo and Longer Office Name



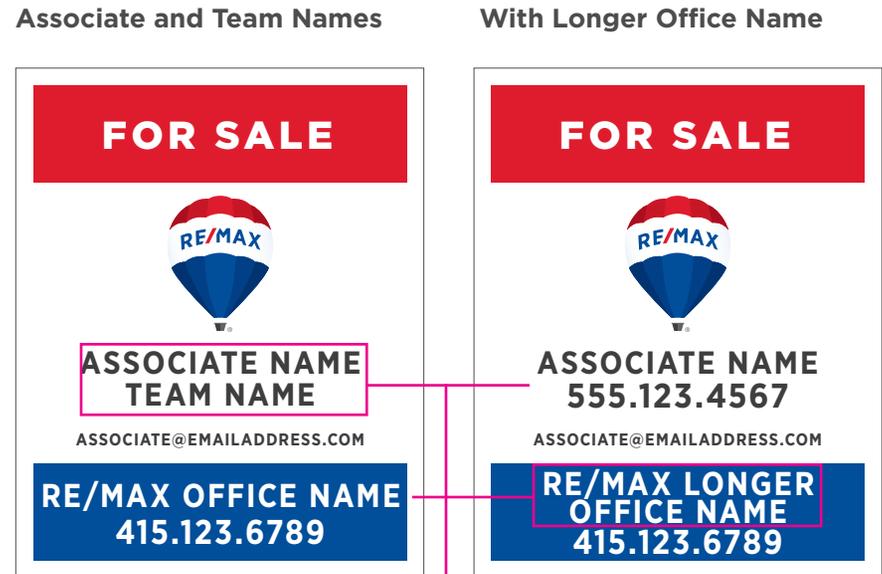
This box indicates all the items that are different than the sign shown on page 30.

## Vertical Standard Design: Additional Sign Examples



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

## Vertical Office-Prominent Design: Additional Sign Examples

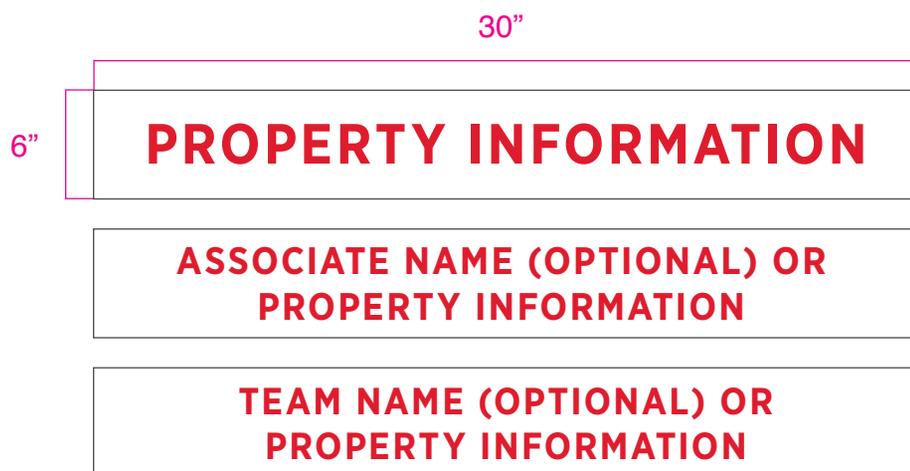


**NOTE:** Font size for office name must remain at least as large as size of associate or team name

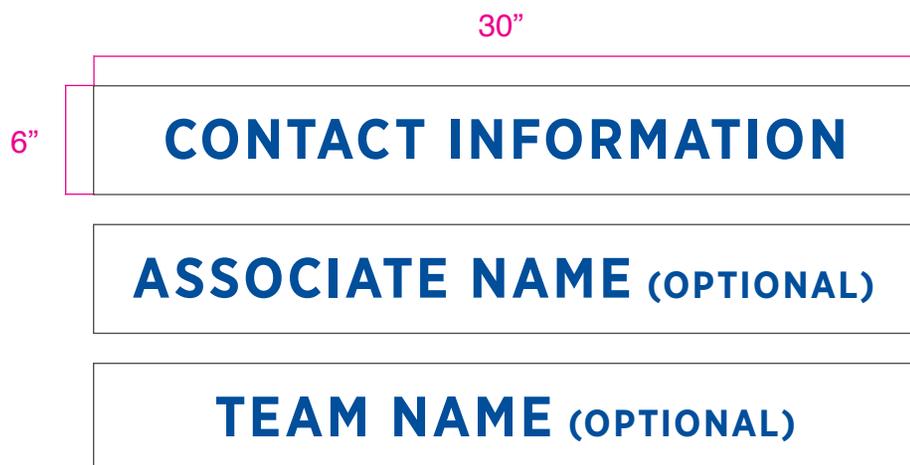
This box indicates all the items that are different than the vertical signs shown on pages 29 & 31.

## Sign riders

### Top Sign Riders



### Bottom Sign Riders



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:** Primary Red letters on a white background, consistent with the red color of the sign's top bar.

**Content:** An Associate name or team name, or descriptive property information, such as "Sold," "Just Listed," "Will Build to Suit," "Horse Property," "Impeccable" or "Price Reduced."

#### Bottom Sign Rider:

**Color:** Primary Blue letters on a white background, consistent with the blue color of the sign's bottom bar.

**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, which participating Associates can obtain through RE/MAX Approved Suppliers.

## Directional and open house signs

Signs used to direct consumers to a RE/MAX listing (other than RE/MAX Commercial or The RE/MAX Collection listings) must use the trademarked red-white-blue horizontal bars, and the RE/MAX Balloon logo. Preferably, the sign will include the RE/MAX logotype or the local RE/MAX trade name. 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.

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. Approval must be obtained for any other variation.

The general integrity 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.

Approved Examples:



## 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



OFFICE NAMES/  
TEAMS AND TEAM  
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, newspaper ads, online directories, social media pages, etc.). Also, office personnel and Sales Associates 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. (Search RE/MAX Mainstreet using “approved names” for the full office name rules and guidelines, and a list of previously approved office 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 state and federal 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

**NOTE:** For requirements concerning the display of RE/MAX office names, see “RE/MAX Office Logos and Signage Standards,” on page 14.

## Teams and 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"), register the team name as a "dba" to avoid having to use Inc., Corp. or LLC.
2. 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," as in "Team Max."
3. Real estate terms typically used in the names of real estate brokerages, such as "realty," "real estate," "properties," etc., must not be used in a team name.
4. Team names require Broker/Owner approval.
5. A team name must not mislead or confuse consumers. This includes exaggerating the size of the team or its geographic service area.
6. 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.

7. These team-name guidelines do not permit an Affiliate to use a nickname, marketing moniker or other such promotional tagline or descriptive phrase on a RE/MAX Red-White-Blue Property Sign.

### Rules for marketing team names

1. All marketing materials that list a team name must also include the name of the brokerage and other required identifying information.
2. The name of the team leader or another Associate team member should be included on all marketing materials.
3. All RE/MAX trademark and graphic standards for the use of Affiliate names apply to team names as well.
4. No symbols or other graphic images can be part of a team name used on a property sign, rider or directional sign.
5. A team name must be clearly distinguished from the RE/MAX office's name, and the two must be positioned to communicate clearly to consumers that the office is the licensed brokerage - the team name cannot be substantially more prominent than the office name.

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\* 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 hold themselves out as a team, even if neither is an employee of the other and no bonus or commission income is shared with other team members.

### **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 meet 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 office.
- 4.** If a team is independently licensed to engage in the real estate business (where allowed by law), that license must be subordinate to the RE/MAX office, so that 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 on a RE/MAX Red-White-Blue Property Sign or other marketing or promotional material.

# RE/MAX MARKETING

## Information required in all affiliate marketing

Unless media-specific rules apply (as with property signs, mobile apps, or phone book listings), 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 (e.g., property signs, business cards, newspaper ads, 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 can be included only if contact information for the brokerage office is also included.

This includes phone number, website address or social media page, or email or social media identifier. Because it may not be clear that direct-line or “off-site” telephone numbers reach the Associate rather than the office, such numbers must be clearly identified as a direct line, residence or mobile phone, as the case may be. Affiliate marketing materials cannot contain a home address or any address other than the office address.

**NOTE:** Associates and offices should check with their state’s Real Estate Commission for any additional requirements related to advertising. For example, some require that the office address or license number appear on materials, or that “off-site” numbers always be answered with the full RE/MAX office name.

For additional rules related to Digital Marketing see page 48.

## 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 80.



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

## Writing with trademarks

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 marks

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 mark 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 Mark

##### Incorrect

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

##### Correct

RE/MAX®

**NOTE:** See RE/MAX logos, page 11, 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 mark.
- The symbols should appear after the mark 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 mark is used as part of the company’s trade name (such as an office name), do not use any trademark notice. See page 14 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	Preferred	Reason
When you need to sell your home, contact RE/MAX.	When you need to sell your home, contact your nearest RE/MAX® real estate office.	Use of RE/MAX as an adjective is preferred.
Incorrect	Correct	Reason
REMAX’s new commercials look great.	The new RE/MAX® commercials look great.	No use of RE/MAX in possessive form.
How many RE/MAXs are there in the Chicago area?	How many RE/MAX® offices are there in the Chicago area?	No use of RE/MAX in plural form.
That broker said he intends to RE/MAX his office.	That broker said he intends to convert his office to a RE/MAX® office.	No use of RE/MAX as a verb.
RE/MAXers are top producers.	RE/MAX® Sales Associates are top producers.	No use of suffix with RE/MAX mark.

**NOTE:** If you remove the trademark from the sentence, and the sentence becomes meaningless, you are probably not using the mark correctly.

## LIMITS ON USE OF THE RE/MAX MARKS

### Use RE/MAX marks only with permitted services

RE/MAX Affiliates are permitted to use the various RE/MAX marks 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 or concern at a different address, website, telephone number, etc., and under a name that contains no reference or similarity to the RE/MAX marks. That entity cannot use the term “RE/MAX” or any RE/MAX mark to promote its products or services.

### Do not sublicense RE/MAX marks or names

RE/MAX offices are not allowed to sublicense the 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.

The correct use in the following examples help ensure that the public understands that the relocation or commercial services are being provided by the independently owned RE/MAX office as one of the many real estate services it offers, not as a separate company.

### Examples

#### Incorrect

RE/MAX Premier Relocation Services

RE/MAX Premier Commercial

#### Correct

RE/MAX Premier – Relocation Department

RE/MAX Premier – Commercial Division

In addition, 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.

Do not combine the marks, names, designs or logos of other companies with the RE/MAX marks. RE/MAX prohibits such combinations of marks unless such use has prior written approval from the appropriate regional office for strictly local uses, or from RE/MAX World Headquarters (if the use will extend outside the market area served by the office or Affiliate). Using the RE/MAX marks to promote competitors is prohibited, so joint marketing with other real estate brokerages is also prohibited.

## 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 reinforce and benefit from RE/MAX imagery. 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 marks.

### PHONE LISTINGS

All phone directory listings or advertising of a phone number that includes the term “RE/MAX” or any other RE/MAX mark 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.
- D.** Display ad, regardless of size, must include the information required on Page 43.



## Digital marketing

The rules for Internet marketing reflect the same basic rules that apply 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 and social media identifiers, mobile applications and domain names.

### 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 on the site, or to offer services or products of an Affiliate's other businesses, such as mortgage, software or agent locator ventures. In addition, a couple of special considerations exist when Affiliates advertise on the Internet. Affiliates must ensure that they and any web service providers they use comply with these guidelines:

The first page (home page) of any RE/MAX branded website and RE/MAX branded webpages on third-party websites must display (and it's recommended that sub-pages also display):

- The authorized RE/MAX franchise name, positioned prominently so that customers will know that it (and not the team name or site name) is the name of the brokerage with which they are dealing.
- Contact information for the franchise, such as the franchise's address, telephone number and email address.
- The notice "Each Office Independently Owned and Operated."

Domain names that include the RE/MAX mark and are associated with a website that is under construction or inactive, should bring up [www.remax.com](http://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 paid 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.
- Provide helpful tools like property searches or mortgage calculators, or information to help clarify the home-buying or home-selling process.
- 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
- For further guidance on using social media platforms, search RE/MAX Mainstreet for “social media best practices.”

## 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.

### 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 Twitter 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.

When posting web links in tweets or status updates, remember that the rem.ax URL shortener, available on Max/Center, 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 THAT CONTAIN “REMAX”

Standards are strict for domain names that contain “remax.” Only RE/MAX offices may register domains containing “remax.” The following standards govern all such domain registrations, including generic top-level domain names (gTLDs) (for example, .com, .net, and newer gTLDs such as .realtor, .homes, etc.), country code top-level domains (ccTLDs) (for example, .de, .za, .co, .ws, etc.), and city-specific top-level domains (city TLDs) (for example, .berlin, .london, .nyc, etc.). Of course, Affiliates are free to use domain names that do not include “remax.”

### Office domains - gTLDs

If the RE/MAX mark is used by brokerages in gTLD names, the domain must contain the following elements, separated by hyphens:

**remax-[officename]-[state/province/country].com**

**(1)      (2)                      (3)                                      (4)**

- (1)** the RE/MAX mark
- (2)** the local office name
- (3)** the applicable state or province (or the name of the country, in English or the national language, where there is no political division similar to a state or province) and
- (4)** the gTLD (.com, .net, .homes, etc.)

### Office domains - ccTLDs or city TLDs

If the RE/MAX mark is used by brokerages in ccTLD names or city TLD names, the domain name must contain the following elements, separated by hyphens:

**remax-[officename].de**

**(1)      (2)                      (3)**

- (1)** the RE/MAX mark
- (2)** the self-standing local office name and
- (3)** the ccTLD or city TLD (.de, .at, .ws, .tv, .berlin, .nyc, .london, etc. For this purpose, the term ccTLD also includes the second-level domain, in ccTLDs that do not allow second-level registrations, as in, for example, .com.au.)

Offices may register .eu, .asia and .africa domains just as any other ccTLD domain. It is not necessary for offices in these continents to include the country with these domains.

### Office domains for locations with duplicate office names

**gTLDs:** If more than one brokerage in a state or province has the same office name, the domain must include the city or town in which the office is located to distinguish the brokerage from those other offices:

**remax-[officename]-[city]-[state/province].com**

**ccTLDs:** If there is more than one brokerage with the same office name located in the country or area covered by the ccTLD, the domain must include the city or town in which the office is located (either in English or the national language) to distinguish the brokerage from those other offices:

**remax-[officename]-[city].de**

**NOTE:** No other variations on RE/MAX trademarks in a domain name are allowed. RE/MAX, LLC reserves the right to require the transfer of any noncompliant domain name from Affiliates upon request and without reimbursement.

### Associate or team web addresses

Sales Associates are prohibited from registering domain names that include “remax” or any other RE/MAX trademark.\* If a Sales Associate wants to include “remax” in a web address, here are two options that do not involve registering a domain:

1. Ask the Broker/Owner or coordinator of your office’s web presence if a post-domain directory or path (such as remax-premier-co.com/agentname), or a subdomain (such as agentname.remax-premier-co.com) might be available.
2. Use a LeadStreet® address and website. Individual agent website packages are provided as part of the LeadStreet initiative in the United States. These addresses are considered compliant. The packages include a compliant web address, and most use your Mainstreet user ID (the same as your remax.net email address) as a subdomain of remaxagent.com (although the format varies in some regions).

Sales Associates are also free to register domain names that do not include RE/MAX trademarks.

\* From 1997-2012, the **only** compliant format for a Sales Associate to register a domain containing “remax” was to add the Affiliate or team name into a compliant office domain – as in remax-premier-denver-co-johndoe.com. Any Sales Associate who registered a compliant domain in this rarely-used format in 2012 or earlier may continue to own and use it.

## DOMAIN-NAME STRATEGY

Domain names are important in digital marketing, but they play only a small role in the way search engines find and rank websites. Domain names are more useful when displayed in other forms of advertising, such as billboards, magazine inserts or promotional items that consumers will read to type an address. Therefore, an office's online marketing strategy might include at least two domain names and feed traffic to the same website:

- a short, catchy domain name that does not include the RE/MAX mark to display in your local marketing efforts, such as homesin[location].com, and
- a domain name that includes the RE/MAX mark and complies with the standards outlined in this section.

By configuring the short domain to feed all traffic to the compliant "remax" domain, the RE/MAX office can achieve three benefits: 1) a short domain that consumers can type, 2) the compliant domain containing "remax" is more likely to be the one that appears in search engine results, and 3) savvy consumers may recognize an appropriate "remax" domain name and trust that you are a legitimate RE/MAX office.

### Examples: Office Domains

Office	Incorrect	Compliant Domain
RE/MAX Premier, Denver, Colorado	remaxdenver.com	remax-premier-co.com
RE/MAX Excellence, Rome, Italy	remaxexcellence.com	remax-excellence-it.com
RE/MAX Seaside, Cape Town, South Africa	capetownremax.com	remax-seaside.za
RE/MAX Seaside, Nanaimo, British Columbia	remax-seaside.com	remax-seaside-bc.com
RE/MAX First, Vienna, Austria	remaxfirst.com	remax-first.at
RE/MAX Fiesta, Malaga, Spain	fiestaderemax.com	remax-fiesta.eu

## 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).

**NOTE:** As an alternative to a mobile app, consider creating a mobile-responsive website that has been optimized for use on mobile devices.

### 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 Hot Air 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:

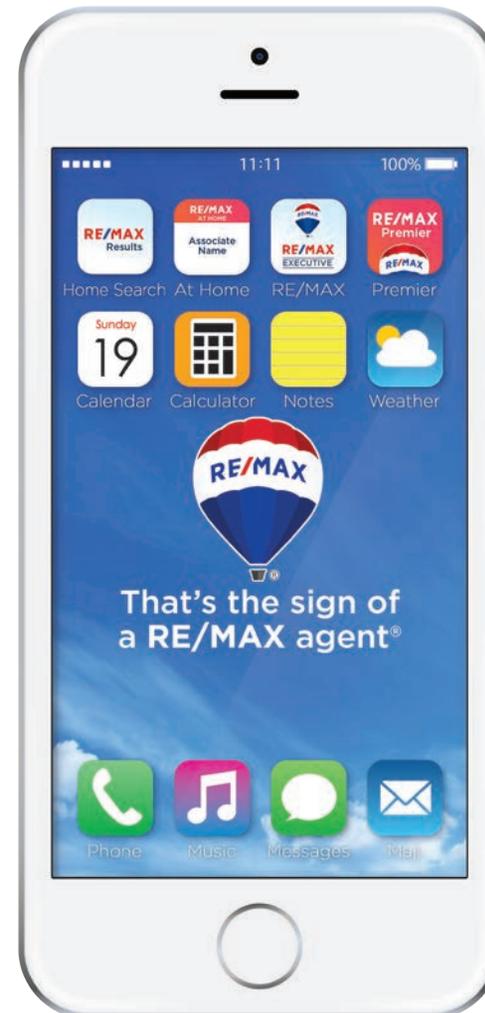
**Display Name:** A RE/MAX Affiliate’s name is a suitable display name, though the display name may get truncated if it contains too many characters. Almost all RE/MAX office names would be truncated. For this reason, you may use simply “RE/MAX” as your display name, but only if your icon includes the 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. Information required, as detailed on page 43.

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

The Miracle Home® program enables RE/MAX Associates to show customers their dedication to their communities by committing to make donations to Children’s Miracle Network Hospitals® in the United States and Children’s Miracle Network in Canada after every real estate transaction.

RE/MAX World Headquarters has approved Children’s Miracle Network Hospitals® “Miracle Home” and “Miracle Property” riders in the United States and Children’s Miracle Network “Miracle Home” sign riders in Canada, which participating Associates can obtain through RE/MAX Approved Suppliers.

Children’s Miracle Network Hospitals has granted RE/MAX, LLC the right to include their marks as part of the RE/MAX trademark use rights granted under the RE/MAX franchise agreement. These marks, including the “Miracle Home” and “Miracle Property” sign riders, 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 Children’s Miracle Network marks 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.

Co-Branded Logo (U.S. Version):



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



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



Sign Rider (U.S. Version):



Sign Rider (Canadian 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 high-end residential properties. The RE/MAX Collection materials (including trademarks, logos and designs) may only be used 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 with non-eligible properties violates the franchise agreement. Affiliates may use Red-White-Blue Property Signs on properties that qualify for The RE/MAX Collection program, however, use of The RE/MAX Collection signage is strongly preferred.



## The RE/MAX Collection marks 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 “stacked” versions, and a horizontal “non-stacked” version. For each, the RE/MAX Balloon and The RE/MAX Collection logotype marks form a single, combined logo. The phrase “Fine Homes & Luxury Properties” may be used with The RE/MAX Collection program materials, but it is not required, and a specific logo versions is not available. The RE/MAX Collection logo may only be used in color, with the color RE/MAX Balloon. When appearing on white or a light background, the logotype appears in navy blue, and when appearing on a dark color, the logotype should appear in white and shows a white outline around the RE/MAX Balloon.

In addition, RE/MAX World Headquarters has provided certain RE/MAX Approved Suppliers with a stand-alone version of The RE/MAX Collection logotype without the balloon (for use where the RE/MAX Balloon in The RE/MAX Collection logo would otherwise be less than  $\frac{3}{4}$ ” tall). Use of The RE/MAX Collection logo without the balloon logo on other items requires approval of the Standards team.

No additional graphic elements or type may be inserted into these logos.



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 delete the balloon



Don't change fonts



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

The smallest allowable size for either version of The RE/MAX Collection logo is when the RE/MAX Balloon appears 3/4" tall. When "The RE/MAX Collection" 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](mailto:standards@remax.com) for further assistance.



## The RE/MAX Collection office marketing

### BUSINESS CARDS AND OTHER MATERIALS

Marketing materials in The RE/MAX Collection program are available from RE/MAX Approved Suppliers. Visit shop RE/MAX at [shop.remax.net](http://shop.remax.net) and click the shop tab >> The RE/MAX Collection.

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 foil-embossed materials and customizable brochures – that would otherwise be cost-prohibitive.





## General guidelines for The RE/MAX Collection Property Sign

As with RE/MAX Red-White-Blue Property Signs, there are two versions of The RE/MAX Collection Property Signs: A “Standard” design with increased emphasis on the RE/MAX Sales Associate and an “Office-Prominent” sign, for use in states with requirements for the prominence of the office name. **Consult the table on page 26 to determine which sign to use.**

If a local law, rule, regulation, ordinance, code or covenant differs from these standards, the Affiliate should send the sign maker’s proof (mock-up) to the Standards and Quality Control Team at **standards@remax.com** for approval and to determine if 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, flexibility of general use and local climate.

**Dimensions:** The RE/MAX Collection property signs should always maintain the 4x5 proportion of the standard sign, even if circumstances dictate a smaller or larger sign. 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 Primary 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



Primary Navy Blue  
CMYK - 98/85/36/27  
RGB - 30/53/94  
WEB - 1E355E

## The RE/MAX Collection Standard Design - 24" wide x 30" tall



- A Border:** .5" thick. Border is around all 4 sides of sign.
- B Marketed By:** Gotham Narrow Medium. 107% horizontal scaling, 45 pt. All caps. Dark Gray type. 350 tracking.
- C Associate 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 Primary gray.
- F RE/MAX Office Name:** Gotham Narrow Medium. 107% horizontal scaling, 45 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).
- J The Blue Bar:** 7.38" tall. Primary Blue.
- J1 The RE/MAX Collection Logo:** 4.5" tall. White type.

## The RE/MAX Collection Office-Prominent Design



- A Associate 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 Associate Phone Number:** Gotham Narrow Bold. 115 pt. All caps. Dark Gray type. 107% horizontal scaling. 125 tracking preferred.

## The RE/MAX Collection Standard Design: Additional Sign Examples

## The RE/MAX Collection Office-Prominent Design: Additional Sign Examples

With “Fine Homes & Luxury Properties”



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



Associate/Team Names



With Longer Office Name



————— This line indicates all the items that are different than the signs shown on pages 65-66.

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 or may operate approved commercial divisions or groups. 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 only be used with commercial listings. The Red-White-Blue Property Sign (see page 25) may be used as an alternative.
- The standards for the RE/MAX Commercial logo and property sign are mandatory.

Remember, all 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.”

### 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 the office name is not clear or the office has formed a separate company for its commercial business.*

“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 72). 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.

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



Don't delete the gray bar



Don't change colors in logo



Don't distort



Don't add office name  
under 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

The smallest allowable size for the The RE/MAX Commercial logotype is 3/4" in width. 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](mailto:standards@remax.com) for further 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 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 Commercial Gray  
CMYK - 54/41/38/4  
RGB - 126/134/140  
WEB - 7E868C



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



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

**NOTE:** The color palette has been updated, and Affiliates should use the new RE/MAX primary colors. Items purchased through Approved Suppliers adhere to these new standards.

## RE/MAX Commercial office marketing

### BUSINESS CARDS AND OTHER MATERIALS

Marketing materials in the RE/MAX Commercial program are available from RE/MAX Approved Suppliers. Visit Shop RE/MAX at [shop.remax.net](http://shop.remax.net) and click the Shop tab >> RE/MAX Commercial.



## 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 photographs (such as Associate or team photos), personal logos or the RE/MAX Balloon logo.

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) to the RE/MAX Standards and Quality Control Team 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.

**Colors:** See the RE/MAX Commercial Color Palette, page 72.



## Rectangular RE/MAX Commercial Standard Design 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. 220 pt. Dark Gray type. 75 tracking preferred.

**C The Gray Bar:** 13.21" tall. Primary Gray. White type.

**C1 Associate or Team Name:** Gotham Narrow Bold. 200 pt. All caps. White type. 75 tracking preferred.

**C2 Phone Number:** Gotham Narrow Bold. 550 pt. White type. -10 tracking preferred.

## Square RE/MAX Commercial Standard Design 48" tall x 48" wide

**AVAILABLE**  
4,200 SQ. FT. OFFICE-SPACE  
**RE/MAX**  
COMMERCIAL  
RE/MAX OFFICE NAME  
ASSOCIATE OR TEAM NAME  
415-555-5555

- 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. 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 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. White type. Primary Gray.
- C1 Associate or 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. 520 pt. White type. -10 tracking preferred.



# BUSINESS PRACTICES AND STANDARDS

## RE/MAX premier quality service

RE/MAX, LLC licenses the right to use the RE/MAX brand only to authorized RE/MAX franchisees. Sales Associate use of the marks is derived solely from the office's right to use the marks, as a representative of the office. The RE/MAX franchisee cannot sublicense Sales Associates or others to use the RE/MAX trademarks independently, or authorize a third party to use business cards, letterhead or any other materials that bear any of the marks. The RE/MAX marks must always be identified with the name of the specific RE/MAX franchise and used only for the real estate brokerage business of that company.

Authorized use of RE/MAX trademarks is limited to RE/MAX Affiliates who:

- a)** provide real estate service consistent with RE/MAX standards of quality on a substantially full-time basis
- b)** are properly licensed
- c)** operate from a RE/MAX office facility that is sufficient in size, design and location to appropriately serve its sales force
- d)** conduct their daily real estate activities close enough to their RE/MAX office so there is opportunity for day-to-day, face-to-face supervision and control of all Associates by the Broker/Owner
- e)** maintain the highest ethical standards in the conduct of real estate activities
- f)** abide by all mandatory RE/MAX policies and business-practice standards
- g)** comply with all office policies of, and/or agreements with their Broker/Owner
- h)** meet the local market's standards of quality and professionalism.

## Business practices that fail to meet RE/MAX trademark standards

Use of the term "RE/MAX" or any other RE/MAX mark in connection with any service or activity that tends to take unfair advantage of fellow members of the RE/MAX organization is prohibited. This prohibition includes, but is not limited to, services or activities that:

- a)** compete with or undermine services offered by RE/MAX World Headquarters to the public or to RE/MAX Affiliates
- b)** fragment the RE/MAX organization into exclusionary or competing referral networks
- c)** create spurious referrals or otherwise add unnecessary layers of costs or expense to other RE/MAX Affiliates
- d)** mislead consumers into believing that they are gaining access to the entire RE/MAX network or are being referred to the RE/MAX Associate best suited to their needs, when this is not the case.

Private referral networks are expressly prohibited in the RE/MAX franchise agreement. Another example of such inappropriate services is office/agent locator services, by which a remote Affiliate intercepts leads away from local RE/MAX Associates and then charges a fee to refer them back.

## Honesty and professionalism in advertising

RE/MAX Affiliates must share and honor a common commitment to honesty and professionalism. The goal is not simply to meet the minimum requirements of applicable laws, regulations and ethical codes, but to aspire to levels of honesty and professionalism that exceed the rest of the industry. RE/MAX World Headquarters reserves the right to exercise its judgment in evaluating whether actions or advertisements violate RE/MAX standards, including the following:

- A.** Do not use any advertising that conceals or misrepresents the Affiliate's identity or office affiliation or that is misleading about:
- geographic market area served
  - number of transactions handled
  - dollar volume closed
  - number of listings taken
  - any other representation of experience or markets served

Be sure to clearly state the relevant information (i.e., time frame, geographic area, markets served) to place such details in context.

- B.** Do not lead consumers to believe they are contacting a service that is provided, endorsed or sponsored by RE/MAX World Headquarters or a RE/MAX region, or a cost-free or impartial locator service for RE/MAX offices or Associates.
- C.** Do not promote any phone number or Internet address that may lead consumers to assume that the Affiliate is with a RE/MAX office in the geographic area generally associated with the area code or address – when that is not the case.

- D.** Do 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. In general, RE/MAX Broker/Owners are free to:
- 1)** set commission rates or fees independently
  - 2)** establish a commission rate or range of rates that all their Sales Associates must charge or, conversely, empower their Sales Associates to adjust commission rates or fee.
  - 3)** 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.”*

- E.** Do not take advantage of consumer naiveté about the real estate business. For example, do not advertise “full MLS exposure” or “full service” if you intend to place listings in the MLS without offering competitive compensation to MLS participants or omit other services customarily included as part of a full-service marketing package.

**F.** Do not use the RE/MAX name or other marks 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.

**G.** 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:

- 1)** stereotypes or labels individuals, neighborhoods or communities
- 2)** uses any derogatory, embarrassing or inflammatory term or phrase when referring to a person, business or property
- 3)** uses pornography or profanity
- 4)** disparages or creates ill will toward any individual, group or organization

**H.** Observe limits on the use of the RE/MAX marks in connection with endorsements and sponsorships. All sponsorships or endorsements involving the RE/MAX marks must use the full office name. Do not use any RE/MAX marks (including RE/MAX office names) in sponsoring or endorsing 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 is offensive to or opposed by other groups. RE/MAX World Headquarters will determine, in its sole discretion, whether any endorsement or sponsorship violates this prohibition.

**I.** 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, including items G and H above. 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.

## Complying with legal and regulatory requirements for truthful advertising

- J.** Respect the rights of others. Do not:
- 1)** use the name, photo likeness, musical score, voice, trademark, slogan, writings, photographs or other material of any competitor or other third party without the required permission or authority
  - 2)** infringe on the rights of privacy, copyrights or other rights of any third party, including any RE/MAX Affiliate
- K.** Do not denigrate any competitor. Do not engage in false comparisons or descriptions of competitors or their business practices. This does not preclude factual comparative advertising.
- L.** Use comparative advertising only if it has been substantiated in advance or verified as accurate, is literally truthful, and will not imply factual statements that are not truthful (see discussion of regulatory requirements at right). Comparative bar graphs and other comparative statements, even though truthful, are closely scrutinized and occasionally challenged by competitors, regulators or consumers. The law prohibits advertising that is false, deceptive or misleading. MLS bylaws commonly require that comparative advertising using MLS data include a clearly legible footnote that specifies the time period and geographic area to which the comparison applies. Check state/provincial laws and real estate commission regulations that might apply to comparative advertising.

The legal requirements for truthful advertising – including real estate codes of ethics – vary from any given state, province or country to the next. The goal, in preparing communications involving the RE/MAX brand, should be to conform these guidelines to the requirements of applicable law, regulations and ethical standards while assuring that advertising content and practices involving the RE/MAX name and marks are consistent with the highest applicable standards of equal treatment, honesty and fairness.

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 you must consider how consumers perceive the real estate brokerage business. FTC regulations also require that all factual claims be substantiated before the ad is used. Similar regulations may apply in many other countries where RE/MAX offices conduct business.

**NOTE:** To assist RE/MAX Affiliates in their efforts to meet the highest standards of truthfulness in advertising, the RE/MAX Marketing Claims Committee at RE/MAX World Headquarters maintains an up-to-date list of verified marketing claims. The list includes claims about RE/MAX agent productivity, the power of the RE/MAX brand and other RE/MAX strengths. Find the “Marketing Claims” page by clicking on “Marketing portal tile” on Max/Center and selecting “Claims.”



RE/MAX BRAND IDENTITY  
TRADEMARK AND GRAPHIC STANDARDS  
18th Edition - 2017