

2025

Brand Evolution

Brand Standards

Supplement to the REMAX Brand Identity: Trademark and Graphic Standards Manual

These standards apply to digital and print branding and office signage.

Our brand evolution is underway, and more resources and options will be available soon – including property signage featuring the new branding. Stay tuned for updates as we roll out refreshed assets.

The

Logo

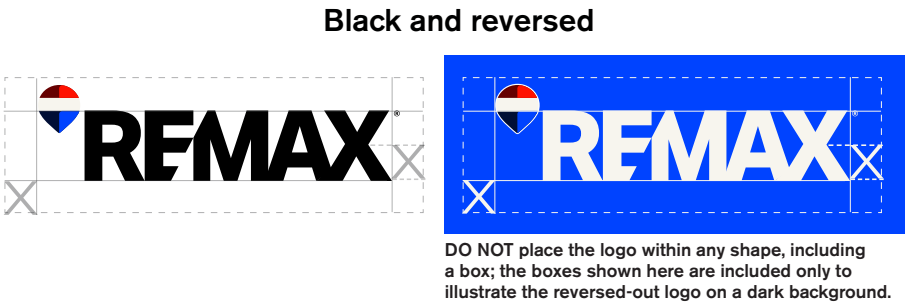
Type

The REMAX logotype has been modernized but it still evokes the brand's history by featuring a Dynamic Slash between the “RE” and the “MAX”.

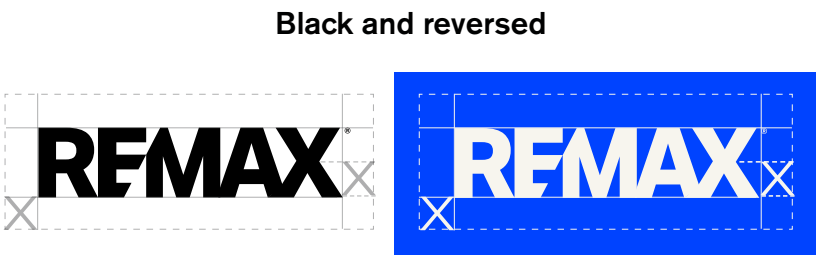
The Primary Brand logotype is comprised of the REMAX logotype and the Balloon logo. The Secondary logotype consists of the stand-alone REMAX logotype. When using either the Primary or Secondary refreshed logotypes:

- The letters in the REMAX logotype may only be black or cream, as shown here.
- Use these logos against a neutral background. There can be no overlapping text or graphics in front of or behind the logos and no cluttered design elements behind or around them.
- Ensure these logos appear with clear space around them. The bordering clear space on all four sides must be at least half the height of the letter “X” in REMAX as shown here.
- For best practices: Use RGB logos for digital marketing only. Use CMYK logos for print marketing and office signage.

Primary Brand Logotype



Secondary Logotype



Incorrect Logo Pairings



Color Palette

Primary red 0/100/100/0 pantone 185 C ff1200	Primary blue 90/70/0/0 pantone 286 C 0043ff	Primary dark red 25/100/100/55 pantone 188 C 660000	Primary dark blue 100/92/41/55 pantone 295 C 000e35	Cream 2/2/7/2 pantone warm grey 1 C f7f5ee	Black 75/68/67/90 pantone black 6 000000
01	02	03	04	05	06

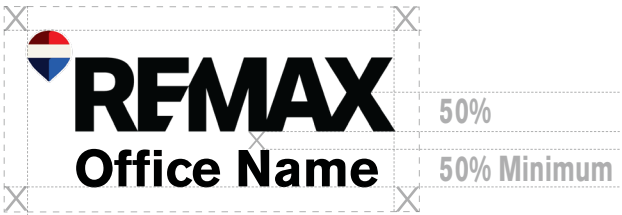
The Office

Logo

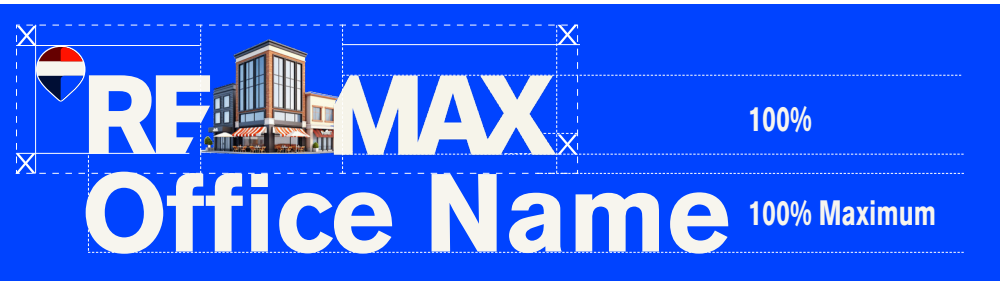
& Signage

Office logos and signage may be updated to feature this new look. When makingthese updates:

- Include the full office name – not just “REMAX” or the portion of the office name that comes after REMAX.
- Only the Primary Brand logotype (the REMAX logotype paired with the Balloon logo, as shown here) may be used on signage. The Secondary logotype (the stand-alone REMAX logotype, without the Balloon logo) may not be used on signage. For non-signage applications, either the Primary Brand logotype or the Secondary logotype may be used in the office logo.
- The fonts Gotham, Berthold Akzidenz Grotesk and Arial are recommended for the portion of the office name that follows “REMAX” (for example, “Premiere” in “REMAX Premiere”), though any font may be used.
- The portion of the office name that follows “REMAX” must be between 50 and 100 percent of the height of the REMAX logotype, as measured in the height of the capital letters, and may not overlap the REMAX logotype.
- Maintain clear space around the office name, as shown here. In addition, there must be a clear space between the REMAX logotype and the office name of at least the width of the vertical stroke in the letter “M” in REMAX (see illustrations).
- The ® symbol must be removed from the REMAX logotype.
- The Dynamic Logo may not be used on office signage.
- When used with an office name, the Dynamic Logo may not feature one or more people in the Dynamic Area.



For digital use only:



DO NOT place the logo within any shape, including a box; the boxes shown here are included only to illustrate the reversed-out logo on a dark background.

The Office

Logo

& Signage

At this time, in both office logos and signage, the portion of the office name that follows REMAX may appear only in the colors shown here.



Incorrect Office Logo Use



The
Balloon

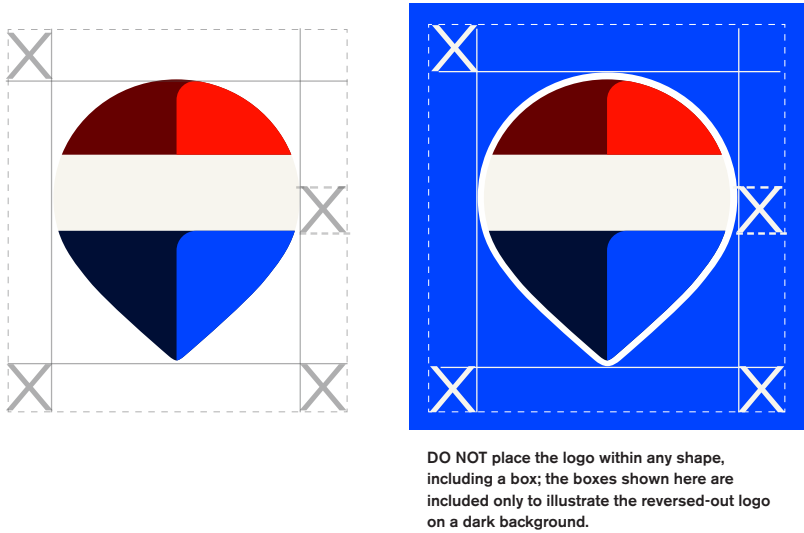
Logo

The refreshed Balloon logo must appear in color, as shown here (not in black and white, or other colors). If a single-color or black-and-white logo is needed for a particular application, use the REMAX Secondary logotype (see page 1 of these supplemental standards) instead of the refreshed Balloon logo.

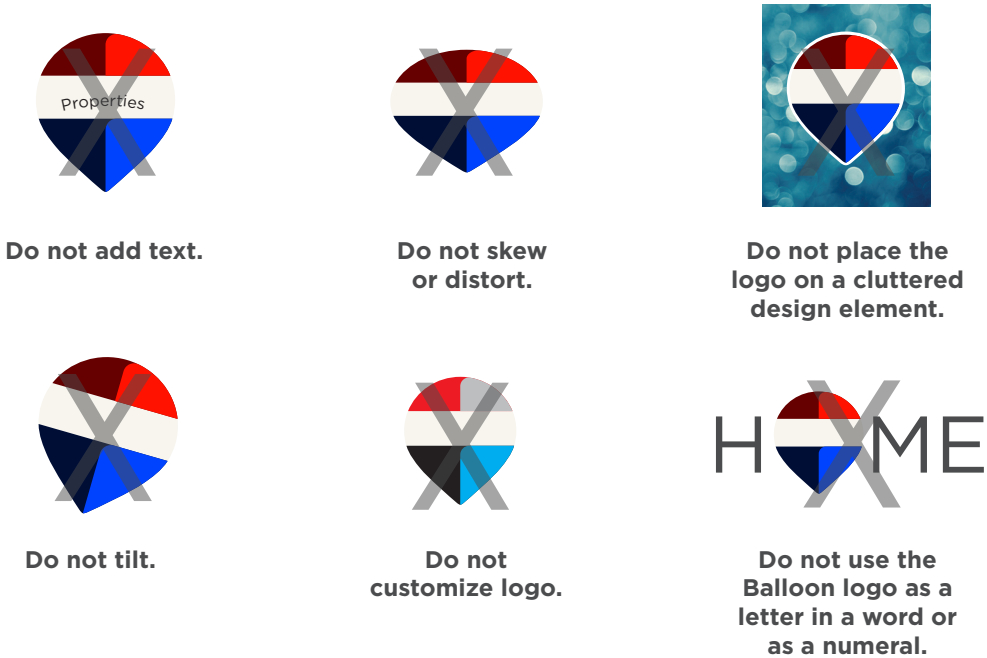
Do not change the proportions or otherwise alter the Balloon logo. Altering or customizing the Balloon logo is allowed only with authorized approval by the RE/MAX Standards and Quality Control Team (standards@remax.com).

The Balloon 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.

AI-Generated Images: REMAX logos and imagery may not be used in generative AI (artificial intelligence) tools but may in certain circumstances be applied after an AI-generated image is created. See page 67 of the *REMAX Brand Identity: Trademark and Graphic Standards* manual for more guidance on the use of AI.



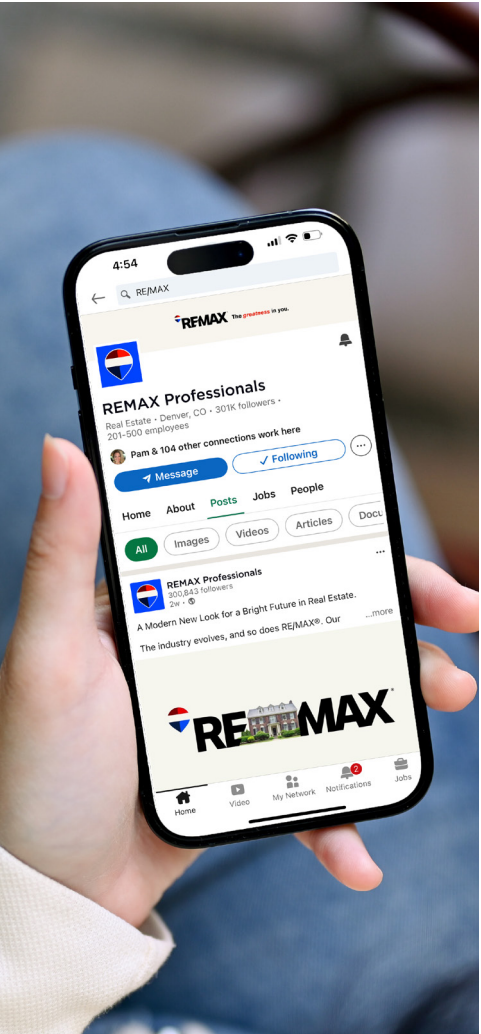
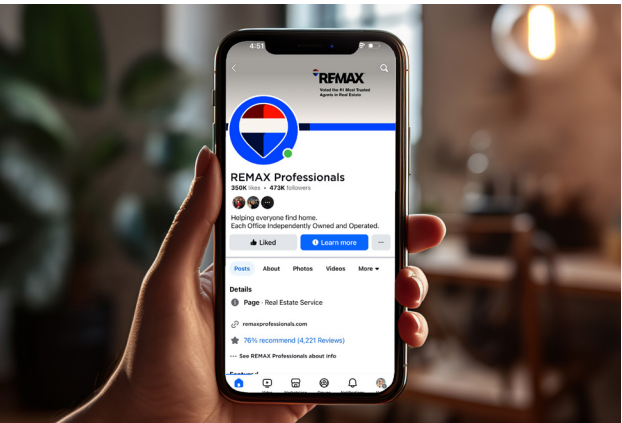
Incorrect Logo Use



Balloon Logo

The refreshed Balloon logo must always be paired with the REMAX logotype, as shown in the Primary Brand logotype. The only exceptions to this requirement are:

- In social media profiles, the Balloon logo may be used as a stand-alone logo. As a reminder, social media profiles must include the full REMAX office name and other content as required by the Affiliate Marketing Requirements (see page 63 of the *REMAX Brand Identity: Trademark and Graphic Standards* manual).
- In marketing materials and templates prepared by REMAX World Headquarters, the stand-alone Balloon logo may be used. These materials will always include either the REMAX logotype or the REMAX trademark in plain text. The stand-alone Balloon logo will be made available for affiliate-created marketing materials once consumers have become familiar with this updated look and feel.



The
Dynamic

Logo

REMAX affiliates may customize the Dynamic logo to promote their real estate services by adding their photo or a single high-quality, photographic image into the Dynamic Area, as shown here. Any included images must be professional in nature and the images should be clipped to remove backgrounds. Images may not mislead or confuse consumers, and may not exaggerate the geographic service area of an office or affiliate. Affiliates are responsible for obtaining the appropriate licenses and permissions to use any images they add to the Dynamic Area.

The Dynamic Area should be one-third the width of the REMAX logotype in most cases, with a maximum permitted width of two-thirds the width of the REMAX letters in the Primary Brand logotype.

The REMAX letters in the Dynamic logo may not be altered and no portion of them can be covered up (though images may appear behind the portions of the “E” and the “M” that are in the Dynamic Area, as long as the “E” and “M” remain readable).

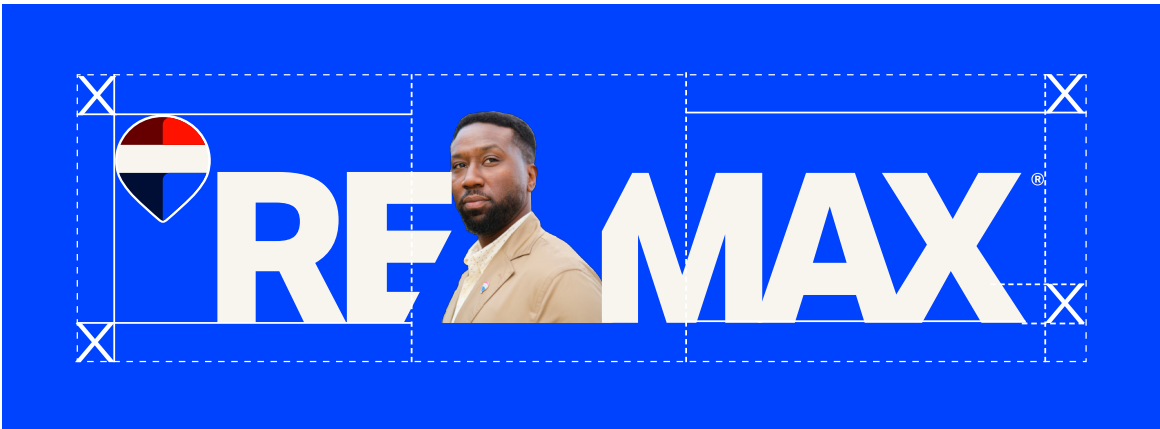
The next page shows additional requirements for the Dynamic logo.



Office Name



Do not insert square or rectangular images, or boxes in the Dynamic Area; the gray boxes shown here are included only to illustrate the size of the Dynamic Area.




DO NOT place the logo within any shape, including a box; the boxes shown here are included only to illustrate the reversed-out logo on a dark background.

Incorrect Dynamic Logo Use

No tilted Balloon logo
No Balloon logo directly above Dynamic logo

No overlapping graphics outside Dynamic Area
No clip art images

No text inside clear space
No text above the Dynamic logo



No cropped Dynamic logo

No logos in the Dynamic Area

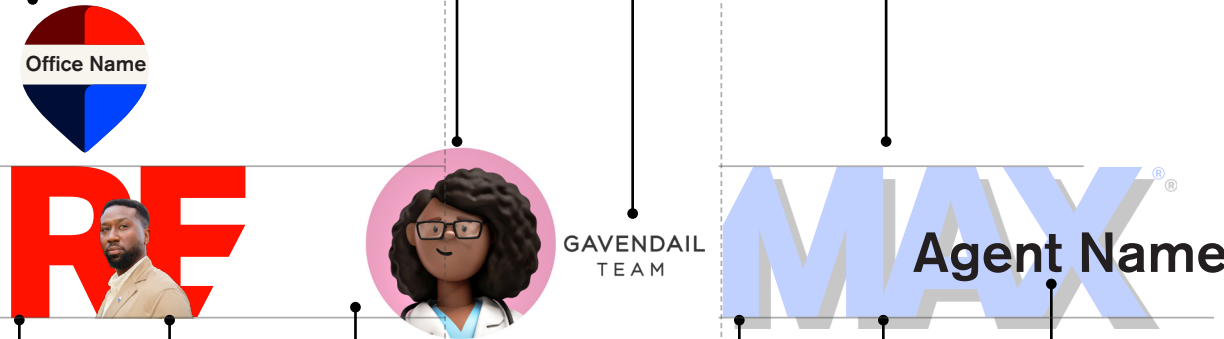
No logos inside clear space

No Balloon logo directly above Dynamic logo
No adding text inside Balloon logo

No bitmojis or caricatures

No text or logos in Dynamic Area

Do not change color of MAX letters



Do not change color of RE letters

No graphics outside the Dynamic Area

Do not leave significant clear space within the Dynamic Area

No drop shadows

No opacity


No overlapping text

Image may not extend wider than the Dynamic Area

No old REMAX logos

No overlapping images in front of logo

No outer glow or added treatments



No busy or cluttered backgrounds

No replacing letters and numbers with Balloon logo

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Each Office Independently Owned and Operated

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REMAX Text References

Are you ready to save time? Looking for the next best productivity hack? Would you like to stop hunting for the “/” key on your keyboard?

Then we have great news to share! You’re about to have more time added back in your day for helping clients buy and sell real estate because you no longer need to type the “/” when writing out REMAX in text references. Yes, you read that right: you can just type REMAX when referring to the brand in text references now.

REMAX World Headquarters is already taking steps to remove the typed slash from text references to the REMAX brand, and you can start too – or you can wait, if you need time to work this update into your marketing plans. There is no requirement to make this change now, but those of you who consider yourselves early adopters can get started.

If you’re feeling nostalgic about the slash, don’t worry. We are not saying goodbye to it. The design of the refreshed REMAX logotype features a Dynamic Slash, and the Slash Design will continue to be featured in REMAX marketing materials. So, it’s not going away – but your days of hunting for the “/” key on your keyboard can end!

