

2025

# Brand Evolution

## Global Brand Standards Supplement

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

Our brand evolution is underway, and more resources and options will be available soon – including updated branding for the REMAX Commercial® and The REMAX Collection® brands. Stay tuned for updates as we continue to roll out refreshed assets.

**Please note:** This supplement is for use by Global regions and their affiliates.

- U.S. and Canadian affiliates should refer to the U.S. & Canada supplement.
- Global regions may have requirements that limit the use of this refreshed branding, beyond the limitations set forth in this supplement. Affiliates should contact their regions for additional guidance.

# Introduction to **Logos and Office** Signage

# 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:

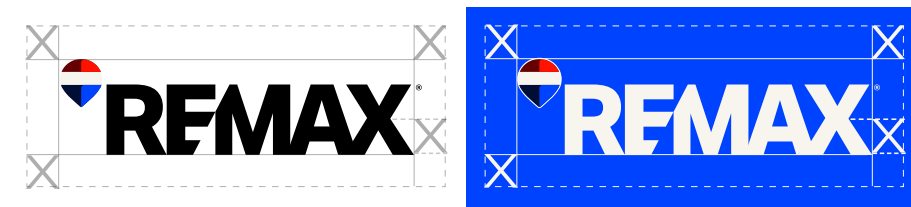
- The Primary Brand logotype may be used only in the colors shown on this page, with the REMAX trademark in black or reversed out. It is recommended to use the Secondary logotype in black or reversed out, as shown on this page, but the Secondary logotype may be used in any of the Brand Colors (see page 14).
- 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.
- Best practice: Use RGB logos for digital marketing only. Use CMYK logos for print marketing, property signage and office signage.

### Smallest Scalable Size

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

## Primary Brand Logotype

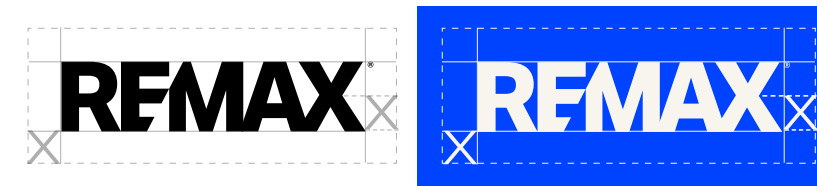
Black and reversed



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

## Secondary Logotype

Black and reversed



## Incorrect Logo Pairings

Do not mix and match



## Smallest Scalable Size



The Office

# Logo

Exterior Office & Signage

Office logos and exterior office signage may be updated to feature the refreshed branding. When making these updates:

- Include the full office name – not just “REMAX” or the portion of the office name that comes after REMAX.
- The Balloon logo must be paired with the office name on exterior signage, either as shown here using the Primary Brand logotype, or with a larger Balloon logo to the left of “REMAX” that is at least the height of “REMAX,” as shown in the third example on this page.
- For non-signage applications, either the Primary Brand logotype or the Secondary logotype may be used in the office logo. The Dynamic logo may be used in the office logo for digital use only and not on exterior office signage. When used with an office name, the Dynamic logo may not feature one or more people in the Dynamic Area.
- 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.

**Note:** Independent Regions may have requirements that apply to office logos and exterior office signage, beyond the limitations set forth in this supplement. Franchisees in Independent Regions should contact their regions for additional guidance.



**Dynamic Logo, 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

& Exterior Office Signage

At this time, in both office logos and exterior office signage, the portion of the office name that follows REMAX may appear only in the colors shown here. See page 14 of supplement for specific color codes for Brand Colors.



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

## Incorrect Office Logo Use



Do not use the ® in an office name.



Do not substitute the balloon for REMAX in an office name.



Do not put the office name too close to REMAX logo.



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



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



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

# Backlit Exterior Office Signage

Due to the cost of exterior office signage, Broker/Owners should take care to ensure signage is compliant with brand standards before placing an order with the signage vendor. Importantly, when ordering exterior office signage that is backlit, confirm that the colors in the Balloon logo and the black in the REMAX logotype accurately display the Brand Colors (on page 14 of this supplement) when the backlight is turned on. It is strongly recommended to have the signage vendor provide a sample of the colors in a lightbox, as shown here, before building the signage to allow for backlit color testing.

Additional recommendations for producing signage that accurately displays the Brand Colors:

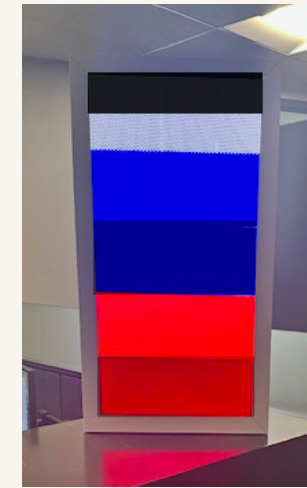
- If using 3M® film for the sign face, the Brand Colors will display more accurately on translucent 3M film than on non-translucent film.
- Avoid direct print or vinyl overlay methods.

Contact the REMAX Standards & Quality Control Team for additional guidance and review ([standards@remax.com](mailto:standards@remax.com)).

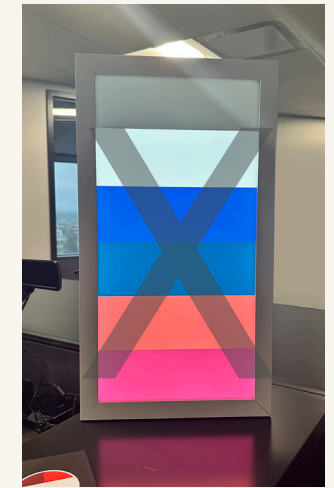
Correct Office  
Signage Colors  
(Not Backlit)



Correct Office  
Signage Colors  
(Backlit)



Incorrect Office  
Signage Colors  
(Backlit)



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 3 of this supplement) instead of the refreshed Balloon logo.

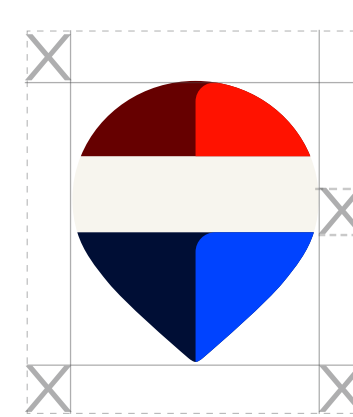
Do not change the proportions or otherwise alter the Balloon logo. Altering or customizing the Balloon logo is allowed only with authorized approval by the REMAX Standards & Quality Control Team ([standards@remax.com](mailto:standards@remax.com)).

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.

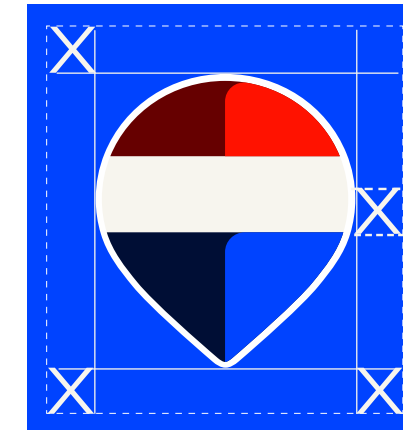
AI-Generated Images: REMAX logos and imagery may not be used in generative AI (artificial intelligence) tools but may in certain circumstances be applied after an AI-generated image is created. See page 67 of the *REMAX Brand Identity: Trademark and Graphic Standards* manual for more guidance on the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

### Smallest Scalable Size

The smallest allowable height for the Balloon logo is 3/4" for print (non-digital) uses. There are no size limitations applicable to the digital use of the Balloon logo, but care should be taken to ensure that the logo is large enough to be discernible to the average person when viewed on a small screen. For situations where these size requirements cannot be met, either use the Primary Brand or Secondary logotype, "REMAX" plain text, or contact the REMAX Standards & Quality Control Team at [standards@remax.com](mailto:standards@remax.com) for assistance.



Note: 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 white bar in REMAX balloon, as shown here.



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 Logo Use



Do not add text.



Do not skew or distort.



Do not place the logo on a cluttered design element.



Do not tilt.

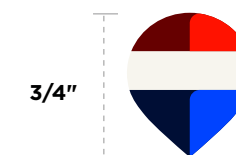


Do not customize logo.



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

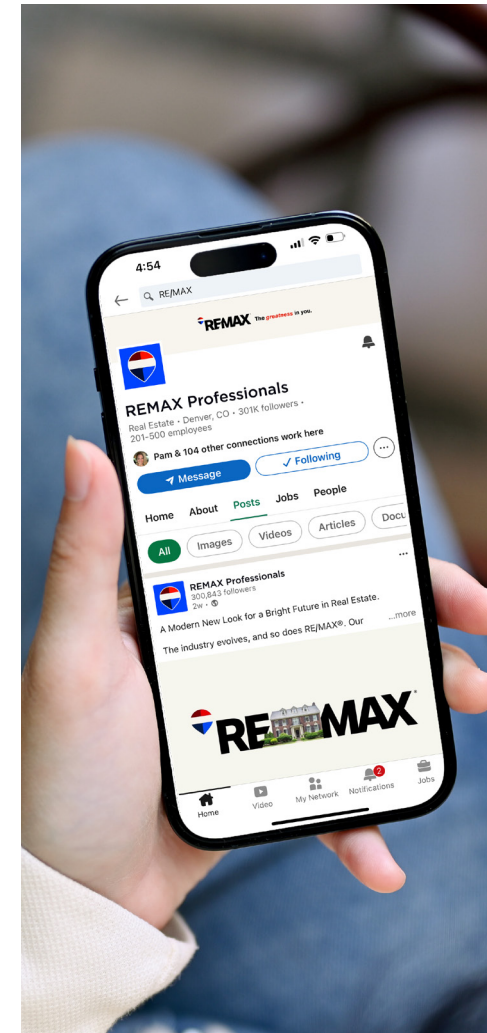
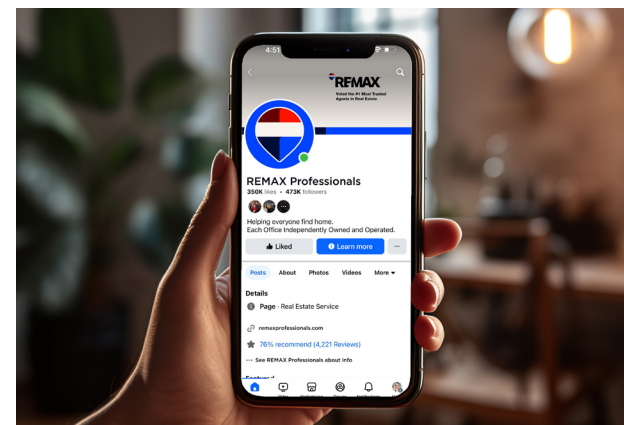
## Smallest Scalable Size



# Balloon Logo

The refreshed Balloon logo must always be paired with the REMAX logotype, as shown in the Primary Brand logotype or with a larger Balloon logo to the left of “REMAX” that is at least the height of “REMAX.” 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.

Independent Regions may have requirements that apply to use of the Dynamic logo, beyond the limitations set forth in this supplement. Franchisees in Independent Regions should contact their regions for additional guidance.

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.

**Smallest Scalable Size**

The smallest allowable size in width for the Dynamic logo is 3/4” for print (non-digital) uses. There are no size limitations applicable to the digital use of the Dynamic logo, but care should be taken to ensure that the logo and the image inserted in the Dynamic area are large enough to be discernible to the average person when viewed on a small screen. For situations where these size requirements cannot be met, either use the Primary Brand or Secondary logotype, “REMAX” in plain text, or contact the REMAX Standards & Quality Control Team at [standards@remax.com](mailto:standards@remax.com) for assistance.



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

Office Name

Children's Miracle Network Hospitals

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

Multiple images not allowed in Dynamic Area

No bitmojis or caricatures

No text or logos in Dynamic Area

Do not change color of MAX letters

Office Name

RE

Key icon

Agent photo

GAVENDAIL TEAM

MAX

Agent Name

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 reduction in opacity

No overlapping text

Image may not extend wider than the Dynamic Area

No old REMAX logos

No overlapping images in front of Dynamic logo

No outer glow or added treatments

RE

MAX

Office Name

No busy or cluttered backgrounds

No replacing letters and numbers with Balloon logo

REMAX  
Balloon  
Pin

# Logo

Lapel pins featuring the iconic Balloon logo have been worn by REMAX affiliates for decades and are a sign of quality real estate services and professionalism. The new Balloon Pin logo is a realistic graphical representation of the refreshed lapel pin worn by REMAX affiliates around the globe.

The Balloon logo (see page 7) is the preferred logo for use in consumer-facing advertising and most other scenarios. The Balloon Pin logo is a secondary logo, available for use by REMAX affiliates in connection with marketing the REMAX brand to consumers, as well as in connection with marketing efforts to recruit agents.

The Balloon Pin logo cannot be used on property or office signage. For example, it cannot replace the Balloon logo (shown on page 7) on real estate property signage, and it also cannot be used on directional or open house signage.

The Balloon Pin logo appears as a graphic, color image only as shown here (not in black and white or grayscale). If a single-color or black-and-white logo is needed for a particular application, use the Secondary logotype (see page 3) instead of the Balloon Pin logo. The Balloon Pin logo cannot be altered and should always appear against a neutral or solid background. There can be no overlapping text or graphics in front of or behind the logo, and no cluttered design elements behind or around it.

### Clear Space

The Balloon Pin logo must always be surrounded on all four sides by a clear space of at least half the height of the white bar in the balloon, as shown here.

### Limits on Scalable Size

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

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



**Full Color**



# REMAX Slash Design



Inspired by the forward slash element within the iconic REMAX logotype, the REMAX Slash Design is an additional element of REMAX branding used in REMAX property signs and other marketing materials. The Slash Design, like other REMAX logos, cannot be altered or distorted. The angle at which the Slash Design is displayed may not be modified. The design must appear in one solid color using only the Brand Colors (see page 15). The Slash Design cannot be used as a type element in, or surrounded by, text.

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

**NOTE:** Marketing materials and property sign designs featuring the REMAX Slash Design are available in the Agent Broker Resource Hub, which is accessible on the MAXCenter platform.

## Incorrect Use of the Slash Design



Do not tilt.



Do not use colors that are not in the REMAX Color Palette.



Do not skew or distort.



Do not use a different slash design.



Do not surround the design with text.



Do not use the Slash Design in affiliate trademarks.



Do not flip the slash design.

**Outlined**

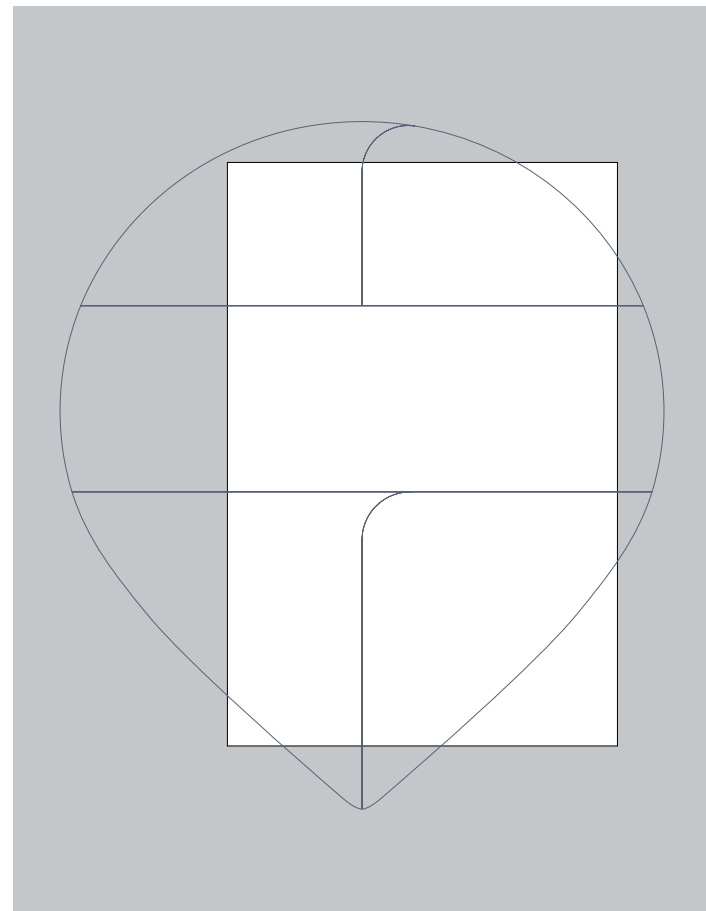
# Shapes

Your advertising may incorporate the outlined Balloon logo, which consists of a single-color, single-line-weight shape without fill, shown here. This outlined shape may be cropped to form compelling and elegant compositions that can be used for background texture or as a framing device.

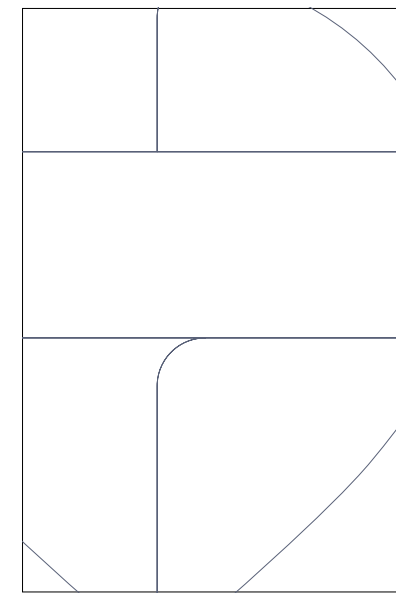
When using this outlined shape in marketing materials:

- All lines in the outlined shape must be in the same Brand Color (see page 14).
- Place the outlined shape on a background that is neutral or that consists of a Brand Color.
- Do not change the proportions of the outlined shape or otherwise alter the lines that comprise the shape.
- Do not use this outlined shape as a logo or in place of the Balloon logo. This shape is intended to function solely as a design element and should be used prominently and at scale in the background of marketing materials in a manner that clearly distinguishes it from any logo treatment.

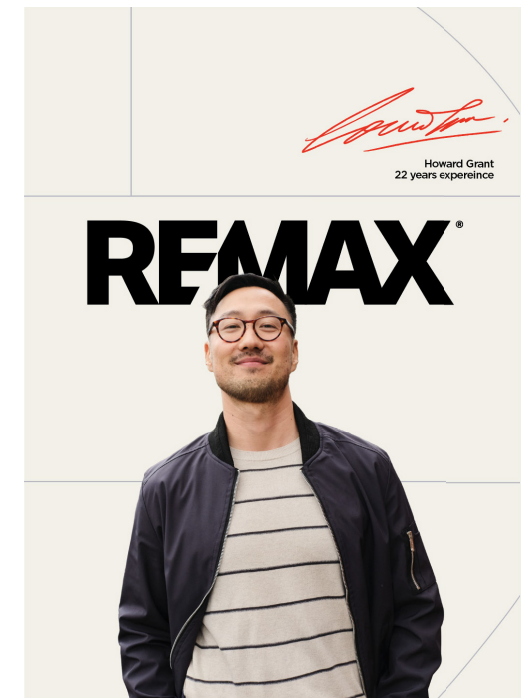
**NOTE:** This outlined shape and marketing materials featuring it are available in the Agent Broker Resource Hub, which is accessible on the MAXCenter platform.



01-Pre-crop



02-Post-crop



03-Application

<p><b>REMAX Primary Red</b> #ff1200</p> <p>CMYK: 0 100 100 0                  RGB: 255 18 0                  Pantone 185 C</p>	<p><b>REMAX Primary Blue</b> #0043ff</p> <p>CMYK: 90 70 0 0                  RGB: 0 67 255                  Pantone 286 C</p>	<p><b>Cream</b> #f7f5ee</p> <p>CMYK: 2 2 7 2                  RGB: 247 245 238                  Pantone warm grey 1 C</p>	<p><b>Black</b> #00000</p> <p>CMYK: 75 68 67 90                  RGB: 0 0 0                  Pantone black 6</p>
<p><b>Bridge Red</b> #AA1120</p> <p>CMYK: 4 100 90 30                  RGB: 170 17 32                  Pantone 1805</p>	<p><b>Bridge Blue</b> #0C2749</p> <p>CMYK: 100 85 39 45                  RGB: 12 39 73                  Pantone 2767</p>	<p><b>White</b> #FFFFFF</p> <p>CMYK: 0 0 0 0                  RGB: 255 255 255</p>	
<p><b>Dark Red</b> #660000</p> <p>CMYK: 25 100 100 55                  RGB: 102 0 0                  Pantone 188 C</p>	<p><b>Dark Blue</b> #000e35</p> <p>CMYK: 100 92 41 55                  RGB: 0 14 53                  Pantone 295 C</p>	<p><b>Sky Blue</b> #A3D4F2</p> <p>CMYK: 33 5 0 0                  RGB: 162 212 242                  Pantone 277 C</p>	
			<p><b>Dark Charcoal Gray</b> #232323</p> <p>CMYK: 0 0 0 86                  RGB: 35 35 35</p>

# Brand Colors

**NOTE:** There are four different color codes for displaying REMAX colors. Here's what to use where: Use CMYK for print. Use RGB for digital uses. Use hex colors for websites, when programming colors using HTML.

REMAX Primary Red and REMAX Primary Blue may be used with gradations, as shown here. These gradations help create contrast among the Brand Colors, so that it is not necessary to introduce additional colors and risk palette clarity when creating designs.

# REMAX Text References

Would you like to stop hunting for the “/” key?

Then, we have great news to share! You no longer need to type the forward slash (“/”) when writing REMAX in text references.

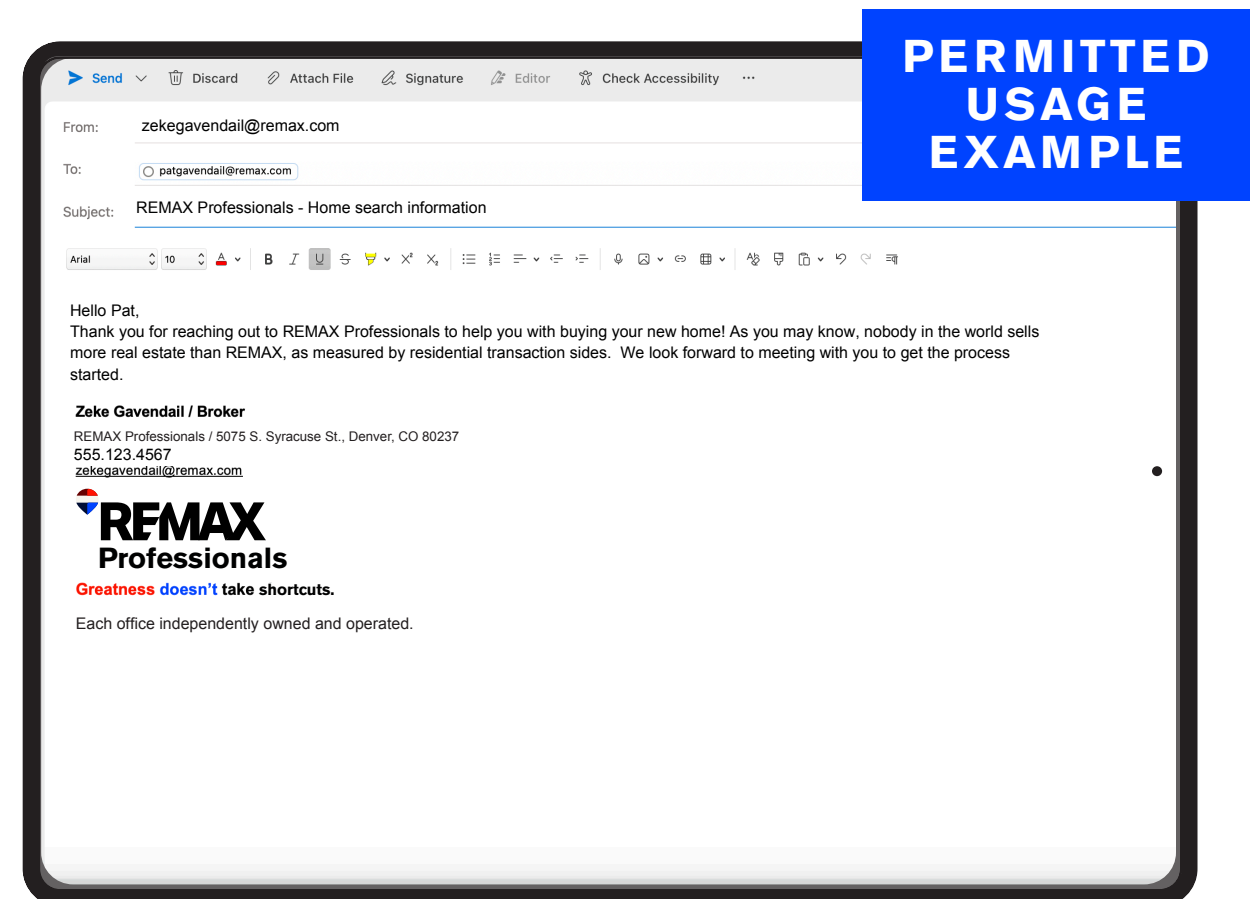
You read that right: you can now type REMAX without the slash when referring to the brand in text references.

REMAX World Headquarters is phasing out the typed slash in brand references – and you can start now or wait as you update your marketing plans and business operations. There is no requirement to make this change now, but you can start this transition alongside us as we evolve and modernize how the brand appears.

If you're feeling nostalgic about the slash, don't worry – we're not saying goodbye to it. The refreshed REMAX logotype features the Dynamic Slash, and the original Slash Design will continue to be featured in REMAX marketing materials.

So, no, it's not going anywhere.

But your days of hunting for the “/” key? Those can be over.



Introduction to  
**REMAX**  
**Red-White-Blue**  
Property Signs

# General Guidelines for All REMAX Property Signs

Around the world, the REMAX property signs have played a key role in building REMAX brand awareness with consumers over the years, and they remain an important part of REMAX branding. With the refreshed branding, affiliates now have more options for property signage than ever before:

- The REMAX Red-White-Blue property signs shown in this supplement. This signage is the preferred option for residential listings that don't qualify for The REMAX Collection program.
- The new Slash Design property signs shown in this supplement.

At this time, affiliates may also continue to use the property signs shown in the *REMAX Brand Identity: Trademark and Graphic Standards* manual (referred to below as the "manual"). The property signs shown in the manual and this supplement are the only property signs that affiliates may use. **Affiliates ordering new signage are strongly encouraged to use the property sign designs in this supplement, as the property sign designs in the manual eventually will be phased out.**

The standards are strict for each of these property signs, and deviation is permitted only in specific, limited situations.




### Sign Design Options To Meet Local Requirements

**Throughout this supplement, you will notice that most sign designs are presented in two different options:**

**Standard:** Most affiliates will use this design. This design should be used where advertising laws and regulations allow for the sales associate's or real estate team's name to appear more prominently (such as in a larger font size) on signage than the brokerage's name.

**Office-Prominent:** This sign design option should be used where advertising laws or regulations require the licensed brokerage name to be at least as prominent as the name of the sales associate or real estate team. The office-prominent sign designs feature the REMAX office name in a larger font size than the sales associate's or real estate team's name.


**If a local law, rule, regulation, ordinance, code or covenant differs from REMAX signage standards, the local requirements take precedence over the REMAX standards. All REMAX affiliates are responsible for making sure their signs comply with the applicable local requirements.** For example, some states, provinces or other local governments may require property signs to include:

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

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

### Additional Logos on Property Signs

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

- The National Association of REALTORS' REALTOR®  logo,
- A combined REALTOR/MLS logo,
- The Equal Housing Opportunity Logo, or
- Team logos, as long as they comply with the standards in this supplement and the manual. Please note that some Global regions may limit or prohibit the use of team logos on property signage. Franchisees in Global regions should contact their regions for additional guidance.

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

**Note:** The phrase "Each Office Independently Owned and Operated." is not required on property signs unless required by law. This phrase must be included on other marketing materials (see page 63 of the manual).

# Requirements for REMAX Red-White-Blue Property Signs

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

**Dimensions:** Signs should always maintain the proportions shown in this section: 3x5 parts for the horizontal sign or 5x4 parts for the vertical sign. A 24" x 18" sign is an approved variation but is discouraged. Due to size constraints, 24" x 18" signs may not be used for photo signs.

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

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



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

**The White Bar – Associate/Team Information:** The middle white bar provides information about the REMAX sales associate most knowledgeable about the listing. A compliant team name may be used instead, or added above or below the associate name. Instead of a team name, two associate names may be used if they are affiliated with the same REMAX office. (If desired, additional names can be included on riders. See page 29.) An associate’s nickname may be included if it pertains to the associate’s legal first name and is the name the associate goes by. (However, some states may require use of the legal or licensed name.) The font size for the top line of text cannot be smaller than the font size used on any other lines in the white bar area.

Associates have numerous options for placing the team name:

- Alone in the white bar.
- With an associate name in the white bar.
- With compliant contact information in the white bar.
- On a rider above or below the sign.
- In a compliant team logo placed either on a sign rider or directly on signage (see pages 45-52) for team logo requirements.

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

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

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

**The Balloon Logo:** On horizontal signs, the REMAX Balloon logo appears with a white outline around it. On vertical signs, the REMAX Balloon logo appears only in the white portion of the signage and placed to the left of the REMAX logotype as shown on these pages.

**Associate photos:** Associate photos are allowed only on horizontal signs and on riders as shown on pages 25-28, but are not allowed on vertical signs. If included, a photo may be either a “standard” rectangular or square image with a background or a “clipped” image without a background (see examples of each on page 25). Standard images may be sized either as 6” wide x 7.5” tall, or as 6” wide x 6” tall. Clipped images must be sized to fit a space no larger than 6” wide x 7.5” tall.

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

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

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

**Note:** Other than team logos used in compliance with pages 45-52 and the permitted logos specified above, no other logos may be used on any REMAX property sign, sign rider or directional sign. The display of third-party names or information (such as for developers or home builders) is similarly prohibited on REMAX signage.

# Horizontal Red-White-Blue Design

## (Standard)

30" Wide x 18" Tall

For additional variations, see page 25.

- A The Red Bar:** 30" wide and 4.95" tall. REMAX Bridge Red.
- B For Sale:** Gotham Black. 147 pt. All caps. White type. 109 tracking.
- C Balloon Logo:** 10.66" tall. White outline.
- D Associate/Team Name:** Gotham Narrow Bold. 150 pt. (165 pt. allowed if only information in white bar is the Associate name, and no phone number or email address is included.) All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.
- E Associate Phone Number:** Gotham Narrow Bold. 150 pt. All caps. Black type. 75 tracking preferred.
- F Email:** Gotham Narrow Bold. 53 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- G Optional Logos:** 1" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. White.
- H Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- I The Blue Bar:** 30" wide and 5.04" tall. REMAX Bridge Blue.
- J Office Phone Number:** Gotham Narrow Bold. 130 pt. White type. 75 tracking preferred.



# Vertical Red-White-Blue Design

(Standard)

24" Wide x 30" Tall

For additional variations, see page 27.

- A The Red Bar:** 24" wide and 6.60" tall. REMAX Bridge Red.
- B For Sale:** Gotham Black. 165 pt. All caps. White type. 109 tracking.
- C Optional logos:** 1.4" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Black.
- D Primary Logo:** With registration mark, 5.53" tall and 20.8" wide.
- E Associate/Team Name:** Gotham Narrow Bold. 165 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F Associate Phone Number:** Gotham Narrow Bold. 165 pt. Black type. 75 tracking preferred.
- G Email:** Gotham Narrow Bold. 72 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- H The Blue Bar:** 24" wide and 6.70" tall. REMAX Bridge Blue.
- I Office Name:** Gotham Narrow Bold. 133 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- J Office Phone Number:** Gotham Narrow Bold. 165 pt. White type. 75 tracking preferred.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.



# Horizontal Red-White-Blue Design

(Office-Prominent)

30” Wide x 18” Tall

For additional variations, see pages 25-26.

- A Associate/Team Name:** Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 120 pt. Black type. 75 tracking preferred.
- C REMAX Type:** Gotham Narrow Bold. 135 pt. All caps. White type.
- D REMAX 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 Red-White-Blue Design

(Office-Prominent)

24” Wide x 30” Tall

For additional variations, see page 28.

- A Associate/Team Name:** Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- B Associate Phone Number:** Gotham Narrow Bold. 145 pt. Black type. 75 tracking preferred.
- C REMAX Office Name:** Gotham Narrow Bold. 135 pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- D Office Phone Number:** Gotham Narrow Bold. 165 pt. White type.



# Horizontal Red-White-Blue Design

## Additional Examples

**OFFICE-PROMINENT WITH TEAM PHOTO SIGN RIDER AND 2 ASSOCIATE NAMES**



**STANDARD WITH CLIPPED AGENT PHOTO AND LONGER OFFICE NAME**



**STANDARD WITH QR CODE**



**STANDARD WITH AGENT PHOTO AND "EACH OFFICE INDEPENDENTLY OWNED AND OPERATED"**




**Note:** The QR code must be in REMAX Bridge Blue.

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


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

**Rider Color Requirements:** For Red-White-Blue sign designs, white riders are preferred, but red is permitted as shown on page 29. For white riders, letters should be in Bridge Red for the top rider and REMAX Bridge Blue for the bottom rider. Otherwise, the rider requirements on page 29 apply.

 This box indicates all the items that are different than the sign shown on page 21.

# Horizontal Red-White-Blue Design

(Office-Prominent)  
Additional Examples

 This box indicates all the items that are different than the sign shown on page 23.

ASSOCIATE AND TEAM NAME  
IN WHITE BAR



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

WITH LONGER  
OFFICE NAME



WITH AGENT LICENSE NUMBER  
(Required in California\*)



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

WITH CLIPPED  
AGENT PHOTO



**NOTE:** Clipped images are right justified with the right edge of the red and blue bars. Images must be sized to fit a space no larger than 6" wide x 7.5" tall and start immediately on top of the blue bar. See page 20 of this supplement for additional requirements.

# Vertical Red-White-Blue Design

(Standard)

Additional Examples

This box indicates all the items that are different than the sign shown on page 22.

ASSOCIATE AND TEAM NAME  
IN WHITE BAR

WITH LOGO ON THE BOTTOM OF  
WHITE BAR



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

# Vertical Red-White-Blue Design

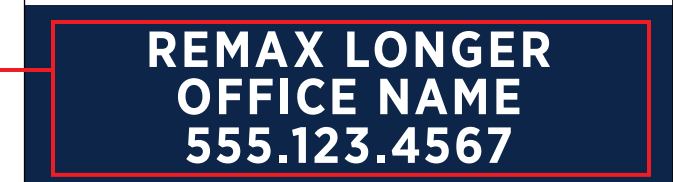
(Office-Prominent)

Additional Examples

This box indicates all the items that are different than the sign shown on page 24.

ASSOCIATE AND TEAM NAMES AND PHOTO SIGN RIDER

WITH LONGER OFFICE NAME



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

# Red-White-Blue Sign Riders

All riders for the REMAX 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:** Either a white rider, with letters in REMAX Bridge Red, or a red rider in REMAX Bridge Red with white letters. QR codes should be in Bridge Red and white.

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

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 28.

## Bottom Sign Rider

**Color:** White rider, with letters and any included QR code in REMAX Bridge Blue.

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

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

### TOP SIGN RIDERS

30"



### BOTTOM SIGN RIDERS

30"



Introduction to  
**Slash Design**  
Property Signs

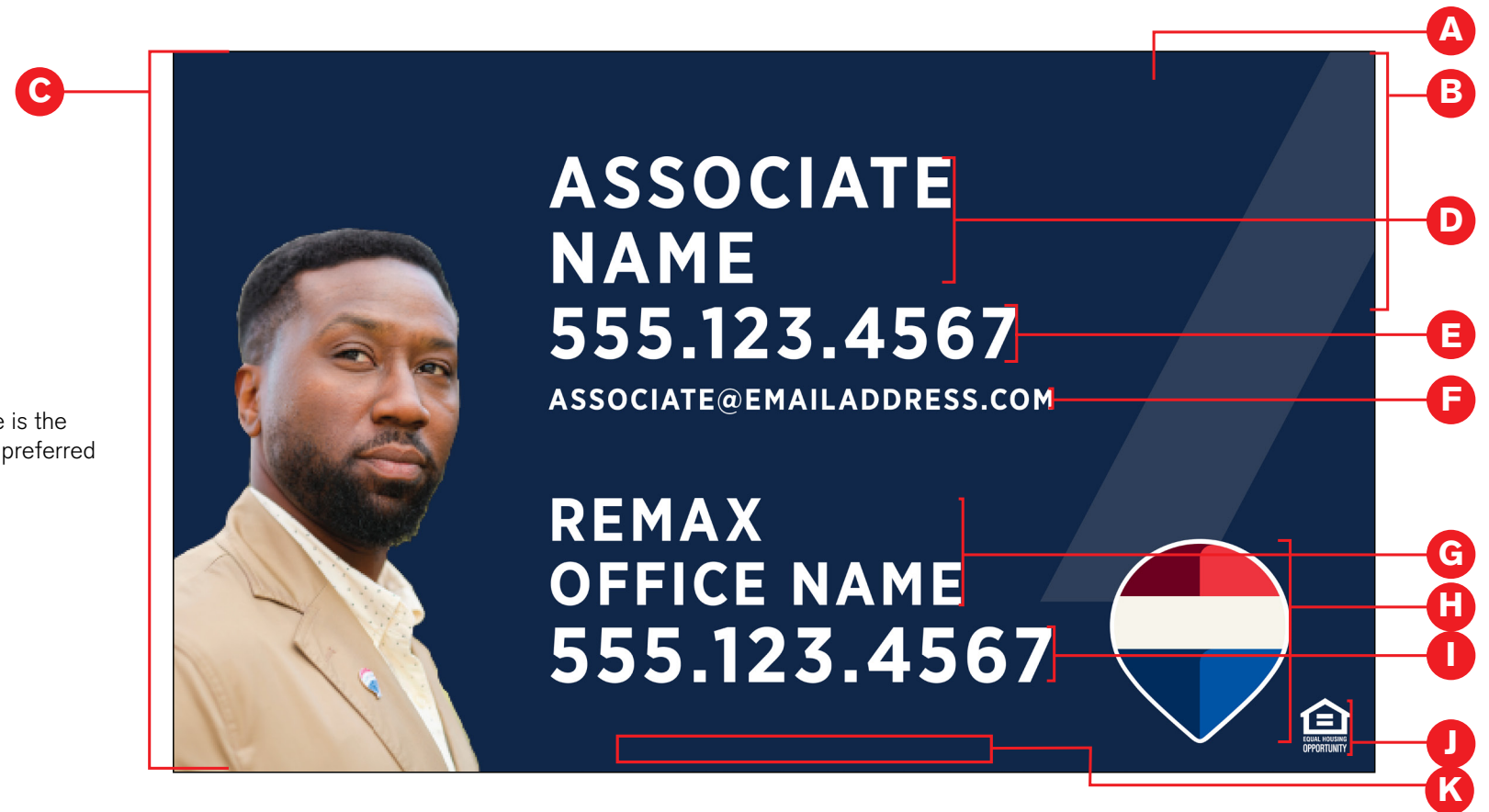
# Horizontal Slash Design

## (Standard)

### 30" Wide x 18" Tall

For additional variations, see page 33.

- A The Blue Area:** 30" wide and 18" tall. REMAX Bridge Blue.  
**White Sign Alternative:** White with Grey Slash (Black at 8%).
- B The Blue Slash:** 7.57" wide and 14.14" tall. REMAX Slash Blue (CMYK - 87/73/41/31).
- C Associate photo section:** 10" wide and 18" tall. Clipped photos only.
- D Associate/Team Name:** Gotham Narrow Bold. 130 pt. (165 pt. allowed if only information above office name is the Associate name, and no Associate phone number or email address is included). All caps. White type. Tracking preferred to fit a longer name. May use two lines for longer names.
- E Associate Phone Number:** Gotham Narrow Bold. 130 pt. All caps. White type.
- F Email:** Gotham Narrow Bold. 53 pt. All caps. White type.
- G Office Name:** Gotham Narrow Bold. 109 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- H Balloon Logo:** 4.49" tall.
- I Office Phone Number:** Gotham Narrow Bold. 140 pt. White type.
- J Optional logos:** 1.4" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. White.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.



#### WHITE SIGN ALTERNATIVE



**Note:** Details on the Slash Design are available on page 12 of this supplement.

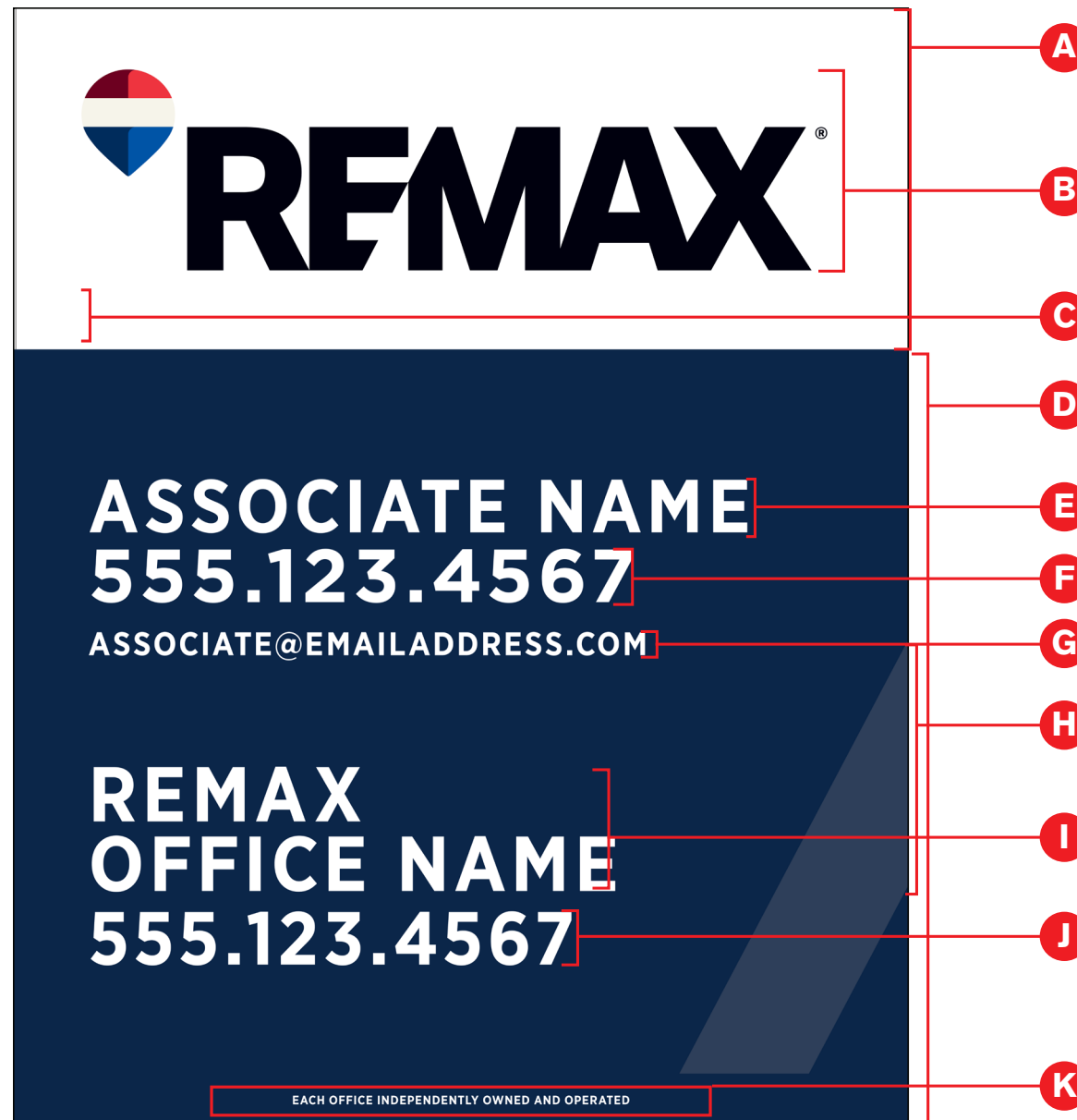
# Vertical Slash Design

(Standard)

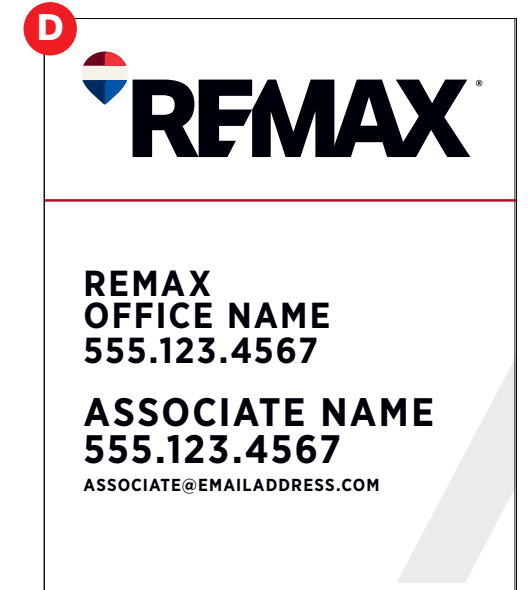
30" Wide x 18" Tall

For additional variations, see page 34.

- A The White Area:** 24" wide and 9.10" tall. White background.
- B Primary Logo:** With registration mark, 20.07" wide and 5.45" tall.
- 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 The Blue Area:** 24" wide and 21.04" tall. REMAX Bridge Blue.  
**White Sign Alternative:** White with Grey Slash (Black at 8%).
- E Associate/Team Name:** Gotham Narrow Bold. 145 pt. All caps. White type. 75 tracking preferred to fit a longer name.
- F Associate Phone Number:** Gotham Narrow Bold. 145 pt. White type.
- G Email:** Gotham Narrow Bold. 63 pt. All caps. White type.
- H The Blue Slash:** 3.45" wide and 11.51" tall. REMAX Slash Blue (CMYK - 87/73/41/31).
- I Office Name:** Gotham Narrow Bold. 131pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- J Office Phone Number:** Gotham Narrow Bold. 132 pt. White type.
- K Optional Language:** "Each Office Independently Owned and Operated" may be included here, if needed. Gotham Narrow Bold. 24 pt. White type. 50 tracking preferred.



## WHITE SIGN ALTERNATIVE




**Accent Line:** 24.22" long. 9 pt. stroke. REMAX Bridge Red. REMAX Primary Blue or Primary Red may be used instead (not shown).

# Horizontal Slash Design

## Additional Examples

**Rider Color Requirements:** The rider colors shown here are examples of the available options. See page 35 for all available rider options.

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

### OFFICE-PROMINENT



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

**Associate Name and Phone Number:** Gotham Narrow Bold. 130 pt. All caps. White type. 75 tracking.

**Email:** Gotham Narrow Bold. 53 pt. All caps. White type. 75 tracking preferred to fit a longer name.

**Office Name:** Gotham Narrow Bold. 135pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

**Office Phone Number:** Gotham Narrow Bold. 132 pt. White type.

### STANDARD WITH CLIPPED AGENT PHOTO AND LONGER OFFICE NAME



ASSOCIATE/TEAM NAME  
PROPERTY INFORMATION

ASSOCIATE NAME  
TEAM NAME  
555.123.4567  
ASSOCIATE@EMAILADDRESS.COM

REMAX LONGER  
OFFICE NAME  
555.123.4567

### STANDARD WITH QR CODE



**Note:** The QR code must be in REMAX Bridge Blue and White.

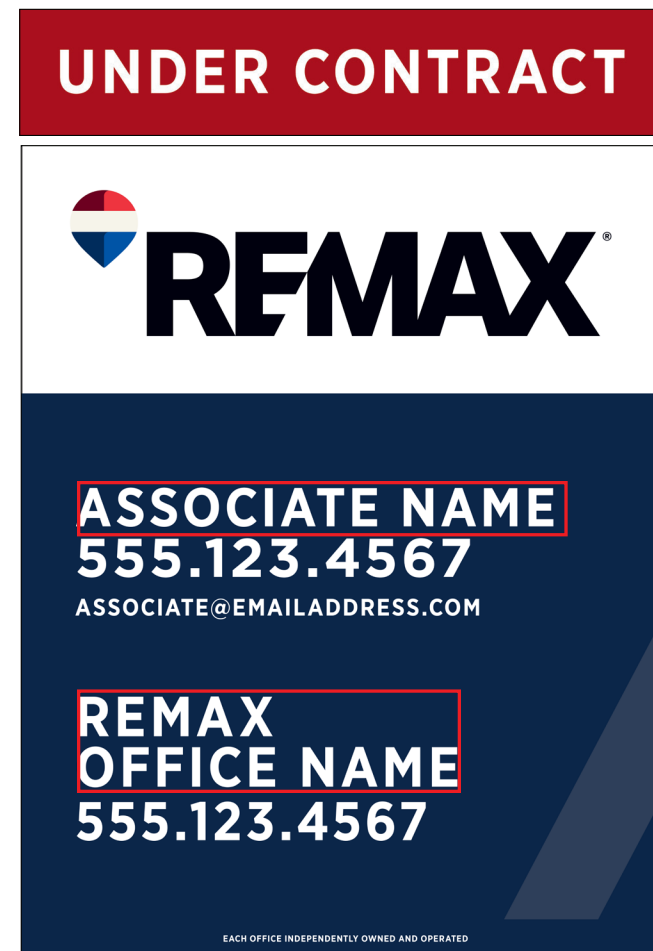
# Vertical Slash Design

## Additional Examples



This box indicates all the items that are different than the sign shown on page 32.

### OFFICE-PROMINENT



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

**Associate Name and Phone Number:** Gotham Narrow Bold. 145 pt. All caps. White type. 75 tracking.

**Email:** Gotham Narrow Bold. 63 pt. All caps. White type. 75 tracking preferred to fit a longer name.

**Office Name:** Gotham Narrow Bold. 150pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

**Office Phone Number:** Gotham Narrow Bold. 145 pt. White type.

### STANDARD WITH FULL AGENT PHOTO



**Note:** Font sizes change when clipped photo is included.

**Associate Name and Phone Number:** Gotham Narrow Bold. 108 pt. All caps. White type. 75 tracking.

**Email:** Gotham Narrow Bold. 52 pt. All caps. White type. 75 tracking preferred to fit a longer name.

**Office Name:** Gotham Narrow Bold. 89pt. All caps. White type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

**Office Phone Number:** Gotham Narrow Bold. 109 pt. White type.

# Slash Design Sign Riders

All riders for the Slash Design property signs 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:** The permitted rider colors vary depending on the color of the main signage. Only the colors shown here are permitted. A QR code must be in the same colors as the text and rider background.

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

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 28.

## Bottom Sign Rider

**Color:** The permitted rider colors vary depending on the color of the main signage. Only the colors shown here are permitted. A QR code must be in the same colors as the text and rider background.

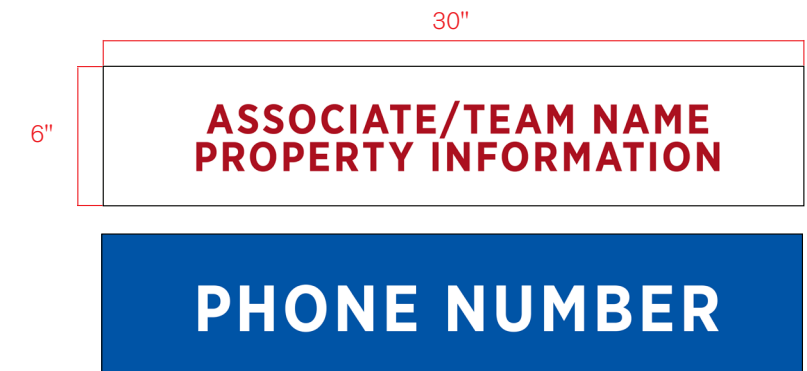
**Content:** An associate name or team name, or associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be used on a rider.

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

TOP SIGN RIDERS - BLUE DESIGN



TOP SIGN RIDERS - BLACK AND WHITE DESIGN



BOTTOM SIGN RIDERS - BLUE DESIGN



BOTTOM SIGN RIDERS - BLACK AND WHITE DESIGN



Introduction to  
**White Slash Design**  
Property Signs

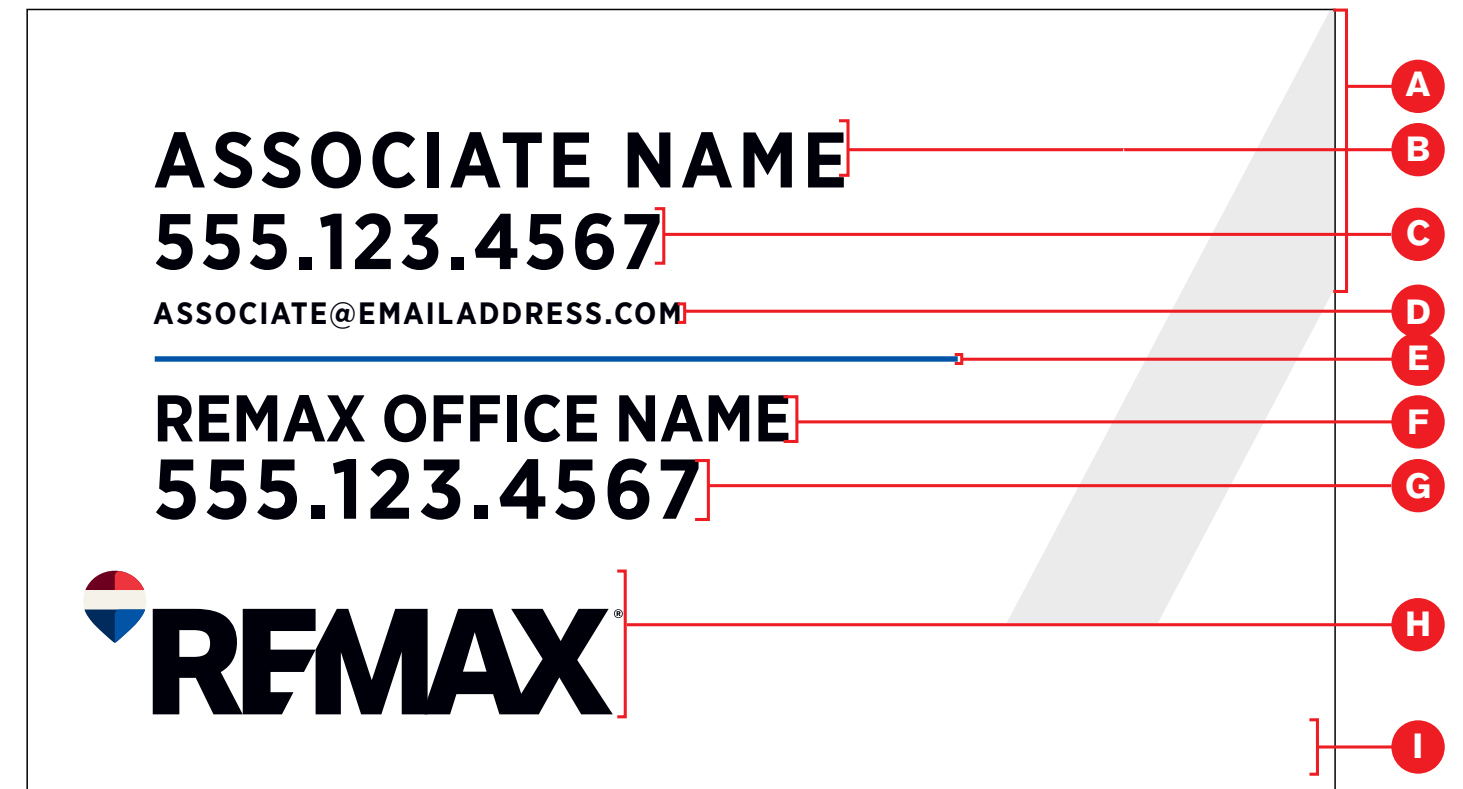
# Horizontal White Slash Design

(Standard)

30" Wide x 18" Tall

For additional variations, see page 39.

- A The Grey Slash:** 7.57" wide and 14.14" tall. Black 6 at 8% opacity.
- B Associate/Team Name:** Gotham Narrow Bold. 130 pt. (165 pt. allowed if only information above Accent Line is the Associate name, and no Associate phone number or email address is included). All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name. May use two lines for longer names.
- C Associate Phone Number:** Gotham Narrow Bold. 130 pt. All caps. Black type. 75 tracking preferred.
- D Email:** Gotham Narrow Bold. 51 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- E Accent Line:** 20.21" long and 9 pt. stroke. REMAX Primary Blue. REMAX Primary Red or Bridge Red may be used instead (not shown).
- F Office Name:** Gotham Narrow Bold. 109 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- G Office Phone Number:** Gotham Narrow Bold. 140 pt. Black type. 75 tracking preferred.
- H Primary Logo:** With registration mark. 3.34" wide and 12.42" tall.
- I Optional Logos:** 1" tall. Equal Housing Opportunity Logo, National Association of REALTORS' REALTOR R Logo, or combined REALTOR/MLS Logo. Black.



**Note:** Details on the Slash Design are available on page 12 of this supplement.

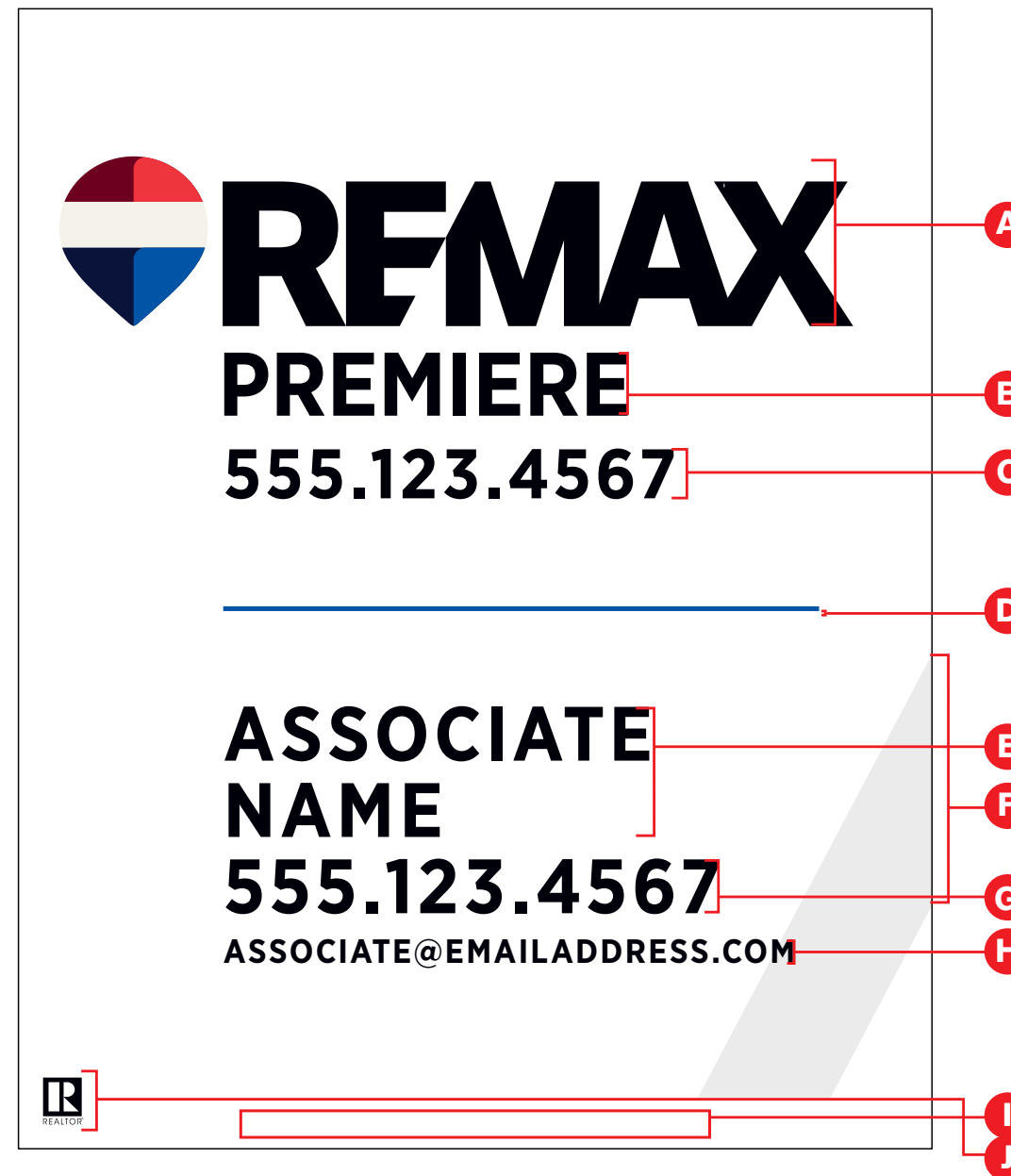
# Vertical White Slash Design

(Standard)

24” Wide x 30” Tall

For additional variations, see page 40.

- A Primary Logo:** Without registration mark. 19.06” wide and 5.24” tall.
- B Office Name:** Gotham Narrow Bold. 170pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- C Office Phone Number:** Gotham Narrow Bold. 132 pt. Black type. 75 tracking preferred.
- D Accent Line:** 15.62” long and 9 pt. stroke. REMAX Primary Blue. REMAX Primary Red or Bridge Red may be used instead (not shown).
- E Associate/Team Name:** Gotham Narrow Bold. 120pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.
- F The Grey Slash:** 3.45” wide and 11.51” tall. Black 6 at 8% opacity.
- G Associate Phone Number:** Gotham Narrow Bold. 120 pt. Black type. 75 tracking preferred.
- H Email:** Gotham Narrow Bold. 63.36 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer address.
- I Optional Language:** “Each Office Independently Owned and Operated” may be included here, if needed. Gotham Narrow Bold. 24 pt. Black type. 50 tracking preferred.
- J Optional logos:** 1.4” tall. Equal Housing Opportunity Logo, National Association of REALTORS’ REALTOR R Logo, or combined REALTOR/MLS Logo. Black.



LARGER BALLOON IN RIGHT CORNER ALTERNATIVE




Balloon Logo: Without registration mark. 5.66” wide and 6.40” tall.

**Note:** Details on the Slash Design are available on page 12 of this supplement.

# Horizontal White Slash Design

## Additional Examples

**Rider Color Requirements:** The rider color shown here is an example of the available options. See page 41 for all available rider options.

 This box indicates all the items that are different than the sign shown on page 37.

### OFFICE-PROMINENT WITH TEAM PHOTO SIGN RIDER



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

**Associate Name and Phone Number:** Gotham Narrow Bold, 120 pt. All caps. Black type, 75 tracking.

**Email:** Gotham Narrow Bold, 63 pt. All caps. Black type, 75 tracking preferred to fit a longer name.

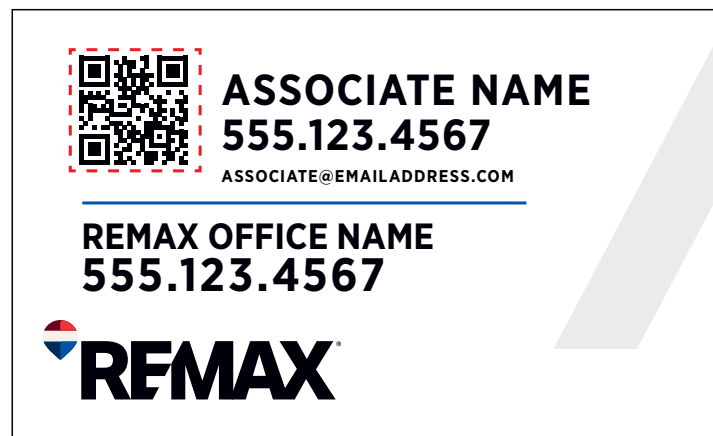
**Office Name:** Gotham Narrow Bold, 135 pt. All caps. Black type, 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

**Office Phone Number:** Gotham Narrow Bold, 140 pt. Black type.

### STANDARD WITH CLIPPED AGENT PHOTO AND LONGER OFFICE NAME



### STANDARD WITH QR CODE



**Note:** The QR code must be in RE/MAX Black.

### STANDARD WITH AGENT PHOTO AND "EACH OFFICE INDEPENDENTLY OWNED AND OPERATED"



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

**Note:** Photo may be 5.22" wide x 5.22" tall (shown above).

# Vertical White Slash Design

## Additional Examples

This box indicates all the items that are different than the sign shown on page 38.

**OFFICE-PROMINENT**



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

**Associate Name and Phone Number:** Gotham Narrow Bold. 145 pt. All caps. Black type. 75 tracking.

**Email:** Gotham Narrow Bold. 45 pt. All caps. Black type. 75 tracking preferred to fit a longer name.

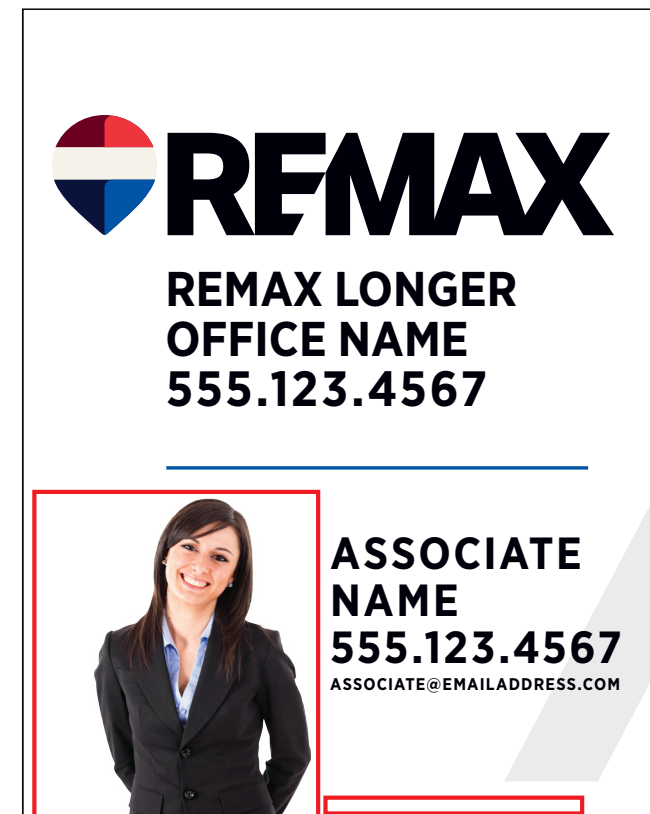
**Office Name:** Gotham Narrow Bold. 170 pt. All caps. Black type. 75 tracking preferred unless reducing tracking is necessary to fit a longer name.

**Office Phone Number:** Gotham Narrow Bold. 132 pt. Black type.

**STANDARD WITH ASSOCIATE AND TEAM NAME**



**STANDARD WITH CLIPPED PHOTO**



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

# White Slash Design Sign Riders

All riders for the REMAX White Slash Design property signs 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:** The rider and font colors shown here are the only permitted options. A QR code must be in the same colors as the text and rider background.

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

A top sign rider with an associate photo may be used only with a REMAX property sign that doesn't contain a photo. The photo must be placed and sized as shown on page 39.

## Bottom Sign Rider

**Color:** The rider and font colors shown here are the only permitted options. A QR code must be in the same colors as the text and rider background.

**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.

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

## TOP SIGN RIDERS

30"

6"

**UNDER CONTRACT**

**ASSOCIATE/TEAM NAME  
PROPERTY INFORMATION**

**PHONE NUMBER**

## BOTTOM SIGN RIDERS

30"

6"

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

Introduction to  
**QR Codes and  
Directional and Open  
House Signs**

# Sign with QR Code

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

## Best practices for QR codes on signs and riders

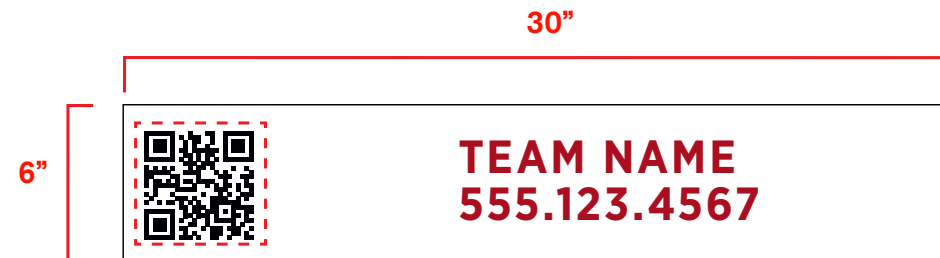
1. Consider whether using a QR code or a web address is the best way to get consumers to visit your site. Including a website under your name in the white bar or on a rider (rather than a QR code) may be more effective at leading consumers to your website.
2. If you do use a QR code, consider having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

## Design and layout

Signage and riders featuring QR codes may not include photos or team logos, due to size constraints. QR code riders should conform to the standards for REMAX sign riders shown in this supplement, including the color requirements for top and bottom riders.

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

### QR CODE RIDER



### QR CODE SIGNS



# Directional and Open House Signs

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

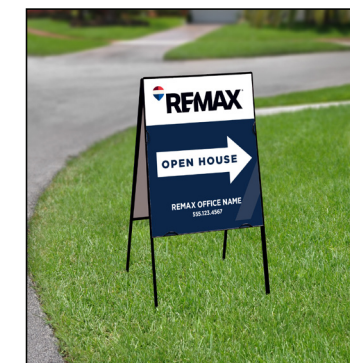
Several special-shape directional signs, in which the horizontal bars are elongated or formed into the outline of an arrow or house, have been approved and are available through REMAX Approved Suppliers. Any other variation must be approved by the Standards Team.

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

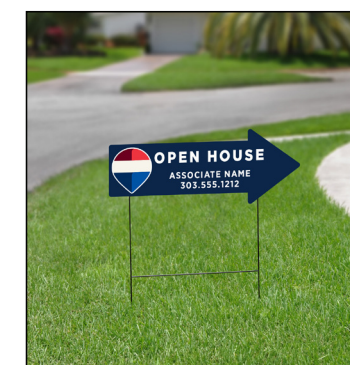
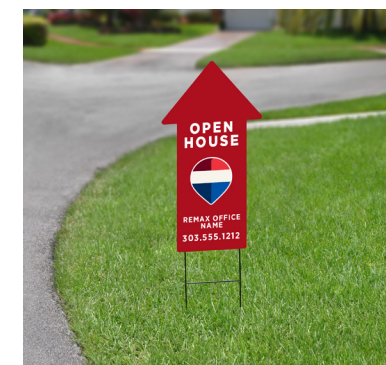
- The average height of the red and blue horizontal bars must be approximately equal. If portions of a bar are narrow, such as where the red bar is shaped like a roof, this means that the thickest portion of the bar might be a lot thicker than the other bars.
- The borders between the red and white portions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

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

## APPROVED EXAMPLES – STANDARD SHAPE



## APPROVED EXAMPLES – SPECIAL SHAPE



# Introduction to **Teams** Signage

# Team Logos on Property Signage and Sign Riders

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

Where allowed by the region, compliant team names and, in certain instances, team logos may be featured on property and directional signs, as well as on sign riders, if they adhere to the requirements set forth in this Teams section. Some Global regions may limit or prohibit the use of team logos on property signage. Franchisees in Global regions should contact their regions for additional guidance.

## Team names in standard font on property signage and sign riders

A compliant team name may appear in standard font (non-logo uses) on all types of REMAX property signs. For examples of refreshed property signage featuring team names in standard font, see pages 26-28, 33 and 40 of this supplement.

## Team logos on property signage and sign riders

A team logo featuring a compliant team name may be used on property signs, directional signs and sign riders, as long as such use is approved by the team’s Broker/Owner and meets the requirements set forth in this Teams section.

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


- **Logos on Sign Riders:** A team logo may be used on a sign rider if the team name is compliant with the rules on page 51 of the manual. REMAX brand colors (page 14) are strongly recommended for team logos featured on white sign riders, though full-color team logos featuring other colors are permitted. A team logo may be used on either a top or bottom rider. If a team logo is used on a sign rider, then an agent picture may not be included on the same rider.
- **Logos on Property Signs:** Permitted team logo colors vary depending on the signage and logo placement:
  - For team logos placed on the white bar area of REMAX Red-White-Blue signage featuring REMAX Bridge Red and REMAX Brodge Blue, the logo must be in a single color of REMAX Brodge Red, REMAX Bridge Blue or Black.
  - For team logos placed on REMAX Darker Blue as a background, the logo must appear only in white.
  - For team logos placed on the White Slash Design signage, the logo must be in a single color of REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or REMAX Bridge Red when using a Bridge Red Accent Line.

In addition to meeting these color requirements, the team name must be compliant with the rules on page 51 of the manual.

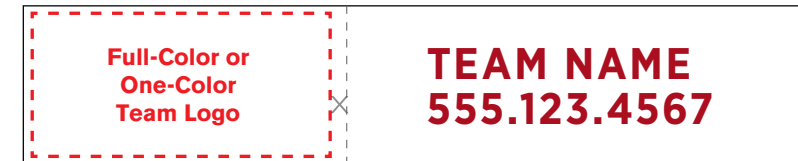
**NOTE:** For additional standards that apply to the selection of team names and to team marketing, please see pages 50-51 of the manual.

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

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

 This box indicates items that are different than the sign design shown on page 21.

## TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



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

## TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Note:** White team logo only  
**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

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

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

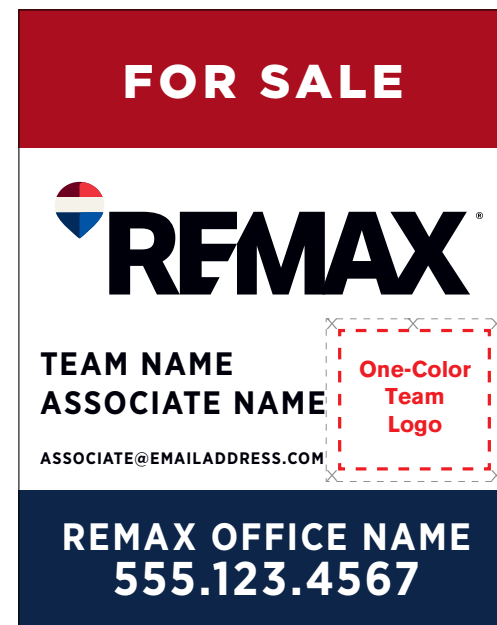
This box indicates all the items that are different than the sign shown on page 22.

## TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



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

## TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Note:** For details on the colors allowed for one-color logos, see page 46.  
**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

## TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Note:** For details on the colors allowed for one-color logos, see page 46.  
**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

# Horizontal Slash Design: Team Logo and Photo Placement



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

WITH TEAM PHOTO AND TEAM LOGO  
PLACEMENT FOR RIDER LOGO




WITH TEAM LOGO ON BLUE BACKGROUND



# Vertical Slash Design: Team Logo Placement

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

 This box indicates all the items that are different than the sign shown on page 32.

## TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



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

## TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Note:** For details on the colors allowed for one-color logos, see page 46.  
**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

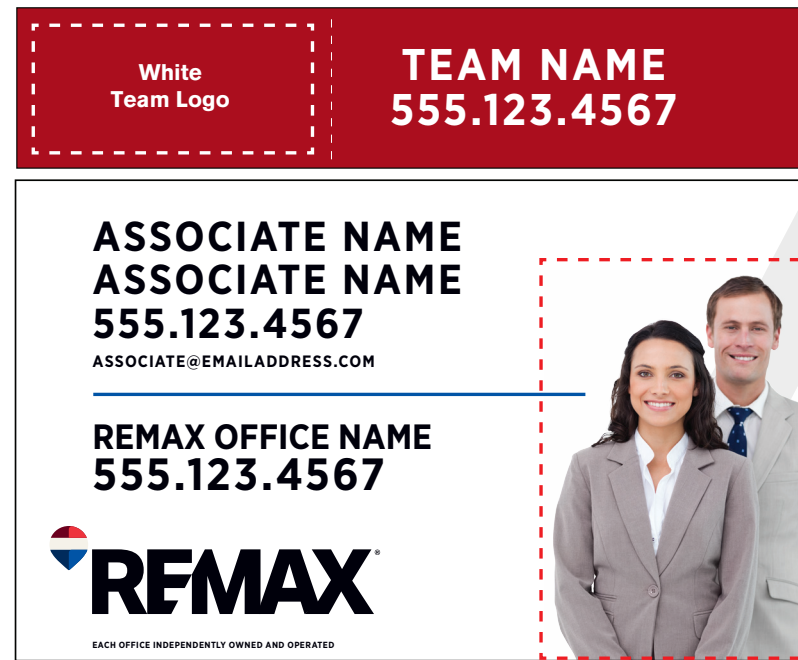
## TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Note:** For details on the colors allowed for one-color logos, see page 46.  
**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

# Horizontal White Slash Design: Team Logo and Photo Placement

WITH CLIPPED TEAM PHOTO AND TEAM LOGO PLACEMENT FOR RIDER LOGO



WITH TEAM PHOTO AND LONGER OFFICE NAME



WITH TEAM LOGO ON WHITE BACKGROUND



WITH TEAM LOGO ON WHITE BACKGROUND




This box indicates all the items that are different than the sign shown on page 37.

**Note:** For team logos placed on the White Slash Design signage, the logo must be in a single color of REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or REMAX Bridge Red when using a Bridge Red Accent Line.

# Vertical White Slash Design: Team Logo Placement

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

 This box indicates all the items that are different than the sign shown on page 38.

### TEAM LOGO PLACEMENT AND SIZING FOR FULL-COLOR LOGO OR ONE-COLOR LOGO



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

### TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO



**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

**Logo Colors:** For team logos placed on the White Slash Design signage, the logo must be in REMAX Primary Blue when using a Primary Blue Accent Line, REMAX Primary Red when using a Primary Red Accent Line, or REMAX Bridge Red when using a Bridge Red Accent Line.

### TEAM LOGO PLACEMENT AND SIZING FOR ONE-COLOR LOGO

