

Brand Evolution

The REMAX Collection® Brand Standards

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

These standards apply to digital and print branding. Our brand evolution is underway, and more resources and options will be available soon. Stay tuned for updates as we roll out refreshed assets.

Please note: Global and Independent Regions may have requirements that limit the use of this refreshed branding, beyond the limitations set forth in this supplement. Franchisees in Global and Independent Regions should contact their regions for additional guidance.

Trademarks and Logo

The REMAX Collection logo may only be used in the following colors: dark blue, cream or white. When appearing on white or a light background, the logotype appears in dark blue, and when appearing on a dark color, the logotype should appear in cream or white.

The Balloon logo should not be used next to The REMAX Collection logo.

When referring to The REMAX Collection in text, always capitalize all the words, including the word “The,” which is part of the proper name. The slash in REMAX is not required. In other languages, Affiliates may use a local translation of “The REMAX Collection” upon approval of REMAX World Headquarters. “La Colección REMAX” (Spanish) and “La Collection REMAX” (French) are approved.

The phrase “Fine Homes & Luxury Properties” may be used with The REMAX Collection program materials, but is not required.

PREFERRED LOGO COLOR



Dark Blue



Dark Blue

ALTERNATIVE LOGO COLORS



Cream



Cream



White



White



Trademarks and Logo

Clear space

When The REMAX 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 REMAX.

Smallest scalable size

The smallest allowable size for The REMAX Collection logo is when the REMAX wordmark appears 3/4” wide. When “The REMAX Collection” must be rendered smaller than minimum size, either use plain text or contact the REMAX Standards & Quality Control Team at standards@remax.com for further assistance.

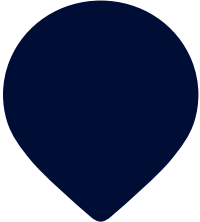


INCORRECT LOGO USE



Color Palette

LOGO COLORS




Dark Blue

WEB: #000e35 *Digital*

CMYK: 100/92/41/55

RGB: 0/14/53

Pantone: 295 C



Cream

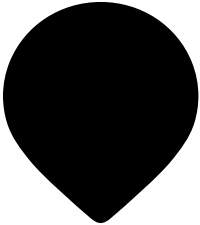
WEB: #f7f5ee *Digital*

CMYK: 2/2/7/2

RGB: 247/245/238

Pantone: warm grey 1 C

ADDITIONAL BRAND COLORS *(NOT FOR LOGO USE)*



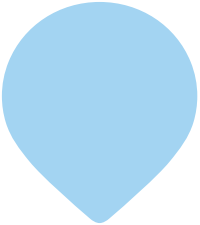
Black

WEB: #000000 *Digital*

CMYK: 75/68/67/90

RGB: 0/0/0

Pantone: black 6



Sky Blue

WEB: #a3d4f2 *Digital*

CMYK: 33/5/0/0

RGB: 162/212/242

Pantone: 277 C

Typography

For headlines, use Gotham Condensed in all caps, tracked wide. For subheadings, use Miller Display. Use Gotham or Gotham Narrow for body and auxiliary copy. If Gotham is unavailable, use Montserrat. If Montserrat is unavailable, use Arial.

GOTHAM CONDENSED

Gotham Condensed Book (Tracking 100)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#\$\$%

Miller Display

Miller Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?@#\$\$%

