

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 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 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

With “Fine Homes & Luxury Properties”



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



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

Associate/Team Names



With Longer Office Name



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



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TRADEMARK AND GRAPHIC STANDARDS
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