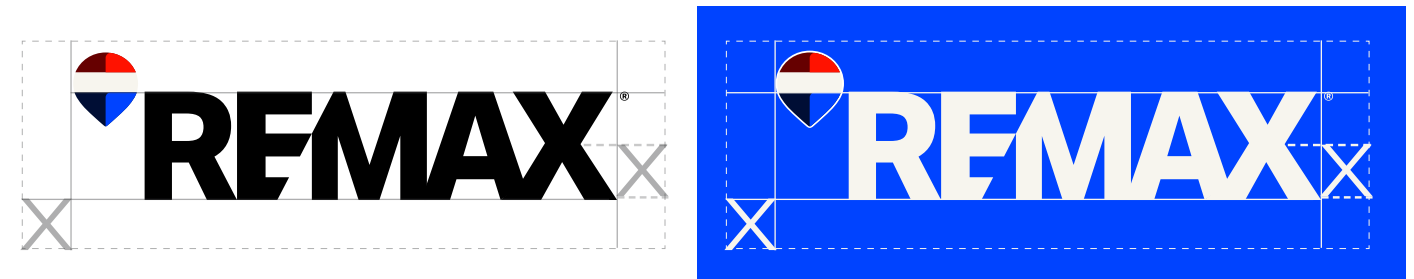


# Primary Logo

Black and reversed

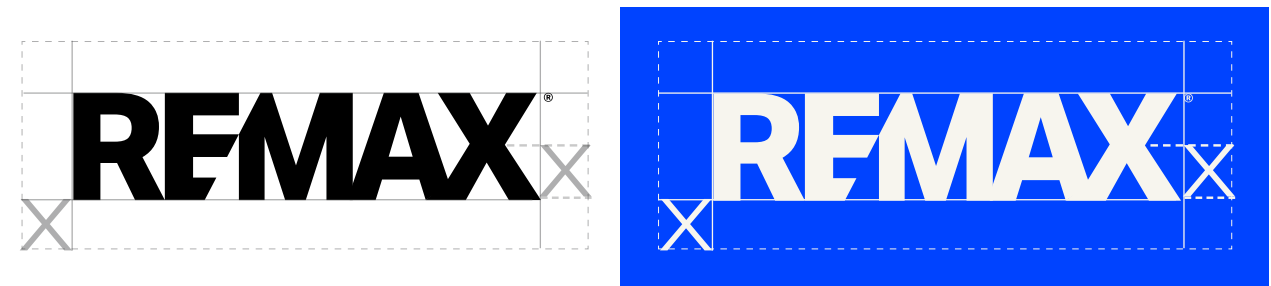
The **Logo** Type



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 Logo

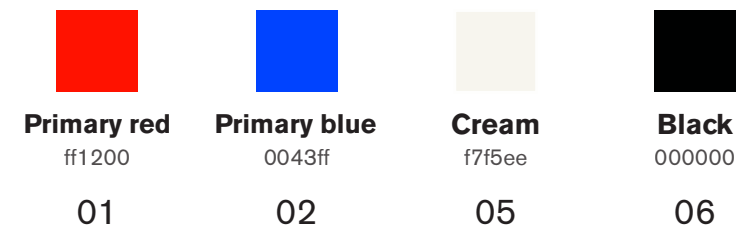
Black and reversed



These requirements supplement the *RE/MAX Brand Identity: Trademark and Graphic Standards* manual. Our brand evolution is underway, and more resources and options will be available soon. Stay tuned for updates as we roll out refreshed assets.

Use these logos now to give your digital branding a stylish, modern look and feel and please ensure you:

- Use these logos only in digital channels, such as websites and social media. At this time, they may not be used on non-digital marketing such as signage.
- Use the RE/MAX logotype in black and cream only, as shown here.
- Pair the new Balloon logo with the RE/MAX logotype, as shown here, in any materials you create. At this time, the stand-alone Balloon logo (without the RE/MAX logotype) is only available in marketing materials and templates prepared by RE/MAX World Headquarters. The stand-alone Balloon logo will be made available for use in affiliate-created materials once consumers have become familiar with this updated look and feel.
- 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 RE/MAX as shown here.



# Office Logo colors

# The Logo



Office logos may be updated to feature this new look. At this time, the portion of the office name that follows RE/MAX may appear only in the colors shown here. Guidance on exterior office signage will be available in March.

Use the RE/MAX logotype when displaying an office name. When using the RE/MAX logotype in this context, the fonts Gotham, Berthold Akzidenz Grotesk and Arial are recommended for the rest of the office name (for example, "Premier" in "RE/MAX Premier"). However, any font may be used for the portion of the office name following "RE/MAX". The rest of the office name must be between 50 percent and 100 percent of the height of the RE/MAX logotype, as measured in the height of the capital letters, and may not overlap the RE/MAX logotype. The size requirements set forth on page 12 of the *RE/MAX Brand Identity: Trademark and Graphic Standards* manual apply to these office logos.

## Incorrect Logo pairings

Don't mix and match

