



RE/MAX BRAND IDENTITY

TRADEMARK AND GRAPHIC STANDARDS

15th Edition – 2013

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TRADEMARK AND GRAPHIC STANDARDS

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The RE/MAX Brand Identity: Trademark and Graphic Standards manual is periodically updated. RE/MAX Affiliates and RE/MAX Approved Suppliers can access the most up-to-date version of this manual online on RE/MAX Mainstreet (remax.net). Click the “Marketing” tab on the home page or search the downloads using the keywords “trademark manual.”

If you have any questions regarding this manual, contact the RE/MAX Standards and Quality Control Team.

Any requests for exceptions to these rules and standards must be submitted to the Standards and Quality Control Team, RE/MAX, LLC.

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15th Edition

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THE RE/MAX BRAND

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INTRODUCTION

As a global leader among real estate franchises, the RE/MAX brand is about creating a dialogue with customers, and anticipating and responding to their needs. RE/MAX Brand Identity: Trademark and Graphic Standards helps you make that conversation as productive as possible, while serving as a useful tool to enhance every piece of communication you produce. This document should inspire, guide and empower you to express the brand promise and personality, and communicate the vision shared by RE/MAX network members around the world.

HOW TO USE THESE STANDARDS

These guidelines will help you present every aspect of the RE/MAX brand in an appropriate manner that ultimately benefits us all. Communicating the brand in a consistent, dynamic and engaging way helps everyone connect with consumers and stand out in the marketplace.

Treat these standards with care, attention to detail, and in the spirit of building the best brand experience possible.

HISTORY

Embodied in every RE/MAX logo and mark are 40 years of brand equity and billions of collective dollars spent on advertising and marketing. The value of the RE/MAX brand cannot be overstated, and as we all reap the benefits it offers, it's important that we do our utmost in protecting its integrity.

In 1973, the founders invented the name RE/MAX from the concept "Real Estate Maximums," and adopted the distinctive red-over-white-over-blue sign design now seen in front of hundreds of thousands of properties worldwide.

In 1978, the RE/MAX Hot Air Balloon made its maiden flight at the Albuquerque International Balloon Fiesta. The flight was a resounding success, and the following year, the balloon became the network's official logo. A global brand was born.

As RE/MAX has expanded around the globe, so has recognition of the brand and logo. All RE/MAX Affiliates contribute to the power of the RE/MAX brand and its connection with the most productive real estate network in the world.

WHY IS A BRAND IMPORTANT?

A brand is more than a name, a logo or a collection of products and services. It's how people think and feel about an organization as a whole, and it's the essence of what makes an organization unique. A brand lets consumers know how a business's products and services relate to their lives.

A strong brand tells an organization's story in a unified voice through advertising, on the web, in collateral, on signage, in offices, in presentations and at events. Toward this end, RE/MAX messaging must resonate as one.

RE/MAX relies on the power of simple, clear and consistent visual and verbal communications that not only distinguish the network in the marketplace, but also let the audience know – for all the things that move you, RE/MAX can help.

FIVE PERSONALITY TRAITS THAT GUIDE OUR BRAND

Professional – We put customer satisfaction first, going beyond what is expected. We understand that meeting customers' needs is the cornerstone of a successful business.

Bold – Our identity is strong and confident. It helps RE/MAX stand out above the competition.

Entrepreneurial – RE/MAX was founded upon the entrepreneurial spirit of agents and owners. This spirit embodies many other qualities that define us, including: courageous, enterprising, self-reliant, decisive and optimistic.

Engaged – We care about the communities in which we live and work. We are dedicated to helping families.

Knowledgeable – We are the real estate experts in our communities. We know our markets, and care enough to get to know our clients as well.

TOP 5 TRADEMARK TIPS

Just getting started in your RE/MAX career, or have a few questions on trademarks?

Here are the top trademark tips to point you in the right direction.

1. Familiarize yourself. This manual was designed as a resource to consult, not necessarily a document to read cover-to-cover. As a start, check out Part 2 for the information you must include in all RE/MAX marketing, and Part 3 for the basics on using RE/MAX logos. And so you know where you can find further answers, glance through the manual to get a general sense of the standards and objectives.

2. Details count. At RE/MAX, creativity in personal marketing is valued and appreciated. But when that creativity is taken too far – such as using unusual colors and fonts – it weakens the brand for everyone. There is some flexibility for certain rules in this guide; for others there’s “zero tolerance” for deviation. Stay on the safe side by consulting this manual when producing your materials.

3. Mind your yard signs. Collectively, RE/MAX yard signs are the most visible display of the brand. They are also the area where the most issues and trademark violations arise. See Part 4 to make sure your yard signs protect the integrity of the brand and your business.

4. Use a RE/MAX Approved Supplier. Whether they’re offering a coffee mug, business card or bus wrap, RE/MAX Approved Suppliers have gone through the work of ensuring their goods are trademark compliant. This saves you time, money and trouble. Visit RE/MAX Mainstreet and click the “Shop” tab for all your marketing needs.



5. Unsure? Just ask. The first step in protecting RE/MAX marks is to ensure we use them correctly ourselves. After all, if we don’t treat them with respect, why should anyone else be required to do so? If you have a question or are unsure whether something is compliant, call or send us an email at RE/MAX World Headquarters. We’re happy to help.

standards@remax.net
(303) 796-3816

REPORTING TRADEMARK MISUSE AND VIOLATIONS

Misuse of the RE/MAX brand negatively impacts us all. As a RE/MAX Associate, you stand on the front line of its protection.

A major part of protecting our marks is stopping others who, without authorization, try to use or imitate our brand to help sell their services. When another company uses our marks, this deceives consumers, unjustly enriches the other company (at our expense) and dilutes the brand.

RE/MAX World Headquarters depends on the help of all RE/MAX Affiliates in defending the marks against infringement. If you see outside organizations or individuals using RE/MAX trademarks – or marks similar to them – immediately contact your regional office and the Legal Department at RE/MAX World Headquarters.

Our centralized infringement-reporting address is **trademark@remax.net**.

BASIC RULES OF RE/MAX MARKETING

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INFORMATION REQUIRED IN RE/MAX AFFILIATE MARKETING

Unless media-specific rules apply (as with yard signs, mobile apps, or phone book listings), the following information must appear prominently on each piece of promotional material, according to these rules:

A. The full name of the RE/MAX office.

Every RE/MAX franchise operates under a trade name that contains the word “RE/MAX,” such as RE/MAX Premier, etc. While “RE/MAX” is part of a franchise’s trade name, it cannot be used as part of a legal corporate name.

The full RE/MAX office name must appear prominently on all forms of communication and advertising materials (e.g., yard signs, business cards, newspaper ads, etc.). Also, office personnel and Sales Associates must not answer the phone with simply “RE/MAX,” but with the office’s full trade name, such as “RE/MAX Premier.”

NOTE: Do not use a ® symbol after “RE/MAX” in the context of an office name.

B. “Each Office Independently Owned and Operated.”

Every marketing piece that includes Associate or Team contact information must include “Each Office Independently Owned and Operated.” The only exception is that on extremely small items (a customized pen or keychain, for example) where there is space for no other text, contact information may accompany the office name, or the office and Associate name, without displaying “Each Office Independently Owned and Operated.”

NOTE: Associates and offices should check with their state’s Real Estate Commission to see if it has specific guidelines or additional requirements related to advertising. For example, some require that the office address or license number appear on materials, or that “off-site” numbers always be answered with the full RE/MAX office name.

C. Contact information.

Office Address: Ordinarily, the postal address of the RE/MAX office should be included on all RE/MAX marketing.

The office address may be omitted, for example, from billboards, bus benches and other items where the practical ability to include more information may be limited, although the item may be large in size. It must be included, however, on all long-form marketing such as brochures, listing presentations, websites, etc. and on all marketing outside the brokerage’s local market area.

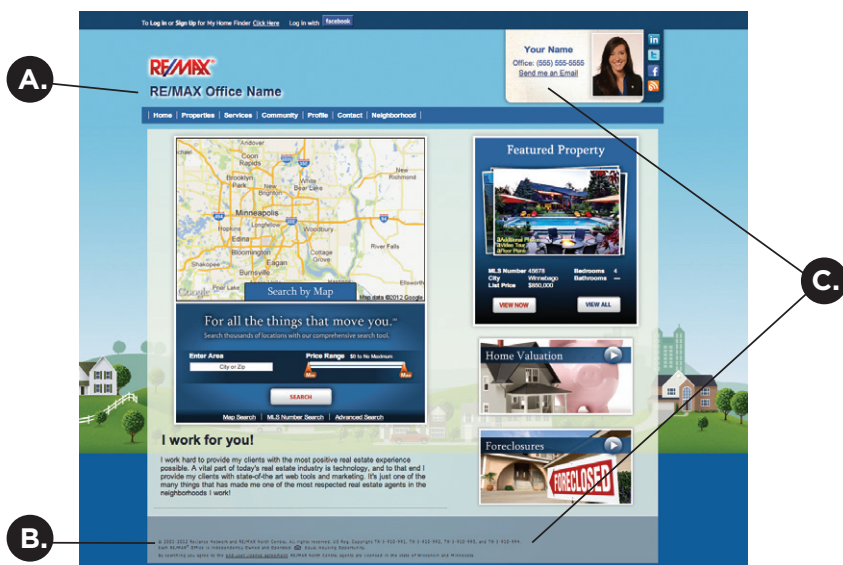
Associate or Team contact information: Associate or team contact information can be included only if contact information for the brokerage office is also included.

This includes phone number, website address or social media page, or email or social media identifier. Because it may not be clear that direct-line or “off-site” telephone numbers reach the Associate rather than the office, such numbers must be clearly identified as a direct line, residence or mobile phone, as the case may be. Only the office address, not a home or any other addresses, is permitted to appear in Affiliate marketing materials.



Brand-only advertising requires special care

Advertising that promotes only the overall RE/MAX organization falls into this category. Any marketing that identifies an office, team, or Associate – either directly or indirectly by displaying any contact information – is not brand-only advertising and must comply with the rules for RE/MAX Affiliate marketing on the previous page. Institutional, brand-only advertising is allowed, but RE/MAX World Headquarters reserves the right to disallow any such advertising that does not serve the best interests of the RE/MAX organization. Affiliates are encouraged to seek prior approval before pursuing any nonconventional institutional advertising. Sponsorships or endorsements are not institutional advertising – see Part 7.



WRITING MARKETING MATERIALS FOR PROPER TRADEMARK USE

A trademark should be used in a distinctive way to preserve the brand's recognition and good will in the marketplace, as well as its owner's exclusive rights.

Do not alter the RE/MAX marks

Part 3 of this manual, Visual Language, covers the correct way to display the various RE/MAX marks. Altering the marks detracts from their distinctiveness, and is prohibited. In particular, even when using the RE/MAX mark in text:

- Always capitalize every letter in “RE/MAX.”
- Never delete the slash.

Use a trademark notice

Using proper trademark notices in all communication and advertising communicates that the mark is proprietary to the RE/MAX network.

- If the mark is registered, use the “®” symbol. If not, use “SM” for a service mark (for marks used with services), “TM” for a trademark (for marks affixed to products).
- The symbols should follow the mark and, at a minimum, should appear once in each marketing piece, preferably the first or most prominent time the trademark appears.
- When a mark is used as part of the company's trade name, do not use the trademark notice.

Proper grammar when using trademarks

- Trademarks should be used as adjectives, rather than nouns or verbs.
- Do not use a trademark in a plural or possessive form.
- Do not use variations of coined words or phrases.
- Do not abbreviate trademarks, add prefixes or suffixes, or make a plural or possessive form.

In many areas, RE/MAX is so widely known that it may not be essential to say that it is a real estate brokerage, just as it is understood that a “Chevrolet” or a “Volkswagen” is a car. However, it is still preferable to use “RE/MAX” as an adjective.

Examples	
Acceptable When you need to sell your home, contact RE/MAX®.	Preferred When you need to sell your home, contact your nearest RE/MAX® real estate office.
Examples	
Incorrect How many RE/MAXs are there in the Chicago area? That broker said he intends to RE/MAX his office. RE/MAXers are top producers Remax, Re-max, Re-Max, Re/Max, RE/SULTS, REMAX.	Correct How many RE/MAX® offices are there in the Chicago area? That broker said he intends to convert his office to a RE/MAX® office. RE/MAX® Sales Associates are top producers. RE/MAX®

NOTE: If you remove the trademark from the sentence, and the sentence becomes meaningless, you are probably not using the mark correctly.

LIMITS ON USE OF THE RE/MAX MARKS

Use RE/MAX marks only with permitted services

RE/MAX Affiliates are permitted to use the various RE/MAX marks only in connection with promoting RE/MAX real estate services authorized under the franchise agreement. Any other business or activity must be operated as a separate company or concern at a different address, website, telephone number, etc., and under a name that contains no reference or similarity to the RE/MAX marks. That entity cannot use the term “RE/MAX” or any RE/MAX mark to promote its products or services.

Do not sublicense RE/MAX marks or names

RE/MAX offices are not allowed to sublicense the RE/MAX marks. It is not permissible to establish a separate RE/MAX company to handle portions of the franchise’s business, such as property management, relocation, or other real estate services.

The correct use in the example below would ensure that the public understands that the relocation or commercial services are being provided by the independently owned RE/MAX office as one of the many real estate services it offers, not as a separate company.

Examples	
Incorrect RE/MAX Premier Relocation Services RE/MAX Premier Commercial	Correct RE/MAX Premier – Relocation Department RE/MAX Premier – Commercial Division

In addition, when engaging in joint marketing with other companies, such as lenders, title insurance companies and others, it is important to avoid any perception that the other company is part of or affiliated with the RE/MAX organization when no national affiliation exists.

Do not combine the marks, names, designs, or logos of other companies with the RE/MAX marks. RE/MAX prohibits such combinations of marks unless such use has prior written approval from the appropriate regional office for strictly local uses, or from RE/MAX World Headquarters (if the use will extend outside the market area served by the office or Affiliate). Using the RE/MAX marks to promote competitors is prohibited, so joint marketing with other real estate brokerages is also prohibited.

VISUAL LANGUAGE

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RE/MAX Logos

THE RE/MAX LOGOTYPE

The logotypes shown here are the ones you'll use most often.



The RE/MAX logo is the face of the brand. It provides a common link across all communications, and establishes instant recognition among consumers, clients and customers. It is one of our most valuable assets, and therefore cannot be altered under any circumstances.

The RE/MAX logo can be used in two different forms. The first and the preferred form is the RE/MAX Hot Air Balloon; the second form is the RE/MAX logotype.

Both forms express our name and brand image.

The RE/MAX logotype preferably runs in RE/MAX Red letters with the slash in RE/MAX Blue. When it would be beneficial to increase legibility at extreme distance – such as on the RE/MAX Hot Air Balloon or billboards – the colors may be switched to blue letters with a red slash. All balloon logos and illustrations must always be RE/MAX Blue letters with the red slash.

Like all RE/MAX logos and logotypes, the RE/MAX logotype can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters and the slash must be the same color.

For information on using the RE/MAX logotype in the context of an office name, see page 40.

INCORRECT LOGO USE



Don't use incorrect colors



Don't substitute a font text to look like the logo



Don't distort

Clear Space

The RE/MAX logotype always appears with space around it, except in the context of a RE/MAX office name (see page 40). The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least half the height of the letter “X” in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the measurements of the elements that make up the RE/MAX logo form.



Smallest Scalable Size

The smallest allowable size in width for the horizontal RE/MAX logotype is 3/4". For situations when “RE/MAX” must be rendered smaller than minimum size, either use plain text or contact the RE/MAX Standards and Quality Control Team at standards@remax.net for further assistance.



RE/MAX HOT AIR BALLOON LOGOS

The logos shown here are the ones you'll use most often.



The vertical RE/MAX Balloon logo appears in either a graphic-image or photo-image form. RE/MAX Balloon logos must not be altered. Do not alter the proportions or substitute the photo balloon for the logo balloon, or vice versa. The logos should run against a neutral background. There can be no overlapping text or graphics on the balloon marks and no cluttered design elements behind or around them.

Use of other balloon photos and images: The RE/MAX Hot Air Balloon logo is not subject to individual customizing. However, photos or other artwork that depict a RE/MAX Balloon, but are distinct from the RE/MAX Hot Air Balloon logos, may be produced for advertising purposes, provided that a sample of the proposed representation is sent to and approved by the RE/MAX Standards and Quality Control Team (standards@remax.net).

INCORRECT LOGO USE



Don't tilt



Don't add or remove text



Don't skew or distort



Don't invert

Clear Space

The RE/MAX Balloon logo always appears with space around it. The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the key measurements of the elements that make up the RE/MAX logo form.



Smallest Scalable Size

The smallest allowable size for the RE/MAX Balloon logo is 3/4" high. For situations when the RE/MAX logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.net.



NOTE: The registration mark will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.

THE #1 BALLOON LOGO - UNITED STATES VERSION

The #1 Balloon logos shown here are the only approved versions.



NOTE: This logo cannot replace the standard RE/MAX Balloon on the yard sign. Depending on local laws and real estate advertising regulations, the #1 Balloon logo may not be available for use in all locales.

The RE/MAX #1 Balloon logo appears in either a photo-image (preferred) or graphic form. RE/MAX #1 Balloon logos must not be altered.

Do not alter the proportions. The logos should run against a neutral background. There can be no overlapping text or graphics on the balloon marks and no cluttered design elements behind or around them.

INCORRECT LOGO USE



Don't tilt



Don't change colors



Don't create a unique version or resize elements

Clear Space

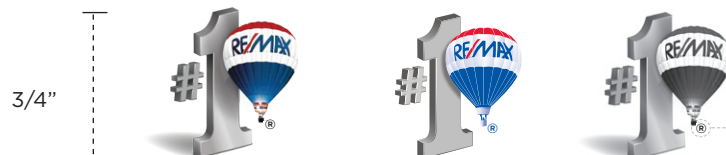
The RE/MAX #1 Balloon logo always appears with space around it. The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least the height of the “#” symbol. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the key measurements of the elements that make up the RE/MAX logo form.



Smallest Scalable Size

The smallest allowable size for the RE/MAX #1 Balloon logo is 3/4" high. For situations when the RE/MAX logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.net.



NOTE: The registration mark will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.

THE #1 BALLOON LOGO – INTERNATIONAL VERSION



*NOBODY IN THE WORLD SELLS
MORE REAL ESTATE THAN RE/MAX.®*

All usage requirements of the #1 Balloon logo apply to the international version.

NOTE: This logo cannot replace the standard RE/MAX Balloon on the yard sign. Depending on local laws and real estate advertising regulations, the #1 Balloon logo may not be available for use in all locales and specifically should not be used in Canada. Please contact Global Franchise and Business Solutions at RE/MAX World Headquarters if you have any questions about use in your country.

INCORRECT LOGO USE

*NOBODY IN THE WORLD SELLS
MORE REAL ESTATE THAN RE/MAX.®*



Don't reposition or delete elements



*NOBODY SELLS MORE
REAL ESTATE THAN RE/MAX.®*

Don't alter the proportion
of any element



Don't skew or distort



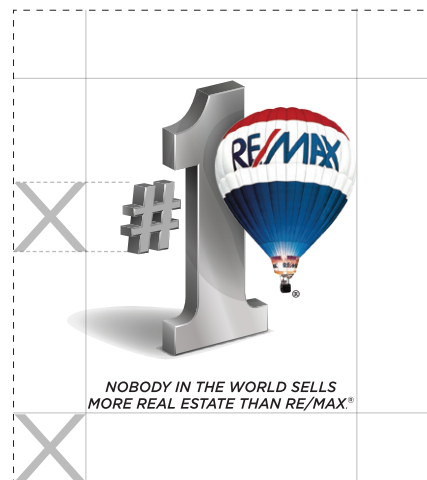
Based on closed transactions. Source: CREA, REMAX

In Canada, the #1 Balloon requires a disclaimer substantiating #1 status. Use the U.S. logo graphic, but add a legible footnote with the text shown above. Affiliates may substitute substantiation of local leadership, but will be responsible for substantiating such claims.

Clear Space

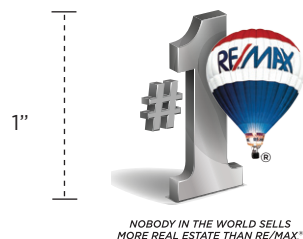
The RE/MAX #1 Balloon logo always appears with space around it. The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least the height of the “#” sign. This is the minimum space needed between the logo and any other graphic element or type.

The illustration below explains the key measurements of the elements that make up the RE/MAX logo form.



Smallest Scalable Size

The smallest allowable size for the RE/MAX #1 Balloon logo is 1" high. For situations when the RE/MAX logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.net.

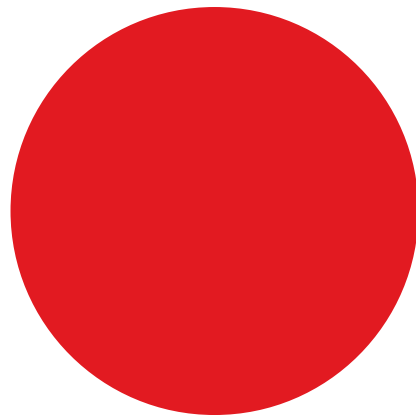


RE/MAX Color Palette

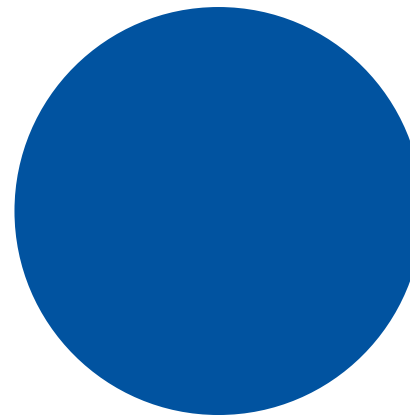
The timeless red, white and blue color palette of RE/MAX helps consumers identify RE/MAX at a glance.

This section also provides secondary colors that may be used to complement the main colors, with lighter variations (to add liveliness) or darker hues (to denote a more serious tone) available to accentuate the message of any particular communication.

RE/MAX Primary Colors



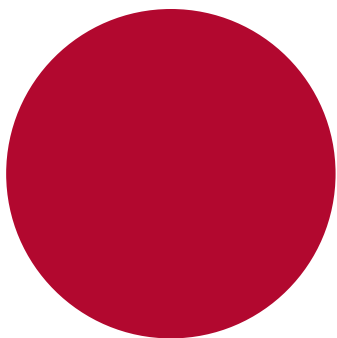
PANTONE 186
CMYK - 0/100/100/5
RGB - 225/27/34
WEB - e11b22



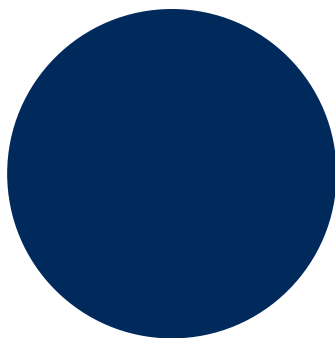
REFLEX BLUE
CMYK - 100/73/0/2
RGB - 0/84/164
WEB - 0054a4

RE/MAX Secondary Colors

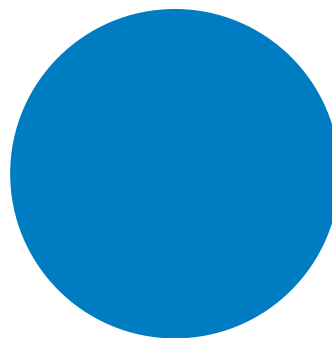
Secondary RE/MAX colors are used in headlines, support graphics, and background colors. They must never replace the main colors in the RE/MAX logotype or Balloon logo.



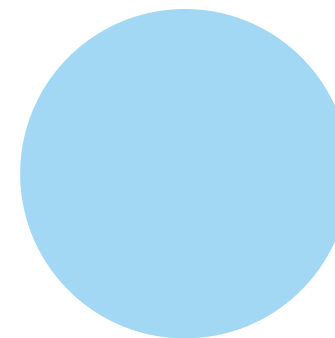
PANTONE 201
CMYK - 0/100/73/29
RGB - 179/11/48
WEB - b30b30



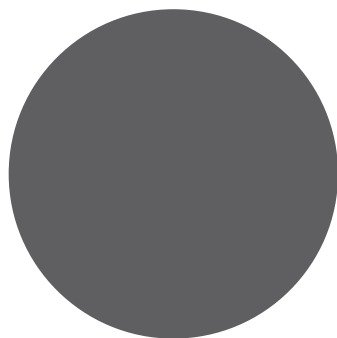
PANTONE 289
CMYK - 100/64/0/60
RGB - 0/43/92
WEB - 002b5c



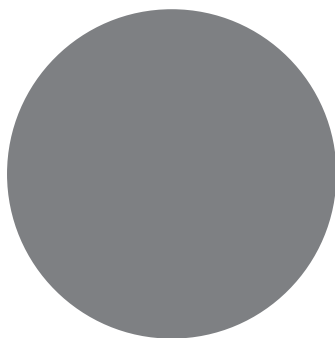
PANTONE 285
CMYK - 89/43/0/0
RGB - 0/125/195
WEB - 007dc3



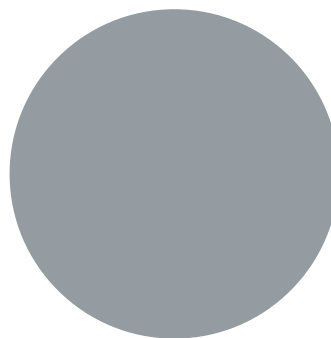
PANTONE 291
CMYK - 33/3/0/0
RGB - 164/215/244
WEB - a4d7f4



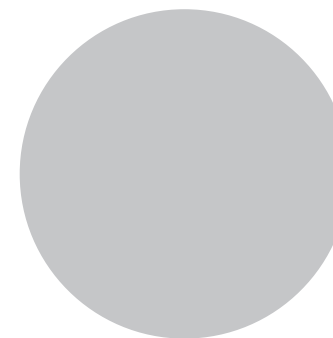
PANTONE 425
CMYK - 0/0/0/77
RGB - 95/96/98
WEB - 5f6062



PANTONE 424
CMYK - 0/0/0/61
RGB - 126/128/131
WEB - 7e8083



PANTONE 430
CMYK - 5/0/0/45
RGB - 148/156/161
WEB - 949ca1



PANTONE 421
CMYK - 0/0/0/26
RGB - 196/198/200
WEB - c4c6c8

A powerful brand tool, the right typeface reflects – and protects – the integrity of the brand, while remaining flexible across different communication channels.

This suggested RE/MAX typography is modern and confident, reflecting the core values of the brand.

Main Typeface

Gotham

Gotham is recommended as the primary typeface. Use it for headlines, subheads and body copy.

Gotham BOOK

Type is a powerful brand tool that can help build a consistent brand message.

Gotham MEDIUM

Type is a powerful brand tool that can help build a consistent brand message.

Light, Book, **Medium**, *Medium italic*, **Bold**

Secondary Typeface

Arial

Arial is used as a secondary typeface. Use it for subheads and body copy.

Example

For all the things that move you.®

Nobody in the world sells more real estate than RE/MAX.

NOTE: Helvetica Bold is used on RE/MAX property signs and sign riders. See Part 4.

The RE/MAX brand's visual language is often captured through photography. The RE/MAX use of photography is flexible and enables the network to craft stories that engage consumers. Photographs depicting RE/MAX agents, brokers or the brand itself should be used thoughtfully, as they are a powerful means to connect with broad audiences in a wide array of market segments. Using great photographs in your marketing engages viewers and communicates volumes about your business.

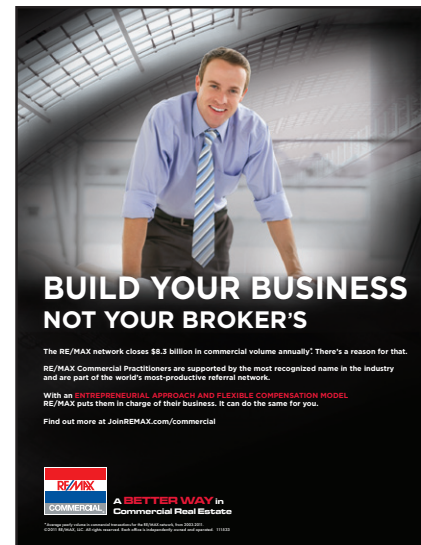
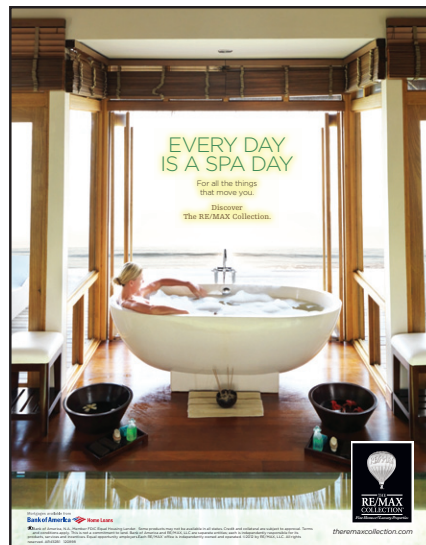
Here are some best practices to help ensure your photography properly reflects your professionalism while protecting the integrity of the RE/MAX brand.

Lighting – Be wary of shadows and harsh lighting/glare, on the subject or in the background.

Composition – Keep your photos in balance and crop out extra and/or distracting elements.

Perspective – Don't be afraid to move in close. Zooming in on the subject helps viewers engage with the photo.

Keep it Simple – Don't try to squeeze too much into the frame. Simple, clean photos communicate most effectively.



Note: It's your responsibility to ensure you have the proper permission and licensing when using photographs.

The tilted RE/MAX Hot Air Balloon logo may no longer be used by Affiliates for materials created after Jan. 1, 2005. Older tilted-balloon items may continue to be used for the life of the items so long as all applicable RE/MAX trademark standards were met, including correct depiction of the balloon. RE/MAX World Headquarters will continue to use the tilted balloon logo in some settings.

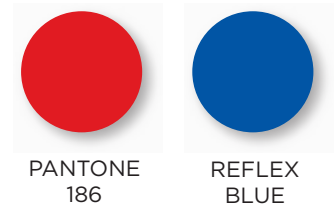
RE/MAX RED-WHITE-BLUE SIGNAGE

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General Design



Note: 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.



For additional yard sign variations, see page 33

INTRODUCTION

In front of properties around the globe, the iconic RE/MAX red-white-blue signage is perhaps the most visible display of the RE/MAX brand. In fact, the red-white-blue horizontal-bar design is its own registered trademark. It may not be used for any signage that is used like a yard sign other than “For Sale,” open-house or directional signs.

Standards are strict for the RE/MAX property sign, and deviation is permitted only in specific, limited situations. Associates may not use real estate “For Sale” signs other than the RE/MAX Red-White-Blue Property Sign or the RE/MAX Commercial or The RE/MAX Collection signs, where appropriate (see Part 6). The standards cannot be modified except as outlined in this manual.

GENERAL STANDARDS

If a local law, rule, regulation, ordinance, code or covenant differs from these standards, the local requirements take precedence. In such cases, the Affiliate should send the sign maker’s blueprint to the Standards and Quality Control Team (at standards@remax.net) for approval and help in preserving the RE/MAX standards as much as possible, within those requirements.

NOTE: Affiliates may use a compliant red-white-blue sign for commercial listings (including “For Lease” or another commercial term in the red bar).

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.

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

Dimensions: RE/MAX yard signs should always be rectangular, horizontal signs with a proportion of three vertical parts to five horizontal parts.



The standard RE/MAX yard sign is 18” tall by 30” wide (45cm by 75cm). Use this size unless local regulation or practice is to use a different size, but maintain the three-part-to-five-part proportion no matter what the size. An 18” x 24” sign is an approved variation, but is discouraged.

Colors: RE/MAX Red (PMS 186) and Reflex Blue. Reflective materials may be used so long as the colors approximate PMS 186 and Reflex Blue.

Type: Lettering is Helvetica Bold. Lettering in all three bars may use either initial capitalization (John Doe) or all lowercase (john doe). Initial capitalization is preferred.

THE RED BAR – LISTING INFORMATION: The center section of the red bar announces the real estate offering. It can include such terms as “For Sale,” “For Rent,” “For Lease,” “Available,” or “Managed By.”

The right side of the red bar may contain:

- The Equal Housing Opportunity logo
- The appropriate, compliant symbol of the National Association of Realtors®, such as the Realtor R logo or the combined REALTOR/MLS® logo
- Outside the U.S., another compliant logo of an appropriate national association or multiple listing service.

NOTE: No other logos, except as specified in this manual, may be used on any RE/MAX yard sign, including riders and directional signs.

THE WHITE BAR - ASSOCIATE/TEAM INFORMATION:

This bar is for the name of the RE/MAX Sales Associate most knowledgeable about the listing. A compliant team name (see page 41) may be used instead, or added above or below the Associate name.

In some states and provinces, the Associate or team name may not be taller than the office name. Two or more Associate names may be used if they are affiliated with the same RE/MAX office. The top line must be at least as tall as the bottom line.

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

If not prohibited by law, a single line of compliant “off-site 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.

Phone numbers must be labeled, such as: “Res,” “Cell,” or “Mobile.”

THE BLUE BAR - BROKERAGE INFORMATION: This bar identifies the RE/MAX office with which the Associate or team is affiliated. The entire local RE/MAX trade name must appear in two lines, as well as the office phone number. *This is a requirement not only of RE/MAX standards, but also real estate license laws in some areas.*

If allowed by law and approved by the Broker/Owner, an Associate may display his or her direct-dial telephone number in the blue bar, if this phone number is owned and controlled by the brokerage. This system must also allow for easy access to a Broker of Record, such as by pressing “0” in an office-wide, multi-line system. For the same reason, the direct-dial number in the blue bar may not forward to an external number. Only the “off-site contact” numbers allowed in the white bar can forward to an off-site number such as a mobile phone or a residence.

NOTE: RE/MAX standards, as well as many states and provinces, require that “off-site” phone numbers always be answered with the name of the office with which the Associate is affiliated.

Sign Riders

All riders should be printed in Helvetica Bold. A team name or Associate name may be used on either a top or bottom rider.

Top rider

Color: RE/MAX Red letters on a white background, consistent with the red color of the sign’s top bar.

Content: An Associate name or team name, or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable,” or “Price Reduced.”

Bottom rider:

Color: RE/MAX Blue letters on a white background, consistent with the blue color of the sign’s bottom bar.

Content: An Associate name or team name, or Associate contact information, such as additional phone numbers or a compliant website or email address.

RE/MAX World Headquarters has approved a Children’s Miracle Network Hospitals® “Miracle Home” rider, and a Susan G. Komen for the Cure® “Home for the Cure” rider, which participating Associates can obtain through RE/MAX Approved Suppliers (see page 47).

Additional Sign Examples

Associate Name on Rider(s)

Associate Name (optional) or Property Information	
	For Sale 
Team Name Mobile: 555-1211	
RE/MAX Office Name	(303) 555-1212
Associate Name (optional)	

Associate/Team Name in White Bar

Property Information	
	For Sale 
Associate or (Team Name) (Associate) or Team Name	
RE/MAX Longer Office Name	303-555-1212
Contact Information	

With Longer Office Name

Property Information	
	For Sale 
Associate Name AssociateWebsite.com	
RE/MAX Longer Office Name	303-555-1212
Contact Information	

Team Name on Rider(s)

Team Name (optional) or Property Information	
	For Sale 
Associate Name AssociateWebsite.com	
RE/MAX Longer Office Name	303-555-1212
Team Name (optional)	

Sign with Agent Photo



The specifications for the red-white-blue photo sign are identical to the specifications for the RE/MAX Red-White-Blue Property Sign, except as noted.

Photo: The background color in the photo cannot be white. Professional attire is strongly recommended.

Layout: Center the words of the offering ("For Sale," "For Rent," etc.) in the red bar between the balloon logo and the photograph. Likewise, center the team name or first and last names of the Associate in the white bar, "stacked" in two lines.

The REALTOR® symbol or the Equal Housing Opportunity logo may be displayed to the left of the bottom-left corner of the



photo. Or it may be reversed out in the blue bar so long as it is clearly separated from the RE/MAX logotype.

A photograph of the Associate or team is the only content that may be placed in the photo area of the yard sign.

NOTE: Caricatures, personal logos and other similar designs cannot be used in place of an Associate or team photo.

Sign with QR Code

RE/MAX Associates may display a square two-dimensional barcode such as a Quick Response (QR) code either on a rider, or on the RE/MAX Red-White-Blue Yard Sign. All QR codes on RE/MAX yard signs must lead to information that is optimized for mobile devices.

Best practices for QR codes on signs and riders:

1. QR codes should lead to property-specific information.
2. If the code appears on a yard sign and shows property-specific information, point it to a URL that can be redirected (or that redirects automatically) when the sign is re-used for a new listing. Otherwise, you won't be able to re-use the sign. (MobiBrix.com, from RE/MAX Approved Supplier Merrill Corporation, offers redirectable URLs for QR codes; most URL shorteners, including bit.ly, do not.)
3. If you want customers to visit your website home page, use the web address on the rider or under your name in the white bar, instead of a QR code, so that all viewers can read it.
4. If you want to use a QR code that is not redirectable, place the QR code on a rider – not the yard sign – so that you will not have to discard the sign when the listing sells.

Design and layout of QR code signs:

General standards apply: The specifications for the red-white-blue sign with a two-dimensional barcode such as a Quick Response (QR) code are identical to the specifications for the RE/MAX Red-White-Blue Yard Sign.

Color: Reflex Blue.

Artwork format: Associates 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 Reflex Blue and size



— QR Code 4" square with 1" white border
— 1.875" tall Helvetica Bold, no closer than 1" from code.

it appropriately. JPG and other bitmapped graphics are not recommended.

Using other elements with a QR code: To accommodate the QR code, center the team name or first and last names of the Associate, "stacked" in two lines, between the balloon logo and the code. Only if the Associate's name is short enough to fit on a single line may the Associate include a line of off-site contact information under the name. Preserve a 1" margin between the name and the QR code, or some devices may have trouble recognizing the code. Associates must choose between a QR code and a photograph; a QR code cannot be placed on a photo sign.

Design and layout of QR code riders:

General standards apply: QR code riders should conform to the standards for RE/MAX sign riders, including that RE/MAX Red (PMS 186) should be used for a top rider, or Reflex Blue for a bottom rider.

Tips: Customers using a QR code will know what to do with it, so text like "Scan with your smartphone for more info" is probably not necessary. Instead, consider providing other property information or a property-specific website for those who cannot scan the code.



— 1.875" tall Helvetica Bold
— QR Code 4" square with 1" white border

Directional and Open House Signs

Signs used to direct consumers to a RE/MAX listing (other than RE/MAX Commercial or The RE/MAX Collection listings) must use the trademarked red-over-white-over-blue horizontal bars. 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 RE/MAX Approved Suppliers. Approval must be obtained for any other variation.

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

- The bars must extend the full length of the sign.
- The average height of each of the three horizontal bars (red, white and blue) 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.
- The sign must also include the RE/MAX graphic-image balloon logo, and preferably the RE/MAX logotype or the local RE/MAX trade name with "RE/MAX" in logotype.

All other standards for using the horizontal bars or any other RE/MAX mark appearing on a directional sign must be maintained. Content may relate only to a listing's sale or lease status, or agent contact information.

Property Signs in Other Alphabets

This section provides basic parameters for adapting RE/MAX property signs into other alphabets in order to better promote recognition of the RE/MAX brand. Precise specifications for every country are beyond the scope of this manual, but these general principles should apply in the vast majority of areas.

1. Except as noted, the specifications for the RE/MAX Red-White-Blue Yard Sign should still apply, even when used with non-Latin alphabets. In particular, a) the overall 3x5 proportion of the sign, b) the equal proportions of the red, white and blue bars, c) the colors used, and d) the placement of the RE/MAX Balloon on the sign should be maintained precisely.
2. The RE/MAX Balloon cannot be modified - "RE/MAX" on the balloon will always be in English only. (Do not add a local transliteration or office name to the balloon.)
3. The property offering text in the red bar - most commonly "For Sale" or "For Rent" - is translated.
4. Omit the Realtor® or MLS logos unless authorized. RE/MAX regions may approve the use of logos of certain national associations. Check with your region.
5. The Associate or team name may appear in the local language.
6. For the RE/MAX office name in the blue bar, each region will decide whether to display "RE/MAX" in the traditional RE/MAX logotype, or in the local language.

The remainder of the RE/MAX office name may appear in the local language, even if "RE/MAX" is not.

7. In right-to-left languages, the RE/MAX region will determine whether to swap the placement of the RE/MAX office name and the office phone number.
8. Substitute Arial Unicode MS Bold for Helvetica Bold, if necessary.

Here are RE/MAX regions' rules for a few non-Latin languages:

Language	"RE/MAX" in Office Name	RE/MAX Office Name Position in Blue Bar
Thai	Latin	Left
Hebrew	Latin	Left
Arabic	Arabic logo	Right



Other Latin Alphabets



Arabic



Hebrew



Thai

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Give Back - Children's Miracle Network Hospitals®
and Susan G. Komen for the Cure® Programs

Offices and Teams

OFFICE NAMES

Office name must accompany all uses of RE/MAX marks

Each individual RE/MAX franchise office does business under a trade name (also called a d/b/a for “doing business as”) that contains “RE/MAX.” While “RE/MAX” is part of a franchise’s trade name, it cannot be part of the franchise’s legal corporate name. “RE/MAX Premier,” used in examples throughout this manual, would be a dba or trade name for the brokerage’s registered corporate name, which might be “Premier, Inc.”

Using a local office trade name like “RE/MAX Premier” helps the public know that the office is separate from RE/MAX World Headquarters and from every other independently owned RE/MAX office. Regulatory agencies generally require the office to use its full local trade name – not just “RE/MAX” – in all dealings with the public. Accordingly, the full name must appear prominently on all forms of communication and advertising materials (yard signs, websites, business cards, newspaper ads, etc.). Also, office personnel and Sales Associates should answer the phone with the local trade name – or an appropriate shortened version of that name – not simply “RE/MAX.”

Requirements for RE/MAX office names

New RE/MAX office names cannot include names of cities, geographic areas, personal names, or terms from RE/MAX trademarks. Office names must be approved by your region to ensure that no office names are the same within a geographic or market area, or region. Consult your region for more information. (Search RE/MAX Mainstreet using “office name rules” for the full office name guidelines and a list of previously approved office names.)

In choosing a RE/MAX office name, keep in mind that a company’s (trade) name can simultaneously function as a

trademark or a brand, even if not registered as a trademark. Unlike a trademark registration, registering a trade name does not entitle a company to prevent others from using a similar name. Registering a trade name or company name also provides no guarantee that, if used as a brand or mark, it would not infringe another’s trademark rights. So it is the broker’s responsibility to ensure that the portion of the office name after “RE/MAX” does not infringe a third party’s rights. This may include consulting with qualified legal counsel and/or conducting a name search with state and federal agencies.

Examples: Office Names

Incorrect

RE/MAX
RE/MAX Realty
RE/MAX Real Estate
RE/MAX Las Vegas
RE/MAX of Aspen
RE/MAX Outstanding Agents
RE/MAX Smith, Inc.

Correct

RE/MAX Premier
RE/MAX Premier realty
RE/MAX Premier real estate
RE/MAX Premier, located in Las Vegas
RE/MAX Mountain Executives
RE/MAX Excellence
RE/MAX Premier

Displaying your office name

When using the RE/MAX logotype in the context of an office name, any font or color may be used for the rest of the office name (for example, “Premier” in “RE/MAX Premier”), except on items such as yard signs that have uniform design rules. The rest of the office name should 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. **Do not use the ® symbol after RE/MAX in an office name.**

A. Clear Space

A RE/MAX office name should always appear with space around it. The RE/MAX logotype combined with the office name forms must always be surrounded on all four sides by a clear space of at least 1x, where x equals half the height of the letter “X” in the RE/MAX logotype. This is the minimum space needed between the RE/MAX office name and any other graphic element or type.



There must be a clear space between the RE/MAX logotype and the office name of at least the width of the vertical stroke in the letter “A” in RE/MAX.

B. Office name size

Minimum

RE/MAX OFFICE NAME 50%

Maximum

RE/MAX OFFICE NAME 100%

Office identifying signage

RE/MAX office signage must include the full office name – not just “RE/MAX” – and must follow the rules for displaying the RE/MAX logotype in the context of an office name.

Note: There are no specific standards regarding the use of materials or display types – wooden, backlit, metallic, etc. – for RE/MAX office signage, as long as the other standards as outlined in this section are met. The Broker/Owner must ensure office signage adheres to local regulations. For questions, contact your RE/MAX region.

TEAMS AND TEAM NAMES

Team* names may be used on the Red-White-Blue Property Signs, RE/MAX Commercial and The RE/MAX Collection signs and sign riders (see sample signs in Part 4) and on other marketing materials – as long as the team’s name and make-up comply with all applicable laws and regulations and the following standards.

Selecting a team name

1. Associates may not select team names that suggest the team is a brokerage entity or other business entity separate from the RE/MAX office. If an Associate nevertheless structures a team as a legal business entity, and all applicable legal and licensing requirements can be met (see “Business practices associated with the team structure,” on page 42), Associates are encouraged to register the team name as a “dba” to avoid having to use endings such as Inc., Corp. or LLC.
2. The team name cannot contain the term “RE/MAX,” any RE/MAX trademark or any variation thereof. For example, no team name may use the prefix “RE” or the suffix “MAX,” as in “Team Max.”
3. Real estate terms typically used in the names of real estate brokerages, such as “realty,” “real estate,” “properties,” etc., must not be used in a team name.
4. Team names must be approved by the Broker/Owner.
5. A team name must not mislead or confuse consumers. This includes exaggerating the size of the team or the geographic area in which the team’s full services are available.

6. A team name cannot be confusingly similar to the name of a RE/MAX office operating in the team’s market (except that “team” may be used even if a local office name includes the word). Associates should check with their RE/MAX region and neighboring regions to avoid conflict. Also, a team cannot use its name to stop other Affiliates from using the name of a local town, city, neighborhood or geographic feature (mountain range, body of water, etc.) as a team name.

7. These team-name guidelines are not to be construed to allow an Affiliate to use a nickname, marketing moniker or other such promotional tagline or descriptive phrase on a RE/MAX yard sign.

Rules for marketing team names

Upon selecting a team name, the following additional rules and guidelines apply to displaying it in marketing materials:

1. All marketing materials that list a team name must also include the name of the brokerage and other required identifying information.
2. The name of the team leader or another Associate team member should be included on all marketing materials. Individual brokerages are allowed to require that either the team name or Associate name be the more prominent of the two.
3. All RE/MAX trademark and graphic standards applicable to the use of individual Affiliate names apply to the use of team names as well.

* A “team,” for marketing purposes, is different from the definition of a team used for RE/MAX awards, which is based solely on how commission earnings are recorded. For marketing purposes, teams include licensees working for the same RE/MAX office who hold themselves out as a team, even if neither is an employee of the other and no bonus or commission income is shared with other team members.

4. As outlined in Part 4, no symbols or other graphic images can be part of a team name used on a yard sign, yard sign rider or directional sign.

5. In all marketing or promotional material, a team name must be clearly distinguished from the RE/MAX office's name, and the two must be positioned to communicate clearly to consumers that the business entity holding the listing is the brokerage, not the team.

Business practices associated with the team structure

Every team member must meet the same standards of quality service required of all RE/MAX Affiliates. In order for Broker/Owners to adequately supervise team members and their uses of the RE/MAX trademarks:

- 1.** An office must be able to identify all its teams by the names under which the teams operate.
- 2.** A team must meet all applicable real estate and business licensing regulations and all other applicable local, state or provincial laws and regulations.
- 3.** All licensed team members must be affiliated with the same RE/MAX office.
- 4.** If a team is independently licensed to engage in the real estate business (where allowed by law), that license must be subordinate to the RE/MAX office, so that the team remains under the direction and control of the RE/MAX office.

RE/MAX, LLC reserves the right to prohibit the use of and require removal of any team name on a RE/MAX yard sign or other marketing or promotional material.

Digital Marketing

The rules for Internet marketing reflect the same basic rules that apply with all RE/MAX advertising. This section covers rules for Internet and website content, provides helpful advice for developing your Internet marketing efforts, and covers the special considerations and rules that apply to email addresses and social media identifiers, mobile applications, and domain names.

INTERNET CONTENT RULES

The rules for traditional advertising (see Part 2) also apply to Internet advertising. A RE/MAX branded website may not be used to promote a competitor, to advertise agent locator services, to sell non-real-estate-related advertising on the site, or to offer services or products of an Affiliate's other businesses, such as mortgage, software, or agent locator ventures. In addition, a couple of special considerations exist when Affiliates advertise on the Internet. Affiliates must ensure that they and any web service providers they use comply with these guidelines:

The first page (home page) of the website must display (and it's recommended that sub-pages also display):

- the authorized RE/MAX franchise name, positioned prominently so that customers will know that it (and not the team name or site name) is the name of the brokerage with which they are dealing.
- contact information for the franchise, such as the franchise's address, telephone number and email address.
- the notice "Each Office Independently Owned and Operated."

Domain names that include the RE/MAX mark and are associated with a website that is under construction or inactive, should bring up www.remax.com (or bring up no content at all). Parked pages, like a registrar's "Coming Soon" or "Under Construction" pages, are not recommended because they often feature paid advertising for competitors.

Create and maintain updated, professional Internet marketing

Presenting yourself and your office in a professional manner is as important online as it is in the real world.

- Establish a strong visual image that customers will recognize and identify with by using RE/MAX branding on your site, including official RE/MAX colors and graphics.
- Make your home page simple, neat and easily navigable.
- Use discretion when considering flashy introductory pages or graphics and music or other sounds. These may become an annoyance and a distraction.
- Provide helpful tools like property searches or mortgage calculators, or information to help clarify the home-buying or home-selling process, to keep customers returning to your site and aware of your name.
- Keep your online content updated and make sure it adds to customers' impression of you. There are few clearer indicators of an amateurish web presence than obviously obsolete information, and search engines tend to rank sites with frequently-updated content higher.

SOCIAL MEDIA, EMAIL ADDRESSES, AND OTHER INTERNET IDENTIFIERS

There is no particular required format for email addresses or other Internet pseudonyms or identifiers (such as social networking screen names or messaging user names). But keep the general rules in mind. For instance, an email address or other identifier must not mislead by suggesting that the Affiliate represents more of the RE/MAX organization than the specific office (such as by using merely “remax”), or conceal the identity of the office with which the Affiliate is associated. Avoid:

- unsubstantiated or vague claims (such as “remax_toprealtor@yahoo.com”)
- broad, geographic terms (such as the Twitter ID “remaxcostarica”) that inaccurately represent your service area
- slang and other non-professional terms (such as “remaxhomz@gmail.com”)

The most concise and efficient way to use the RE/MAX mark in an email address is with the remax.net email address you receive as a RE/MAX Mainstreet member. Any email sent to your remax.net email address is automatically forwarded to the email address you specify.

Keep in mind when posting web links in tweets or status updates that the rem.ax URL shortener, available on Mainstreet, is a great, branded alternative to bit.ly and the like.

NOTE: RE/MAX World Headquarters reserves the right to require a change of any misleading or inappropriate email address or identifier.

MOBILE APPLICATIONS

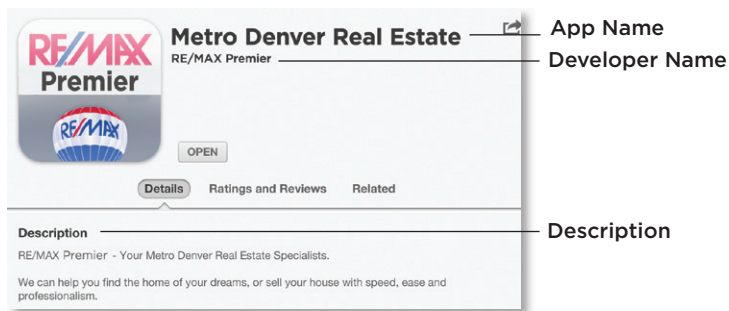
Mobile applications help you reach customers accessing real estate information with smartphones or tablets. But small screens and limited space for text make it a challenge to be clear about your identity, your RE/MAX brokerage information, and the geographic areas that you serve, as required by RE/MAX brand standards. Make this information clear, to help consumers determine if your app will suit them (and save your app some potentially negative reviews). Pay attention to how your application is identified to users both before download, and once installed.

Identifying Your App to Potential Users

Rule: In the app store or marketplace, your app must identify the full RE/MAX office name (and the name of the individual Affiliate, if it is an agent's app) and the geographic area served.

There are three main places to do this (although the fields may be labeled differently in different app stores):

1. The primary application name that identifies the app
2. The developer name that identifies the source of the app
3. The app description. The information must not misidentify the office, Affiliate, or area served, or mislead in any way.



Best Practices:

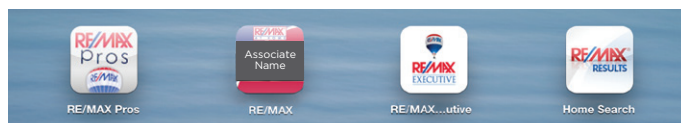
Developer (secondary) name: Use this space to identify the full RE/MAX brokerage name, and Affiliate name (if applicable) (such as “RE/MAX Premier – Anne Kelly,” “Stefan Fisher with RE/MAX First,” or simply “RE/MAX Premier”). Beware of application developers that want to place their name in this space – you are paying for the app, so make sure it promotes you.

Application (primary) name: Be as specific as space allows, but let consumers know whether this is the app for them. For example, “Boston Real Estate – Anne Kelly” or “RE/MAX Premier Boston Home Search.” If you have identified yourself and your office in the developer name, you might want a more descriptive app name – like “Boston HomeFinder” or “Boston Real Estate Search” – that is likely to come up when people search for apps.

Description: Set a clear expectation for potential customers about what services your application can provide. Be specific about the geographic areas you serve. To comply with RE/MAX standards (see Part 2), the full application information page must also include your RE/MAX office name, address, and “Each office independently owned and operated.”

Post-install

Rule: The requirements for the application itself, once installed, are simple: a) if you use “RE/MAX” or any RE/MAX logo in the display name or icon, then you must include the RE/MAX office name (or a reasonable abbreviation of it); and b) the application must have an “About” or similar screen that provides all the information required in Part 2: Information Required in RE/MAX Affiliate Marketing.



Best Practices:

Display Name: A RE/MAX Affiliate’s name is a suitable display name, though your display name may get truncated if it contains too many characters. Almost all RE/MAX office names would be truncated. For this reason, you may use simply “RE/MAX” as your display name, but **only** if your icon includes the RE/MAX office name or an abbreviation of it (like “RE/MAX Pros” for RE/MAX Professionals).

Icon: Standard RE/MAX graphics and logos are encouraged in your icon. Adding your name, team name, or RE/MAX brokerage name to the icon is recommended. Considering the small space available, the RE/MAX Hot Air Balloon logo may be cropped, but not distorted, stretched or skewed in any other manner.

RE/MAX World Headquarters reserves the right to require a change to any application’s presentation, description, or content that is deemed misleading or inappropriate.

DOMAIN NAMES THAT CONTAIN “REMAX”

Only RE/MAX offices may register domains containing “remax.” The following standards govern all such domain registrations, including both generic top-level domain names (gTLDs) (for example, .com, .net, .org, .biz, .info and, in coming years, .realtor, .home, etc.) and country code top-level domains (ccTLDs) (for example, .de, .za .co, .ws, etc.). Of course, Affiliates are free to use domain names that do **not** include “remax” or other RE/MAX trademarks.

Office domains – generic top-level domains (.com, etc.)

If the RE/MAX mark is used by brokerages in generic top-level domain (gTLD) names, the domain must contain the following essential elements, separated by hyphens:

remax-[officename]-[city]-[state/province/country].com
 (1) (2) (3) (4) (5)

- (1) the RE/MAX mark
- (2) the local office name
- (3) the name of the city where the office is located (in English or the national language)
- (4) the applicable state or province (or the name of the country, in

English or the national language, where there is no political division similar to a state or province) and

(5) the gTLD (.com, .net, .org, .biz, etc.)

Office domains – country-code, top-level domains

If the RE/MAX mark is used by brokerages in country-code, top-level domain (ccTLD) names, the domain name must contain the following essential elements, separated by hyphens:

remax-[officename]-[city].de
 (1) (2) (3) (4)

(1) the RE/MAX mark

(2) the self-standing local office name

(3) the name of the city where the office is located (in either English or the national language) and

(4) the ccTLD (.de, .at, .ws, .tv, etc. For this purpose, the term ccTLD also includes the second-level domain, in ccTLDs that do not allow second-level registrations, as in, for example, .co.uk, and .com.au.)

The country designation may be omitted since the country code domain extension indicates the country location.

European offices may register .eu domains just as any other ccTLD domain. It is not necessary to include the country with .eu domains.

Associate or team web addresses

Sales Associates are prohibited from registering domain names that include “remax” or any other variation on a RE/MAX trademark.* If you want to include “remax” in a web address, here are two better options that do not involve registering a domain:

1. Ask your Broker/Owner (or coordinator of your office’s web presence), if a post-domain directory or path, or a subdomain might be available on your office’s domain. A post-domain directory or path is separated from the main address by a slash (/), and is like an extension or sub-folder of the main site. A subdomain is the part of the website address before the domain name. It is separated from the main domain name by a dot (.).

2. Use a LeadStreet® address and website. Individual agent website packages are provided from third parties as part of the LeadStreet initiative, currently available in the United States. These addresses are considered compliant. The address consists of a set formula, and most comprise

NOTE: No other variations on RE/MAX trademarks in a domain name are allowed.

Examples: Office Domains

Office	Incorrect	Compliant Domain
RE/MAX Premier, Denver, Colorado	remaxdenver.com	remax-premier-denver-co.com
RE/MAX Excellence, Rome, Italy	remaxexcellence.com	remax-excellence-rome-it.com
RE/MAX Seaside, Cape Town, South Africa	capetownremax.com	remax-seaside-ct.za
RE/MAX Seaside, Nanaimo, British Columbia	remax-seaside.com	remax-seaside-nanaimo-bc.com
RE/MAX First, Vienna, Austria	remaxfirst.com	remax-first-wien.at
RE/MAX Fiesta, Malaga, Spain	fiestaderemax.com	remax-fiesta-malaga.eu

* From 1997-2012, the **only** compliant format for a Sales Associate to register a domain containing “remax” was to add the Affiliate or team name into a compliant office domain – as in remax-premier-denver-co-johndoe.com. Any Sales Associate who registered a compliant domain in this rarely-used format in 2012 or earlier may continue to own and use it.

your Mainstreet user ID (the same as your remax.net email address) as a subdomain of remaxagent.com, although the format varies in some regions.

Sales Associates are also free to register domain names that do not include RE/MAX trademarks.

NOTE: RE/MAX, LLC reserves the right to require the transfer of any noncompliant domain name from Affiliates upon request and without reimbursement.

Domain-name strategy

Domain names can be an effective tool in digital marketing, but they play only a small role in the way search engines find and rank websites. Domain names may be more useful when displayed in other forms of advertising, such as billboards, magazine inserts or promotional items that consumers will read to type an address. Therefore, an office's online marketing strategy should include at least two domain names and feed traffic to the same website:

- a short, catchy domain name that does not include the RE/MAX mark to display in your local marketing efforts, such as homesin[location].com, and
- a domain name that includes the RE/MAX mark and complies with the standards outlined previously.

By configuring the short domain to feed all traffic to the compliant "remax" domain, the RE/MAX office can achieve three benefits: 1) a short domain that consumers can type, 2) the compliant domain containing "remax" is more likely to be the one that appears in search engine results, and 3) savvy consumers may recognize an appropriate "remax" domain name and trust that you are a legitimate RE/MAX office.

Business Cards and Phone Listings

Using a standard RE/MAX business card – whether residential, The RE/MAX Collection or RE/MAX Commercial – is an effective way to reinforce and benefit from RE/MAX imagery. These designs represent best practices, and templates are available on RE/MAX Mainstreet. Affiliates also may use other designs, but whatever design is used, it must meet all standards for use of the RE/MAX name and marks.



All phone directory listings or advertising of a phone number that includes the term "RE/MAX" or any other RE/MAX mark must meet these requirements:

- A.** The address must be for the RE/MAX office with which the listed Associates are affiliated, and the full office name must be listed.
- B.** Phone-number and listing entries must have an area code that corresponds to the RE/MAX office's local market area and must be approved by the RE/MAX Broker/Owner.
- C.** Only areas actively and routinely served in the Associates' marketing efforts may be listed.
- D.** Display ads, regardless of size, must include the information required in Part 2: Information Required in RE/MAX Affiliate Marketing.

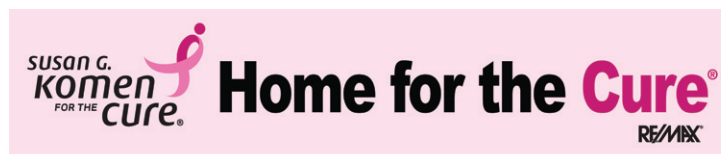
Remember, a brokerage's phone number on a RE/MAX sign (i.e. in the blue bar of a red-white-blue sign) can be replaced with an Associate's direct line only if that number is owned and controlled by the brokerage (see page 32).

Give Back - Children's Miracle Network Hospitals® and Susan G. Komen for the Cure® Programs

When you're with RE/MAX, community involvement doesn't stop with helping families buy and sell homes. In fact, that's where it starts. The Miracle Home® and Home for the Cure® programs enable RE/MAX Associates to show customers their dedication, by committing to make donations with every real estate transaction.

Children's Miracle Network and Susan G. Komen for the Cure have granted RE/MAX, LLC the right to include their marks as part of the RE/MAX trademark use rights generally granted under the RE/MAX franchise agreement. These marks, including the "Miracle Home" and the "Home for the Cure" sign riders, must not be varied in any manner and may be used only in connection with charitable fundraising activities carried on in connection with real estate brokerage services.

In addition, all uses of these Children's Miracle Network Hospitals and Susan G. Komen for the Cure marks remain subject to the limitations and quality controls established by Children's Miracle Network and Susan G. Komen for the Cure, respectively. "Miracle Home®," "Children's Miracle Network Hospitals®" and the Children's Miracle Network Hospitals graphic balloon design (together "Children's Miracle Network marks") are registered trademarks of Children's Miracle Network. Home for the Cure® and Susan G. Komen for the Cure® are registered trademarks of Susan G. Komen for the Cure.



SPECIALTY BRANDS

49 | The RE/MAX Collection® – Graphic Standards

52 | RE/MAX Commercial® – Graphic Standards

The RE/MAX Collection® Graphic Standards

The RE/MAX Collection® program assists Sales Associates working with high-end properties. Use of The RE/MAX Collection program is tied to an Affiliate's marketing of specific listings. Although encouraged, earning the Certified Luxury Home Marketing Specialist designation is not required for participation in The RE/MAX Collection program.

The RE/MAX Collection trademarks, logos and designs may be used only with properties that meet The RE/MAX Collection eligibility requirements. To be eligible, a property must be listed for two times the average listing price in your local market, or your Broker/Owner must give approval.

Please note that although red-white-blue signage may be used on any RE/MAX listing, The RE/MAX Collection yard signage is reserved exclusively for the luxury-home market.

THE RE/MAX COLLECTION MARKS AND LOGO

When referring to The RE/MAX Collection in text, always use the word "The." Also "The" and "Collection" must be capitalized as they are part of the proper name, "The RE/MAX Collection." The phrase "Fine Homes & Luxury Properties" should, where possible, run beneath the logotype. (In other languages, Affiliates may use a local translation of "The RE/MAX Collection" and the phrase "Fine Homes & Luxury Properties" in the same fonts as shown here, upon approval of RE/MAX World Headquarters. "La Colección RE/MAX" (Spanish) and "La Collection RE/MAX" (French) are approved.)

The RE/MAX Balloon and The RE/MAX Collection logotype marks form a single, combined logo. The RE/MAX Balloon is the color or grayscale graphic-image balloon (not the photo-image balloon) or, where available, the embossed silver foil balloon

(please note: the silver-foil balloon cannot be used on property signs). The RE/MAX Collection logotype may not be used apart from the balloon. The balloon always must be centered above the logotype.



Note: The RE/MAX Collection program replaced the RE/MAX Renowned Properties program in March 2007. RE/MAX Affiliates must replace all RE/MAX Renowned Properties yard signs and other marketing materials and early "merlot" colored The RE/MAX Collection signs with current The RE/MAX Collection materials.

THE RE/MAX COLLECTION PROPERTY SIGNS

22" wide; special curved top & bottom

30" tall

The sign is black with a white border. It features the RE/MAX logo at the top, followed by 'THE RE/MAX COLLECTION' and 'Fine Homes & Luxury Properties'. Below this, it says 'Marketed By Associate or Team', 'RE/MAX Office Name 303-555-3287', and 'agentwebsitename.com'.

RE/MAX Collection
Yard Sign Specifications

Dimensions: 22" wide by 30" high; black area is 21" x 29"
Border: .5" (half-inch white border to sign edge)
Colors: Black & White and Color

Dimensions: 24" wide by 30" high;
Colors: Black & white and color

Official Logo Mark: 13.0833" tall
(Top of balloon to bottom of p in Properties)

Fine Homes & Luxury Properties:
Font: Cochin Bold Italic, 56 pt.
Inch Size: .75" (Capital height)

Marketed By:
Font: Helvetica Neue 77 Bold Condensed, 92 pt.
Inch Size: .91" (Capital height)

Associate/Team Name; Office Name:
Font: Helvetica Neue 77 Bold Condensed, 132 pt.
Inch Size: 1.31" (Capital height)

RE/MAX Logotype:
No Registration Mark; 1.5" tall (top to bottom of slash)

Phone Number:
Font: Helvetica Neue 97 Black Condensed, 180 pt.
Inch Size: 1.74" (Capital height)

Website:
Font: Helvetica Neue 77 Bold Condensed, 92 pt.
Inch Size: .91" (Capital height)

24" wide

30" tall

The sign is black with a white border. It features the RE/MAX logo at the top, followed by 'THE RE/MAX COLLECTION' and 'Fine Homes & Luxury Properties'. Below this, it says 'Marketed By Associate or Team', 'RE/MAX Office Name 303-555-3287', and 'agentwebsitename.com'.

Frame: The frame should be a white-post hanging frame (preferred), or as an option for the rectangular sign only, a full black angle-iron frame.

Content: Use of a compliant team name is permissible. The phrase “Marketed By” is preferred, but may be replaced with “For Sale” or other similar phrase appropriate to the market.

The brokerage’s phone number can be replaced only -with an Associate’s direct line if allowed by law and the number is owned and controlled by the brokerage.

THE RE/MAX COLLECTION SIGN RIDERS

The rider for The RE/MAX Collection standard sign must be printed in black on white. The special shape rider is appropriate for use only with the special-shape sign, and must be printed in white on black.

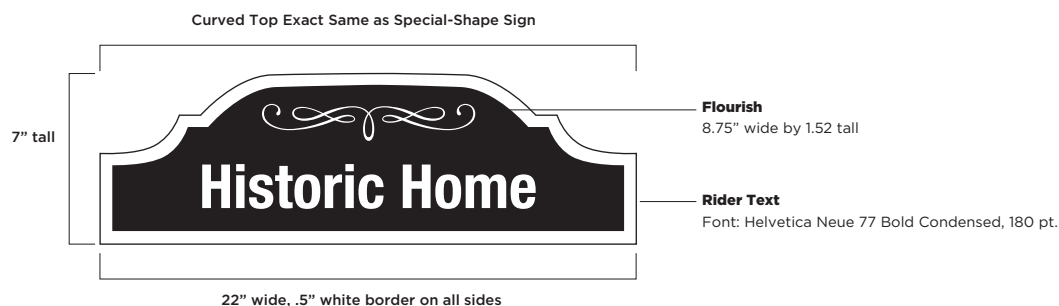


The RE/MAX Collection Special-Shape Rider

Special Note: Sign file is provided in .ai format and built in 25% of actual size.

Dimensions: 22" wide by 7" tall

Colors: Black & White



Note: RE/MAX World Headquarters has approved special riders for the Children's Miracle Network Hospitals® "Miracle Home®" program and a Susan G. Komen for the Cure® "Home for the Cure®" rider, which participating Associates can obtain through RE/MAX Approved Suppliers.

THE RE/MAX COLLECTION BUSINESS CARDS AND OTHER MATERIALS

Marketing materials in The RE/MAX Collection program are available from RE/MAX Approved Suppliers. The RE/MAX Collection marketing materials also are available through the RE/MAX Order Desk (orderdesk@remax.net) and the RE/MAX Design Center on Mainstreet (remax.net).

RE/MAX Commercial® Graphic Standards

Specialized RE/MAX Commercial designs are available to all qualified RE/MAX Affiliates with commercial listings. RE/MAX offices with approved commercial divisions or groups may indicate that status in the ways illustrated in the gray example box below. “Group” may be substituted for “Division” as appropriate.

The standards for the RE/MAX Commercial logo and property sign are mandatory:

- Anytime a RE/MAX Commercial logo is used, regardless of media or material, the logo must comply with standards outlined here.
- No other sign design may be used with commercial listings, except that the red-over-white-over-blue yard sign (see Part 4) may be used as an alternative.

Remember, all general standards for use of the RE/MAX trademarks also apply to RE/MAX Commercial materials, such as including the phrase “Each Office Independently Owned and Operated” and complete office contact information (see Part 2).

Examples

Correct Format:

RE/MAX Office Name – Commercial Division
RE/MAX Office Name, Commercial Division
RE/MAX Office Name
Commercial Division

Correct Examples:

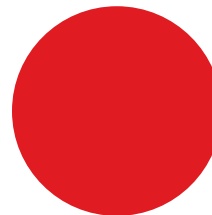
RE/MAX Premier – Commercial Division
RE/MAX Premier, Commercial Division
RE/MAX Premier
Commercial Division

Incorrect Example:

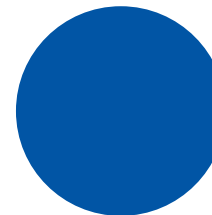
RE/MAX Premier Commercial

This example is incorrect because the office name is not clear or the office has formed a separate company for its commercial business (see page 14).

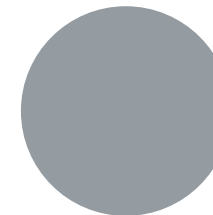
RE/MAX COMMERCIAL MAIN RE/MAX COLORS



PANTONE 186
CMYK – 0/100/100/5
RGB – 225/27/34
WEB – e11b22



REFLEX BLUE
CMYK – 100/73/0/2
RGB – 0/80/1564
WEB – 0054a4



PANTONE 430 gray
CMYK – 5/0/0/45
RGB – 148/156/161
WEB – 949ca1

RE/MAX COMMERCIAL BUSINESS CARDS AND OTHER MATERIALS

Marketing materials in the RE/MAX Commercial program are available from RE/MAX Approved Suppliers. RE/MAX Commercial marketing materials also are available through the RE/MAX Order Desk (orderdesk@remax.net) and the RE/MAX Design Center on Mainstreet (remax.net).

Associate Name, DSGs Title	
 Office Name Each Office Independently Owned and Operated	
Address, City, ST/Province, Postal Code	
Office Telephone	
Fax or Alternate Telephone	
E-mail or other contact information	
Web site or other contact information	
	

RE/MAX COMMERCIAL® LOGO



NOTE: There are two approved versions of the RE/MAX Commercial logo. Use the logo with the gray outline when it appears against lighter backgrounds (such as on white or in an email signature). Use the version with a white outline when it appears against a dark background (such as on the commercial property sign).

In languages other than English, the local word for “commercial” real estate, such as “comercial” in Spanish, may be substituted in the same font.

INCORRECT LOGO USE



Don't delete the gray bar



Don't place Commercial in the blue bar



Don't place the office name in the logo



Don't use the white outline version on a white background

Horizontal



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Square



A. Material: Type of sign material is optional. Select material for durability, appearance, ease of handling and storage, flexibility of general use and local climate.

B. Dimensions: A proportion of 1 x 1 (as in 48" x 48") or 1 x 2 (as in 48" x 96") **must** be maintained. In metropolitan areas, 48" x 48" is optimum. In remote areas, or as conditions dictate, 48" x 96" up to 72" x 144" and larger are acceptable as long as correct proportions are maintained, both in overall dimension and among all of the sign's individual elements.

C. Colors:
 Gray – PMS 430
 Red – PMS 186
 Blue – Reflex Blue

D. Type: Helvetica Neue 97 Black Condensed ("Black" refers to the font name, not the color) or Helvetica Neue 75 Bold (1 x 2 sign).

E. The White Bar: The top line in the white bar announces the real estate offering. While the offering is most likely to be "For Sale" or "For Lease," it can include such terms as "Available," "For Rent," or property-specific terms such as "Zoned C-1" or "Build to Suit." The white bar includes the RE/MAX office name in Reflex Blue, with the RE/MAX logotype in color. All other lettering is Reflex Blue.

INCORRECT PROPERTY SIGN



Note: The Commercial logo can not be altered for use as a property sign.

F. The Gray Bar: The RE/MAX Commercial logo is in color, with a white outline, against PMS 430 Gray as a background. All other lettering is white. Either an Associate name or compliant team name may be used.

G. The Phone Number: In the 1 x 1-proportioned sign, the phone number appears in the white bar. In the 1 x 2 sign, the phone number appears in the gray bar. Either the brokerage number or a Broker/Owner-controlled direct-dial number may be used. The type size of the phone number may be reduced so that two lines of type may fit – to include a second phone number, (preceded by an appropriate label, such as "Mobile") or other compliant contact information such as a website.

H. Riders: A top or bottom rider may be used to describe the listing, including the name of the listing Associate or team, or give additional compliant contact information such as email, web address or cell number. Both riders are white with blue (match Pantone Reflex Blue) or red (match Pantone 186) lettering, in Helvetica Neue typeface.

BUSINESS PRACTICES AND ADVERTISING

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RE/MAX Premier Quality Service

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Business Practices That Fail to Meet RE/MAX Trademark Standards

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Honesty and Professionalism in Advertising

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Complying with Legal and Regulatory Requirements for
Truthful Advertising

RE/MAX PREMIER QUALITY SERVICE

RE/MAX, LLC licenses the right to use the RE/MAX brand only to authorized RE/MAX franchisees. Sales Associate use of the marks is derived solely from the office's right to use the marks, as a representative of the office. The RE/MAX franchisee cannot sublicense Sales Associates or others to use the RE/MAX trademarks independently, or authorize a third party to use business cards, letterhead or any other materials that bear any of the marks. The RE/MAX marks must always be identified with the name of the specific RE/MAX franchise and used only for the real estate brokerage business of that company.

Authorized use of RE/MAX trademarks is limited to RE/MAX Affiliates who:

- a)** provide real estate service consistent with RE/MAX standards of quality on a substantially full-time basis
- b)** are properly licensed
- c)** operate from a RE/MAX office facility that is sufficient in size, design and location to appropriately serve its sales force
- d)** conduct their daily real estate activities close enough to their RE/MAX office so there is opportunity for day-to-day, face-to-face supervision and control of all Associates by the Broker/Owner
- e)** maintain the highest ethical standards in the conduct of real estate activities
- f)** abide by all RE/MAX system policies, guidelines and business-practice standards, including office policies of the Broker/Owner
- g)** meet the local market's standards of quality and professionalism

BUSINESS PRACTICES THAT FAIL TO MEET RE/MAX TRADEMARK STANDARDS

Use of the term "RE/MAX" or any other RE/MAX mark in connection with any service or activity that tends to take unfair advantage of fellow members of the RE/MAX organization is prohibited. This prohibition includes, but is not limited to, services or activities that:

- a)** compete with or undermine services offered by RE/MAX World Headquarters to the public or to RE/MAX Affiliates
- b)** fragment the RE/MAX organization into exclusionary or competing referral networks
- c)** create spurious referrals or otherwise add unnecessary layers of costs or expense to other RE/MAX Affiliates
- d)** mislead consumers into believing that they are gaining access to the entire RE/MAX network or are being referred to the RE/MAX Associate best suited to their needs, when this is not the case

Private referral networks are expressly prohibited in the RE/MAX franchise agreement. Another example of such inappropriate services is office/agent locator services, by which a remote Affiliate intercepts leads away from local RE/MAX Associates and then charges a fee to refer them back.

HONESTY AND PROFESSIONALISM IN ADVERTISING

RE/MAX Affiliates must share and honor a common commitment to honesty and professionalism. The goal is not simply to meet the minimum requirements of applicable laws, regulations and ethical codes, but to aspire to levels of honesty and professionalism that far exceed the rest of the industry. RE/MAX World Headquarters reserves the right to exercise its judgment in evaluating whether actions or advertisements violate RE/MAX standards, including the following:

A. Do not use any advertising that conceals or misrepresents the Affiliate's identity or office affiliation or that is misleading about:

- geographic market area served
- number of transactions handled
- dollar volume closed
- number of listings taken
- any other representation of experience

Clearly state the time period and geographic area needed to place such details in context.

B. Do not lead consumers to believe they are contacting a service that is provided, endorsed or sponsored by RE/MAX World Headquarters or a RE/MAX region, or a cost-free or impartial locator service for RE/MAX offices or Associates.

C. Do not promote any phone number or Internet address that may lead consumers to assume that the Affiliate is with a RE/MAX office in the geographic area generally associated with the area code or address – when that is not the case.

D. Do not lead consumers to believe that commission rates or fees of RE/MAX offices or Associates are uniform, set at any specific level, or are not negotiable. In general, RE/MAX Broker/Owners are free to:

- 1)** set commission rates or fees independently
- 2)** establish a commission rate or range of rates that all their

Sales Associates must charge or, conversely, empower their Sales Associates to adjust commission rates or fees

3) either allow or prohibit the advertising of commission rates or fees by their Sales Associates

Affiliates who choose to advertise commission rates or fees must ensure that potential clients fully understand the listing and marketing services that will be provided for the advertised commission rate. To avoid consumer confusion, if a RE/MAX Broker/Owner elects to advertise the office's commission rates or fees – or permits Sales Associates to do so – the advertisement must include the following notice, in prominent letters no smaller than one half the size of the font used for advertising the commission rates or fees:

“Different commission rates, fees, and listing and marketing services may be offered by other RE/MAX franchisees and Sales Associates serving this market area.”

E. Do not take advantage of consumer naiveté about the real estate business. For example, do not advertise “full MLS exposure” or “full service” if you intend to place listings in the MLS without offering competitive compensation to MLS participants or omit other services customarily included as part of a full service marketing package.

F. Do not use the RE/MAX name or other marks in a manner that is inconsistent with the letter and spirit of the code of ethics of the National Association of REALTORS® in the United States, the Canadian Real Estate Association, or comparable professional organizations where your business is located.

G. Do not suggest that services offered by any RE/MAX office or Affiliate are not available on equal terms to all persons irrespective of race, creed, color, religion, nationality, disability, gender, family status or any other legally protected classification. Do not advertise in a way that:

- 1)** stereotypes or labels individuals, neighborhoods or communities
- 2)** uses any derogatory, embarrassing or inflammatory term or phrase when referring to a person, business or property
- 3)** uses pornography or profanity
- 4)** disparages or creates ill will toward any individual, group or organization

H. Observe limits on the use of the RE/MAX marks in connection with endorsements and sponsorships. All sponsorships or endorsements involving the RE/MAX marks must use the full office name. Do not use any RE/MAX marks (including RE/MAX office names) in sponsoring or endorsing organizations, events, publications or advertisements where the general public would perceive the primary purpose as promoting a political candidate or party, a religion, or an issue or cause that is offensive to or opposed by other groups. RE/MAX World Headquarters will determine, at its sole discretion, whether any endorsement or sponsorship violates this prohibition.

I. Personal belief or affinity group phrases or symbols cannot appear on yard signs or other materials with uniform design standards. However, they may appear in publications or advertisements primarily meant to market the Affiliate's business, subject to the other requirements of this manual, including items G and H above. Please consider the inclusion of any such phrase or symbol with care, in light of the ethical, legal and business risks involved. RE/MAX World Headquarters reserves the right to require that any Affiliate cease the use of any affinity group phrase or symbol.

J. Respect the rights of others. Do not:

- 1)** use the name, photo likeness, musical score, voice, trademark, slogan, writings, photographs or other material

of any competitor or other third party without the required permission or authority

- 2)** infringe on the rights of privacy, copyrights or other rights of any third party, including any RE/MAX Affiliate

K. Do not denigrate any competitor. Do not engage in false comparisons or descriptions of competitors or their business practices. This does not preclude factual comparative advertising.

L. Use comparative advertising only if it has been substantiated in advance or verified as accurate, is literally truthful, and will not imply factual statements that are not truthful (see discussion of regulatory requirements on the following page). Comparative bar graphs and other comparative statements, even though truthful, are closely scrutinized and occasionally challenged by competitors, regulators or consumers. The law prohibits advertising that is false, deceptive or misleading. MLS bylaws commonly require that comparative advertising using MLS data include a clearly legible footnote that specifies the time period and geographic area to which the comparison applies. Check state/provincial laws and real estate commission regulations that might apply to comparative advertising.

COMPLYING WITH LEGAL AND REGULATORY REQUIREMENTS FOR TRUTHFUL ADVERTISING

The legal requirements for truthful advertising – including real estate codes of ethics – vary from any given state, province or country to the next. The goal, in preparing communications involving the RE/MAX brand, should be to conform these guidelines to the requirements of applicable law, regulations and ethical standards while assuring that advertising content and practices involving the RE/MAX name and marks are consistent with the highest applicable standards of equal treatment, honesty and fairness.

In the United States, Federal Trade Commission advertising regulations require not only literal truthfulness, but also the truth of any inferences consumers may be reasonably expected to draw from the advertising. This means you must consider how consumers perceive the real estate brokerage business. FTC regulations also require that all factual claims be substantiated before the ad is used. Similar regulations may apply in many other countries where RE/MAX offices conduct business.

NOTE: To assist RE/MAX Affiliates in their efforts to meet the highest standards of truthfulness in advertising, the RE/MAX Marketing Claims Committee at RE/MAX World Headquarters maintains an up-to-date list of verified marketing claims. The list includes claims about RE/MAX agent productivity, the power of the RE/MAX brand and other RE/MAX strengths. Find the “Marketing Claims” page under the “Marketing” tab in the top navigation menu on RE/MAX Mainstreet, or search for “marketing claims.”



RE/MAX BRAND IDENTITY
TRADEMARK AND GRAPHIC STANDARDS
15th Edition – 2013