

RE/MAX[®]

TRADEMARK & GRAPHIC STANDARDS

YOUR GUIDE TO
SIGNS • LOGOS • PERSONAL PROMOTION



2009 **13**TH
EDITION

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The *RE/MAX 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). Search using the keywords “trademark manual.”

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

Any requests for exceptions to the rules and standards set forth in this manual must be submitted to Standards and Quality Control Team, RE/MAX International.

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1 History of the RE/MAX® Trademarks

The RE/MAX mark originated in the early 1970s when co-founders Dave and Gail Liniger developed a real estate concept that permitted Associates to receive as much as 100 percent of the commissions they earned in exchange for paying a management fee and their pro rata share of office overhead. This concept enabled Associates to retain the maximum dollar amount derived from their sales efforts. Dave and Gail Liniger decided to call this business concept “real estate maximums,” and coined the distinctive term “RE/MAX.” At the same time, they adopted the distinctive red-over-white-over-blue horizontal bar design mark for yard signs, business cards, and promotional materials.

The RE/MAX system was in its infancy when one of its Regional Directors carried the horizontal bar design over to a hot air balloon as a marketing experiment. That first balloon flew at the 1978 Albuquerque Hot Air Balloon Fiesta, and the RE/MAX ground crew wore jackets with patches that read “Above the Crowd!” – a phrase devised by a RE/MAX Sales Associate. When executives at RE/MAX International in Denver studied the advertising impact the balloon with the bar design was having in New Mexico, they recognized that the image of a hot air balloon flying free “Above the Crowd!®” embodied the independence, free spirit, and professionalism of the RE/MAX organization. A year later, the RE/MAX region in Colorado purchased its own balloon and used it in a television commercial in the Denver area. After the commercial had aired for four months, a public poll of name recognition of real estate companies showed that RE/MAX had rocketed from No. 8 in recognition in the area to No. 1.

2 About This Manual

The RE/MAX name and marks, including the organization’s many famous slogans, embody and reflect the national and international leadership position and goodwill the RE/MAX system enjoys. Proper use of RE/MAX trademarks protects this hard-earned goodwill.

The first two parts of this manual, *Trademark Usage Rules* and *Graphic Standards*, explain the rules that must be followed to ensure that all RE/MAX marks remain strong and also remain the exclusive property of RE/MAX International. These rules must be followed on all business documents, business cards, correspondence, advertisements, brochures, and other forms of communication. By honoring these rules, RE/MAX Affiliates help assure the integrity of the term “RE/MAX” and related marks.

The need is just as critical to protect what the marks have come to represent. It is incumbent upon all RE/MAX Affiliates to aspire to the highest levels of quality service, honesty and integrity in all business endeavors and dealings with the public under the RE/MAX marks. It is equally important that RE/MAX Affiliates refrain from activities that could damage the RE/MAX organization’s image. Part Three, *Business Practices* outlines various practices and service standards required or prohibited when conducting business under RE/MAX trademarks.

Note on the vertical balloon image: Although RE/MAX International will continue to use the Tilted RE/MAX Hot Air Balloon Logo in some settings, the Vertical RE/MAX Hot Balloon Logo is the production standard for all Affiliate materials. Affiliates may use existing inventories of otherwise-compliant materials containing the tilted balloon logo produced before Jan. 1, 2005, for the life of the particular item.

3 Frequently Asked Questions

RE/MAX International's trademark protection program

1: How can I report trademark infringement in my area?

A: Please send a digital photo or scan of the infringement to trademark@remax.net. See section [6](#).

Use of individual RE/MAX logos

2: When do I use the ® notice with the term “RE/MAX” and when don't I?

A: In general, the first and most prominent use of the term “RE/MAX” in text or headline in a single marketing piece or publication should include the ® notice. See section [13](#). The ® notice is never used with the term “RE/MAX” in an office name. See example box in section [13](#).

3: When do I use the ® notice with “RE/MAX” in logotype or with other RE/MAX marks?

A: RE/MAX in logotype, except when used in an office name, as well as other registered RE/MAX images and graphics, such as the balloon, should always include the ® notice. Examples appear throughout sections [35-40](#).

4: Is it OK to print “RE/MAX” logotype or other marks in one color?

A: Yes, with limitations. See section [36](#).

5: When displaying my office name with the RE/MAX logotype, how big should the regular text be compared with the logotype?

A: The text portion of the office name (for example, “Premier” in “RE/MAX Premier”) should be 50 to 100 percent of the size of the RE/MAX logotype. See section [36](#) and examples in section [48](#).

6: Can I create a logo for my office name with the term “RE/MAX” or any other RE/MAX mark?

A: No. You may use the term “RE/MAX” only as part of your approved office name. Neither the term “RE/MAX” nor any of the other RE/MAX marks may be combined with any other word, mark or design unless specifically approved by RE/MAX International. See sections [12](#), [18](#) and [21.5](#). However, the remainder of the office name (for example, “Premier” in “RE/MAX Premier”) may appear in any font, except on items, such as yard signs, where a uniform standard requires the use of a particular font.

7: Which balloon should I be using?

A: The graphic-image vertical balloon (see sections [2](#), [37](#), and [40](#)) has replaced the tilted balloon on signs and other uniform-image items, such as the tricolor, white, and white with-photo business cards. See [yard sign examples in section 41](#) and business cards in section [45](#). Use of the tilted balloon may continue in certain uses approved by RE/MAX International.

8: Must I replace all my yard signs because of the switch to the vertical balloon image?

A: No. The switch to the graphic-image vertical balloon relates solely to the production of new signs and other affected material effective Jan. 1, 2005 (see [“note” in section 2](#)). You may continue to use your existing signs and other materials displaying the tilted balloon for the life of any individual item, so long as such materials are in compliance with all other RE/MAX standards.

Yard signs

9: Can I design my own yard sign?

A: No. Yard sign standards must be followed precisely. See sections [41](#), [52](#), and [57](#).

10: Can I put my personal logo on my yard sign?

A: No. See section [41.E](#) and the last paragraph in section [42](#).

11: Can any RE/MAX Balloon image be used on yard signs?

A: No. Yard-sign design cannot depart from the standards. See sections [41](#), [52](#) and [57](#).

12: Can I put my team name on my yard signs?

A: Yes. A compliant team name (see section [64](#)) may be used in the white bar of the residential yard sign (section [41](#)), or on a rider. Team names also can be used on The RE/MAX Collection (see section [52](#)) and RE/MAX Commercial (see section [57](#)) signs.

13: Can I enlarge the contact information under my name on my yard signs?

A: Size of the residential yard sign's contact information is limited based on the size of the sign, as outlined in section [41.F](#). To run contact information in larger type, a bottom sign rider may be used.

14: Can I put my personal Web address on a yard sign?

A: Yes. It can go under your name in the white bar or on a bottom rider. See sections [41.F](#), [52](#), and [57](#).

15: Why can't I put my photo on The RE/MAX Collection signs?

A: The sign isn't designed for it. It was conceived as a distinctive alternative to the traditional yard sign, and excluding photos is central to maintaining its unique appearance. See section [52](#).

16: Can residential agents use commercial signs for their commercial listings?

A: Yes. See section [55](#).

17: Is there a limit on how big a commercial sign can be?

A: No, unless by law, regulation or ordinance covering your market area. However, the correct proportions must be maintained. See section [57.B](#).

Domain names

18: Can I choose my own domain name with "remax" in it?

A: No. "Remax" can be used in domain names only in the very specific ways set out in section [28](#).

Business cards

19: Am I allowed to put personal symbols, slogans, etc., on my business cards?

A: RE/MAX business cards as defined in the manual (see section [45](#)) allow certain business-related

symbols, including: MLS, REALTOR® and Fair Housing logos; RE/MAX production club emblems; and logos for professional designations (qualifying designations are listed in the RE/MAX Web Roster). Other personal slogans and symbols are allowed on “personal promotion cards” as defined in the manual, and as dictated by local custom, good taste and common sense. See section [61.J](#).

Business practices, advertising issues and personal promotion

20: Can I use a RE/MAX yard sign in connection with a seller-assist program for FSBOs?

A: Not if the property is really a FSBO. RE/MAX yard signs may be used to advertise only properties that are under contract to be sold by the RE/MAX brokerage identified on the sign. Additionally, a compliant RE/MAX Affiliate name and compliant phone number must always appear on the yard sign. See sections [41.F](#) and [44](#).

21: Can I put personal-belief or affinity-group phrases or symbols on my marketing materials?

A: Not on yard signs or other materials with uniform design standards as outlined in the trademark manual. But there is no prohibition against such content on personal promotion materials the primary purpose of which is marketing your business. However, you are strongly advised to consider any phrase or symbol with care. See section [21.5](#), and [23](#). There are separate restrictions with regard to sponsorships. See section [61.I](#) and [J](#).

22: Do I always have to use my brokerage’s main number in my personal promotion materials? Can I use my direct-dial or cell phone number?

A: A Broker/Owner-controlled direct-dial number is the only number that may be used in place of the brokerage number (see section [44](#)). All marketing materials and personal promotion items must include the brokerage number or a Broker/Owner-controlled direct-dial number. Cell phone or other off-site numbers may only appear in addition to the office number (see sections [21.1](#), and [22](#)).

23: Why do I have to name my office? Why can’t it just be “RE/MAX”?

A: To avoid consumer confusion, RE/MAX Affiliates must not represent the RE/MAX organization to the public as a single-entity real estate brokerage – because it is not. This is why full RE/MAX office names and the phrase “Each Office Independently Owned and Operated” must always be used. See sections [4.H](#), [15](#), [12](#), and [33](#).

24: Can I use just the term “RE/MAX” alone as my office identifying sign?

A: No. Office identifying signs must use the full office name. See sections [4.H](#), [15](#) and [48](#).

25: Can I just say “RE/MAX” when answering my office phone?

A: No. Again, the full office name must be used. See sections [4.H](#), [15](#), and [44.C](#).

26: Can I use a dba office name other than that of my official RE/MAX brokerage name?

A: No. See sections [11](#) and [15](#).



PART

1

TRADEMARK USAGE RULES

4 Principles Governing Affiliates' Use of RE/MAX Marks

The following underlying principles establish who can use RE/MAX trademarks – and other limitations under which the marks may be used. The limitations are expanded upon throughout this manual, using detailed examples to illustrate practices that fall within or outside the limitations.

A. Affiliate Status

RE/MAX International is the exclusive owner of all RE/MAX trademarks. Franchisees are granted the right to use the RE/MAX marks as part of their franchise agreement with the RE/MAX organization. Members of the office, including Sales Associates, may use the RE/MAX marks solely in conjunction with the franchisee's real estate brokerage business. If the franchise agreement is terminated or not renewed, the franchisee and his or her Associates can no longer use any RE/MAX mark.

B. Market Area of Service

The right of the RE/MAX franchisee as a licensee to use RE/MAX marks is anchored to the franchise name and location. RE/MAX franchisees and their Associates may advertise their local real estate brokerage business in virtually any medium and geographic location so long as the advertising prominently includes the name of the RE/MAX franchise, street address, city, state/province, zip/postal code and phone number. The advertising cannot mislead consumers in any way, including misrepresentation of the geographic area in which the office is able to provide its full range of real estate brokerage services.

C. Business Activities

Use of the franchise name and the RE/MAX marks by the RE/MAX franchisee and the franchisee's Associates must be in furtherance of the franchisee's real estate business. For example, RE/MAX franchisees and/or their Associates are not permitted to use the marks in any way in connection with a private referral network or ancillary business, such as mortgage or title. See sections [59-60](#) for additional examples.

D. Perpetual or Enduring Uses

The RE/MAX name or other marks may not be used in a form or context that is outside the control of the RE/MAX franchisee or that extends beyond the term of the franchise agreement or the term of affiliation of the Sales Associate involved. For example, the term "RE/MAX" cannot be used as a street name, in the name of a strip mall or in the name of a recurring event, such as "RE/MAX Days" for an annual community celebration. RE/MAX Affiliates do not have authority under the license contained in the franchise agreement to sub-license use of the RE/MAX marks. This is also why the term "RE/MAX" may not be registered as part of a corporate name (see section [11](#)) or as part of an Internet domain name except in accordance with a strictly enforced format (see sections [26-29](#)).

E. Integrity, Quality of Service and Image

The RE/MAX name and marks may be used only in connection with real estate brokerage services that meet the highest standards of the real estate profession. The RE/MAX name and marks may be used only in connection with advertising that conforms to the Honesty and Professionalism in Advertising guidelines (see sections [61-63](#)).

F. Style of Use

All uses of the RE/MAX marks by RE/MAX franchisees and their Associates must conform to various rules pertaining to color, size, placement, orientation and the like. All “For Sale” signs must precisely follow the layout and content requirements for the red-over-white-over-blue signs as specified in section [41](#), The RE/MAX Collection signs as specified in section [52](#), or the RE/MAX Commercial signs as specified in section [57](#). Other style and use rules are set forth throughout this manual.

G. Enforcement, Defense, Litigation and Arbitration

As exclusive owner of the RE/MAX marks, only RE/MAX International can create policies and make decisions concerning use and protection of the marks. This means RE/MAX franchisees and their Affiliates have no right to enter into any agreement or action that calls for litigation, mediation or arbitration of matters that relate in any way to RE/MAX marks, the use of the RE/MAX name, RE/MAX copyrights, system standards or other proprietary rights. Additionally, franchisees and their Affiliates may not put at issue – in any litigation or arbitration – any matters that concern the validity of any rights in the RE/MAX marks.

H. RE/MAX Offices are Independent Businesses

A RE/MAX office cannot use RE/MAX marks in a way that might suggest the office is representing any part of and/or the entire RE/MAX organization or any part of it other than the specific office. This is why the full office name must be used in all marketing, advertising, etc., as well as when the phone is answered (see sections [11](#), [21.1](#), [22](#), [25](#), [41.G](#) and [44.C](#)). Additionally, office and Affiliate marketing and promotional materials must include the statement: “Each Office Independently Owned and Operated” (see sections [21.2](#), [22.F](#) and [31.A](#)). If an office uses its name in a sponsorship-type context, it must use the full office name and abide by limitations on the type of sponsorship (see section [61.I](#)). None of the RE/MAX marks may be used in conjunction with other entities’ logos or names outside the market area served by the RE/MAX office without the prior written approval of RE/MAX International – or, for uses within the market area, written approval from the appropriate regional office (see section [19.B](#)).

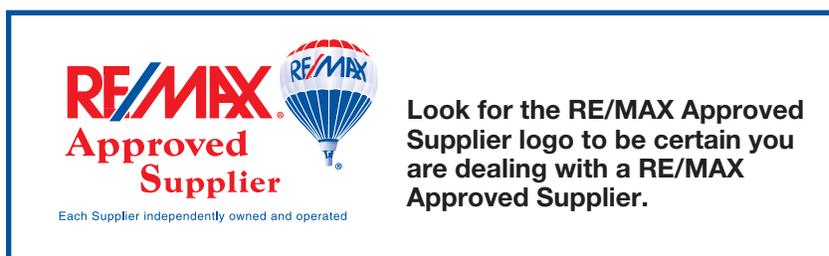
5 Compliance is Your Responsibility – RE/MAX Approved Suppliers Can Help

A. Responsibility for Compliance: Compliance with RE/MAX trademark standards is a critical requirement of all RE/MAX franchise agreements. All proposed uses of the RE/MAX name and marks, including uses in personal promotion items, should be carefully reviewed against the requirements of this trademark manual and approved by the RE/MAX Broker/Owner prior to ordering, placement or publication. RE/MAX International, Inc., expressly reserves the right to review and evaluate compliance questions regarding all uses of the RE/MAX name and marks and to take remedial action as circumstances may warrant.

Among other remedies, RE/MAX International may require the destruction or surrender for destruction of all non-compliant items. In the case of telephone-directory and other directory listings that typically cannot be removed or corrected between printings, such as Yellow Pages directory entries or display advertising, the remedy may include canceling the phone number(s) shown in the directory or assigning them to RE/MAX International, to the Region or a local RE/MAX Broker/Owner, or directing them to a call-distribution-center answering service. RE/MAX International may require cooperation in the transfer of non-compliant domain names, or that Affiliates completely cease using such domains for Web sites, e-mail addresses, or otherwise. Regardless of the amount of time or money invested, RE/MAX International does not reimburse Affiliates for costs spent in connection with noncompliant advertising, including noncompliant signage, business cards, Web sites, domain names and e-mail addresses.

B. The Role of RE/MAX Approved Suppliers: Relying on RE/MAX Approved Supplier products and services ensures consistent and correct use of the RE/MAX name and other marks. All Approved Suppliers are contractually obliged to meet all RE/MAX trademark compliance standards and provide only trademark-compliant products, supplies and services. All have been provided with the most recent trademark manual to assist them in meeting that obligation. Approved Suppliers achieve a very high level of compliance. Even so, despite their best efforts, at any point in time there may be open and unresolved compliance issues due to interpretation questions or time lags following changes in usage specifications and the like.

Where there is a discrepancy between the manner in which the RE/MAX marks are used on an item offered by an Approved Supplier and the requirements of the most recent edition of the trademark manual, the trademark manual will control. However, if a RE/MAX Approved Supplier product is not in compliance when purchased, the supplier will work with the Affiliate to remedy the problem through replacement, credit toward another product, or some other means that addresses the Affiliate's needs. In contrast, any Affiliate using suppliers outside of the RE/MAX Approved Supplier Program is solely responsible for ensuring complete compliance with RE/MAX standards. RE/MAX Approved Suppliers are committed to a high level of satisfaction and competitive pricing. By using suppliers in the program, each Affiliate supports all RE/MAX Affiliates in creating the demand that enables such competitive pricing.



6 Your Role in Monitoring and Reporting Trademark Misuse

The first step in protecting RE/MAX marks, as we have seen, is for all of us to use them correctly and make sure others use them correctly. After all, if we don't use our marks with care and treat them with respect, why should anyone else be required to do so? A mark should never be permitted to become just another word in the language. Please report misuse of RE/MAX marks to both your regional office and to RE/MAX International's Legal Department.

7 Report unauthorized use

The second step in protecting our marks is to stop their unauthorized use. The great value in any trademark lies in the fact that the public associates quality service or performance with that mark. RE/MAX International is proud that the real estate services provided by its franchised offices are among the very finest in the industry, and confidently allows its marks to be displayed in connection with such services. Unfortunately, others occasionally try to use or imitate our trademarks in connection with the sale of their services. If some other company uses our marks promoting its services, not only is the purchaser deceived, but also that company is unjustly enriched at our expense. Even when someone else's use of our marks does not result in consumer confusion, our marks are still diluted by such uses.

To report trademark
infringement
by non-Affiliates:

trademark@remax.net

For questions about trademark
standards or to report
non-compliance by
RE/MAX Affiliates:

standards@remax.net

As owner of the various RE/MAX trademarks, RE/MAX International is responsible for defending the marks against infringers. To do this effectively, we need the help of all RE/MAX Affiliates. If you see use of actual RE/MAX trademarks – or use of marks similar to them – by organizations or individuals outside our system, you should immediately contact your regional office and the Legal Department at RE/MAX International, at our centralized infringement reporting address, trademark@remax.net. We may need your help in gathering evidence of the possible infringement and relevant facts about the infringer. If RE/MAX International determines that its trademark rights have been infringed, we will communicate directly with the infringer to advise the infringer of our rights, and ask the infringer to voluntarily cease any further use of our marks. If necessary, and the circumstances warrant, RE/MAX International will take whatever legal action it deems appropriate to assure that unauthorized use or imitation of its marks does not continue.

8 General Background: Purpose and Significance of Trademarks

A trademark* is a symbol, design, word or phrase, or a combination of these that identifies the source of a product or service and distinguishes it from competitors’ products or services. A trademark can be the quickest, clearest way to communicate with the public when the public recognizes the mark and associates it with a certain standard of quality or professionalism.

Consumers seek out products or services offered under the mark because they count on receiving a reputed level of quality. Everyone expects that a Big Mac® hamburger or a Coke® soft drink will taste roughly the same at a McDonald’s® in Champaign, Illinois, or one in Champagne, France. One also expects roughly equivalent quality from a Yamaha® grand piano and a Yamaha® motorcycle, from Nike® shoes and Nike® sunglasses.

Failing to continuously protect and care for a trademark may result in a loss of rights. Numerous companies have lost exclusivity over previously valuable trademarks, such as “aspirin,” “cellophane,” “escalator,” “kerosene,” “lanolin,” “linoleum,” “nylon,” “trampoline,” “Webster’s” and “zipper.” Through misuse by the owner, or permitting use or abuse by others, these marks became generic; that is, each, over time, became synonymous with the product itself rather than distinguishing one specific producer of the product from another. When this happens, a mark can be used freely by any company to identify its product or service.

The cornerstone of trademark protection is proper use – and presenting the rules for proper use of the RE/MAX marks is the primary purpose of this manual. But first, it may be helpful to explain what a trademark is not.

9 The difference between trademarks and copyrights

Copyrights can cover anything from a book, movie, song or sculpture, to a brochure, software program, poster, or architectural design. However, copyright requires at least a minimum degree of originality – be it artistic, literary, or technical – so unlike trademark rights, copyright does not cover single words or simple phrases. As a result, some creations may be protected by copyright, others by trademark, others by both:

Trademark	Trademark & Copyright	Copyright
RE/MAX		This manual

Copyright gives creators an exclusive right to copy, display, perform, and create variations of their works, so infringement generally involves direct copying. Trademark infringement only requires enough similarity that consumers are likely to be confused. But unlike trademark, a work can infringe copyright even if it doesn’t promote a product or service.

**Since a service mark is simply a trademark used in the provision of services, this manual uses the more familiar term, “trademark.” Similarly, the phrases “RE/MAX trademarks” and “RE/MAX marks” refer to the “RE/MAX name” and other word marks, as well as design and logo marks.*

Neither registration nor a notice (such as “© 2008 RE/MAX International, Inc.”) are required for copyright, although they may provide additional rights.

10 The difference between trademarks and patents

A patent empowers an inventor to prevent others from making, using, selling, or offering to sell, his or her invention. Unlike copyrights and (in the U.S.) trademarks, a patent can be obtained only through registration. Products and services that bear trademarks may also be protected by patents that cover the inventions the product contains. Even if a particular feature or innovation may be associated with a brand or company, a competitor can offer it under another name unless it is patented. On the other hand, patents require a high degree of inventiveness, so the stuff of trademarks – words, designs and symbols – cannot be “patented.”

11 The difference between trademarks and trade names

A trade name is the name under which a particular company is registered and does business: for example, “RE/MAX International, Inc.” A trade name can either be the name under which a company is legally incorporated (including an identifier such as “Inc.” or “LLC”), or a registered fictitious name or dba. Many states and provinces prohibit use of words or abbreviations signifying corporate status (such as Inc., Ltd., or LLC) as part of a dba, and RE/MAX International discourages it. However, a few states require it. The difference between trademarks and trade names can be confusing because a company’s (trade) name can simultaneously function as a trademark and a brand, even if not registered as one. But unlike a trademark, registering a trade name does not allow a company to prevent others from using a similar name. Registering a trade name also provides no guarantee that, if used as a mark, it would not infringe another’s trademark rights.

12 Basic Rules for Using RE/MAX Trademarks

A trademark should be used in a distinctive way so that it will stand out in relation to other words in a sentence. This can be done in a variety of ways, such as using all capital letters, boldface print, or quotation marks.

Another way to distinguish a trademark from surrounding material is to use distinctive styles and colors. Part Two of this manual, RE/MAX® Graphic Standards, sets forth the correct manner in which to display the various marks. The graphic standards section of this manual also sets forth how and when to use the graphic designs comprising the trademarks, including the precise colors, the exact proportions or dimensions of the letters or symbols and the proper relationships among all parts of the marks. Occasionally, a RE/MAX Affiliate will attempt to alter one of these marks or to combine one with other marks or designs. Although these attempts are usually well-intended, they detract from the distinctiveness of the mark, and cannot, therefore, be condoned. See section [40](#) for specific examples.

13 Use a trademark notice

Perhaps the best way for an organization to identify its trademark is to use the proper trademark notices in all forms of communication and advertising. The notices should follow the mark and, at a minimum, should appear once in each piece of printed material, preferably the first time the trademark appears. If a trademark has been registered in the country where the mark is being used, use the “®” symbol. If a trademark has not yet been registered, the “®” symbol should not be used. Instead, the mark should be followed either by the letters “SM” for a service mark (for marks used with services) or “TM” for a trademark (for marks affixed to products), or by an asterisk referring to a footnote stating: “A trademark of RE/MAX International, Inc.”

Note: The ® notice is generally recognized worldwide. If there is a question about use of the ® symbol in your country, contact your regional office or RE/MAX International, Inc.

When a mark is used as part of the company’s trade name, however, the trademark notice should not be used.

Example:

Incorrect

RE/MAX® Premier, Inc.

Correct

RE/MAX Premier is one of the most successful RE/MAX® offices.

14 Observe proper grammatical use

Proper grammatical use is critical. The grammatical rules are few and simple:

A. Trademarks should be used as adjectives rather than nouns or verbs.

B. Do not use a trademark in a plural or possessive form.

C. Do not use variations of coined words or phrases.

Because a trademark indicates a kind of goods or services, a trademark should ordinarily be used as an adjective modifying the generic name for the product or service, as in “Ziploc® zipper bags.” Using a mark

as a noun or verb suggests that the mark is the generic word for the product or service. Likewise, because marks are not ordinary words, ordinary rules of grammar do not apply. Marks should not be abbreviated, be used with prefixes or suffixes, or be modified in any other manner, such as to make a plural or possessive form. Of course, “RE/MAX” must always be capitalized and the slash must never be deleted (except when used in an Internet domain – see section 27). In many areas, RE/MAX is so widely known that the generic term it modifies is understood, just as it is understood when one buys a “Chevrolet” or “Volkswagen,” that one is buying an automobile. 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: Each RE/MAX Affiliate is responsible for abiding by RE/MAX trademark guidelines when submitting editorial material to a publisher, and is encouraged to educate members of the media that RE/MAX should always be capitalized, with a slash. However, the Affiliate is not responsible for the stylistic practices of that publisher and need not report any deviations that members of the media might make from proper use.



15 Office name must accompany all uses of RE/MAX marks

Each individual RE/MAX franchise office does business under a trade name that contains the term “RE/MAX.” Thus, when the term “RE/MAX” is used in the context of a company name, it functions as a trade name to identify the local RE/MAX office and not as a mark. While “RE/MAX” is part of a franchise’s trade name, it cannot be used as part of a legal corporate name. Thus “RE/MAX Premier,” used in examples throughout this manual, is a hypothetical dba or trade name for a registered corporate name, such as “Premier, Inc.”

Use of a trade name or dba that combines “RE/MAX” and a local office name lets the public know that the office is separate from RE/MAX International and from every other independently owned RE/MAX office. In fact, regulatory agencies generally require the individual office to use its full local trade name – and not just “RE/MAX” – in all dealings with the public in order to avoid public confusion. Accordingly, the full

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 should not answer the phone with simply “RE/MAX.” Instead, the local trade name – or an appropriate shortened version of that name – is to be used, for example, “RE/MAX Premier.”

Examples:

Incorrect

RE/MAX
RE/MAX Realty
RE/MAX Real Estate
RE/MAX Premier, Inc

Correct

RE/MAX Premier
RE/MAX Premier Realty
RE/MAX Premier Real Estate
RE/MAX Premier
(Do not use “Inc.” unless required by law)

16 Use RE/MAX marks only with permitted services

RE/MAX Affiliates are permitted to use the various RE/MAX marks only in connection with the promotion of 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, Web site, 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.

17 Do not form separate companies to handle part of an office’s business

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.

Examples:

Incorrect

RE/MAX Premier Relocation Services
RE/MAX Premier Commercial

Correct

RE/MAX Premier – Relocation Department
RE/MAX Premier – Commercial Division

The correct use in the example above 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.

18 Observe restrictions on RE/MAX office names

New RE/MAX office names should not include names of cities, geographic areas, or personal names, or terms from RE/MAX International’s trademarks. Office names must be approved by your Region to ensure that office names are different, one from another, within a geographic or market area, or region. However, it is your responsibility to ensure that the portion of your 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. A state corporate or dba registration generally does not guarantee that the name is non-infringing. Consult your Region for more information. (Search RE/MAX Mainstreet using the keywords “approved names” for a list of previously approved office names.)

Examples:

Incorrect

RE/MAX of Aspen
RE/MAX Outstanding Agents
RE/MAX Smith, Inc.

Correct

RE/MAX Mountain Executives
RE/MAX Excellence
RE/MAX Premier

Note, too, that the term “RE/MAX” or other RE/MAX marks cannot be used in a team name. Other rules on team names are described in detail in sections [64-67](#).

19 Observe rules when using trademarks of other companies or associations

If and when a RE/MAX Affiliate uses the marks of other organizations, those marks should be used with the same care given RE/MAX marks.

A. Professional trade associations to which you belong:

Perhaps the marks used most frequently in RE/MAX ads and promotions are those of the National Association of REALTORS®. Those marks – which may be used only by NAR or Canadian Real Estate Association members – include the terms REALTOR®, REALTORS®, REALTOR Associate®, the REALTOR® logo, and the MLS composite logo, all of which are registered marks of NAR – and CREA.

In addition to demonstrating respect for the marks of other organizations, proper use sets those marks clearly apart from the marks owned by RE/MAX International, Inc. For example, the REALTOR® mark may not appear as part of a RE/MAX office name. The REALTOR® mark may, however, follow the office name to indicate membership in NAR, although such use is discouraged by RE/MAX International.

Examples:

Incorrect

All sales agents in our RE/MAX® office are realtors.

RE/MAX Premier REALTORS®, Inc.

Correct

All sales agents in our RE/MAX® office are REALTORS®.

RE/MAX Premier, REALTORS®.

B. Use of names and marks of other companies:

Use of the names or marks of lenders, title insurance companies and others in RE/MAX ads presents difficult questions and often unique problems. 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. The RE/MAX name and marks are most distinctive when they are used only in conjunction with the local RE/MAX trade name.

Because of the significant problems raised by use of the marks of others in RE/MAX materials, RE/MAX International 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 International (if the use will extend outside the market area served by the office or Affiliate).

C. Use of Children’s Miracle Network and Susan G. Komen for the Cure marks:

“Miracle Home,” “Children’s Miracle Network®” and the Children’s Miracle Network graphic balloon design (together “Children’s Miracle Network marks”) are registered trademarks of Children’s Miracle Network. Sold for the Cure® and Susan G. Komen for the Cure® are registered trademarks of Susan G. Komen for the Cure. These organizations have granted RE/MAX International the right to include their marks as part of the RE/MAX trademark usage rights generally granted under the RE/MAX franchise agreement. These marks and related designs, including the “Miracle Home” sign rider and the “RE/MAX in Support of Susan G. Komen for the Cure” sign rider, must not be varied in any manner (the approved marks are available for download from RE/MAX Mainstreet) 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 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.



20 Personal Promotion

This manual details the proper use of RE/MAX trademarks to assure the integrity and effectiveness of the marks. Within the basic usage guidelines, the individual RE/MAX Sales Associate or office has latitude to customize materials other than yard signs and other items subject to uniform standards. While use of the trademarks must always conform to RE/MAX standards, Associates have a variety of options when producing personal promotion items – from bus benches to brochures, Web sites to giveaway items. Personal promotion items emphasize an individual Associate by name or contact information.

21 Five critical requirements for all personal promotion

In preparing personal promotion items, the Associate must adhere to the fundamental trademark and graphic standards established in this manual. Of those standards, five in particular demand the attention of the individual producing customized advertising:

1. The full name, address (including city and state/province) and telephone number of the Associate's office (or Broker/Owner-controlled direct-dial number) must appear conspicuously on each piece of promotional material. Direct-line or "off-site" telephone numbers may also be included in personal promotion materials as long as each such number is clearly identified as a direct line, residence or cell phone, as the case may be. Only the office address, not a home or any other addresses, is permitted to appear in personal promotion materials.

Note: *RE/MAX standards, as well as many states and provinces, require that such "off-site" numbers always be answered with the name of the office with which the Associate is affiliated. Associates should check with their state's Real Estate Commission to see if it has specific guidelines related to advertising.*

2. The phrase "Each Office Independently Owned and Operated" must be clearly legible on each promotional piece.

3. The Associate may not alter or overlap the RE/MAX Balloon logo or other RE/MAX marks with extraneous images, nor use the logo as a pictorial element; i.e., as a hot air balloon flying in a graphic setting. The red-over-white-over-blue horizontal bar design may not be used for any signage that is listing-related or used like a yard sign – other than real estate "For Sale" signs, open-house signs or directional signs for a specific listing. For required colors and other logo standards, see sections [35-40](#) of this manual.

4. Any statement or claim included in any personal promotion item, Yellow Pages display ad or other directory listing pertaining to award status, achievement, leadership, sales volume or any other factual claim, must also clearly include the time period and geographic area necessary to put such claim in truthful context. For example: "RE/MAX Platinum Club, 2006 & 2007" or "REALTOR® of the Year, Dade County, Florida, 2008." All such claims must be substantiated as true before publication.

5. The RE/MAX name and marks cannot be used in any manner that compromises the image of high-quality real estate service associated with the RE/MAX network. This means the Associate may not use with or incorporate into any personal promotion item bearing the RE/MAX name or marks any demeaning, derogatory, defamatory, bizarre or offensive material. Nor may the Associate use any symbol, mark, graphic design or color scheme that emulates the identity scheme or proprietary property of any competing company or organization.

By making their promotional tools graphically consistent with traditional RE/MAX identity and national advertising image, Affiliates get the maximum benefit from the public's recognition and goodwill toward the RE/MAX brand.

Note: *It is important to remember that Sales Associates have no independent right to use any of the RE/MAX marks separate from the specific RE/MAX brokerage company with which they are affiliated.*

22 Applying the five requirements when space is limited

With pens, pencils, key chains and other small giveaway items used to display a RE/MAX mark, there might not be enough room to meet all five of the personal-promotion requirements outlined above.

When Offices or Associates want to customize a small RE/MAX advertising specialty item, as space allows, the information listed below must be included in the following order of priority. In other words, information listed below can only be added if all the information above it is also included (except that items B and D do not apply to office advertising, only to Associate advertising):

- A. The full name of the RE/MAX office
- B. The name of an individual Associate affiliated with that office
- C. The phone number (including area code) or Web site address of the RE/MAX office
- D. The phone number, Web site address, or e-mail address of the individual Associate
- E. The street, city, state/province and zip/postal code of the RE/MAX office
- F. The phrase “Each Office Independently Owned & Operated”

23 Institutional advertising requires special care

Institutional advertising promotes the overall organization rather than an individual Associate or team and includes items displaying a stand-alone RE/MAX mark but not identifying an office, Associate, or team. RE/MAX International reserves the right to disallow any institutional advertising that it believes not to 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 section [61.I](#).

24 Phone directory listings

The following requirements must be met in all directory entries that reference any affiliation with the RE/MAX organization or include the term “RE/MAX” or any other RE/MAX mark, including alphabetical name, address and phone-number listings.

- A. The address must be for the RE/MAX office with which the Associates listed are affiliated, and the full office name must be listed.
- B. Phone-number and listing entries must be approved by the RE/MAX Broker/Owner and have an area code that corresponds to the RE/MAX office location or an appropriate alternate geographic area.
- C. Market areas listed must be limited to areas being actively farmed by, or areas served daily in, the marketing efforts of the Associates listed.
- D. Fictitious or deceptive last names, such as adoption of the term “REMAX,” manipulation of the RE/MAX name and other false information and forms of consumer trickery, must be avoided.

25 Phone directory display advertising

- A. Display ads must include: the full office name, address and phone number of the RE/MAX office with which the advertiser is affiliated; the phrase, “Each Office Independently Owned and Operated”; and the correct name of the Associate appearing in the ad.
- B. Display ads that include claims of award status, club membership achievements, sales or listing volume, etc., must also include the time period and geographic area information necessary to put such achievements in context such as: “2008 REALTOR® of the Year, Jefferson County” and “RE/MAX Platinum Club – 2006 & 2007.”
- C. The standards outlined in this manual must be followed, regardless of size.

26 Using the RE/MAX Marks in Domain Names, E-mail Addresses and Web Sites

A. Why use “RE/MAX” in your Internet marketing?

A strong brand and the consumer confidence it creates are key to Internet marketing. Because the RE/MAX marks are well-known around the world, using the RE/MAX marks correctly is the most effective way to establish a successful Internet presence. Many real estate companies and franchisors do not allow their affiliates to use their brand in domain names. RE/MAX International, on the other hand, strongly encourages RE/MAX Affiliates to identify with and take advantage of the famous RE/MAX marks in their Internet marketing. However, Affiliates must preserve the exclusivity of those marks by using them in accordance with the RE/MAX standards set forth throughout this manual.

B. Why is domain name compliance important?

When Affiliates use non-compliant domain names in which the RE/MAX mark is combined with broad, descriptive terms (i.e. remaxhomes.com), agent’s names (i.e. sallysmithremax.com), or geographic areas (i.e. remax-maine.com), public confusion can result, especially if there are several RE/MAX brokerages or agents with similar names, or several brokerages in the geographic area. The holder of such a domain name also may have an unfair advantage over other RE/MAX offices and Associates. In addition, many real estate commissions or government entities prohibit vague and ambiguous advertising, including using names that mislead consumers about the geographic area served or which otherwise create false expectations regarding the services offered. These standards address these issues of marketing confusion and unfair advantage and govern all domain registrations, including both generic top-level domain names (gTLDs) (for example, .com, .net, .org, .biz, .info, etc.) and country code top-level domains (ccTLDs) (for example, .co.uk, .at, .tv, .ws, etc.).

C. Transfer of noncompliant domain names:

RE/MAX International reserves the right to obtain the transfer of any noncompliant domain name from Affiliates upon request and without reimbursement.

27 General rules

A. “RE/MAX” is “remax” in a domain name or e-mail address

Because domain names and e-mail addresses cannot include slashes and do not distinguish uppercase from lowercase, “RE/MAX” appropriately becomes “remax” in such uses. The RE/MAX mark cannot be modified or abbreviated in any other way. No other RE/MAX marks, including slogans such as “Above the Crowd!®,” may be used as part of domain names or e-mail addresses.

B. Hyphens are required

To prevent dilution of the mark and to increase visibility of “remax” in a domain name, “remax” must appear before all other terms and a hyphen must separate “remax” from other letters and/or numbers.

28 Format for domain names that contain “remax”

A. 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 name 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 self-standing 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.)

<i>Examples – Office gTLD Domains:</i>		
Hypothetical Office	Incorrect	Compliant Domain Name
RE/MAX Premier, Denver, Colorado	remaxdenver.com	remax-premier-denver-co.com
RE/MAX Mountain High, Stowe, Vermont	remax-stowe.com	remax-mountainhigh-stowe-vt.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-southafrica.net
RE/MAX Seaside, Nanaimo, British Columbia	remax-seaside.com	remax-seaside-nanaimo-bc.com

B. 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. For example, the hypothetical franchise RE/MAX First, in Vienna, Austria, could register the following domain:

remax-first-wien.at

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

remax-first-vienna.eu

C. Associate or team domain names

Sales Associates who want to include their name, and “remax,” in a Web address have three options:

- (1) Ask your Broker/Owner (or coordinator of your office’s Web presence), if you can set up a post-domain directory or path, or a subdomain (also called a third-level domain). A post-domain directory or path is

- Use a short user ID at a compliant domain (for example, akelly@remax-premier-denver-co.com).
- If using an address at a non-“remax” domain, place “remax” before the rest of your e-mail address. (i.e. remax-janedoe@hotmail.com)
- Avoid unsubstantiated or vague claims (i.e. remax_toprealtor@yahoo.com), broad, geographic terms (do not inaccurately represent your service area), and avoid slang and other non-professional terms (remaxhomz@aol.com).

RE/MAX International reserves the right to require a change of any e-mail address deemed misleading or inappropriate.

31 Web site content rules

Even more important than a domain name is the Web site it identifies. A Web site with useful content that uses the RE/MAX marks correctly is a much stronger marketing tool than one that does not.

Of course, the rules for traditional advertising also apply to Internet advertising. For instance, Affiliate Web sites can display the RE/MAX marks only in connection with the real estate services permitted by the applicable franchise agreement. A RE/MAX branded Web site 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. In particular:

- A.** The first page (home page) of the Web site must display (and we recommend that sub-pages also display):
- the authorized RE/MAX franchise name (preferably with the term “RE/MAX” in logotype).
 - contact information for the franchise, such as the franchise’s address, telephone number, and e-mail address.
 - the notice “Each Office Independently Owned and Operated.”

B. Domain names that include the RE/MAX mark, and which are associated with a Web site 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 oftentimes feature paid advertising for competitors.

32 Create and maintain an updated, professional Web site

In order to uphold the reputation and goodwill of the RE/MAX brand, presenting yourself and your office in a professional manner is as important on the Web 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 implementing flashy introductory pages or graphics and music or other sounds. These may become an annoyance and a distraction.
- Think about including helpful consumer tools like mortgage calculators and property searches.
- Keep your Web content updated. There are few clearer indicators of an amateurish Web presence than obviously obsolete information.



2

PART

GRAPHIC STANDARDS

33 The Importance of Graphic Standards

The RE/MAX Concept – providing a high commission program and traditional services in exchange for shared office expenses and management fees – gives RE/MAX Associates wide latitude to exercise individual choice in the conduct of their sales activity, subject to license laws and their Broker/Owner’s supervision. Success of the entrepreneurial RE/MAX Concept depends upon each Affiliate’s ability to balance individual freedom with the uniform appearance of the RE/MAX trademarks and brand, in order to contribute to Premier Market Presence® – the idea that each Affiliate’s promotional activities help build powerful brand recognition internationally. After all, a primary benefit of affiliation with an international franchise network is use of a company name and logo immediately recognizable to the general public.

To ensure the integrity and usefulness of the identifying images that make up the RE/MAX brand, and in order to benefit from the network affiliation those graphics represent, each member of the network is responsible for adhering to basic standards when using those images.

In addition to the graphic standards outlined in this section, to avoid public confusion, all materials except residential yard signs *must* contain the phrase “Each Office Independently Owned and Operated.” These materials must also contain the full name, address, and complying phone number of the specific RE/MAX franchise with which the Associate is affiliated. The information that must be placed on RE/MAX promotional advertising is discussed in more detail in the “Personal Promotion” section, in sections [20-25](#).

34 Variations to comply with local law

Each Affiliate is responsible for becoming acquainted with and complying with regulations governing signage and other forms of advertising in his or her market. If local laws or regulations differ from RE/MAX standards, the RE/MAX Affiliate must always conform with the law or regulation in question. All other variations of standards must be submitted to the RE/MAX International Standards and Quality Control Team, in writing, or at standards@remax.net.

35 Trademarks, Logos, Logotypes and Slogans

The RE/MAX Balloon logos, the “Above the Crowd!®” slogan, the RE/MAX logotype, the horizontal bars and other RE/MAX slogans and marks are subject to strict graphic standards. Take care to present the images and slogans based on the precise guidelines outlined in this manual. Additional details can be found in sections [20-25](#) (Personal Promotion) and sections [61-63](#) (Advertising). RE/MAX Affiliates can access frequently used RE/MAX logos on RE/MAX Mainstreet (remax.net).

Logo and Logotype Colors: RE/MAX Red and RE/MAX Blue, known as “RE/MAX colors,” are what paint manufacturers sometimes call Bright Red and Brilliant Blue. The equivalent Pantone Matching System colors are PMS 186 (#CE0000 on the Web) and Reflex Blue (#314594 on the Web). The red in this manual is printed in the equivalent of PMS 186.

If RE/MAX Red and Blue are not available, the marks may be printed in the color available. (Black, for example, is often the only ink available in newspapers.) If more than one color is available, logos print one color, the dominant (darker) color.

36 The RE/MAX logotype



The RE/MAX logotype preferably runs in RE/MAX Red letters with the slash in RE/MAX Blue, except on the hot air balloon, where, to increase visibility at extreme distance, the colors are switched. The switched colors are kept in all balloon logos and illustrations. Like all RE/MAX logos and logotypes, the RE/MAX logotype can run in any one color.

When using one color, use the most dominant color and do not use a different color slash. When using the RE/MAX logotype in the context of an office name, any font 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 size of the RE/MAX logotype, as measured in the height of the capital letters. See examples in section [48](#).

37 RE/MAX Hot Air Balloon logos

The vertical RE/MAX Balloon logo appears in either a graphic-image or photo-image form, but the two are not always interchangeable. For example, the “Real Estate Leaders” and “Outstanding Agents” logos, as well as all signs and uniform-image items, use only the graphic image. RE/MAX Balloon logos must not be altered. The logos should run against a neutral background. There should be no overlapping text or graphics on the balloon marks and no cluttered design elements behind or around them.



When printing the balloon in light ink on a dark background, care must be taken not to cause the balloon to appear reversed or “negative.” A special, inverted graphic is available for use only in these circumstances.

Use of other Balloon photos and images: As is true of any trademark, the RE/MAX Hot Air Balloon logo – a graphic representation of a balloon – is not subject to individual customizing. However, drawings, 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 International Standards and Quality Control Team.

Position and Orientation of Balloons: The balloon logos (including the tilted balloon logo, which may continue to be used on compliant items manufactured or created prior to Jan. 1, 2005 for the life of the particular item) must be aligned in the proper horizontal and vertical orientation, as shown in the accompanying graphics, with accurate colors, and with the ® at the right-hand base of the balloon baskets. Never tilt the vertical balloon logo.

38 The RE/MAX “Above the Crowd!®” slogan and logo

Whether the stylized slogan is printed with the balloon logo or by itself, the ® should appear to the right of the point in the exclamation point. The stylized “Above the Crowd!” slogan – with accompanying ® – must always be sized in the correct proportion with the balloon logo, when the two are used together. A correctly proportioned copy of the stylized slogan with the balloon logo can be downloaded from RE/MAX Mainstreet. If red and blue are available, the slogan should print in blue. Either the photo-image or graphic-image balloon may be used in the “Above the Crowd!” balloon logo. All other trademarked logos that include the balloon must use only the graphic-image balloon.



39 Other frequently used RE/MAX trademarks



RE/MAX International, Inc., owns all rights in these marks – including their non-stylized forms. RE/MAX International also owns other marks not shown here, including “Out in Front®,” “It’s the Experience®,” “Take a Step Above the Crowd®,” “Main Street. Not Wall Street.®,” and “remax.com®.” Other marks include “RE/MAX Mainstreet®,” “RSN®,” the RE/MAX Satellite Network design mark, “PMP®,” “RE/MAX University®” and “LeadStreet®.”

40 Examples of correct and incorrect use

Correct	Incorrect
	
	
	
	
	
	



**Note: The tilted RE/MAX Hot Air Balloon logo; traditional, scripted "Above the Crowd!" logotype; and the combined image of the two marks may no longer be used by Affiliates for materials created after Jan. 1, 2005. Tilted-balloon items created prior to that cutoff date may continue to be used for the life of the items so long as all applicable RE/MAX trademark standards are met, including correct depiction of the balloon. RE/MAX International will continue to use the tilted balloon logo in some settings.*



41 The RE/MAX Residential Yard Sign

Associates may not use real estate “For Sale” signs other than the RE/MAX Residential Yard Sign options listed here, or the RE/MAX Commercial signs (see section 57) or The RE/MAX Collection® signs (see section 52), where appropriate. Most of the legal and industry issues involved in signage are addressed in standards specifications for RE/MAX residential yard signs. The standards for each sign are precise, with allowance for modification only as outlined in this manual. The red-over-white-over-blue horizontal bar design may not be used for any signage that is listing-related or used like a yard sign – other than real estate “For Sale” signs, open-house signs or directional signs for a specific listing. Additionally, Associates may not modify, rotate or otherwise change the RE/MAX red-over-white-over-blue horizontal bar design for personal promotion signs. Some variation in the outline shape of the bars may be allowed for directional signs (see section 43).

If a local law, rule, regulation, ordinance, code or covenant requires specifications differing from those stated below, the Affiliate should conform with such specifications. Such requirements take precedence over RE/MAX standards. With any of these needs for variation, the Affiliate should send the sign maker’s blueprint to the Standards and Quality Control Team for approval.

A. Material: Type of material is optional. Affiliates are advised to select material on the basis of durability, appearance, ease of handling and storage, flexibility of general use, and local climatic conditions. The frame should be a full black angle-iron frame or a white-post frame.

B. Dimensions: RE/MAX yard signs are 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 (three 6" vertical parts by five 6" horizontal parts). This is the size of sign that should be used unless some overriding local regulation requires the use of a different size. **No matter what size, the three-part-to-five-part proportion should be maintained.** Each sign by itself – apart from its surroundings – should appear identical in proportion to every other RE/MAX yard sign. Therefore, here are some acceptable dimensions:

Height (3 parts)	Width (5 parts)	Notes:
9"	15"	<i>Appropriate, for example, for use in a condominium window.</i>
12"	20"	<i>Conforms to municipal regulations, where applicable, that real estate yard signs be 240 square inches or less.</i>
18"	30"	<i>This is the standard RE/MAX yard sign size.</i>
45 cm	75 cm	<i>The standard RE/MAX yard sign size, translated into metric measurements for use outside the U.S.</i>
29"	48"	<i>For materials that come in 48" widths.</i>
36" (3')	60" (5')	
48" (4')	80" (6'8")	<i>Corresponds to a standard 4' x 8' sheet with 16" cut from one end.</i>

For those wishing to use an alternative industry standard, an 18" x 24" sign is an approved variation. For commercial listings, Affiliates wishing to use a compliant red-over-white-over-blue horizontal bar sign (including the use of “For Lease” or other commercial term in the red bar, as discussed below) may do so.

C. Colors: RE/MAX Red (PMS 186) and Reflex Blue. Reflective materials may be used so long as the resultant colors approximate PMS 186 and Reflex Blue. See section 35 for more on RE/MAX colors.

D. Type: Lettering is Helvetica Bold. Initial capitalization is approved in both the red and white bars. It is up to the Broker/Owner of the office named in the blue bar to determine whether initial capitalization or all lowercase is to be used.

E. The Red Bar: The center section of the red bar announces the real estate offering. While the offering is most likely to be “For Sale,” it can include such terms as “For Rent,” “For Lease” “Available,” or “Managed By.” On an 18" x 30" sign, the tallest letters should be 1.875" tall. The letters should be reversed-out white, and the words should be centered above the Associate or team name in the white bar.

The right side of the red bar may contain the Equal Housing Opportunity logo or the appropriate symbol of the National Association of REALTORS®. If using the REALTOR® logo or the term “REALTOR®,” you must follow guidelines set by the appropriate association. The combined REALTOR/MLS® logo is optional. All characters should be reversed out, in white. No other logos, except as specified in this manual, may be used on any RE/MAX yard sign, including riders and directional signs.

F. The White Bar: This bar is reserved primarily for the name of the individual RE/MAX Sales Associate most knowledgeable about the listing. A compliant team name (see team name standards, sections [64-67](#)) may be used instead of an individual Associate name or added under or above the Associate name as described below. The single line or group of two lines of type in the white bar must be centered horizontally and vertically, printed in RE/MAX Blue.

In many states and provinces, the letters used for the Associate or team name may not be taller than the letters used for the office name. On an 18" x 30" RE/MAX yard sign, this means no more than 2.75" in height. Two or more individual Associate names may be used so long as the Associates named are knowledgeable about the listing and are affiliated with the same RE/MAX office. On an 18" x 30" sign, the height of the two lines combined may not exceed 3.75". Letters in the top line may run as tall as 2" and in the bottom line as tall as 1.75" – with corresponding height adjustments as needed to allow necessary spacing between the lines. The top-line letters must always be taller than or equal to the height of the bottom-line letters.

Associates have numerous options on where to place the team name: 1) alone in the white bar; 2) with an Associate name in the white bar; 3) with compliant contact information in the white bar; or 4) on a rider above or below the sign. If the team name is used alone in the white bar, it is recommended that a rider include a team-leader or licensed-team-member name – if such a name is not already part of the team name. Ideally, an Associate name on the sign or rider should be the Associate most knowledgeable about the listing.

If not prohibited by state or local law, a single line of compliant “off-site contact” information, such as a cell phone number, e-mail address or, domain name, may accompany (but not replace) an Associate or team name in the white bar. The contact information must appear in blue type, centered under the Associate or team name, as described above. Broker/Owner approval of the use of this contact information is required, and phone numbers must be preceded by the appropriate abbreviation or term, such as: “Res” or “Cell” or “Mobile.”

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.

G. The Blue Bar: This bar emphasizes information regarding the RE/MAX office with which the Associate or team is affiliated. The entire local RE/MAX trade name, as well as the office number or Broker/Owner-controlled direct-dial number (see section [44](#)), required by RE/MAX standards, should appear in two lines. You are reminded that some real estate license laws also require that the full office name and main telephone number be included on the sign. “RE/MAX,” printed only in the distinctive logotype, appears on the first line. The characters should be reversed out, in white. On an 18" x 30" sign, the logotype should begin 1.25" from the left edge of the sign and should be 1.875" tall. The remainder of the local trade name should appear on the second line, flush left under “RE/MAX.”

Residential Yard Sign

Individual Associate



Residential Yard Sign

Team

Note: Measurements on the previous page also apply to the comparable examples on this page.

30"

Associate Name (optional) or
Property Information

For Sale

Team Name

Cell: 555-1211

(303) 555-1212

Office Name

Associate Name (optional)

4"

30"

Property Information

For Sale

Associate (or Team) Name

Team (or Associate) Name

303-555-1212

Longer Office Name

Contact Information

4"

30"

Team Name (optional) or
Property Information

For Sale

Associate Name

Res: 555-1211

303-555-1212

Longer Office Name

Team Name (optional)

4"

30"

Associate Name (optional) or
Property Information

For Sale

Team
Photo

Team
Name

(303) 555-1212

Office Name

Associate Name (optional)

4"

Note: Outside the United States, these measurements for signs and business cards can serve as guidelines for maintaining correct proportions between graphic elements. When your country's common standards for such materials do not precisely convert from the dimensions shown, use the closest commonly used size available and maintain all proportions.

On an 18" x 30" sign, the telephone number in the blue bar can vary in height from 1.875" to 4.25", depending upon the length of the office name and the remaining space on the right-hand side of the blue bar. The last digit of the number should be 1.25" from the right edge of the sign. The entire number should be reversed out, in white.

H. RE/MAX Sign Riders: All riders should be printed in the Helvetica Bold typeface. A team name or individual Associate name may be used on either a top or bottom rider. A rider above the sign should be printed in RE/MAX Red letters on a white background, the red consistent with the red color of the sign's top bar. Other than a name, this rider is appropriate only for descriptive property information such as "Sold," "Just Listed," "Will Build to Suit," "Horse Property," "Impeccable," and "Price Reduced."

A rider beneath the sign may also be used. This rider should be printed in RE/MAX Blue letters on a white background, the blue consistent with the blue color of the sign's bottom bar. Other than a name, this rider is appropriate only for Associate contact information, such as additional phone numbers or as a complying Web site or e-mail address.

Note: RE/MAX International has approved a Children's Miracle Network "Miracle Home" rider, and a Susan G. Komen for the Cure "Sold for the Cure" rider, and from time to time it may approve other riders that vary from the rider standards outlined above. Such riders are made available through a number of RE/MAX Approved Suppliers.

42 The RE/MAX residential yard sign with photo

The size, material, colors, inks and type specifications for the residential sign with an Associate or team photograph are identical to those specifications for the RE/MAX Residential Yard Sign.

The major content difference between the two signs is the addition of a photograph of the Associate or team. The photograph may be printed either in Reflex Blue or in full color. On an 18" x 30" sign, the photograph should be 6.75" x 9.25" with a .25" border and should be positioned 1" in from the right side of the sign and .5" above the blue bar. The sides and top of the photograph should be separated from the red bar by a .25" wide white border. The background color in the photo cannot be white. Professional attire is strongly recommended.

To accommodate the addition of the photograph on the sign, the words of the offering ("For Sale," "For Rent," etc.) in the red bar should be centered between the right edge of the balloon logo and the left edge of the photograph. In the white bar, centered beneath the offering phrase, the team name or first and last names of the Associate may be "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. Caricatures, personal logos and other similar designs cannot be used on yard signs, yard-sign riders or directional signs.

43 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 on a case-by-case basis and are available through RE/MAX Approved

Suppliers. Approval must be obtained for any other variation to the shape. The general integrity of the horizontal bars must be maintained in such special-shape signs to protect the bars' distinctive, recognizable identity and strong trademark status. 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. In some cases where 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 up to twice as thick as the other bars.
- The border between the red and white portions and the border 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.
- In addition to the horizontal bars, the sign must include the RE/MAX graphic-image balloon mark, and preferably the RE/MAX logotype or the local RE/MAX trade name with "RE/MAX" in logotype.

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

44 Broker/Owner-controlled direct-dial numbers on RE/MAX yard signs

A. Option of replacing office number with a direct-dial number: With Broker/Owner approval, and subject to state and local law, Associates may display a direct-dial telephone number in the blue bar of the RE/MAX Residential Yard Sign. **However, this phone number must be owned and controlled by the Associate's Broker/Owner.** Typically, this would mean the number is part of an officewide, multiline service that is under the Broker/Owner's control. This system must also allow for easy access to a Broker of Record whereby a consumer could, for instance, press "0" and be connected to the Broker.

B. Forwarding calls: Calls to the direct-dial number can ring directly to an Associate's desk/office at the brokerage. So that the caller can easily reach the Broker of Record, the direct-dial number in the blue bar may not forward to an external number. Only "off-site contact" numbers, as allowed in the White Bar (see section [41.F](#)), can be forwarded to an off-site number such as a mobile phone or a residence.

C. Calls must be answered using the full name of the RE/MAX office: Broker/Owners must ensure that all office numbers – including direct-dial and off-site contact numbers used by their Associates – are answered using the full RE/MAX office name. Moreover, using the full name of the brokerage is required by most real estate commissions and other regulatory agencies. Simply answering "RE/MAX" is inappropriate and may violate law in some states or provinces.

D. Web sites and e-mail addresses: Again, subject to state and local law and Broker/Owner approval, Associates may include personal contact information in the white bar of the RE/MAX Residential Yard Sign. In lieu of an off-site contact phone number, Associates may choose to use any complying e-mail address or Web site address in the white bar.

E. The RE/MAX Collection signs and RE/MAX Commercial property signs: Under the requirements outlined above, and subject to state and local law and Broker/Owner approval, the Broker/Owner-controlled direct-dial number also can replace the main office number on the RE/MAX Residential Yard Sign with Photo, The RE/MAX Collection signs and RE/MAX Commercial signs.

45 RE/MAX Business Cards

Using a standard RE/MAX business card – whether Residential, The RE/MAX Collection or Commercial – is an effective way to reinforce and benefit from RE/MAX imagery that has been promoted for more than 30 years. To protect the strength and reputation this uniform imagery conveys, there are precise specifications for RE/MAX business cards: tricolor, white, and white with photo.

Some Affiliates use “Personal Promotion Cards” or “Referral Networking Cards” as business cards. That’s not prohibited so long as they meet the standards outlined in this manual. But such cards are less effective at strengthening the RE/MAX network’s public image and identity. A good strategy is to use networking cards with fellow Affiliates and a standard RE/MAX business card with consumers.

Whichever card you use, all standards applicable to the RE/MAX name and marks (RE/MAX logotype, the RE/MAX Balloon, other logotypes and slogans, and the red-over-white-over-blue horizontal bar design, etc.) must be met, including the personal promotion standards outlined in sections [20-25](#) of this manual. The phrase “Each Office Independently Owned and Operated” is required on all business cards.

A. Size: 3½" x 2"

B. Paper: 80-pound Royal Laid white cover stock, or any 80-pound white wove cover stock, or any 80-pound quality low-sheen white plate stock.

C. Colors: Red – PMS 186, Blue – Reflex Blue

D. Inks: Standard printer’s ink. Foil may be used on the balloon and the RE/MAX logotype so long as it reasonably represents PMS 186 and Reflex Blue. Raised lettering is not permitted.

E. Type: Helvetica.

F. Type Format: Printing may be all caps or initial caps. Whichever style is chosen should be used consistently throughout the card. All uppercase letters should be used only in “RE/MAX,” abbreviations for NAR designations and non-real estate titles as is usual and customary.

Note: In the event that a line needs to be reduced in length, condensed type is preferable to a smaller type size.

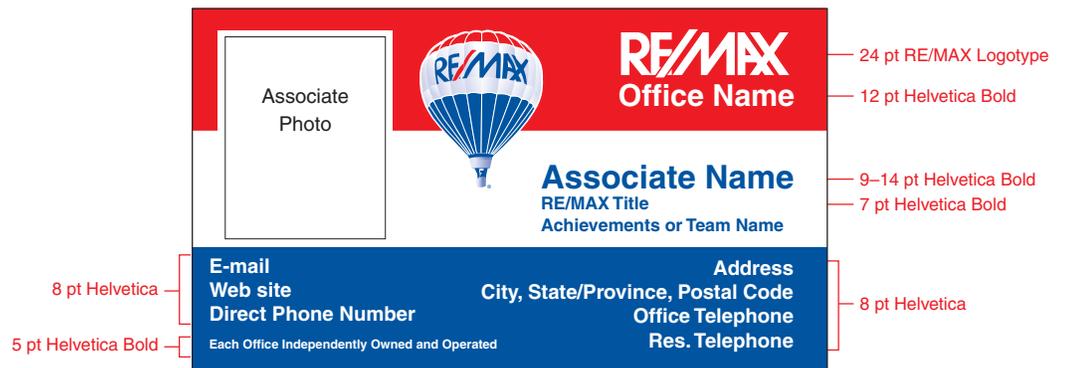
G. Content: The line containing the Associate’s name may contain a compliant team name or the names of two Associates, if necessary. The first line under the Associate’s name announces the Associate’s RE/MAX title. The line(s) under the Associate’s name summarizes Associate achievements and specialties; i.e., RE/MAX Hall of Fame, “\$5 Million Club,” or “Residential Specialist,” or it may contain a compliant team name. In the tricolor card, the Associate name can be increased in size if the “Achievement/Team Name” line is eliminated. On the white cards, the name can be increased by dropping an “Achievement” or “Contact” line.

Customization of RE/MAX business cards includes two special subordinate areas: (1) “RE/MAX Title” line (usually denoting “Broker/Owner” or “Sales Associate”): Assistants who serve everyone in a given office may have a generic title such as “Office Assistant.” On the other hand, both Licensed and Unlicensed Assistants – who serve particular individuals – should be so designated along with the name of the person they assist, such as, “Licensed Assistant to Pat Gavendail.” REALTOR® symbols should appear only on cards of members of the National Association of REALTORS®. Logos for designations listed in the RE/MAX Web Roster are permissible. (2) “Other Contact Information”: This line on white RE/MAX business cards can include an “off-site contact” telephone number, preceded by the appropriate abbreviation or term, such as “Res.” or “Cell.”

46 The RE/MAX tricolor business card and photo card



Photo Card: To accommodate a photograph of the Associate, printed either in Reflex Blue or full color, the RE/MAX Balloon is moved and resized, the “independently owned” phrase moves to the blue bar, and contact information runs in two columns.



47 The RE/MAX white business card and photo card



Note: Outside the United States, measurements for business cards can serve as guidelines for maintaining correct proportions between graphic elements. When your country’s common standards for such materials do not precisely convert from the dimensions shown, use the closest commonly used size available and maintain all proportions.

Photo Card: The size and position of the RE/MAX Balloon is altered to accommodate a photograph of the Associate, printed either in Reflex Blue or full color.



48 Office-Identifying Signs

Because the office name must accompany all uses of the RE/MAX marks (see section 15), RE/MAX office signage must include the full office name—not just “RE/MAX.” Office signage must follow the rules for using the RE/MAX logotype in the context of an office name—see section 36 (particularly that the rest of the office name should be between 50 percent and 100 percent of the size of the RE/MAX logotype).

Incorrect	Correct
	

49 The traditional RE/MAX office-identifying sign

An option for offices that want to take full advantage of uniformity of image and marketing effectiveness is to use this RE/MAX tricolor office-identifying sign. This traditional RE/MAX exterior office sign is to be used only to identify primary office space, not a secondary or “unassigned” location.

A. Material: Type of signage material is optional. The Affiliate is advised to select material on the basis of durability, appearance and local climatic conditions. Internally illuminated signs are recommended wherever sign codes allow.

B. Dimensions: The three-parts-to-five-parts ratio established for the RE/MAX Residential Yard Sign is desirable. (For example, the standard 18" x 30" size, scaled up four times, would be 72" x 120".)

C. Size: Should conform to local signage codes.

D. Colors:
 Red – PMS 186
 Blue – Reflex Blue

E. The White Bar: Contains the office name and, underneath it, the phrase, “Each Office Independently Owned and Operated.”

F. The Red and Blue Bars: The contents of the red and blue bars may be adapted to the office location and situation. For example, the words “Real Estate” or the REALTOR® logo might well be used to identify the business of a new office in a new area. In a high-traffic area, the word “Office” might be the most effective choice. If RE/MAX is known in the area, use of a telephone number might be more appropriate.



50 The RE/MAX Collection® Graphic Standards

The RE/MAX Collection® program assists Sales Associates who have demonstrated professionalism and competency in working with high-end properties. Use of The RE/MAX Collection program is tied to an Affiliate’s marketing of specific listings as outlined below. Also, please note that although RE/MAX Affiliates are encouraged to earn the Certified Luxury Home Marketing Specialist designation, that is not a requirement for participating in The RE/MAX Collection program.

1. The RE/MAX Collection trademarks, logos, and designs may be used only with properties that meet The RE/MAX Collection eligibility requirements. Your eligibility for the program is based on an individual listing, which must be three times the average listing price in your local market or approval from your Broker/Owner.
2. Please note that The RE/MAX Collection yard signage is not intended to replace the red-over-white-over-blue signage. It is for use only in the luxury home market.

Note: The RE/MAX Collection program replaced the former RE/MAX Renowned Properties® program in March 2007. RE/MAX Affiliates should now replace all RE/MAX Renowned Properties yard signs and other marketing materials with The RE/MAX Collection materials.

51 The RE/MAX Collection marks and logo

When referring to The RE/MAX Collection in text, always use “The.” Also “The” and “Collection” must be capitalized, to make clear that they are part of the name, “The RE/MAX Collection.” The balloon and The RE/MAX Collection logotype marks form a single, combined logo. The RE/MAX Balloon is the grayscale graphic-image balloon or, where available, the embossed silver foil balloon. The RE/MAX Collection logotype may not be used apart from the balloon. The balloon always must be precisely positioned above the logotype.

Examples:

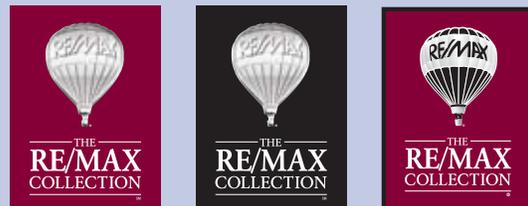
INCORRECT

When looking for the finest in luxury property, look for the RE/MAX Collection.



CORRECT

When looking for the finest in luxury property, look for The RE/MAX Collection®.



NOTE: A variety of The RE/MAX Collection logos, suitable for a range of media and uses, are available for download on RE/MAX Mainstreet (remax.net).

52 The RE/MAX Collection property signs



The RE/MAX Collection Sign

Dimensions: 24" wide by 30" high

Colors: Black, White and Merlot (Pantone 209)

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

Borders

Black: .72" wide

White: .25" wide

Official Logo Mark: 13.32" tall

Marketed By

Font: Helvetica Neue 77 Bold Condensed, 92 pt.

Inch Size: 0.91" (Capital height)

Associate or Team Name; Office Name

Font: Helvetica Neue 77 Bold Condensed, 140 pt.

Inch Size: 1.39" (Capital height)

RE/MAX Logotype:

No Registration Mark; 1.58" tall (top to bottom of slash)

Phone Number

Font: Helvetica Neue 97 Black Condensed, 188 pt.

Inch Size: 1.81" (Capital height)

Web Site

Font: Helvetica Neue 77 Bold Condensed, 100 pt.

Inch Size: 1" (Capital height)

A. Material: Type of signage material is optional. The Affiliate is advised to select material on the basis of durability, appearance, ease of handling and storage, flexibility of general use and local climatic conditions.

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

B. Colors: The colors of The RE/MAX Collection sign are black, white and merlot (Pantone Matching System 209). Colors for the Special Shape sign are black and white.

C. Type: The font size for the phrase "Marketed By" is .91" tall. The Associate or Team name and office name are each 1.39" tall (1.31" on the Special Shape sign). The office or Broker/Owner controlled direct-dial phone number is 1.81" tall (1.74" on the Special Shape sign). The compliant Web address is 1" tall (.91" on the Special Shape sign).

D. Type Font and Weight: Except for the logos, lettering on The RE/MAX Collection sign is primarily "Helvetica Neue 77 Bold Condensed," or the equivalent. The phone number is "Helvetica Neue 97 Black Condensed."



The RE/MAX Collection Special Shape Sign

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

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

Border: .5" (half-inch) all the way around

Official Logo Mark: 11" tall
(Top of balloon to bottom of Registration Mark)

Marketed By

Font: Helvetica Neue 77 Bold Condensed, 92pt.
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)

Web Site

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

Flourish: 2.5" tall

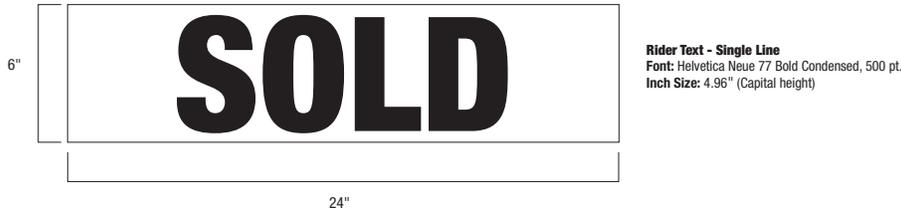
E. Content: Use of a Broker/Owner controlled direct-dial phone number is permissible, as is use of a compliant team name. With the exception of the RE/MAX logotype and The RE/MAX Collection logo, text should use initial capitalization. The phrase “Marketed By” is preferred, but may be replaced with “For Sale” or other similar phrase appropriate to the market.

F. Dimensions and Measurements: The RE/MAX Collection yard sign is 30" tall by 24" wide (22" wide for the Special Shape sign). The RE/MAX Collection logo at the top of the sign is 13.32" tall (11" on the Special Shape sign), from the balloon’s top to the bottom of the Registration Mark.

G. Logo: The balloon and The RE/MAX Collection logotype together form a single logo and always must be precisely positioned with the balloon above the logotype.

53 Standards for The RE/MAX Collection riders

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.

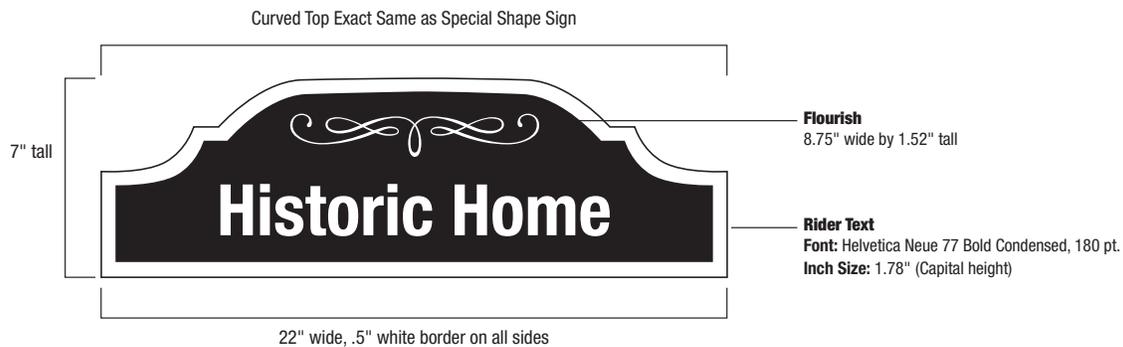


The RE/MAX Collection Special Shape Rider

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

Dimensions: 22" wide by 7" tall

Colors: Black & White



Either rider is appropriate for detail such as "Just Listed," "Horse Property" or "Impeccable," or Associate contact information such as additional phone numbers or other information the Associate chooses to include, such as a compliant e-mail address or a compliant property-information Web site address.

The rider may also be used to list a compliant team name – or, if the team name is on the sign, to list the name of the Sales Associate (preferably the Associate most knowledgeable about the property).

***Note:** RE/MAX International has approved special riders for the Children's Miracle Network "Miracle Home" program as well as the Susan G. Komen "Sold for the Cure" program, and from time to time may approve other riders that vary from the rider standards outlined above. Such riders are made available through RE/MAX Approved Suppliers.*

54 The RE/MAX Collection business cards and other materials

Additional marketing materials in The RE/MAX Collection program are available through the RE/MAX Approved Supplier program. These materials include directional signs, business cards, letterhead, envelopes, and other items. All of these materials have been designed with the assistance of RE/MAX International to complement The RE/MAX Collection sign and logo, and reflect high graphic standards and precise use of the RE/MAX trademarks. By working with RE/MAX Approved Suppliers, Affiliates can obtain higher-quality materials (including foil embossing on many The RE/MAX Collection items) at a more reasonable price than generally available through outside 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).

55 RE/MAX CommercialSM Graphic Standards

Specialized RE/MAX Commercial designs are available to all RE/MAX Affiliates with Commercial listings. RE/MAX offices with approved Commercial divisions or groups may indicate that in the following manners (substituting “Group” for “Division” as appropriate):

Format:	Examples:
RE/MAX Office Name – Commercial Division	RE/MAX Premier – Commercial Division
RE/MAX Office Name, Commercial Division	RE/MAX Premier, Commercial Division
RE/MAX Office Name Commercial Division	RE/MAX Premier Commercial Division

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

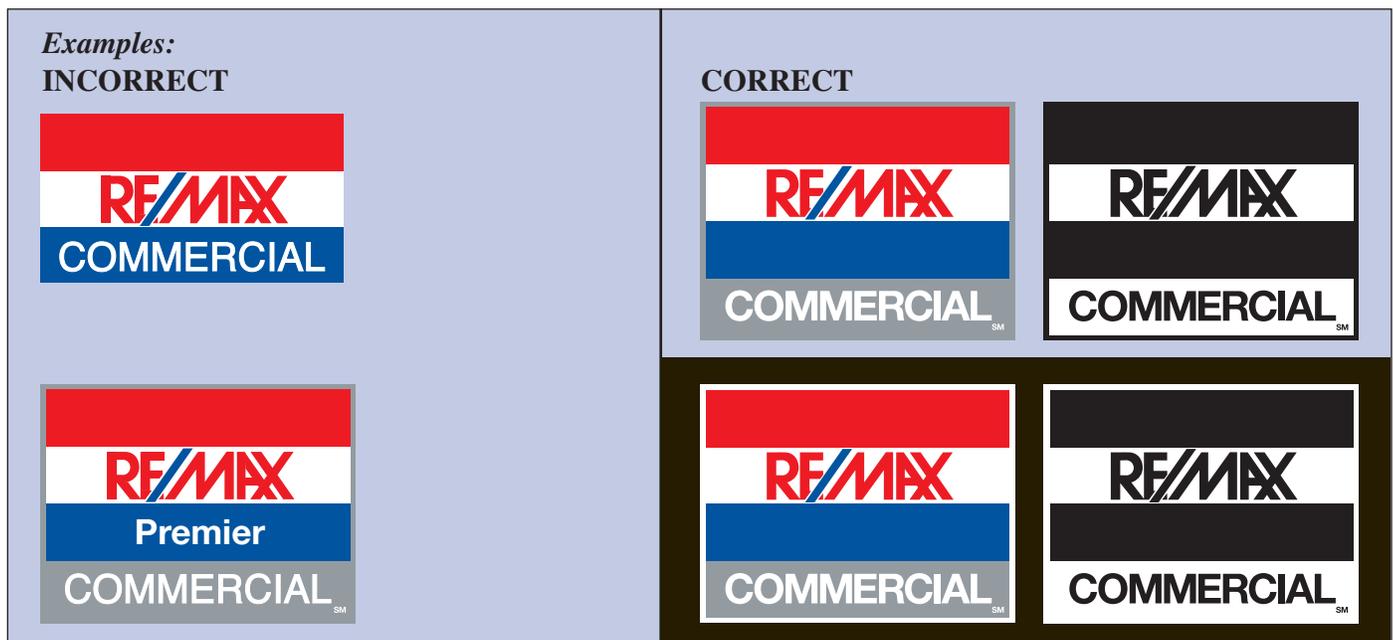
- Anytime a RE/MAX Commercial logo is used, regardless of media or material, the logo must comply with standards outlined here.
- No other sign design may be used with commercial listings; except that the red-over-white-over-blue yard sign (see sections [41-44](#)) may be used as an alternative.

The specific RE/MAX Commercial business card designs shown are optional.

Remember, all other 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.

56 The RE/MAX Commercial logo

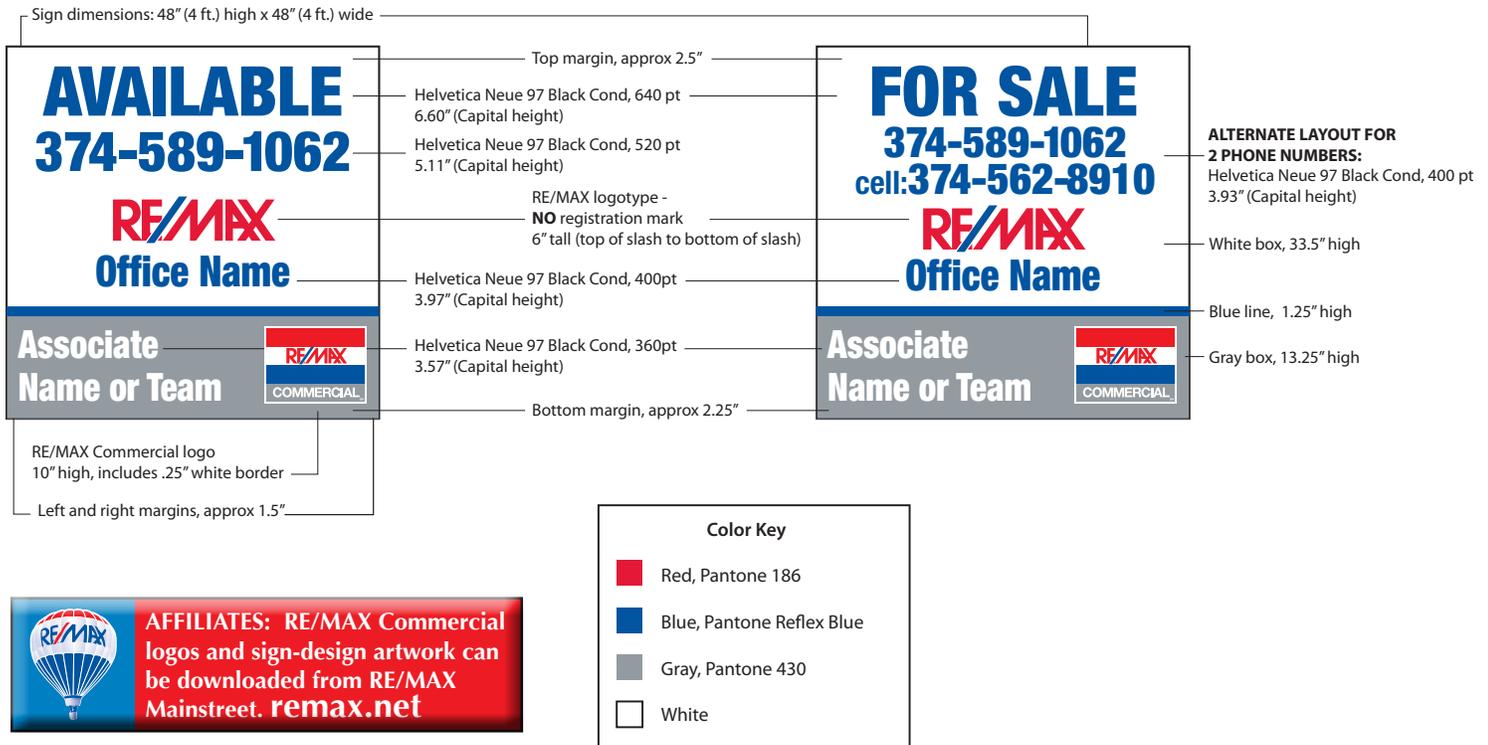
The RE/MAX Commercial logo incorporates a bar of gray (PMS 430 or the equivalent) under the traditional red-over-white-over-blue horizontal bar design. The distinctive RE/MAX logotype is displayed within the white bar and the word “commercial” is reversed out of the gray. (In languages other than English, the local word for “commercial” real estate, such as “comercial” in Spanish, may be substituted in the same font.) A white outline runs around the logo. When appearing against a white or light background, the outline is gray. When the logo prints in black and white, the outline is black on a white background (shown below) or white when on a black or dark background.



57 RE/MAX Commercial property signs

The RE/MAX Commercial sign is available to any RE/MAX Affiliates with commercial listings (including residential rental properties of two units and larger).

If a local law, regulation, ordinance, or covenant requires specifications differing from those stated here, those requirements take precedence over RE/MAX standards. In those cases, the Affiliate should send the sign maker's blueprint to the RE/MAX International Standards and Quality Control Department for approval.



A. Material: Type of signage material is optional. Select material on the basis of durability, appearance, ease of handling and storage, flexibility of general use and local climatic conditions.

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. Design: Sign is divided into an upper white portion and lower gray portion. On a 48" x 48" sign the gray portion is 13.25" high. On a 96" x 48" sign, the gray portion is 20" high.

F. The White Portion: The top line in the white portion 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 portion includes the RE/MAX Office Name in Reflex Blue, with the RE/MAX logotype in color. All other lettering is Reflex Blue.

G. The Gray Portion: 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.

H. The Phone Number: In the 1 x 1-proportioned sign, the phone number appears in the white portion of the sign. In the 1 x 2 sign, the phone number appears in the gray portion. Either the brokerage number or a Broker/Owner-controlled direct-dial number (see section 44) may be used. The type size of the phone number may be reduced so that two lines of type may fit in the same area — to include a second phone number, preceded by the appropriate abbreviation or term, such as: "Res" or "Cell" or "Mobile," or other compliant contact information such as a Web site or e-mail address.

I. Riders: A top or bottom rider may be used to describe the listing, or to include the name of the listing Associate or team, or additional compliant contact information such as e-mail, 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.

Note: Outside the United States, these measurements for signs and business cards can serve as guidelines for maintaining correct proportions between graphic elements. When your country's common standards for such materials do not precisely convert from the U.S. dimensions, use the closest commonly used size available and maintain all proportions.

58 RE/MAX Commercial business cards

A. Size: 3½" x 2" vertical or horizontal

B. Paper: 80-pound quality low-sheen white plate stock.

Colors: Red – PMS 186; Blue – Reflex Blue; Gray – PMS 430

C. Inks: Standard printer’s ink. Raised lettering is not permitted.

D. Type: Helvetica Neue 75 Bold or Helvetica Neue 77 Bold Condensed

Note: In the event that a line needs to be reduced in length, condensed type is preferable to a smaller type size.

E. Format: See illustration below. Initial capital letters. All uppercase letters should be used only in the “RE/MAX” logotype, in the word “COMMERCIAL” in the commercial logo, and in abbreviations for designations.

F. Content: Associate name or compliant team name, title, office name, address and phone number, designations/ designation symbols, and the required “Each Office Independently Owned and Operated.”

G. Designations (DSGs): The notation “DSGs” on the business card examples refers to the optional inclusion of abbreviated professional designations, such as “CCIM.”



See section [45.G](#) for contents note for all business cards.



Photo Card: The location of the office name and the “Independently Owned and Operated” phrase shift to the right to accommodate a photograph of the Associate, printed either in Reflex Blue or full color.



PART
3

BUSINESS PRACTICES

59 Business Practices and Advertising

RE/MAX International licenses the right to use the marks 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. Among other things, this means the Sales Associate has no right to authorize anyone else 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: 1) provide real estate service consistent with RE/MAX standards of quality on a substantially full-time basis; 2) are properly licensed; 3) operate from a RE/MAX office facility that is sufficient in size, design and location to appropriately serve its sales force; 4) 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; 5) maintain the highest ethical standards in the conduct of real estate activities; 6) abide by all RE/MAX system policies, guidelines and business-practice standards, including office policies of the Broker/Owner; and 7) meet the local market's standards of quality and professionalism.

60 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 International 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; or (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. Examples of such inappropriate services or activities include, but are not limited to:

A. Private "RE/MAX" referral networks. These are networks that facilitate or provide agent-to-agent or office-to-office referrals within or involving the RE/MAX organization in direct competition with the free referral services offered by RE/MAX International, often demanding a hefty up-front participation fee. Such referral-system concepts are expressly prohibited in the RE/MAX franchise agreement.

B. Locator services for RE/MAX offices and Associates. These services attract consumers located outside the Affiliate's market area, with whom the Affiliate has no prior relationship, offering assistance in locating a RE/MAX office or Associate. These services intercept or lure business leads away from worthy local RE/MAX Associates and then charge a fee to refer these leads back to the local RE/MAX Associates.

C. Recruiting of agents who cannot provide services at the level or of the quality associated with the RE/MAX marks. Agents who, for example, are not qualified for RE/MAX or who are geographically so removed from their RE/MAX offices they cannot be effectively supervised, monitored or assisted, invariably provide services at a lower level. Offering RE/MAX affiliations to agents in exchange for nominal monthly fees similarly tends to attract agents who are unqualified or remotely located and puts a premium on numbers of agents instead of the quality of agents.

D. Unauthorized remote, secondary or temporary locations of operation. These types of locations invariably fail to meet RE/MAX standards regarding physical facilities and therefore negatively impact consumer perception of authorized RE/MAX offices.

E. Lax monitoring of the use of new technologies in your office. Such lack of oversight can lead to the appearance of unethical or even illegal business practices. As an example, expired or sold listings must be removed promptly from Internet Web sites.

The overall impact of these and other unacceptable services and activities is negative: more costs and lost opportunities for the balance of the RE/MAX network and sub-par services to consumers. This detracts from the RE/MAX good name and reputation for excellence and weakens the synergy within the RE/MAX organization.

61 Honesty and professionalism in advertising: Promoting and protecting the goodwill embodied in the RE/MAX brand and marks

To safeguard public trust, respect, confidence and goodwill in the RE/MAX organization, RE/MAX Affiliates must share and honor a common commitment to honesty and professionalism in all actions connected to the RE/MAX brand. 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.

The following advertising guidelines are designed to help RE/MAX Affiliates avoid a number of detrimental practices that are all too often engaged in by less-professional real estate practitioners and less-respected organizations. RE/MAX International reserves the right to exercise its judgment in evaluating whether actions or advertisements violate RE/MAX standards, including the following:

A. RE/MAX Affiliates must not use any advertising or directory listing that conceals or misrepresents the Affiliate's identity or that is misleading about: 1) geographic market area served; 2) number of transactions handled; 3) dollar volume closed; 4) number of listings taken; or 5) any other representation of experience. Additionally, the time period and geographic area needed to place such details in context must be clear.

B. RE/MAX Affiliates must not lead consumers to believe they are contacting a cost-free or impartial locator-service for RE/MAX offices or Associates, or a service that is endorsed or sponsored by RE/MAX International or a RE/MAX Region.

C. RE/MAX Affiliates must not promote any phone number that may lead consumers to assume that the Affiliate is with an approved RE/MAX office in the geographic area generally associated with the area code – when that is not the case.

D. RE/MAX Affiliates must 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; or 3) either empower or prohibit the advertising of commission rates or fees by their Sales Associates. 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.” In addition, it is the

responsibility of Affiliates who choose to advertise commission rates or fees to ensure that potential clients fully understand the listing and marketing services that will be provided.

E. RE/MAX Affiliates must not take advantage of consumer misunderstandings of the inner workings of the real estate business. Advertising statements such as “full MLS exposure” or “full marketing services” must not be used if, for example, the advertiser intends to place listings in the MLS without offering competitive compensation to MLS participants or omits other services customarily included in the market area as part of a full-marketing service package.

F. RE/MAX Affiliates must 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 applicable to members of the National Association of REALTORS® in the United States, the Canadian Real Estate Association, or comparable professional organizations elsewhere in the world.

G. RE/MAX Affiliates must 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.

H. RE/MAX Affiliates must not use advertising 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; or 4) might disparage or create ill will toward any individual, group or organization.

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

J. 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 H and I above. Please consider the inclusion of any such phrase or symbol with care, in light of the ethical, legal and business risks involved in the public’s perception of such endorsements and potential disagreement with the views expressed. RE/MAX International reserves the right, in what it deems to be extreme circumstances, to require that any Affiliate cease the use of any affinity group phrase or symbol.

K. Respect the rights of others. RE/MAX Affiliates must not: 1) use without permission or authority the name, photo likeness, musical score, voice, trademark, slogan, writings, photographs or other material of any competitor or other third party when such permission is required; or 2) infringe on the rights of privacy, copyrights or other rights of any third party, including any RE/MAX Affiliate.

L. RE/MAX Affiliates must not adversely affect the reputation or image of RE/MAX Affiliates or the RE/MAX marks or system.

M. RE/MAX Affiliates must not denigrate any competitor. RE/MAX Affiliates must not engage in false comparisons or descriptions of competitors or their business practices. This does not preclude factual comparative advertising.

N. RE/MAX Affiliates must not use comparative advertising that has not been substantiated in advance or verified as accurate, is not literally truthful or that might create reasonable inferences that are not truthful. (See discussion of regulatory requirements below). 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. RE/MAX Affiliates are also urged to check state/provincial laws and real estate commission regulations that might apply to comparative advertising.

62 Complying with legal and regulatory requirements for truthful advertising

In the United States, the Federal Trade Commission's advertising regulations require more than literal truthfulness in advertising. The regulations also require that there be truthfulness in the inferences consumers may be reasonably expected to draw from any advertising. This means consideration must be given to how historic industry practices influence consumer perceptions of how the real estate brokerage business functions. The FTC regulations further require that all factual claims in advertising be substantiated before the ad is used. Similar regulations may apply in many of the other countries where RE/MAX offices conduct business.

63 Advertising guidelines outside the United States

Because there is no single uniform set of worldwide laws or regulations nor any single Code of Ethics applicable throughout the world, these advertising guidelines must be adapted to meet the specific requirements, if any, of any given state, province or country. The goal of every jurisdictional adaptation should be to conform these guidelines to the requirements of applicable law, regulations and ethical standards in the interests of assuring that the RE/MAX name and marks are used only in connection with advertising content and practices that are consistent with the highest standards of equal treatment, honesty and fairness in the jurisdictions being served.

64 Teams and Team Names

Team* names may be used as allowed on residential, RE/MAX Commercial and The RE/MAX Collection signs and sign riders (see sample signs in sections [41](#), [52](#) and [57](#)) and on other personal promotion and marketing materials containing RE/MAX trademarks – as long as the team’s name and make-up comply with all applicable laws and regulations and these standards:

65 Selecting a team name

When selecting a name for a team, several requirements and considerations apply:

- A.** Associates should 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,” below), Associates are encouraged to register the team name as a “dba” to avoid having to use endings such as Inc., Corp. or LLC.
- B.** Neither “RE/MAX,” any variation of “RE/MAX,” nor any term similar to “RE/MAX” can be part of the team name. No RE/MAX images, slogans or symbols may be used in or as a team name. Finally, no team name may dilute the distinctiveness of RE/MAX marks by, for example, using a name or term with the prefix “RE” or the suffix “MAX,” as in “Team Max.”
- C.** 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.
- D.** Team names must be approved by the Broker/Owner.
- E.** A team name must not mislead or confuse consumers in any way. This includes exaggerating the size of the team or the geographic area in which the team’s full services are available.
- F.** 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. Additionally, a team cannot use its name to stop any other Affiliate from using the name of a town, city or neighborhood – or the name of some other geographic feature in the market area, such as a body of water, etc. – as a team name.
- G.** These team-name guidelines are not to be construed to allow an Affiliate to use a nickname, marketing moniker or other such promotional tag line or descriptive phrase on a RE/MAX yard sign.

66 Rules for the visual display of team names

Once you have selected a team name, the following additional rules and guidelines apply to displaying the team name:

- A.** All marketing materials that list a team name must also include the name of the brokerage and other

*A “team,” for marketing purposes, is two or more real estate licensees committed to and actively working with each other to provide brokerage services associated with the same RE/MAX office. This definition differs from the team definition used for RE/MAX awards, which is based solely on how commission earnings are recorded. For marketing purposes, teams include licensees 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.

required identifying information. As with individual Associates, a team of such agents has no independent right to use the RE/MAX name or marks.

B. The name of the team leader or another Associate team member should be included on all marketing materials. Individual brokerages may choose to require that either the team name or Associate name be the more prominent of the two.

C. All RE/MAX trademark and graphic standards applicable to the use of individual Affiliate names apply to the use of team names as well.

D. As a reminder, no symbols or other graphic images can be part of a team name used on a yard sign, yard-sign rider or directional sign. See section [41.E](#).

E. 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.

67 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 that Broker/Owners can adequately supervise team members and their uses of the RE/MAX trademarks:

A. An office must be able to identify all its teams by the names under which the teams operate.

B. A team must meet all applicable real estate and business licensing regulations and all other applicable local, state or provincial laws and regulations. Whenever RE/MAX standards are stricter and not inconsistent with such laws and regulations, they shall apply.

C. All licensed team members must be affiliated with the same RE/MAX office.

D. If a team is independently licensed to engage in the real estate business (where allowed by law), such license must be subordinate to the RE/MAX office, so that the team remains under the direction and control of the RE/MAX office.

E. To avoid the potential for confusion among consumers, RE/MAX International does not encourage or advocate the establishment of a team as an actual business entity, especially when applicable law requires such an entity, and any "dba" it might use, to include ending terms such as "Inc." or "Corp." If, despite this challenge, an Associate decides to structure a team as a legal business entity, that Associate must first confirm that it is permissible under state or provincial law without conflicting with the way the Associate is licensed to sell real estate. Additionally, it is unknown how real estate regulatory bodies and E&O insurance providers might ultimately respond to incorporated sales teams operating within brokerages. Sales Associates and Broker/Owners are encouraged to investigate applicable business and real estate licensing law and insurance coverage questions thoroughly and understand all potential impacts that formalizing a team structure might have on the team's, or any team member's, ability to function under the control of the RE/MAX office.

RE/MAX International 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.

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