



---

THE

# RE/MAX

COLLECTION®

---

BRAND GUIDE

---

CANADA



## TABLE OF CONTENTS

BRAND ESSENCE .....	1
BRAND STORY .....	2
GUIDELINES .....	3
COLOUR STORY .....	7
PERSONALITY TYPE.....	8
STANDARD DESIGN YARD SIGN.....	9
OFFICE-PROMINENT YARD SIGN.....	10
TEAM LOGO PLACEMENT.....	11
SHOWCASING YOUR LISTING .....	12
LISTING PHOTOGRAPHY.....	13
LUXURY AGENT PORTRAITS .....	15
LIFESTYLE PHOTOGRAPHY .....	17







# BRAND ESSENCE

## DISCOVER THE RE/MAX COLLECTION®

The RE/MAX Collection is a unique brand identity with powerful marketing resources for agents who represent luxury homes and affluent clientele. If you're a luxury agent or aspire to be one, The RE/MAX Collection can help to establish instant credibility and open the door to luxury listing conversations.



# BRAND STORY

## BRINGING LUXURY HOME

The RE/MAX Collection agents have the knowledge, skills, and service-oriented approach to help clients meet their real estate goals.

The RE/MAX Collection was launched in 2007 to better serve the upper end of the market. Luxury living is more than a listing. It's a lifestyle. The right agent can lead the way to make your vision a reality.





# GUIDELINES

---

## CONSISTENCY

To be eligible, a property must be listed for twice the average sale price in your local market. Refer to the Luxury Threshold PDF which is published twice a year. Please note that use of The RE/MAX Collection materials with non-eligible properties violates the franchise agreement. Affiliates may use Red-White-Blue Property Signs on properties that qualify for The RE/MAX Collection program, however; use of The RE/MAX Collection signage is strongly preferred.



# GUIDELINES

---

## BRAND VOICE

Language reveals a brand's personality and authentic voice.

Always sound...

**Sophisticated**

**Welcoming**

**Bright**

**Expressive**

**Modern**

Refrain from...

Dense

Cute

Impersonal

Repetitive

Stunted

Try this...



The real estate business is more than a transaction. It's about creating relationships and for over 20 years, our team has shared their personal touch with clients who expect and deserve more. With our inspired marketing strategies and resources, we have opened the front door to luxury for hundreds of buyers and sellers in your neighbourhood.

Instead of this...

After 20 years combined years in real estate, we have the skills to properly service our clients. As a local firm, we have time and resources to give our clients the attention they deserve.

**\*Stunted**

Or this...

Finding the right buyer for a luxury estate requires a qualified specialist who is knowledgeable and experienced in marketing such unique properties. Our luxury properties specialists are skilled and accomplished sales associates who produce customized marketing plans that extend beyond the boundaries of ordinary marketing proposals. Their expertise, combined with our marketing power, successfully markets unique properties.

**\*Repetitive and dense**



# GUIDELINES

---

## THE LOGO

The RE/MAX Collection logo may only be used in navy blue or white text and must always be used with the RE/MAX Balloon. Files may be downloaded from the Luxury Launchpad or the Marketing Portal.

No additional graphic elements or type may be inserted into the logos.

The phrase “Fine Homes & Luxury Properties” may be used but it is not required. Note, a specific logo lock-up is available.

\*Pantone 1795 Red can only be applied in the iconic balloon in The RE/MAX Collection materials and applications.





## FORMATTING

### Horizontal format



Use navy type only on white or light backgrounds  
 Respect clear space minimums  
 \*Border must be at least half the height of the letter "X" in RE/MAX

### Stacked format



Use white type and a white outline on  
 RE/MAX balloon on black or dark backgrounds



## INCORRECT LOGO USE



Don't delete the bars.



Don't delete the balloon.



Don't change fonts.



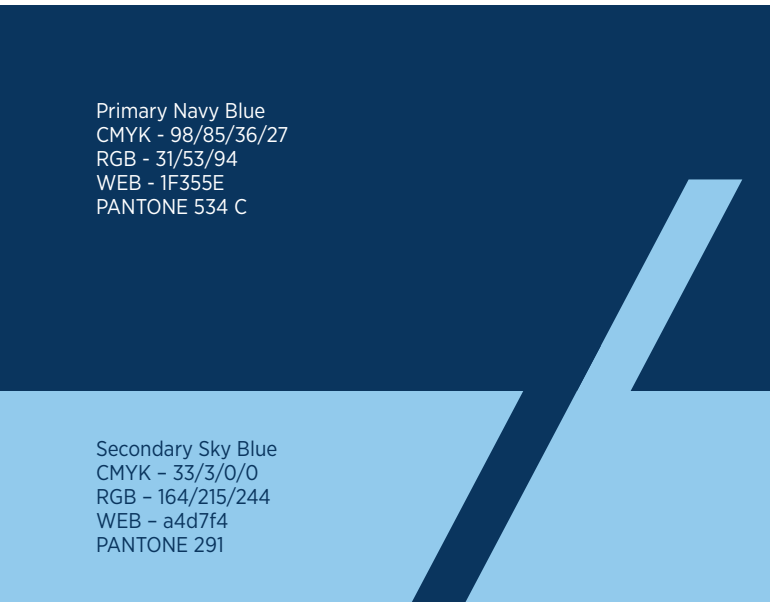
Don't use a black logo.

No embellishments can be used such as embossing, metallic inks or foil stamping. Certain RE/MAX Approved Suppliers are authorized to use an "etched" (single-colour) version of The RE/MAX Collection logo designated specifically for products such as: award trophies, embossed materials, glass products and other items where using a colour logo is not feasible. Any materials or products featuring the etched version of the logo that are not purchased from Approved Suppliers require approval from the Standards Team.




# COLOUR STORY

---




Primary Navy Blue  
CMYK - 98/85/36/27  
RGB - 31/53/94  
WEB - 1F355E  
PANTONE 534 C




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




Dark Gray  
CMYK - 0/0/0/90  
RGB - 65/64/66  
WEB - 414042  
No Pantone color



Primary Gray  
CMYK - 54/41/38/4  
RGB - 125/134/140  
WEB - 7D868C  
PANTONE 430



RE/MAX Primary Red  
CMYK - 4/100/90/3  
RGB - 220/28/46  
WEB - dc1c2e  
PANTONE 1795



CMYK - 21/96/90/12  
RGB - 178/41/46  
WEB - b2292e  
PANTONE 1805

The RE/MAX Collection branding incorporates the logo and colours of the overall RE/MAX brand, but uses Primary Navy Blue for the logo text or as an alternative background colour, to accentuate The RE/MAX Collection brand.

The secondary palette of Sky Blue adds an optimistic feel with a modern touch.

The use of Pantone 1795 Red can only be applied within the iconic balloon in all The RE/MAX Collection materials and applications.



# PERSONALITY TYPE

---

**LABEL/TITLE**  
Miller Display 8pt

LUXURY

**HEADLINE**  
Gotham Condensed  
Book 80pt

# HEADLINE

**BODY COPY**  
Gotham Narrow Book  
8.5pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, Duis aute irure dolor in reprehenderit in voluptate velit esse

**PULL QUOTE**  
Miller Display 16pt

cillum dolore eu fugiat nulla pariatur.

“Lorem ipsum dolor sit at amet, officia deserunt mollit anim id est laborum.”

Excepteur sint

occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

**The primary typeface is Gotham.**

Both modern and confident, use it for headlines, subheads and body copy.

**The secondary typeface is Miller Display.**

The editorial design of this serif font adds a stately visual finish. Use it for display copy such as pull quotes, labels and titles.

**The tertiary typeface is Arial.**

Easy to read and flexible for a variety of communications, use it as a secondary option for body copy.



# STANDARD DESIGN

## Material

Any appropriate material can be used, but agents should select material for durability, appearance, ease of handling and storage, flexibility of general use and local climate.

## Dimensions

Always maintain the 24x30 proportion of the standard sign, even if circumstances dictate a smaller or larger sign.

Outside Canada, if your country's common standards for signage do not precisely convert from the dimensions shown, use the closest commonly used size available and maintain all proportions.

### BORDER

1/2" thick. Primary Blue

### MARKETED BY

Gotham Narrow Medium  
45 pt. Dark Gray Type. 350 Tracking

### ASSOCIATE NAME

Gotham Narrow Bold  
125 pt. Dark Gray Type. 125 Tracking

### ASSOCIATE TITLE

Gotham Narrow Bold  
60 pt. Dark Gray Type. 50 Tracking

### ASSOCIATE PHONE NUMBER

Gotham Narrow Bold  
125 pt. Dark Gray Type. 150 Tracking

### GRAY BARS

5.43" wide and 0.11" tall  
Primary Gray colour

### RE/MAX OFFICE NAME

Gotham Narrow Medium  
60 pt. Dark Gray Type. 150 Tracking

### OFFICE PHONE NUMBER

Gotham Narrow Bold  
125 pt. Dark Gray Type. 150 Tracking

### WEBSITE OR "FINE HOMES AND LUXURY PROPERTIES"

Gotham Narrow Bold  
60 pt. Dark Gray Type. 350 Tracking

### BALLOON LOGO

Include registration mark  
3.83" high

### THE RE/MAX COLLECTION LOGO

4.4644" tall. White type.

### BLUE BAR

7.38" tall. Primary Blue.

### REALTOR AND MLS LOGOS

White

### DISCLAIMER

Gotham Bold  
24 pt. White.



All copy in all caps and in dark gray type.  
Reduce tracking if necessary to fit a longer name.



# OFFICE- PROMINENT DESIGN

## Frame

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

Note: Agents may use red-white-blue signage on properties that qualify for The RE/MAX Collection program, however, use of The RE/MAX Collection signage is strongly preferred.

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

**BORDER**  
1/2" thick. Primary Blue

**MARKETED BY**  
Gotham Narrow Medium  
45 pt. Dark Gray Type. 350 Tracking

**ASSOCIATE OR TEAM NAME**  
Gotham Narrow Bold  
125 pt. Dark Gray Type. 125 Tracking

**ASSOCIATE TITLE**  
Gotham Narrow Bold  
60 pt. Dark Gray Type. 150 Tracking

**GRAY BARS**  
5.43" wide and 0.11" tall  
Primary Gray colour

**RE/MAX OFFICE NAME**  
Gotham Narrow Bold  
60 pt. Dark Gray Type. 50 Tracking

**BROKERAGE DESIGNATION**  
Gotham Narrow Bold  
45 pt. Dark Gray Type. 100 Tracking

**OFFICE PHONE NUMBER**  
Gotham Narrow Bold  
125 pt. Dark Gray Type. 150 Tracking

**WEBSITE OR "FINE HOMES AND LUXURY PROPERTIES"**  
Gotham Narrow Bold  
60 pt. Dark Gray Type. 350 Tracking

**BALLOON LOGO**  
Include registration mark  
3.83" high

**THE RE/MAX COLLECTION LOGO**  
4.4644" tall. White type.

**BLUE BAR**  
7.38" tall. Primary Blue.

**DISCLAIMER**  
Gotham Bold  
24 pt. White.

**REALTOR AND MLS LOGOS**  
White

All copy in all caps and in dark gray type. Reduce tracking if necessary to fit a longer name.



# TEAM LOGO PLACEMENT

Teams that want to feature their team logo on The RE/MAX Collection standard property signs are strongly encouraged to place the team logo on a sign rider, rather than placing the team logo directly on the property sign. Compliant team logos may be used only

in the locations and sizes shown below. If a team wants to use a full-color logo (with two or more colors), then it must place the logo on the sign rider. The same general requirements set forth here also apply to directional and open house signs featuring team logos.

## Team logo placement and sizing for full-color logo or one-color logo



**NOTE:** Placement of the team logo on a rider is strongly preferred over the placement of the logo on the property sign.

## Team logo placement and sizing for one-color logo



**NOTE:** For details on the colors allowed for one-color logos, see page 7.

**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.

## Team logo placement and sizing for one-color logo



**NOTE:** For details on the colors allowed for one-color logos, see page 7.

**Clear Space:** A team logo placed on the property sign must always be surrounded on all four sides by a clear space at least the size of the gray "X" marks shown above.



This box indicates items that are different than the sign design shown on page 9 & 10.

# SHOWCASING YOUR LISTING

---

Make a high-end visual impact with these photography and videography recommendations. To capture the greatest amount of buyer interest, we advise hiring a professional photographer and videographer with editorial post-production services.

The RE/MAX Collection also offers a refined image library of curated photos for your use. Visit the Luxury Launchpad and/or Photofy for complete access.

To optimize natural light, schedule exterior photography when the sun falls on the house to limit shadows. Early morning or late afternoon may be ideal. At twilight, be sure to turn the lights on inside and outside of the home to radiate through the windows, illuminate landscaping and add ambiance.





# LISTING PHOTOGRAPHY

To ensure a listing shows beautifully in person and online, remove clutter and personal mementos. Stage countertops so they look more inviting. Open draperies and shutters to let in natural light. Avoid shooting backs of chairs or large furniture.





## LISTING PHOTOGRAPHY CONT'D

Explore an editorial look and incorporate foreground elements, such as the pendant lights shown here, and background elements, such as the views into the upper bedroom hallway and lower level living room seen here, to add visual depth and interest.



# LUXURY AGENT PORTRAITS

---

For a modern and expressive portrait, choose natural light in a clean and stylish interior. Look both at and away from the camera to capture a variety of poses and options.

Avoid backgrounds that are too busy and opt for flattering morning or afternoon light instead of the hard finish of a flash. Consider a lifestyle photography session instead of a traditional headshot.



## LUXURY AGENT PORTRAITS CONT'D

For variety, shoot in colour and ask your photographer to create options in black and white during the selection and editing process.





# LIFESTYLE PHOTOGRAPHY

Consider taking candid photos of you, the agent or team members to help market the property on social media or on your website. When scheduling photography and videography, request footage of community amenities such as: tennis courts, clubhouse, pool/spas, gated entrance, and nearby points of interest.



[remax.ca/luxury](https://remax.ca/luxury)

If you have any questions regarding this brand guide, please contact the RE/MAX Standards and Quality Control Team. Any requests for exceptions to these rules and standards must be submitted to the RE/MAX Standards and Quality Control Team.

RE/MAX, LLC  
Standards and Quality Control Team  
[standards@remax.com](mailto:standards@remax.com)  
[theremaxcollection@remax.com](mailto:theremaxcollection@remax.com)