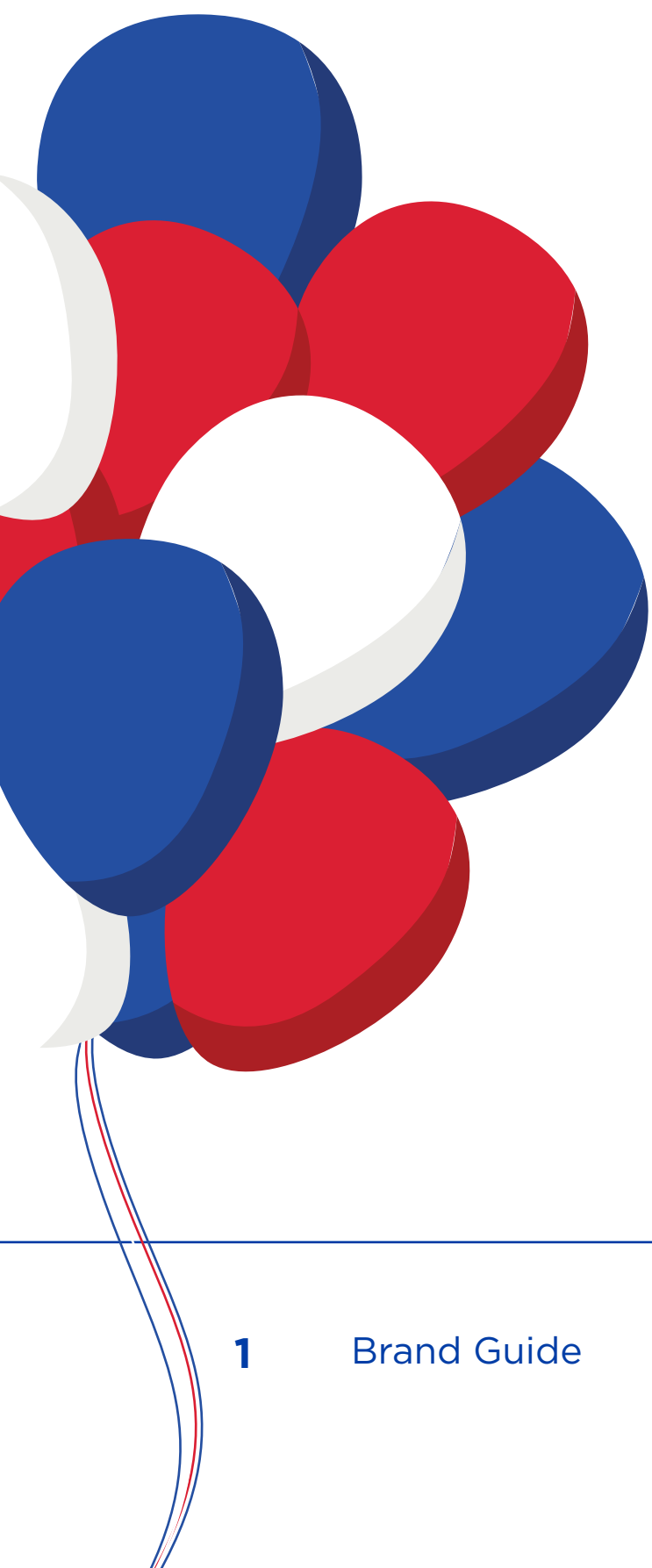


RE/MAX[®]
PARTNERS

Brand Guide



Main Logo

highlights

- Clean, modern design
- Unique text features were added to better match the RE/MAX logo (A & E).
- Maximizes Partners licensed name for advertising purposes but still leverages the power of RE/MAX.
- Consistent color palette.
- Partners' font was chosen to show our boldness.



Logo Variations

- For branding purposes we have limited our logo to 4 variations.



Main logo



secondary logo



secondary logo



secondary logo

[Click here to access to these logos](#)

The Don'ts

These logo variations
are not permitted



Do not distort the logo or
change sizing.



Do not use colors that
are not approved.

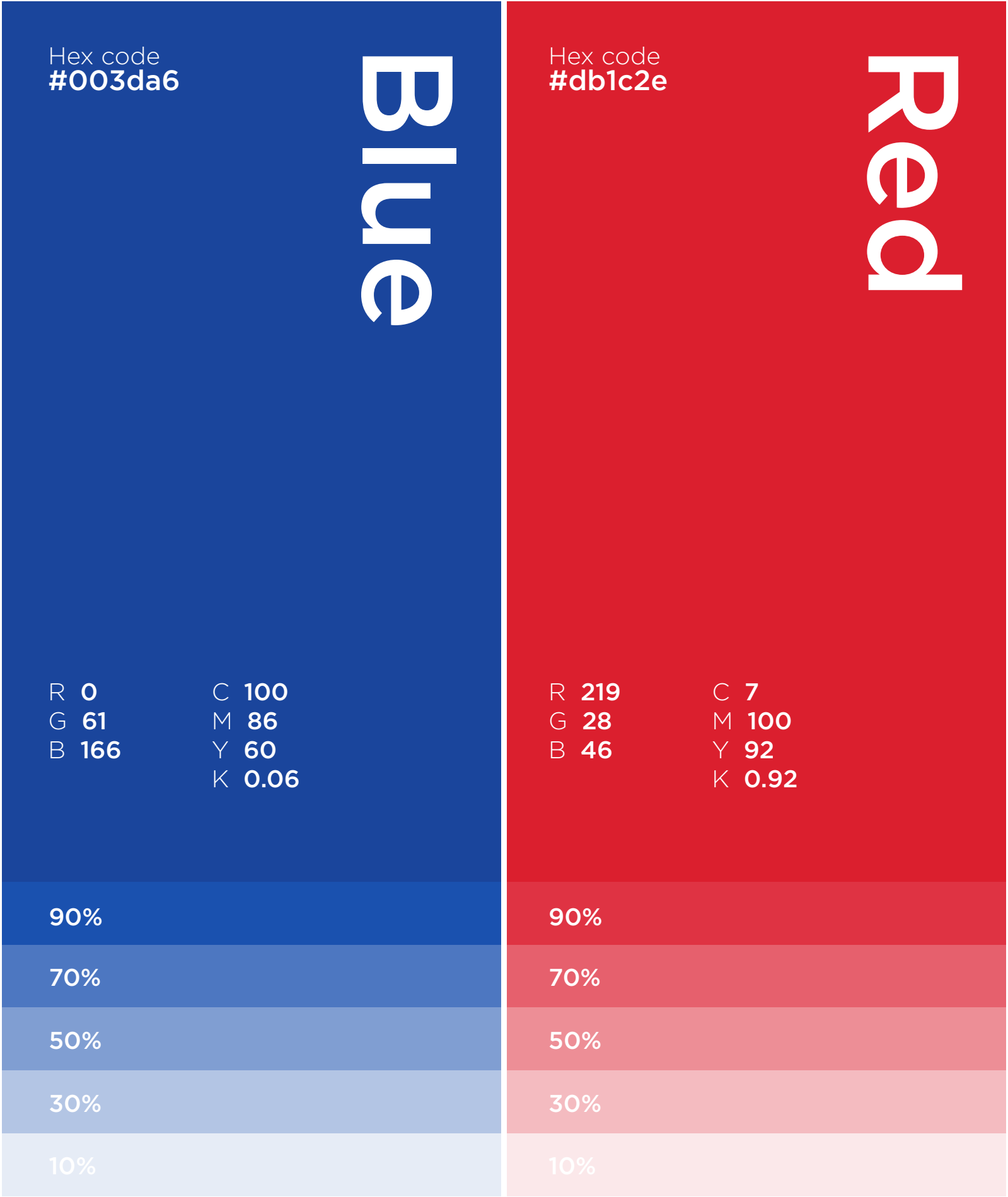


Do not utilize
drop shadows or place
the logo in a box.

Color Palette

Our color palette consists of two colors and their variations.

These are consistent with the RE/MAX brand.



Color Variations

The approved logos can appear in these color variations.

- White
- Black



Box around the logo shown for illustrative purposes only.

Fonts

Gotham
Gotham
Gotham
Gotham
Gotham
Gotham
Gotham
Gotham
Gotham
Gotham
Gotham

Characters

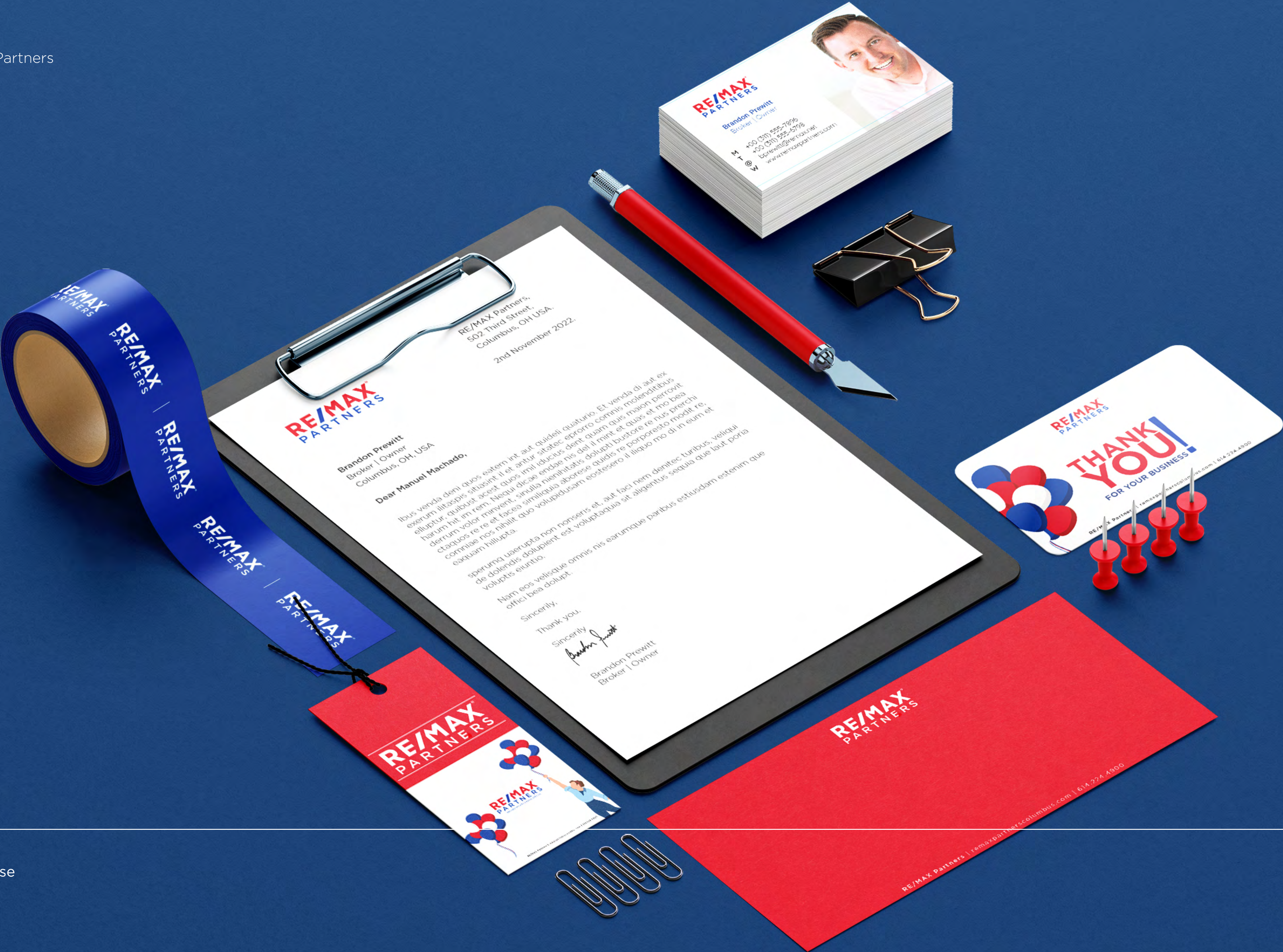
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

Symbols

1	2	3	4	5	6
7	8	9	0	!	@
#	\$	%	^	&	*
+					

Gotham Black
Gotham Italic

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				











RE/MAX
PARTNERS