

RE/MAX Commercial Graphic Standards

Specialized RE/MAX Commercial designs are available to all RE/MAX Affiliates with Commercial listings. The standards for the RE/MAX Commercial logo and the RE/MAX Commercial Property sign are mandatory, in the sense that the RE/MAX Commercial logo may only be used in accordance with these standards, and no other sign design may be used with commercial listings (except that the red-over-white-over-blue yard sign, see pages 26–32 of the *RE/MAX Trademark and Graphic Standards* manual, may be used as an alternative, although it is NOT recommended). The 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.

The RE/MAX Commercial Logo

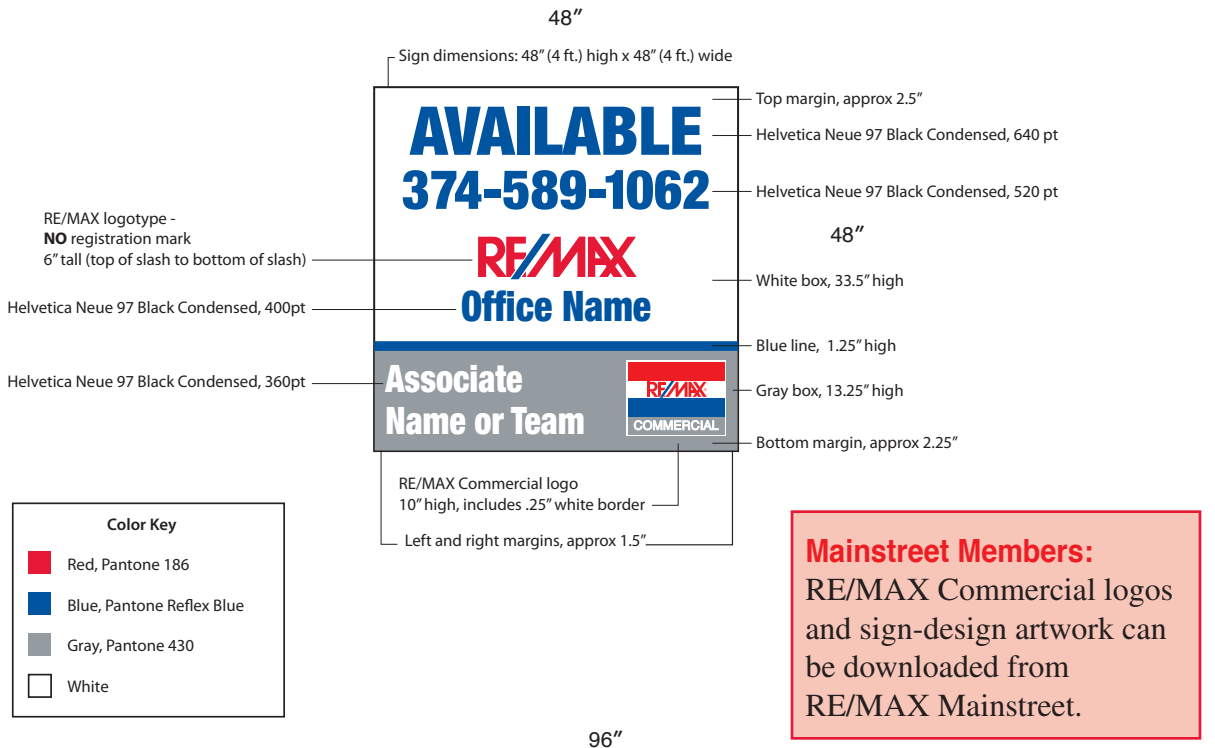
The RE/MAX Commercial logo incorporates a bar of gray (PMS 430 or the equivalent) under the traditional red-over-white-over-blue horizontal bar design. The distinctive RE/MAX logotype is displayed within the white bar and the word “commercial” is reversed out of the gray. (In languages other than English, 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.



RE/MAX Commercial Property Sign

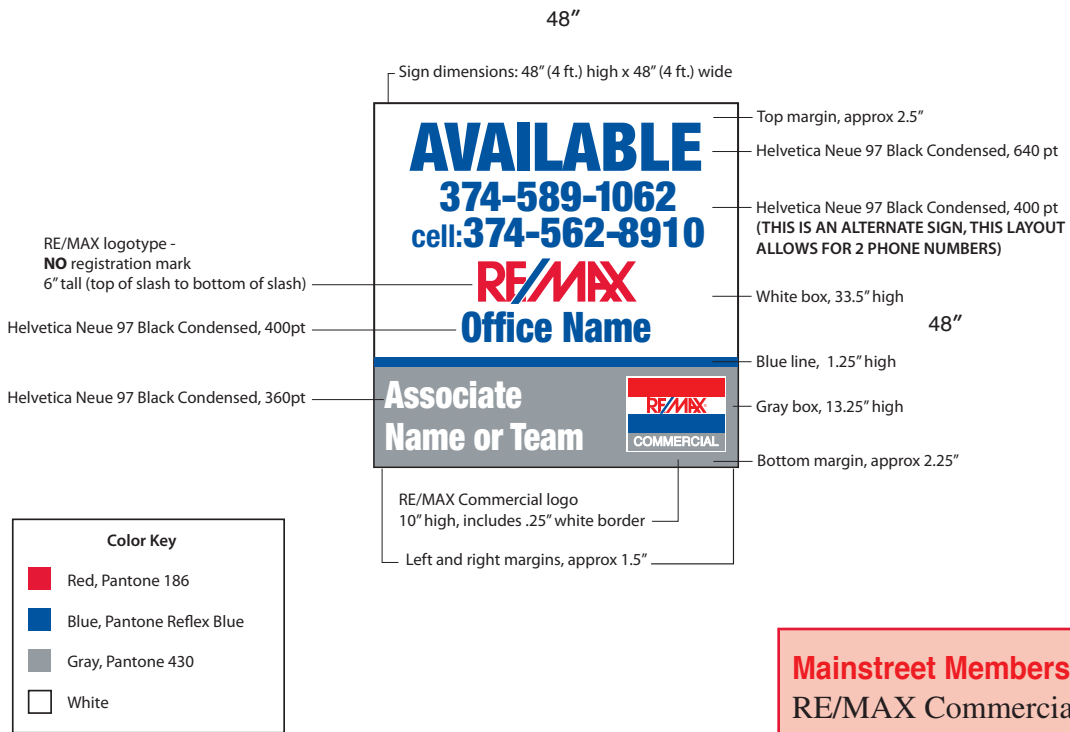
The RE/MAX Commercial sign is available to any RE/MAX Affiliates with commercial listings (including residential rental properties of three units and larger). Effective March 1, 2008, this sign replaces the previous “RE/MAX Specialized Commercial Sign” that appeared through the Twelfth Edition of the *RE/MAX Trademark and Graphic Standards* manual. The goal is to have this new commercial sign used for all commercial listings across the network by Jan. 1, 2010.

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.



RE/MAX Commercial Property Sign

Alternate Signs.



Mainstreet Members:
RE/MAX Commercial logos and sign-design artwork can be downloaded from RE/MAX Mainstreet.



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.

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.

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

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

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.

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.

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.

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 the *RE/MAX Trademarks and Graphic Standards* manual, page 32) 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.

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.

RE/MAX Commercial Business Cards

Size: 3½” x 2” vertical or horizontal

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

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

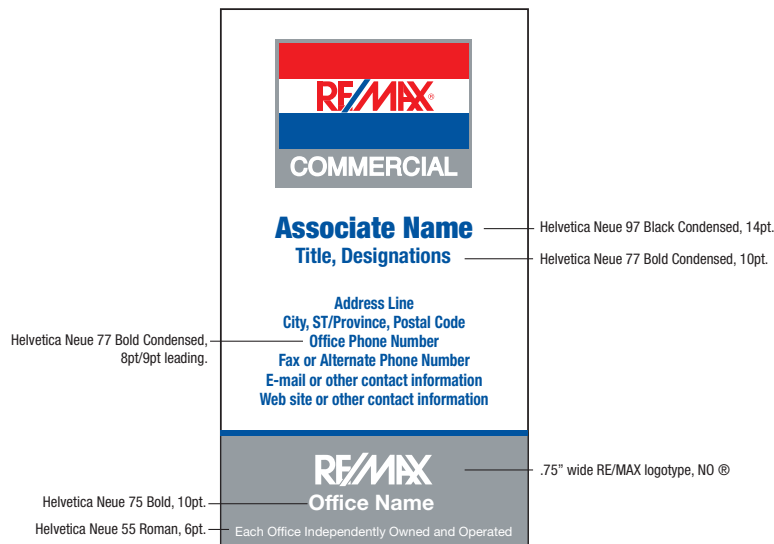
Inks: Standard printer’s ink. Raised lettering is not permitted.

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.

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.

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.”



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.

RE/MAX Commercial Business Cards

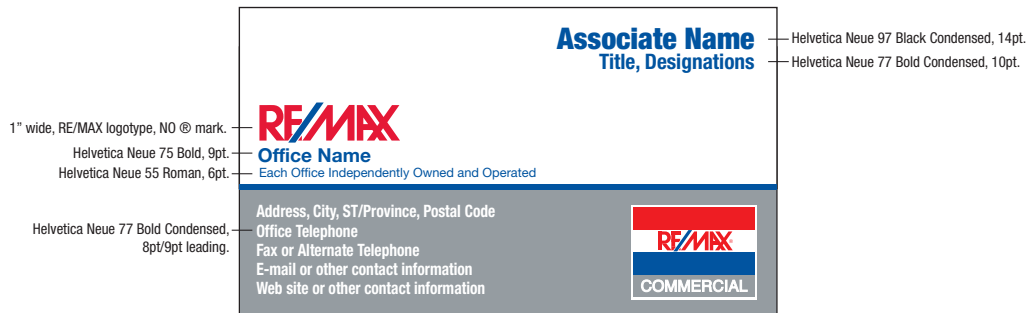


Photo Card: The location of the office name and the “Independently Owned and Operated” phrase shift to the right to accommodate a photograph of the Associate, printed either in Reflex Blue or full color.



Contents Note for all Business Cards: 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) After the compliant office phone number, other contact information can include an “off-site contact” telephone number, preceded by the appropriate abbreviation or term, such as “Res.” or “Cell.”

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