

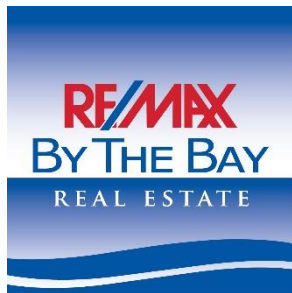


Corporate Brand and Logo Guide

Understanding the components fonts, colors and styles used in our logo will help you build coordinating marketing materials that can further aid in building brand recognition in our community. Please try to use colors to match or complement our logo. Download official logo files online AND direct any sign or specialty item vendors to the online site to get the logo they need for any special project.

Available Online at: www.realestatebythebay.net/logos

About the Logo:



SQUARE COLOR LOGO

Preferred Logo for Corporate Use

This logo uses the gradient background and solid blue waves at the bottom. The RE/MAX logo is 2-color with a blue line and red letters. The lettering for real estate is in white. The shape is square.

Filename: RBTB Sq Logo-Color-WRE

FONTS

The RE/MAX official text mark should be used at all times following official "RE/MAX Brand Identity Trademark and Graphic Standards" manual.

BY THE BAY is created as a custom size/shape formed from the font VERDANA using small caps.

REAL ESTATE uses the font TRAJAN PRO in all caps.

Sample Corporate Letterhead

This document is created on the official letterhead of RE/MAX By The Bay.

COLORS

Our logo uses the same color palette as RE/MAX corporate.

Red:



Pantone 186
CMYK 0/100/100/5
RGB 225/27/24
Web 311b22

Blue:



Reflex Blue
CMYK 100/73/0/2
RGB 0/84/164
Web 0054a4

File Types

This guide shows the name of each file next to the image of the file. Each graphic is available in the following file types. Please determine which type you need based on the type of printing/placement used: .eps, .jpg, .png



Alternate Corporate Logos

Agents MUST use one of the logos as pictured below on all marketing materials.

Note: Real Estate yard signs will not change and need to match the guidelines described in the “RE/MAX Brand Identity Trademark and Graphic Standards” manual.



2-COLOR FLAT

Alternate Logo for Corporate or Agent Use: 2-Color Flat (when gradient is not desired or possible)

Filenames:

RBTB Sq Logo-Color-FLAT.eps

RBTB Sq Logo-Color-FLAT.jpg

RBTB Sq Logo-Color-FLAT.png



TEXT ONLY

Logo for Corporate or Agent Use

Filenames:

RBTB-Text-Only-Logo-2color.eps

RBTB-Text-Only-Logo-2color.jpg

RBTB-Text-Only-Logo-2color.png



TEXT ONLY WHITE RE

Logo for Corporate or Agent Use on items with shading that allows white lettering to be visible. (Background can be any color that allows the white letters to be visible, not just the color shown here.)

Filenames:

RBTB Text Only Logo 2color-WRE.eps

RBTB Text Only Logo 2color-WRE.png



TEXT ONLY ALL WHITE

Alternate Logo for Corporate or Agent Use: One Color White

Filenames:

RBTB-Text-Only-White.eps

RBTB-Text-Only-White.png



TEXT ONLY ALL BLACK

Alternate Logo for Corporate or Agent Use: One Color Black

Filenames:

RBTB-Text-Only-Black.eps

RBTB-Text-Only-Black.jpg

RBTB-Text-Only-Black.png



Questions/Approvals: Approvals of ALL Logo Use are Requested.

Please send any Proof Documents to:

Deb Geiger, Marketing Director | RE/MAX By The Bay

deb@realestatebythebay.net

Guide to File Types

Images can be saved in different file formats. The best format to use is one that does not lose color quality or contrast.

.eps

EPS print clear and crisp at a resolution – these files cannot be viewed without special design software, but are required for the best printing results banners, flyers, signs, etc.

Recommendations: Send this file type for any full-service printing for signs, specialty or high-end collaterals materials, etc.

.jpg

JPEG/JPG were originally designed for easy file transmission and internet use, not for printing. These files do typically print fine if used at small sizes, such as on letters, presentations, etc.

Recommendations: Use these files to create nice-looking graphics with a white background, such as documents created in MS Word, Excel, etc.

.png

This newer format is designed for easy file transmission and internet use. The advantage of this format over a .jpg is the ability to preserve a transparent background for placement on top of photographs or other backgrounds, without a “box” around it as with .jpg files.

Recommendations: Use these files to create professional PowerPoint templates, website graphics, and social media cover images with the logo on top of other graphics.