

# RE/MAX Color Palette

## RE/MAX PRIMARY COLORS

Our timeless red, white and blue color palette helps consumers identify RE/MAX at a glance.



RE/MAX Primary Red  
CMYK - 4/100/90/3  
RGB - 220/28/46 - digital use  
WEB - D81C2E - digital use



RE/MAX Primary Blue  
CMYK - 100/75/0/8  
RGB - 0/61/165 - digital use  
WEB - 003DA5 - digital use

## RE/MAX SECONDARY COLORS

Secondary RE/MAX colors are used in headlines, support graphics and background colors. These are not the shading colors on the RE/MAX Balloon logo, and they must never replace the primary colors in the RE/MAX logotype, balloon logo or property signs.

Secondary colors may be used to complement the primary colors. Lighter variations (to add liveliness) or darker hues (to connote a more serious tone) are available to accentuate the message of any particular communication.



CMYK - 21/96/90/12  
RGB - 178/43/46  
WEB - B22B2E



CMYK - 100/86/29/23  
RGB - 26/54/104  
WEB - 1A3668



CMYK - 89/43/0/0  
RGB - 0/125/195  
WEB - 007DC3



CMYK - 33/3/0/0  
RGB - 164/215/244  
WEB - A4D7F4



Dark Gray  
CMYK - 0/0/0/90  
RGB - 64/64/65  
WEB - 404041



Light Gray  
CMYK - 0/0/0/75  
RGB - 98/99/102  
WEB - 626366



CMYK - 5/0/0/45  
RGB - 148/156/161  
WEB - 949CA1



CMYK - 0/0/0/26  
RGB - 196/198/200  
WEB - C4C6C8