

Brand Forum

REALTORS® Legislative Meetings & Trade Expo



NATIONAL
ASSOCIATION *of*
REALTORS®

Brand Evolution Timeline



2016

Presidential Advisory Group recommends key directive to expand, modernize and elevate the REALTOR® brand.

March–May 2017

Finance Committee, Budget Committee and Board of Directors approve proposed budget.

Top-tier agency, Conran Design Group, is engaged.

July–December 2017

Multiple surveys deployed to **>100,000 members** and also fielded with statistically representative consumer sample.

Conran presents research findings to Leadership Team.

April 2018

New REALTOR® brand announced, and then paused to listen to member feedback.

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Early 2017

Leadership Team asks for brand evaluation proposal and budget.

May–June 2017

Leadership Team appoints sounding board of members to be involved in all aspects of the process.

Member Sounding Board workshop.

February 2018

Conran Design Group presents value proposition and logo options to Leadership Team.

May 2018

Branding Forum at REALTORS® Legislative Meetings and Trade Expo.

Real Estate as a First Career Presidential Advisory Group (PAG)



First Recommendation:

**“NAR should expand,
modernize, and elevate the
REALTOR® brand.”**

Our Branding Partner

NAR engaged the top-tier brand and design consultancy, Conran Design Group New York.

Conran Design Group is a branding and design agency that has built iconic, global brands for more than 60 years across all sectors of business and non-profit organizations.



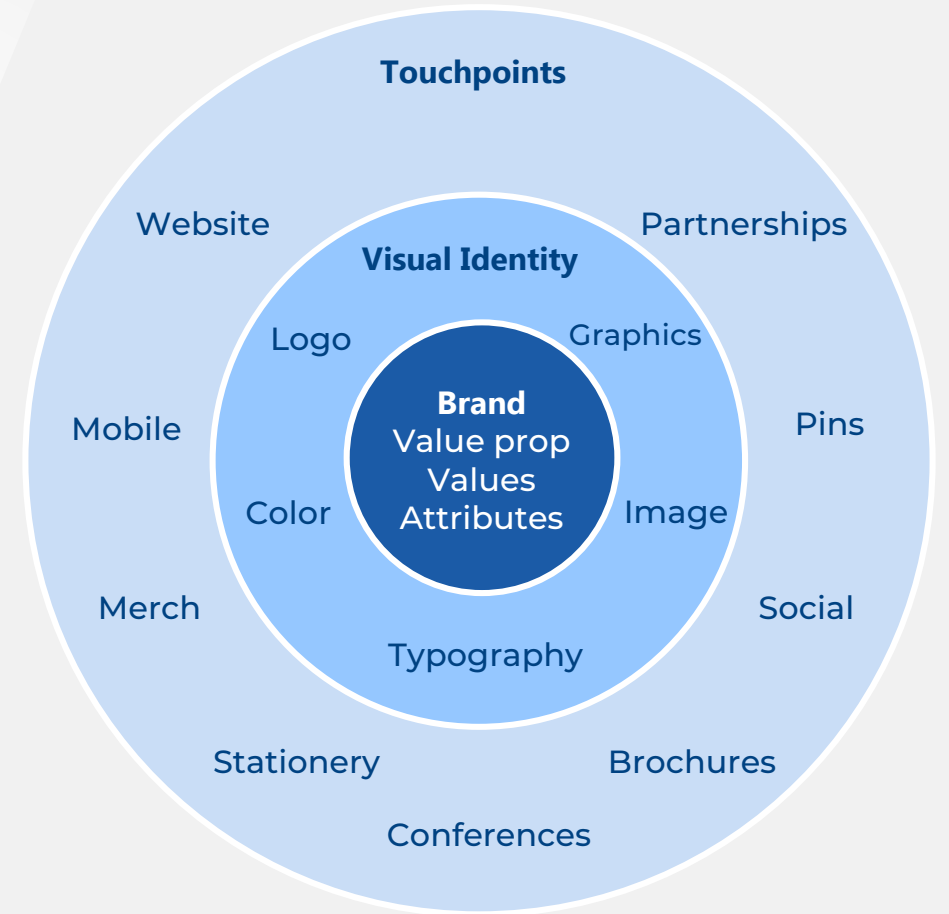
What is a brand?

A brand is far more than a logo...

A brand's story exists across an "ecosystem" of touchpoints and experiences tailored to key stakeholders, such as members, consumers, the government, the media and investors.

All brands need to be:

Clear, Credible and Compelling



Research Process

Research

Desk research and market audits

Internal audit;
External audit of competitors and peers to **understand visual identity conventions** and **opportunities**



Stakeholder interviews

Understand key stakeholders' current **perceptions** of, and **aspirations** for, the NAR and Realtor® brands



Member Sounding Board workshop

Hear from Sounding Board members **their opinions and ambitions** for NAR and Realtor® brands as input for Brand Perception Research



Brand perception research

Quantitative surveys with Members and target Consumers to identify **key brand equities, values, attributes** and **opportunities**



Value proposition research

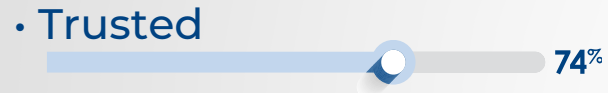
Quantitative research with Members and target Consumers to learn **which of three Value Proposition prototypes**, and which elements of each, are most **compelling, positively impact brand perceptions** and are **important** to include in the final Value Proposition

Brand Perception Research

MEMBER AND CONSUMER PERCEPTIONS



The REALTOR® “R” logo, is most likely to be perceived as:



The NAR logo, is most apt to be perceived as:



Both NAR and REALTOR® logos receive the **lowest** ratings for being:

- Contemporary
- Progressive
- Visionary
- Warm

50% feel these attributes do **NOT** fit the current brand

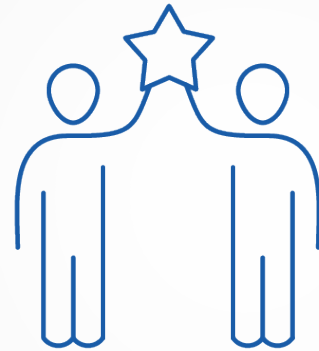
Consumer perceptions:
 Consumer research and insights about the REALTOR® “R” logo echo that of members

Value Proposition Insight

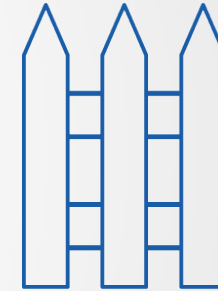
Research found that NAR and REALTORS® are valued for:



the human
experience
we provide



the
empowerment
we offer



and that we are an
important part of
the communities
in which we work
and live

Design Implications

NAR's strong & enduring
equities need to be
transferred
to the new brand identity
through an **evolution** – **not a
revolution**

Design Implications & Approach

The new logo should:

- Modest design refinements of REALTOR® mark to assure recognition
- Keep and evolve existing NAR and REALTOR® equities
- Keep square “holding shape” which houses “R”
- Remove complexity wherever possible

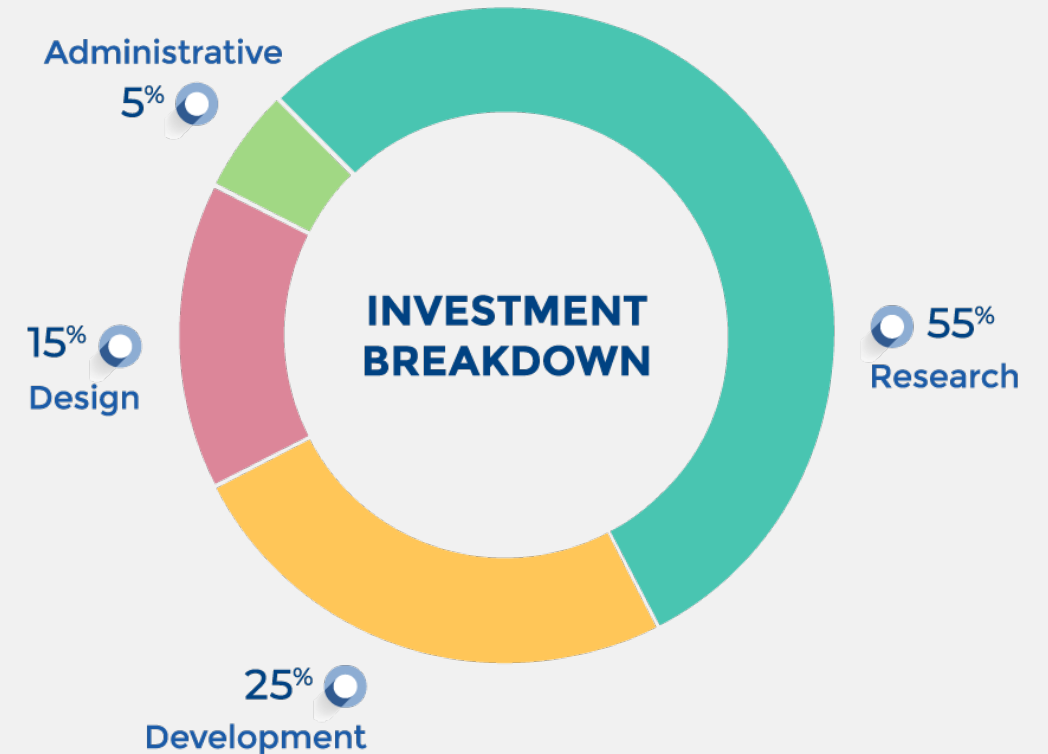
This will be achieved by:

1. Employing a more modern, approachable and scalable typographic treatment
2. Keep REALTOR® Blue primary color
3. Simplifying the NAR logo
4. Redrawing the “R” to make a geometrically correct and simplified icon, more suitable for digital spaces
5. Retaining the square holding shape, creating an interactive and 3-dimensional cube that adds depth to the brand

Brand Evaluation Investment Breakdown

55% of dollars spent supported member and consumer brand perception research which also benefits NAR's multiple consumer outreach efforts, including:

- Consumer Advertising Campaign
- Homeownershipmatters.realtor
- Real Estate Today Radio Show
- Housethings.com



Brand Evolution Best Practices

Brand Evolutions

Iconic brands
Design evolutions
over time



1971



1987



1992



Present



1967



1978



1995



2005



Present



1997



2010



2013



Present



1850s



1931



1953



2003



Present

Brand Evolutions

Iconic brands

Design evolutions
over time

Initial logos



Evolved logos



A New Dimension

A New Dimension



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A New Dimension

Retaining a strong connection to the original design of the 'R'



New 3D cube as holding device for the 'block R'

New modern sans-serif font to complement the updated 'R'

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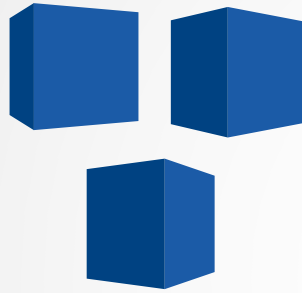
REALTOR® blue is used to highlight the key words in the text lock-up

A New Dimension

NAR



Supergraphics



Imagery



REALTOR®



Primary Colors



Secondary Colors

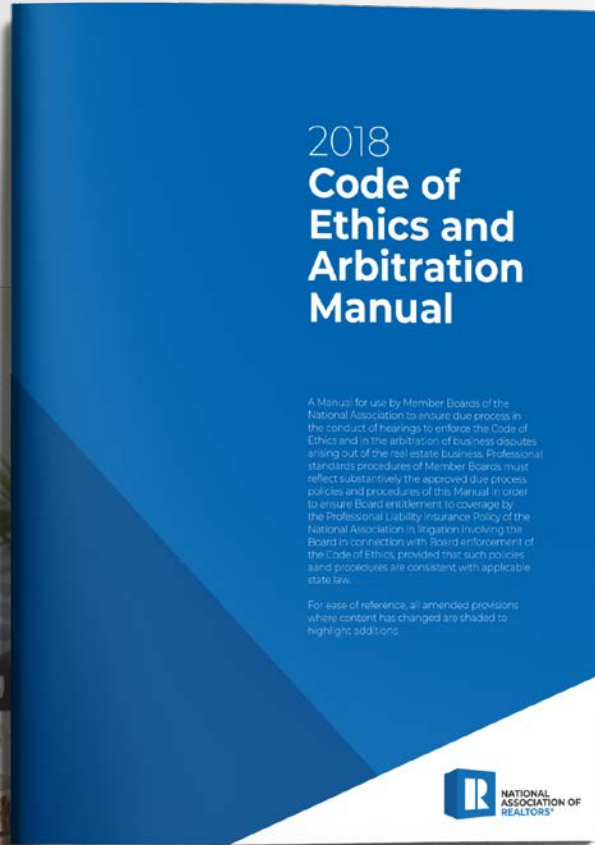


Typography

2018

The year of NAR

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Bold

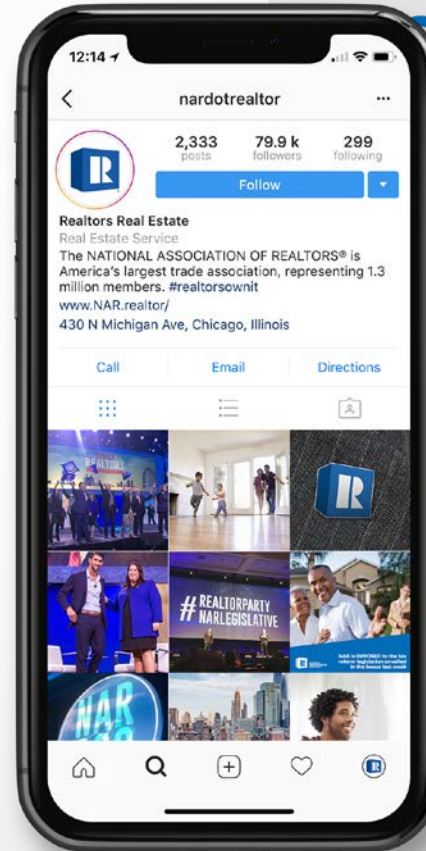


FOR SALE



Sophie Smith
REALTOR®

569-7822



Thank you!

We're listening! Please send additional questions, comments and feedback to brand@realtors.org