

REALTOR Identity Crisis

Written by Doug Kruhm

Sunday, 15 April 2018 - Last Updated Sunday, 15 April 2018



The National Association of Realtors (NAR) has an official logo that was created in 1973. The official use of the logo and trademark rules are here:

<https://www.nar.realtor/logos-and-trademark-rules>

On April 9, 2018, NAR release a new logo. In part NAR released the new logo because, "the existing logo had limitations that have never been addressed..."

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Those words and phrasing are rather suprising for many reasons.

That set aside, in short, they wanted to change the font because the old font is hard to read on small devices such as the iPhone. They also gave the logo a 3d update.

Members hated it.

On April 11, 2018, NAR paused the new logo's implementation because of the backlash of its members:

<https://www.nar.realtor/brand>