

Atlanta REALTORS®

Request for Logo Design & Styleset

Company-related information

- **How would you describe your services and/or products?**

With over 7,000 members, ARA is the largest real estate association in the state of Georgia and considered to be one of the strongest and most successful REALTOR® Associations across the nation. Throughout its history, ARA has exerted its influence in civic affairs in its capacity of representing a substantial segment of the business community across Atlanta. Long after a transaction is over, members of the Atlanta REALTORS® Association continue to capitalize in their business and personal lives by taking advantage of their membership resources, including: Professional Development/Education, Government Affairs and Networking and Community Service events.

- **What are the long term goals of your company?**

To support high standards of conduct, the business of real estate, our members, and the communities we serve.

- **Why do we want a new logo?**

We recently changed our name from the Atlanta Board of REALTORS® to the Atlanta REALTORS® Association, dba 'Atlanta REALTORS®'. Reasons for change:

- 'Board' is dated. Association is more reflective of who we are and inclusive of our members.
- We already use 'Atlanta REALTORS®' on several social media sites and wanted to more formally adopt this as our name.

- **Who are your main competitors?**

We do not consider other associations to be competitors, but are frequently compared to them.

- Other local associations: [Cobb Association of REALTORS®](#), [DeKalb REALTORS®](#) and [NAMAR](#)
- Other large/mega associations across the country: [Houston](#), [Miami](#), [Charlotte](#), [Chicago](#)

- **How are you different from your competitors?**

The Atlanta REALTORS® provides superior benefits and services to REALTOR® members in the Atlanta area. We are the only local association that employs a full-time lobbyist and has a dedicated Communications team to make sure members are aware of the benefits, services and events including in their membership. The Atlanta REALTORS® is also much more visible in the community thanks to our public relations and community service outreaches. Simply put, we provide the highest, most professional level of service to our membership.

- **What's the age range of your target customer base?**

20s, 30s, 40s. Our largest demographic is actually 50s and 60s so we would not want to offend their sensibilities, but part of our re-branding effort is 'looking to the future'.

Project-related information

- **Do you have a tag line? If so, would you like it stated alongside your logo?**
We could create versions that include the tagline at a later date if desired. We do not want this in the current design request. 'Protect, Promote, Defend'
- **Do you have any specific imagery in mind for your logo?**
- **Do you have any color preferences, or existing brand colors?**
We do not wish to take our current web, colors or design into consideration as we move forward with this re-branding.
- **Do you have any colors that you do not wish to use?**
We do not wish to use orange. Blues and greens are agreeable, but other colors are also an option.
- **What adjectives should best describe your logo?**
Powerful, modern
- **What feeling or message do you want your logo to convey to those who view it?**
We are the voice for real estate in metro Atlanta. We are cutting edge and stylish.
- **How do you prefer your logo to be worded or written out?**
Atlanta REALTORS®
- **How would you like the typography to appear?**
We would like for the typography to be bold enough to shrink well and still have impact. In some of the logo options included below, we like that the locality and REALTORS® stand out while still including 'Association'. We would be open to using our full name in such a design. Generally prefer sans-serif fonts or modern serif fonts.
- **Where will you logo be used?**
Print, web, email marketing, social media (icons) We would like a set that provides standard horizontal options, squarer options, icons, reverse, b/w.
- **What's your preferred deadline, time frame or exact date of completion?**
We need to receive initial concepts by September 20, 2016. With revisions delivered by September 25, 2016. We are requesting logo concepts from a variety of sources and will present the logo options to our Leadership on September 26, 2016. By September 30, 2016, we will select our design. There could be requests for revisions that will follow this final selection. All logo concepts will become property of the Atlanta REALTORS® Association.
- **Would you like any addition design services to be packaged with your new logo?**
Example: business cards, envelopes, letterheads, etc. Not on the initial project, but perhaps as a second deliverable within 2 weeks of final revisions.

PLEASE DO NOT SUBMIT ANY TEMPLATED LOGOS
(i.e. From Shutterstock files, etc.)

Logos designs we admire

In no particular order...



Local • Accurate • Trusted







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REALTOR[®]
ASSOCIATION



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BAKERSFIELD ASSOCIATION OF
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