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25 TOP REAL ESTATE LOGOS FROM THE PROS

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25 Top Real Estate Logos From the Pros

By [Emile L'Eplattenier](#) on November 23, 2016 | [Real Estate](#) | [Comments \(5\)](#)

How's that new real estate logo coming along? Maybe you're creating a new logo from scratch or trying to figure out how to design a logo for your team that works well with your brokerage. Either way, you're going to need some inspiration to get it right. After all, the quality of your logo says a lot about you and your brand and makes a first impression on potential clients. Well, you've come to the right place. We just put together a list of the top 25 real estate logos in the industry.

To create this list we looked at *thousands* of great logos from boutique brokerages to the big franchises, and pulled together the very best for your viewing pleasure. We'll also tell you which services to use to create a great logo, and give you 5 bonus examples from our readers.

Okay, let's dive in and get started!

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Our 25 Favorite Real Estate Logos

1. Stribling



Founded in 1980, Stribling focuses on high end properties in New York City and 48 countries around the world. By using a simple but elegant script, Stribling's logo brings to

mind the New York art and fashion world. Like any great logo, it works well in black and white, but it's generally used in a bold, primary red. Red denotes boldness, passion, and desire. Perfect for a market where a Central Park view can easily double the price of an apartment.

Like This Logo? Don't Like this logo? You should make a note to share with the designer that will be creating your logo. Showing a designer several logos which you like and don't like will better enable them to understand your style and preferences. In the article, [Business Logo Design - Who's The Best](#), we recommend running a logo design contest on [99designs](#), in which dozens of designers compete to provide you with a fantastic logo.

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COMPASS

2. Compass

Since Compass was founded as a venture capital backed startup, they have always focused on one thing: using technology to make real estate transactions more

client friendly. While they've shifted gears from their goal of disrupting the real estate industry with a hybrid model to a full fledged luxury brokerage, their branding has stayed true to their startup roots. Note how the slash in the "O" in the logo represents the needle of a compass.



3. Two Trees Management

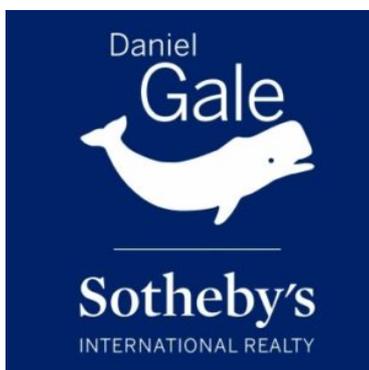
Founded in 1968 as a small family owned business, Two Trees has risen to dominate the exploding North Brooklyn real estate market in hotspots like

DUMBO. Recently, they've even made forays into Manhattan with sprawling luxury development Mercedes House. Thankfully, they haven't forgotten their roots. Two Trees still uses the same gorgeous and friendly logo they've used from the beginning.

Using Nature Themes in Logos

Using nature as a theme, whether it be palm trees in Miami, seagulls in Cape Cod, or mountains in Colorado have always been used to give real estate logos a sense of place. If you use a nature theme in your logo, just make sure it either reflects your name (e.g. Two trees) or is representative of your local area.

Here are some more great real estate logos that use nature themes. Notice how each natural element they use not only represents their geographic area, but also gives the logo a different feeling. This is a great example of how important nuance is to creating strong brand marks. A whale can be drawn as intimidating or imposing, but for [Daniel Gale's](#) logo, it looks friendly and almost cute. This is not accidental.





4. Christie's International



Christie's logo is a perfect reminder that simplicity is almost always more elegant and more effective than complicated. This logo elicits trust, and

makes almost everyone think of a company that has been successful for many decades. Yes, it's very traditional, but many people are looking for a very traditional brokerage.



5. Big Sur Coast Properties

Unlike London or New York, “traditional” means something a little different along California’s legendary Big Sur, which was sparsely populated and wild until fairly recently. Its branding history goes back to the arts and crafts movement of the turn of the century, which

this logo takes heavy inspiration from. The only potential drawback here is that this logo will lose a bit of punch in black and white.

6. Fredrik Eklund

EKLUND
STOCKHOLM
NEW YORK

It’s no surprise that Million Dollar Listing’s Fredrik Eklund has an amazing logo that fits his brand to a T. His logo is minimal, hip, and sophisticated. This

logo wouldn’t look out of place on the letterhead of a slick Manhattan ad agency. Perfect for his brand.

7. Hawai'i Life



Hawai'i Life's logo manages to look modern and professional while still staying true to their Hawaiian roots. It's very, very easy to lean toward kitsch with any

logo for an island community, but they managed to combine professional and traditional Hawaiian with ease.

This logo proves just how crucial the right font is for a great real estate logo. Note how the letters are very subtly off kilter instead of square. This gives the logo a little bit of movement and perfectly captures Hawaiian aesthetics, at least to my eye. Actually it probably does to real Hawaiians as well because Hawai'i Life is one of the most successful brokerages in Hawai'i.



8. Equal Housing Opportunity

Are you surprised that we would include such a "boring" logo on our list? Don't be. The whole point of a logo is to

communicate something about your brand without saying a word. This can be a lot harder than it looks

until you finally nail it, and then it looks totally obvious.

The Equal Housing Opportunity logo does just that and does it well with the equal sign inside the house. Think of trying to navigate a foreign country. How do you know the logo for the hospital, police, and bathrooms? Someone very clever designed them so that you don't even need to speak the language to understand them.

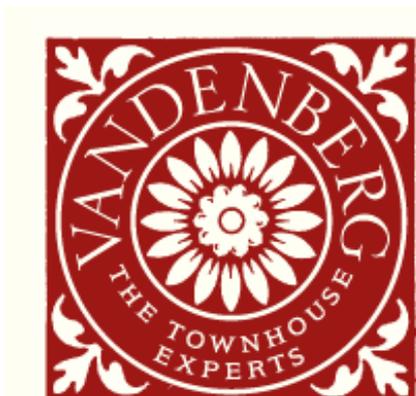
9. Partners Trust



Partners Trust uses a cutting edge (literally) design sensibility for their gorgeous logo. Simple and clean, it makes me think of an unbelievably cool fashion brand, which fits

their brand perfectly.

10. Vandenberg



One of many things Vandenberg's devotees love about turn of the century homes is their intricate plasterwork and woodwork. Carved newels, seashell moldings, and floral ceiling medallions are

seashell moldings, and floral ceiling medallions are

like catnip for any vintage home lover.

Since they specialize in turn of the century townhomes in Manhattan, using the graphic language of Victorian woodwork was a very smart move for Vandenberg. Not only that, it makes a very beautiful logo that anyone can appreciate.

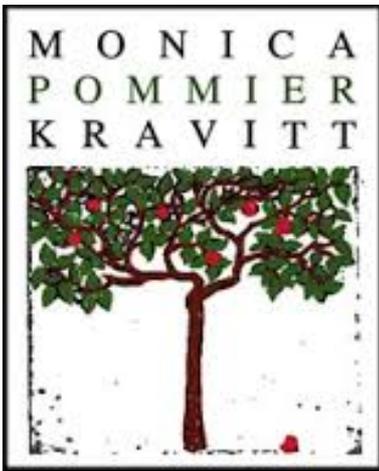
11. StreetEasy



Recently purchased by the Zillow Group, StreetEasy is a game changing resource for apartment renters and homebuyers in New York City. Like Zillow, they offer home buyers the two

things they have been lacking for many years: in-depth market information and a place to discuss the market with real estate professionals and other buyers.

Their logo cleverly combines a cartoon “speech bubble” with a small graphic of an apartment building. The overall effect comes across as something like “we speak real estate.”



12. Monica Pommier Kravitt

As a graduate of Pratt and Parsons School of Design, the fact that former designer Monica Pommier Kravitt has a great logo is no surprise. Besides being (very) easy on the eyes, it also perfectly

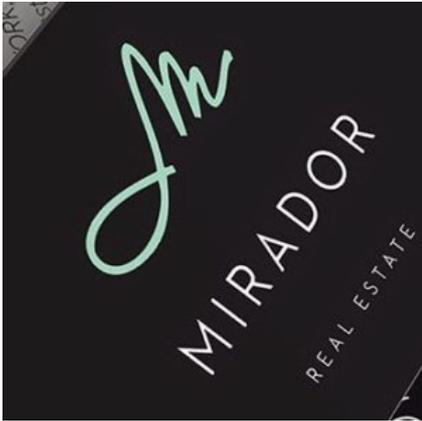
suits the pastoral Hudson Valley area where she sells homes and estates.



13. Coastal Ridge Real Estate

Ohio and California based multi-family developer Coastal Ridge Real Estate uses a lovely, almost Japanese looking **brand**

mark to convey a sense of prestige (the mountain) and movement (the river) that seems to perfectly sum up what a great developer does.



14. Mirador Real Estate

By now, you may be starting to realize that this list of great real estate logos is a bit heavy on New York City brokerages.

While this may be partially due to the fact that I spent 5 years working as a New York City agent, quite honestly I think I would have gravitated toward these brands anyway. Since we're home to Madison Avenue with the greatest concentration of advertising talent on the planet, it only follows that New York brokerages have some of the best branding.

Mirador Real Estate is no exception. Using an elegant signature perfectly captures the essence of a brand that focuses exclusively on high end Manhattan real estate.

15. Ebby Halliday Realtors



Ebby Halliday was a Texan legend in the real estate industry and beyond. Not only did she create an amazing brokerage that still thrives to this day, but she was also one of the first successful female entrepreneurs in Dallas.

Her original logo (on the left) is pure 1950's glam and works just as well in the updated version (on the right) that the company uses on their online branding today. This is a perfect example of the timelessness of a great logo.

It works well in color, and it works well in black and white. It works well as a thumbnail on the internet, and blown up on the roof of a building:



Picture source:
FortWorthBusiness.com



16. Rose and Womble

Virginia based brokerage Rose and Womble has a lovely looking traditional logo that conveys a sense of trustworthiness and prestige. Unlike say,

Sotheby's logo, it doesn't seem to take itself too seriously.



17. Waterfront Properties and Club Communities

Based in Jupiter and Palm Beach, Florida, Waterfront Properties wisely went with an aquatic theme for

their logo. The sea turtle brand mark and the turquoise and cerulean blue coloring scream 'fun in the sun' and the relaxed pace these beach communities are famous for.



18. Rose Associates

Manhattan mega developer Rose Associates manages to take something delicate and beautiful like a flower and combine it with high tech

to suit their current portfolio of soaring luxury highrises in Manhattan.



19. Moreland Properties

Simple and modern, Austin-based Moreland Properties logo fits their brand perfectly. Since they represent sleek, new high rises in Austin, a more

modern logo works perfectly for Moreland.



20. Porchlight Real Estate Group

Denver, Colorado based Porchlight Real Estate Group has a logo that manages to feel fresh and

modern yet very traditional at the same time. Perfect for a city that is undergoing as much growth and development as Denver currently is.

21. Dave Perry-Miller



Dallas based Dave Perry-Miller uses elegant fonts and a lovely corinthian capital as his brand mark. Considering his company is a division of Ebby

Halliday, it's no wonder they take branding seriously.

22. Tishman Speyer



As a former Tishman Speyer employee, I've spent many hours in Adobe Creative Suite trying to incorporate this logo into print advertising.

In the vast majority of cases, it looks absolutely incredible. Whether embossed on folders or printed with metallic ink on letterhead, the logo looks as elegant as it does here.



23. Tirelli & Partners

Milan based Tirelli & Partners has a gorgeous script logo that includes more traditional fonts as well. Perfect for a luxury brand that works in a city

that straddles the ancient and ultra modern like Milan does.



DALE SORENSEN
—REAL ESTATE INC.—
CLIENT FOCUSED
COMMUNITY MINDED
RESULTS DRIVEN

24. Dale Sorensen Real Estate

Vero Beach, Florida based realtors Dale Sorensen wisely combined classic Florida colors (turquoise, blue) with an otherwise

very traditional looking logo. The effect is perfect for selling high end Florida vacation homes. Luckily, that's their speciality.

Note how they use the same color theme as Waterfront Properties, but here it looks more traditional. This is a perfect example of how fonts and layout can dramatically change the feel of a logo.

25. Logos for Real Estate Teams

and Franchises



If you're starting up a real estate team, figuring out your logo can be tricky. After all, you want (okay, need) to trade on the brand of your brokerage, but still want to differentiate yourself with your own brand. One of the best solutions I've found is to just combine the two. The easiest way by far is to combine them like the examples below, but you can get creative if these don't work for your team's needs.