Century 21 unveils ‘big, bold, ambitious’ rebrand

Today Century 21 rolled out a sweeping rebrand that aims to paint the nearly 50-year-old franchisor in a clean, sophisticated light. Overseen by CEO Nick Bailey, who took over the company in August, the aesthetic overhaul is intended to go beyond the surface to signify C21's "big, bold, ambitious moves ahead," according to the website announcing the rebrand. "It was time for a remodel," the site reads. "So we tore the old house down to the studs and rebuilt it with our most valuable asset in mind. You. Our agents." The agent-focused campaign features entirely redesigned listing flyers, business cards, new-agent ads, yard signs and even decor ideas for the office with the company's signature colors -- black, and a newly toned-down, more metallic gold. A separate campaign targeted at consumers will launch on Sunday. The modern look is a stark contrast from its former logo -- and a big leap from the iconic, vintage gold jackets that the brand retired over a decade ago. "We ...

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