



Oliver Debe

Vice President - Marketing & Operations
office@realisticbuilders.com
(262) 633-4110

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Realistic Builders Unveils New Logo Signifying the Company’s Continued Evolution in Custom Home Building

Racine, WI – (March 5, 2025) – Realistic Builders today revealed a refreshed corporate logo that combines its original 44-year-old design with an updated, modern aesthetic, along with a refreshed realisticbuilders.com site.

Realistic Builder’s former logo dates back to 1980 when the company was originally founded. That treatment included bold colors and simple roof line that quickly designated the company as an established builder.

“As we continue to evolve and adapt to meet the changing landscape of custom home building,” said Adam Billingsley, President of Realistic Builders. “We believe this new treatment reflects our commitment to crafting quality homes as a second generation, family owned business.”

The new logo features a similar classic typeface, yet offers more of a modern aesthetic with a bold black and steel blue color palette and sharp roof lines above. Over the course of 2025, Realistic Builders will finalize the transition to the new logo on its advertising and sales materials, including office and project signage, fleet vehicles & social channels.

For more information about Realistic Builders’ rebranding, please contact:

Oliver Debe
Vice President - Marketing & Operations
1441 Ann Street,
Racine, WI 53403
Office (262) 633-4110
office@realisticbuilders.com

ABOUT REALISTIC BUILDERS

Realistic Builders is a second generation and family-owned custom home builder that focuses on quality. No two projects are alike. For more information, please visit realisticbuilders.com or contact Oliver Debe, Vice President of Marketing & Operations, at (262) 633-4110.

