



# How to Get a Logo That **Actually** Grows Your Business »»

What every small business  
owner needs to know before  
spending a dollar on design.



# Looking Professional Isn't Enough Anymore.

Ten years ago, having a polished, modern logo put you ahead of the competition. That's no longer true. Every business — from your local plumber to the startup down the street — has a clean, professional mark now. **When everything looks professional, nothing stands out.** Your customers are making split-second decisions. If your brand doesn't stick in their memory after the first encounter, you're already losing to whoever does.

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# THINKING OF REBRANDING? KNOW WHAT YOU'RE RISKING.

In 2009, Tropicana replaced their iconic orange-with-a-straw carton with a sleek, modern redesign. Within six weeks, sales had dropped 20%. Customers walked past it on the shelf because their brain didn't recognize it. They reverted completely. The lesson isn't that rebranding is always a mistake.

**The lesson is that your existing customers have built a visual shortcut to your business.** That shortcut has real cash value. Before you change anything, understand exactly what recognition you'd be giving up – and whether what you gain is worth it.



# YOUR LOGO SHOWS UP IN MORE PLACES THAN YOU THINK.

Think about every place your brand appears in a single week. Your website header. A Google Maps listing. An Instagram profile picture. A sign above your door. A business card. A uniform. A van. Every single one of those is a brand impression. In 2026, **your logo needs to be instantly recognizable across all of them** — at any size, on any background, in any context. If it only works in one or two places, it's already working against you.



# THE SIMPLER IT LOOKS, THE HARDER IT IS TO PROTECT.

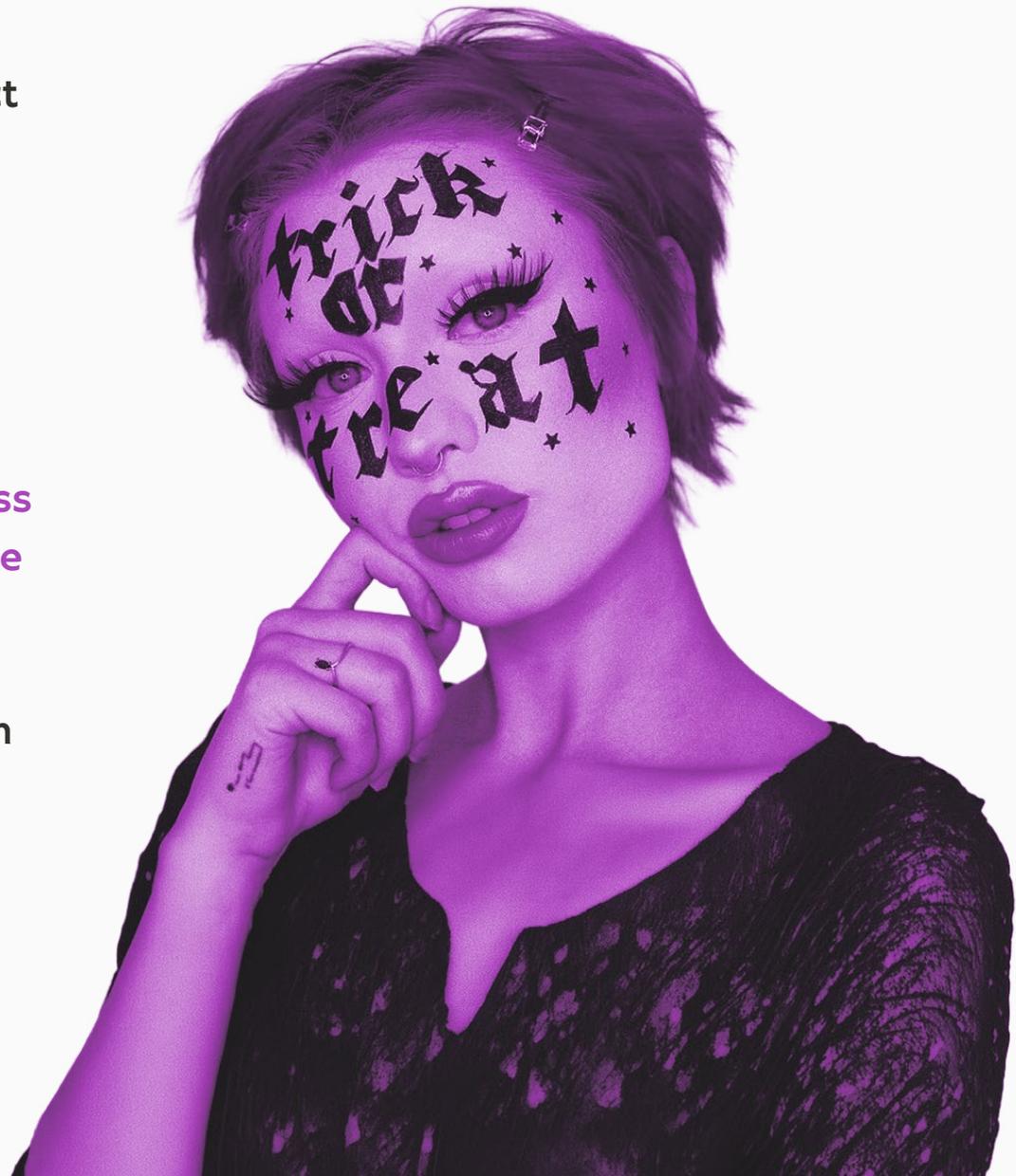


There are millions of active trademarks. Circles, triangles, generic letterforms, and abstract icons are the most contested territory in intellectual property law. **The more generic your logo, the higher the chance something similar already exists** – and the harder it is to legally defend yours if someone copies it or challenges it. A distinctive, ownable mark isn't just better branding. It's protection. It's an asset that belongs unambiguously to you.



# NEW BUSINESS? BE SMART AND LEAD WITH YOUR NAME.

A symbol — a swoosh, an abstract shape, an icon — only means something once people already know who you are. Nike spent decades and billions of dollars before the tick meant anything on its own. You don't have that runway. **A wordmark, your business name set in a distinctive, ownable typeface, works from day one.** Every time someone sees it, they learn your name. Every impression does double duty. For a business still building its reputation, that's not a compromise — it's a strategic advantage.



# THE BEST LOGOS DO THREE THINGS.

- They're recognizable after a single encounter – distinctive enough that a customer who saw your van on Tuesday remembers your name on Thursday.
- They work everywhere, scaling from a tiny phone screen to a large outdoor sign without losing clarity or impact.
- And they're unambiguously yours – visually and legally – so no one can dilute or copy what you've built.

If your current logo doesn't do all three, that's where to start the conversation.





## Before You Hire A Designer, Answer **Three** Questions.

- What do you want people to feel the moment they see your brand — before they read a single word?
- If you're rebranding, what do your existing customers already recognize, and what would you lose if that changed?
- And where does your logo need to show up over the next two years — online, in person, on vehicles, on products?

**The businesses that get this right don't start with a designer. They start with clear answers.** Once you understand what your brand should be, everything else follows.



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