



The Ultimate Logo Redesign Workbook

Plan your rebrand step by step, before you pay a designer a dime.

2026 EDITION

Why this workbook exists

Here's how most logo redesigns go sideways. Somebody gets tired of looking at the old logo. A designer whips up three options. Everybody picks the one they "like." Six months later it still doesn't feel like *you*, and now it's on the truck, the sign, and 5,000 business cards.

A logo redesign is a business decision, not an art project. This workbook makes you answer the hard questions first, so the logo you end up with fits your mission, your customers, and where your business is going.

How to use it: print it, grab a pen, and get the people who actually run the business in the same room. Plan on about an hour. Bring your current logo and a few photos of where it lives (your sign, your site, your truck, your shirts).

The seven steps:

1. Should you redesign at all?
2. The brand gut check
3. What to keep
4. The competitor walk
5. Shape, color, and type
6. Your designer brief
7. The rollout checklist

Step 1: Should You Redesign at All?

Not every tired logo needs a redesign. Sometimes it needs a cleanup. Sometimes it needs to be left alone. Check every box that's true.

Signs it's time:

- ☐ It looks dated next to your competitors
- ☐ It's hard to read when it's small (a phone screen, a social profile picture, a favicon)
- ☐ It falls apart in one color (embroidery, a window decal, a stamp)
- ☐ Your business has changed: new services, a new market, a merger, a new name
- ☐ You're a little embarrassed to hand over a business card
- ☐ You don't have clean, high-quality files of it anymore

Signs to slow down:

- ☐ Customers recognize it instantly and talk about it fondly
- ☐ The real problem is your website, your messaging, or your reviews, not your logo
- ☐ You're redesigning mainly because *you're* bored of it
- ☐ There's no budget to update the sign, vehicles, and print once the new logo exists

My call: Full redesign ☐ Refresh / cleanup ☐ Leave it alone ☐

Why, in one sentence:

Step 2: The Brand Gut Check

Your logo has to stand for something. Write down what that something is *before* you look at a single sketch.

What do we do, in one plain sentence?

Who is our best customer? (Be specific: who, where, what they care about.)

Three words we want people to feel when they see us:

1. _____ 2. _____ 3. _____

Three words we never want to be associated with:

1. _____ 2. _____ 3. _____

Where is the business going in the next five years?

Step 3: What to Keep

Your current logo has equity: the recognition you've built over years. Don't throw it away by accident. For each element, decide: keep it, evolve it, or lose it.

Element	What it is today	Keep / Evolve / Lose	Why
Name or wordmark			
Icon or symbol			
Main color(s)			
Font / lettering			
Tagline			

The one thing customers would miss if it disappeared:

Step 4: The Competitor Walk

Look at the logos of five businesses you compete with (in your town and online). The goal isn't to copy anyone. It's to find the space where you can stand out.

Competitor	Colors they use	Style (modern, classic, playful, bold...)	What stands out
1.			
2.			
3.			
4.			
5.			

What does everyone in our industry do that we could do differently?

Two logos *outside* our industry we love, and why:

Step 5: Shape, Color, and Type

Every choice sends a signal. Circle what fits the three words you wrote in Step 2.

Shapes

- **Circles and curves:** friendly, community, connection
- **Squares and rectangles:** stable, dependable, organized
- **Triangles and sharp angles:** energy, movement, direction
- **Hand-drawn or organic shapes:** personal, crafted, approachable

Color

- **Blue:** trust, calm, professional
- **Red:** energy, urgency, passion
- **Orange:** confident, friendly, creative
- **Green:** growth, health, outdoors
- **Black:** premium, bold, simple
- **Yellow:** optimistic, attention-grabbing (tough on its own on white)

Type

- **Serif:** traditional, established, trustworthy
- **Sans-serif:** clean, modern, straightforward
- **Script:** personal, elegant (hard to read small, so use it carefully)
- **Heavy display:** loud, bold, memorable

Must-pass tests for the new logo: it works in one color, it's readable at the size of a phone app icon, and it still looks right in black and white.

Step 6: Your Designer Brief

This is the page you hand to whoever designs your logo. Fill it in and you'll get better first drafts, fewer revision rounds, and a lot less "I'll know it when I see it."

Business name exactly as it should appear:

Tagline (if any):

What we do and who we do it for:

Three words the logo should communicate:

Keep from the old logo:

Avoid:

Where it will be used most (rank 1 to 5): website ☐ social ☐ signage ☐ vehicles ☐ apparel ☐
print ☐ packaging ☐ other ☐

Deadline and decision-makers (who signs off?):

Files we need at the end: full-color, one-color, and reversed versions; horizontal and stacked layouts; an icon-only version; vector files (AI/EPS/SVG) plus PNG and JPG; brand colors (HEX, RGB, CMYK); font names.

Step 7: The Rollout Checklist

A new logo only works if it actually replaces the old one everywhere. Check these off as you go.

Online

- ☐ Website header, footer, and favicon
- ☐ Google Business Profile logo and cover photo
- ☐ Social media profile pictures and banners
- ☐ Email signatures and email newsletter templates
- ☐ Online directories, review sites, and listings
- ☐ Invoices, proposals, and document templates

Out in the world

- ☐ Building and window signage
- ☐ Vehicles and trailers
- ☐ Uniforms and apparel
- ☐ Business cards, letterhead, and envelopes
- ☐ Brochures, flyers, and promotional items
- ☐ Packaging, labels, and stickers

Tell people about it

- ☐ A short "here's our new look" post or email, with the *why* behind it
- ☐ A heads-up to your team, so they can explain it to customers

Final Beefy Tip

Finish the workbook before you open a design app or call a designer. The clearer your answers, the better your logo, and the fewer rounds of "can we try it in blue?"

Want a second set of eyes? Our design team does this every week.

👉 See **design & branding at Beefy Marketing**

👉 Rebranding your website too? See **web design in Tomball**

👉 **Book a call**

Keep reading: [6 Questions to Ask Before Redesigning Your Business Logo](#) · [5 Commonly Used Logo Shapes](#) · [How to Choose the Right File Format for Your Logo](#)

About Beefy Marketing

Beefy Marketing is a full-service marketing agency in Tomball, Texas, helping businesses with branding, websites, SEO, content, social media, paid ads, and video since 2013.

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