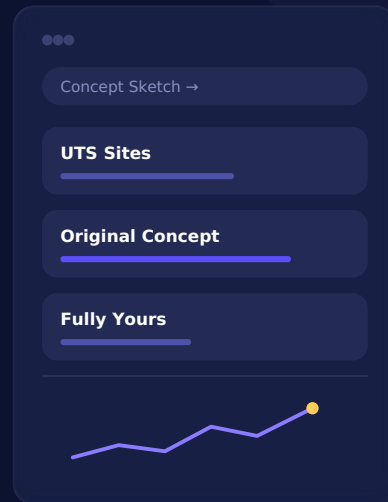


The Complete Guide to a Logo You Actually Own

A clear, honest look at how we design original marks, not assembled from a shared library, with real files you own outright.



11

YEARS IN BUSINESS

6

SERVICES COVERED

100%

FILES ARE YOURS

0

SHARED LIBRARY TEMPLATES

Thirty Seconds Is Not Enough Time to Design a Logo

Type your business name into an AI logo generator and you'll have something in thirty seconds. It'll probably use a shape and a font thousands of other businesses are also using right now, pulled from the same shared library every generator draws from.

A logo is the one asset your business will use more than almost anything else you own, on your website, your social profiles, your signage, your invoices. It's worth getting an original one, on purpose. This brochure explains, plainly, what that actually takes.

1

Generators Draw From the Same Shared Pool

Thousands of businesses end up with marks built from the same limited set of shapes and fonts, whether they realize it or not.

2

Ownership Isn't Always What You'd Assume

Purely AI-generated work generally isn't something you can copyright, a detail most people only discover when it matters.

3

A Logo That Works at One Size Is Unfinished

Favicon, profile picture, billboard, print, a real logo has to hold up at every size it will actually be used at.

4

Cheap Logos Usually Mean One File, Not a System

A single image with no vector source, no color variants, and no guidelines isn't really a finished brand asset.

11

YEARS DESIGNING BRAND IDENTITIES

100%

OF FILES HANDED OVER, FULLY YOURS

0

ELEMENTS EVER REUSED ACROSS CLIENTS

None of this works without a mark designed specifically for your business, tested at every size it'll actually be used at. That's exactly what the rest of this guide walks through.

Everything Your Brand Identity Needs

A lot of places sell a shape and a font and call it a logo. We don't work that way. Every project we run stands on all six pillars below, because skipping even one leaves you with a picture instead of a working brand asset.



Brand Discovery & Strategy

We find out what your business actually stands for before any sketching starts.



Original Concept Design

Hand-sketched concepts specific to your business, not generated from a shared library.



Refinement & Versatility Testing

Tested at favicon size, profile size, and full size, with a simplified version for small use.



Complete File Delivery

Vector files, every format, color and print specs, a full favicon set, all handed over.



Brand Guidelines

Clear usage rules so your logo stays consistent everywhere it appears.



Originality & Trademark Awareness

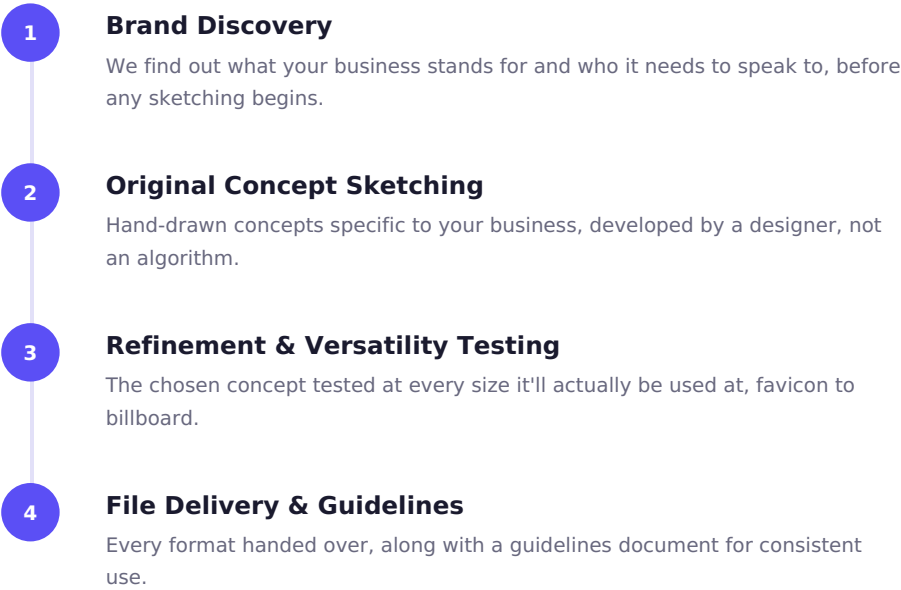
A documented process that reduces the risk of resembling an existing registered mark.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

An honest read on whether your existing mark needs a refresh or a full rebuild, and a fixed scope agreed upfront, no surprise charges partway through.

Our Process, Start to Finish

No guesswork, no shapes pulled from a shared library, and no surprise costs mid-project. Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For new businesses that need a first, original mark.

- Brand discovery
- Original concept design
- Full file delivery

Growth

For businesses that need a full identity system.

- Everything in Starter
- Multiple lockup variants
- Brand guidelines document

Enterprise

For rebrands or multi-brand identity needs.

- Everything in Growth
- Full rebrand strategy
- Trademark-aware process

Why Businesses Trust Us With Their Logo

Anyone can promise a "unique" logo. Here's what that actually needs to include.

11 YRS

Eleven Years Doing This

Long enough to know which shortcuts show up looking dated within a year.

FIXED

A Fixed Scope, Agreed Upfront

No surprise charges partway through for things that should have been included from the start.

HONEST

Honest When a Refresh Beats a Rebuild

Sometimes the existing mark just needs cleaning up, not replacing entirely.

EXCLUSIVE

Your Mark Stays Exclusively Yours

No shapes or elements from your logo end up recycled into someone else's.

HOW WE DEFINE SUCCESS

We don't measure a logo by how it looks in one meeting. Every project is built around three things that actually matter: whether the mark is genuinely original, whether it holds up at every size it'll be used at, and whether it's completely yours to use however you need. All three get handled the same way, every time.

Original

NOT ASSEMBLED FROM A SHARED LIBRARY

Versatile

FAVICON TO BILLBOARD

Yours

EVERY FILE, NO EXCEPTIONS

Built By People Who Actually Do The Work



UTS Sites started as a web design and development shop eleven years ago, and logo and brand identity work grew naturally out of it, because a website is only as strong as the identity it's built to represent.

We design logos, build websites, and run the marketing that carries a brand forward, for businesses across India, and we design every mark the way we'd want our own designed: original, tested at every size, and handed over completely, with nothing held back.

"A logo is the one asset your business will use more than almost anything else you own. It's worth getting an original one, on purpose."

That philosophy runs through everything on the previous pages: the discovery process, the versatility testing, the refusal to hand over a single image file and call it a brand. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

COMMON QUESTIONS

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

How is this different from your web design service?

Logo design creates the mark itself. Web design applies that identity to your website's layout and experience.

?

Why not just use an AI logo generator?

Speed, mostly. Generators pull from a shared library, and purely AI-generated work generally isn't something you can copyright.

?

What files do we actually get at the end?

Vector source files, every raster format, a favicon set, and color, black, and reversed versions.

?

Will our logo work on social media too?

That's tested before anything is finalized, not discovered as a problem after launch.

?

Do we own the copyright to our logo?

Yes, completely, once the project is finished.

?

Can I switch plans later?

Yes. Most clients start on Starter or Growth and add guidelines or lockups as their brand grows.

?

What if we already have a logo but it feels outdated?

We audit it first, then give you an honest read on refreshing versus starting over.



READY TO TAKE THE NEXT STEP?

See a Logo Built Specifically for Your Business

Get a free brand consultation and a clear, honest picture of what your logo needs. No guesswork, and no pressure to sign anything.

EMAIL

support@utssites.com

PHONE

[+91 98969 91330](tel:+919896991330)

WEBSITE

utssites.com

ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Digital Marketing

Content Marketing

Online Reputation Management

Web Design

Website Development