

# Inc.

## 5 Fab Small Business Logo Designs



### SusieCakes

In late 2010, Susan Sarich, founder of the Los Angeles-based bakery chain SusieCakes, contacted Simon Endres, creative director of Brooklyn-based Red Antler, to update the website of her then-five-year-old company. Endres, however, saw a stale logo and convinced Sarich to let his firm handle the task. "They hadn't executed [the original logo] to really match their product and their service," says Endres. With a unique idea in mind, the Red Antler team went about creating a classic design, using custom typography that was created to mimic letterforms etched in icing. "There has been a tremendous growth in bakeries—retail bakeries, independent bakeries, homestyle bakeries—since I opened SusieCakes five years ago," says Sarich. "The importance of standing out and having something that is unique and identifiable specifically to your vocation or your brand is more pertinent today than it was five years ago."