

How Kansas restaurants are using brand identities to boost profits

The U.S. Bureau of Labor Statistics says that people employed by restaurants totaled 12.37 million as of June 2025. The number signifies a 6,500 increase from the previous month due to the opening of new restaurants. Given new locations open daily, your restaurant must find a way to stand out to stay in business.

Like all other established **Kansas restaurant brand identities**, you need to build your brand. It sets you apart from the competition, thus driving profits.

Everything from your color scheme to your logo placement must work together. Read on to learn how you can use visuals to drive profits in your restaurant business.

Custom Uniforms

Your staff are the representatives of your brand with every minute they're on the restaurant floor. Take advantage of their work uniforms to enhance your brand voice and build customer trust.

Most eateries in Kansas use uniforms to tell their story. Those that offer farm-to-table often implement earth tones and use denim for their material.

High-end steakhouses often clad staff in crisp white shirts and formal ties. Fast food chains go for bright colors that stand out against other restaurants.

Uniforms help with practical problems too. Using ***stain-resistant fabrics will ensure staff look professional even during busy times.***

Getting uniforms that match your brand color makes it easy for customers to spot and signal servers. Ensure the name tags are easy to read, as they help create a connection between customers and staff.

Coordinated Color Schemes

Colors dictate how diners perceive your restaurant and how much they spend. Red tends to signal high priority to customers.

Blue evokes feelings of trust but negatively impacts appetite. Green points to good health and freshness.

Choose a color scheme for your restaurant based on its type, for instance:

- Barbecue joints go for warm reds and browns to signify comfort food
- Coffee shops lean towards earthy tones that are cozy
- Pizzerias choose bold colors to enhance excitement

Pick a color scheme that works for everything in your restaurant, from wall paint to menus to uniforms. They should all feel connected. Your clients will notice if no thought goes into picking colors.

Before settling on a color scheme, test it out in various sections. What works for small sections may be too much for the entire seating space. Also, ***consider how natural lighting affects the appearance of your chosen colors throughout the day.***

When choosing colors, stick to three main ones. Any more than that will confuse customers and weaken your brand.

Strategic Interior Design

Customers tend to form opinions about a place even before they order. Your choice of interior design will greatly affect how much people spend and whether they will come back.

Lighting dictates how people feel about your restaurant. Go for bright lights if you have a casual joint where you want faster customer turnover. Music should serve as background noise that can let people talk without having to shout over each other.

How you structure the seating in your dining area has the following effect:

- High-top tables encourage people to eat faster, enhancing patron flow
- Booths keep people seated longer and therefore ordering more

- Bar seating brings in lone customers, encouraging socializing

Lastly, choose decor that matches your price. Hanging expensive artwork in a burger joint will give a false impression of pricey meals. Choose **a simple, clean design that is guaranteed to work.**

Branded Menus

Menus are an often-overlooked branding tool. The design will heavily influence what people order and the money they spend.

Font size, for instance, has a huge impact. Use bold writing to keep the customer's attention on high-margin products.

A small font size works against your bottom line. Customers don't pay attention to such text.

The placement of items on your menu affects revenue. Foods that appear in a box give the impression of being special, thereby justifying spending more on them.

Focus on the following golden triangle areas. They lead to the most sales:

- Top-left
- Top-right
- Center

These locations **play to people's natural reading patterns**, meaning they will be the first to be seen.

Pay attention to the color psychology of your menu. Use red for limited-time offers and green for healthier meals. For ease of reading, go for black writing on white paper.

How you format the price will affect people's perception and expenditure. Omit the dollar sign from all your prices to remove the spotlight from the cost. Keep foods that cost the same together to normalize the price.

Consistent Staff Training

Your staff can build or destroy your brand with each customer interaction. Focus on consistent training to make sure the dining experience is the same regardless of the

server.

With each new hire, teach the brand basics. Make sure your staff understands your business's story, values, and target clients.

The voice and tone of your employees matter as much as their appearance. Thriving **Kansas restaurant brand identities** employ staff who are able to match their speaking to the restaurant's brand. With fine dining, staff should use formal language, while friendly, relaxed language is best for casual spots.

Make sure your training covers all the following areas:

- Greeting customers
- Etiquette on the phone
- Dealing with complaints
- Explaining the menu items

Take advantage of role-playing to ensure staff readiness for real scenarios. To ensure a consistent brand voice even with new hires, schedule regular training sessions.

Strategic Logo Placement

Your logo should appear everywhere that matters without being overwhelming. To do that, ensure your logo is the correct size for the location.

Outside ***logos should be bold and easy to read from afar***. Logos inside your menu should not overshadow food items.

The best places to place your logo for maximum visibility include:

- Entry doors
- Receipt paper
- Staff uniforms

Kansas Restaurant Brand Identities Drive Long-Term Success

Cohesive **Kansas restaurant brand identities** help solidify customer loyalty and drive business growth. With each choice of visuals, you determine whether customers choose your restaurant.

Go for consistent branding that uses your staff uniform, interior design, menu, logo, and colors to tell your story. Train staff to deliver similar great service and beat the competition.

Looking to read more on business growth and branding? Explore our business articles for more tips.