Pristine Portables Logo & Website Images

CASE STUDY | **Updated branding and website images better reflect the company's current product offerings.**

CLIENT OVERVIEW

Pristine Portables is a leading provider of portable toilet rentals throughout Illinois and eastern Iowa. With locations in Galva, Illinois, and East Moline, Illinois, they provide their customers with high-quality portable toilets, luxury portable restroom trailers, portable sinks, and more.

THE CHALLENGE

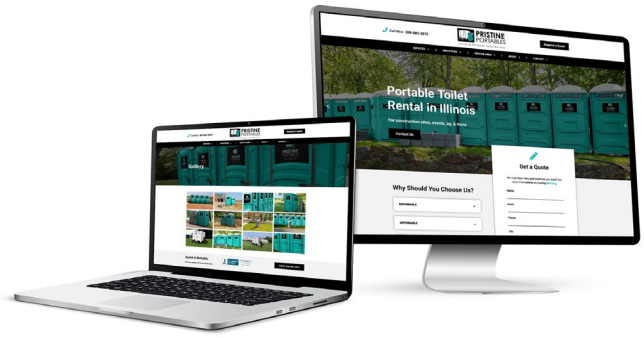
We built a new website for Pristine Portables in 2023 and have continued our business relationship to this day. In 2026, the company's owner came to us with a request to design a new logo that better reflected the company's current product offerings. The old logo consisted of just an icon and the business name.

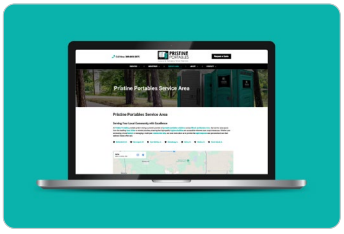
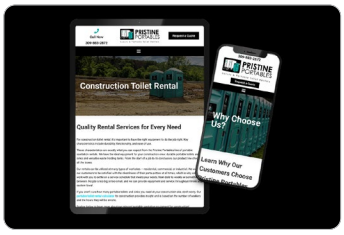
They wanted to transition to a logo that featured a luxury restroom trailer and portable toilet stylized to look like the business's actual products.

STRATEGY EXECUTION

We developed a few different logo concepts and worked with the customer to finalize one he wanted to use. Once that was done, the Pristine Portables website needed to be updated, which we also took care of.

This involved not only updating the logo wherever it appeared but also creating custom images of luxury restroom trailers and portable toilets to reflect the logo change and current product color. We also had to update the colors on the website to match the new branding.



THE RESULTS

We accomplished all of the updates efficiently and pushed them live. Now, when people visit the Pristine Portables website, they see branding and images that accurately depict what the company delivers.