

ADJECTIVES:

Some adjectives we have identified for what we are looking for in the logo design are...

- Simple
- Clean
- Classy
- Traditional
- Expensive looking (ha!)

COLOR:

We would prefer some color in the logo (most likely black and ocean blue (is that a real color?))

SYMBOL:

In addition to the firm name, we were thinking of adding our firm initials (either FC or F&C). The position we most prefer is above the firm name. We have also seen the initials in the middle of the firm name (we will attach a pdf example) and we sort of like that. Also, we have most commonly seen the initials to the side of the firm name - don't mind that but probably our third preference.

We don't mind if the initials are in a shape, like a circle or something similar. Would probably prefer if there was some shape or design besides a simple circle or square (we are accountants, everyone already assumes we are square!) that was fresh. Something I've seen that I don't mind is the initials being in cursive. We were also wondering if there was a cool design where maybe the letter F is inside the letter C.

EXAMPLES OF THINGS WE LIKE:

We are including a few pdfs of logos (parts of logos really) that we have (sort of) liked.

We thank you for your time and talents. As people who use rulers to underline #'s (\$77.70) we appreciate your creativity and abilities!

WE'RE REALLY NOT AS CRAZY OR ANAL RETENTIVE AS ALL THIS SEEMS... JUST TRYING TO THROW IDEAS AT YOU LIKE WE WERE SITTING ACROSS THE DESK FROM EACH OTHER.

WE LIKE A FONT SOMETHING
LIKE THIS ONE
(DON'T NEED TO BE THIS
EXACT FONT... JUST
A GENERAL IDEA)

AS AN ALTERNATE
STYLE OF FONT WE
LIKE WOULD BE
MORE MODERN/SLEEK
LOOKING

DON'T LIKE
THIS STYLE

FULTON



KOZAK

certified public accountants

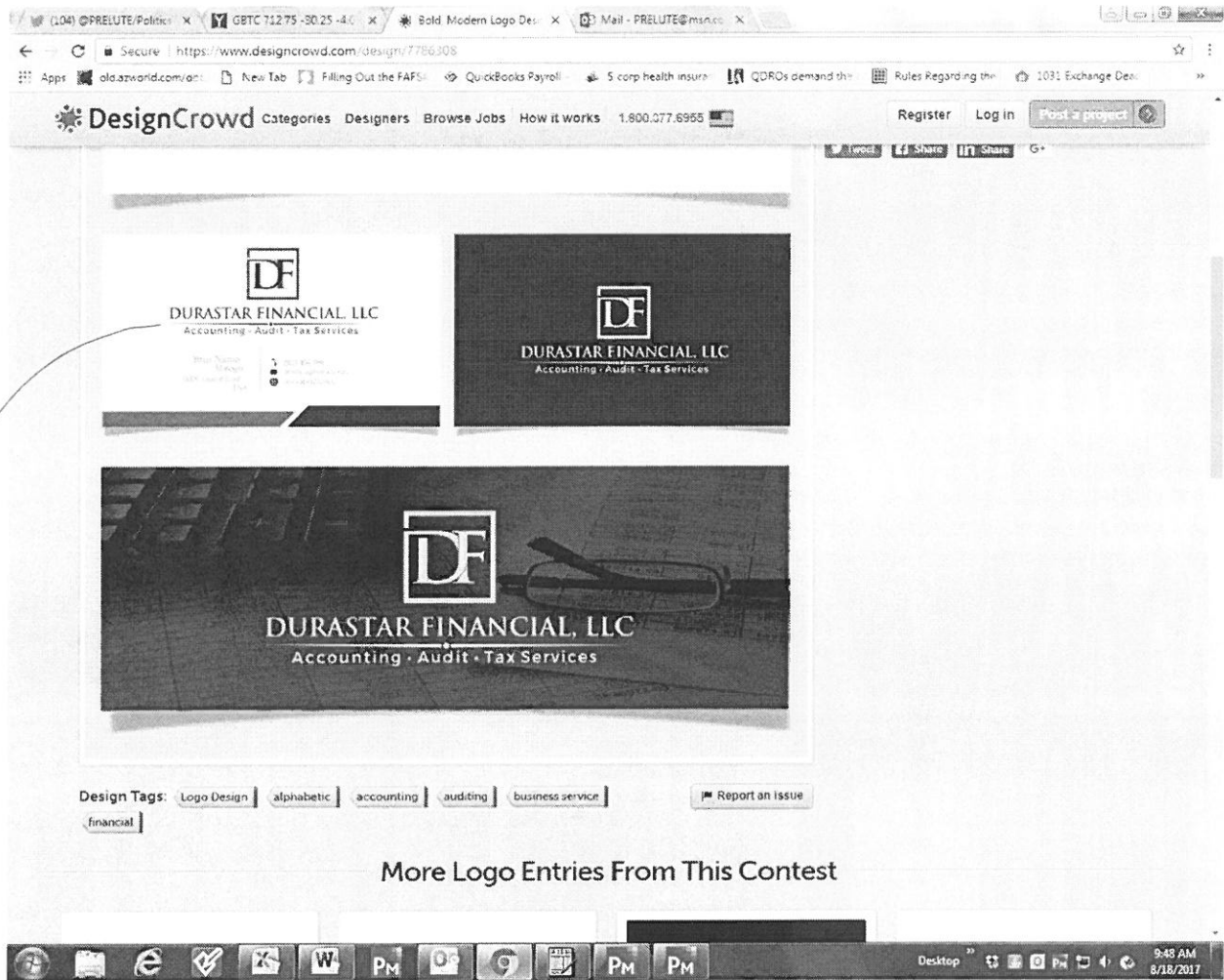
WE DON'T LIKE THIS IN ALL LOWER CASE



- WE LIKED THE SIMPLICITY OF THIS ONE

- WOULD PREFER A LINE UNDER OUR FIRM NAME - - -

(FAGAN & COOK PC
CERTIFIED PUBLIC ACCOUNTANTS)



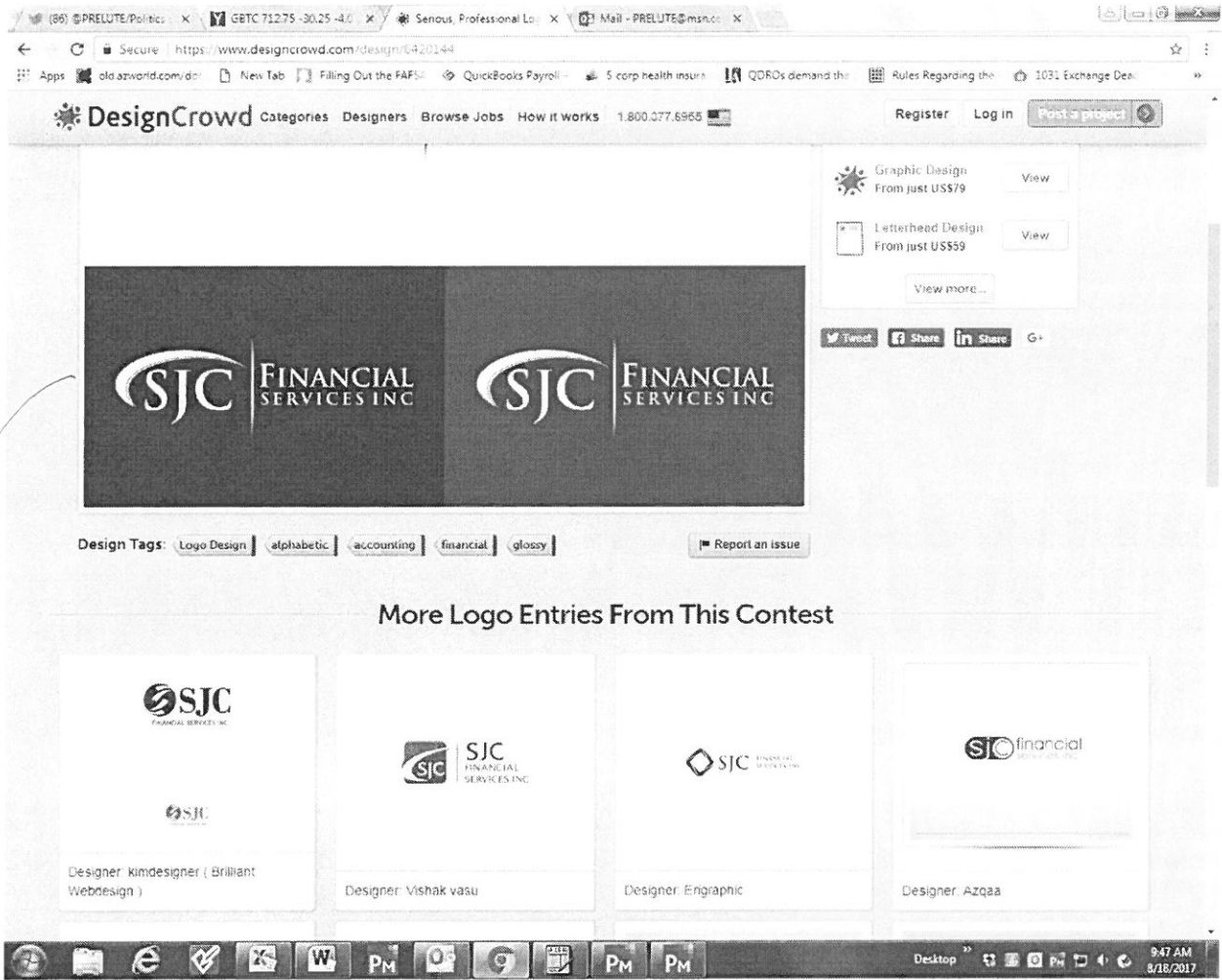
WE LIKED THIS STYLE OF LINE WHERE IT
FADES AWAY / GOES TO A POINT AT THE ENDS

BRONSTEIN  CARMONA



JUST AN EXAMPLE OF :

- 1) THE INITIALS IN THE MIDDLE OF THE FIRM NAME
- 2) THE LETTER C FRAMING THE OTHER INITIAL (B)



JUST AN EXAMPLE OF A SHAPE ACCOMPANYING THE INITIALS

DesignCrowd Categories Designers Browse Jobs How it works 1,800,377,695

Home Logo Design Logo Design Contests BetterAccounts Bookkeepers Logo Design by GreenLamp

Elegant, Serious Logo Design for Company in Australia | Design 6805267

Designer: GreenLamp

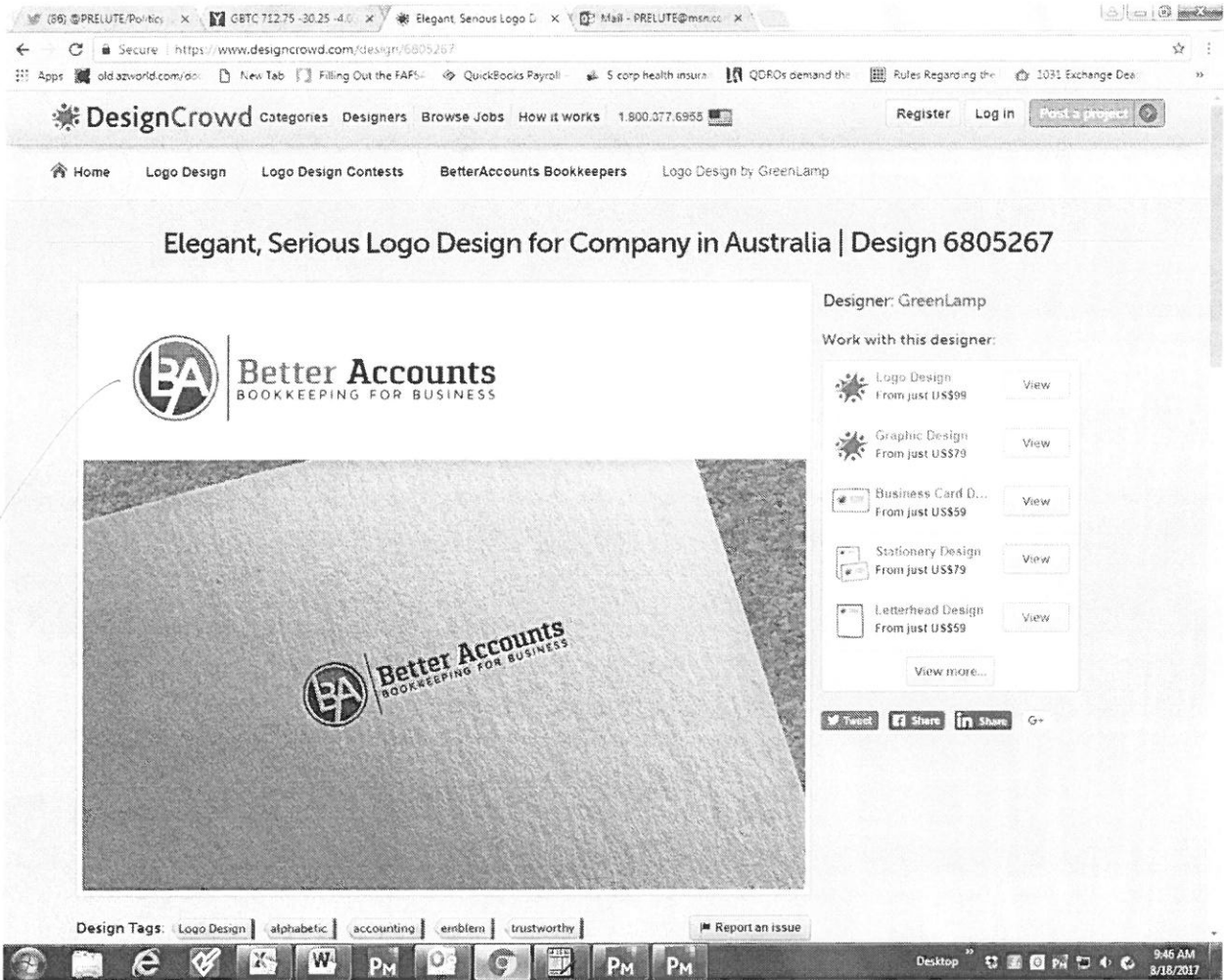
Work with this designer:

- Logo Design From just US\$99 View
- Graphic Design From just US\$79 View
- Business Card D... From just US\$59 View
- Stationery Design From just US\$79 View
- Letterhead Design From just US\$59 View

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ANOTHER SHAPE EXAMPLE



DO YOU THINK OUR INITIALS LOOK BETTER AS

FC

OR

F&C ?