

Below are some fonts that I like from

- *genetic testing companies*
- *genetic counseling companies*
- *Other (non-genetic but serious) consulting services.*

I want to Avoid having a font that looks Too similar to any of the existing genetic testing companies or genetic counseling services companies. But I also don't want to be so far away from their look that it doesn't fit with the industry at all. All of the fonts below I Like and I want to be in the same ballpark as these fonts.

I'd like my logo and font to look modern but also communicate seriousness without being dour. I'd like to look a little bit More serious/more expensive/higher quality/more luxurious than the fonts below communicate. I like that all the logo and fonts below communicate something that is somewhat fun and accessible. I don't want to look like a funeral home or a law firm, but I would like something a little more serious compared to other companies. Maybe this can be communicated through weight--something a little thicker than what you currently have and a bit thicker than what's below?

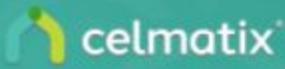
But I have No design skills or background, totally open to your ideas as to how best to express what I'm looking for.

Fonts from (New/Young) Genetics Companies:





Phosphorus



Fonts from Genetic Counseling Services Companies:



GeneMatters



GeneMatters

Your Personal Genetics Resource



Fonts from (non-genetics) consulting services i like:





Others that I like/possible inspiration:





F O C U S
F E A T U R E S
A COMCAST COMPANY

