

1
Who is your competition?

CFO Alliance <https://cfoallianceinc.com/> FLA CFO Group <https://floridacfogroup.com/>

2
Who are your customers?

Bankers, Lenders, Tax CPAs, Commercial real estate brokers, Commercial Insurance agents, other outsourced consultants

3
What message would you like your logo to convey?

Professional but not boring - appeal to men and women

4
What elements would you like seen in your logo?

I don't want too swiggly lines which is too feminine and not as professional. I like bold colors. I like a strong but warm color.

5
Which logo style do you prefer?

Pictorial mark



6
What look and feel do you prefer?

Classic

7
Which colors do you prefer?

Green



8
Which fonts do you prefer?

Elegant



9
Any other instructions or preferences you'd like to share?

I like my website with reference to the tree but it doesn't feel modern.

Sans Serif	FUTURISTIC
Serif	Elegant
VINTAGE	BLACK
Handwritten	Brush
Modern	GRUNGE
Slab	SPORTY
FUNKY	STENCIL
Script	Thin
BUBBLY	QUIRKY
Blackletter	OUTLINE