

Logo Design Brief – Quick Design Turnaround

Montague M&A LLC is a business based in Arizona, USA.

What this business does: Montague M&A LLC represents people who want to sell their businesses.

Competitor Logos: I couldn't find many good examples of logo designs from other mid-market M&A companies to use as references. Most logo designs I looked at are awful.

Company Name: Montague M&A LLC

Desired Brand Image

The logo design should communicate:

- Professional
- Experienced
- Trusted
- Sophisticated
- Confident
- Modern
- Boutique financial services firm

The design should look appropriate beside an investment bank, private equity firm, accounting firm, or corporate law firm.

Logo Design Direction

Please develop several different logo concepts for our review. Do not give me multiple variations of the same logo design.

The logo should be:

- Clean and simple
- Professional and sophisticated
- Easy to read
- Strong without being aggressive
- Suitable for website, LinkedIn, business cards, presentations, letterhead, E-mail signatures, and Zoom backgrounds
- Effective in both large and very small sizes

Please explore the following ideas for a logo design:

1. **Wordmark:** MONTAGUE M&A as the primary design.
2. **Monogram:** A simple "M" or "M&A" symbol combined with the company name.
3. **Abstract Symbol:** A simple geometric or distinctive symbol combined with the company name.

Please **avoid** using the following in the logo design:

- Dollar signs
- Coins or money symbols
- Handshakes
- Stock-market charts
- Generic upward arrows
- Buildings or skyscrapers
- Overly complicated symbols
- Bright or playful colors
- Designs that look like a real estate company or small-business brokerage

Color Direction

Preferred primary direction: Deep navy blue or midnight blue. The designer can experiment.

Please explore a small number of sophisticated accent colors, such as:

- Muted gold
- Slate/charcoal gray
- Medium or brighter blue

Use a restrained color palette. The logo should also work well in black and white.

Typography

Please use professional, highly readable fonts.

Explore:

- Clean modern sans-serif fonts
- Sophisticated serif fonts
- A combination of serif and sans-serif fonts

Avoid decorative, script, very thin, or playful fonts.

MONTAGUE should have the strongest visual emphasis. **M&A** must remain clear and easy to read.

Important Design Requirement

The brand should communicate **professional M&A representation**, not a traditional business brokerage.

Please provide several concepts for our review and feedback before refining the final design.