We like your logo design very much but are looking to try to “dress it down” just a little bit. The audience we are playing to are conservative bankers/investment professional/insurers. We want to show some dynamic nature still but not alienate this end of our audience spectrum.

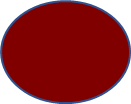
To do this, we would recommend:

1. We like the Banktech Daily colors. Changes requested: (a) drop the downward tail in all logo designs (circled in yellow); (b) its subtle but on the highlighting in the right can we keep it more toward the lighter blue like in the bottom of the “a” in banktech and less toward the yellow/green/aquamarine.   
   We would like to see the a very light gray used for Daily throughout all logos (like the D here)





1. This logo design we like, but would like to remove all purples in favor of the gray/light gray.  
   the only “effects” might be a couple of lighter gray “wires” (yellow arrows, picking consistency with those highlighted in Banktech design) in the design and/or a lightening of the gray wire design to the right (away from the white of the Investech. (and drop the down pointing tail).  
     
   
2. Insuretech Daily Logo. We don’t like the orange or muted tone orangey-red one.



***Insuretech****Daily*

We have another company that uses the Dark Red in the big circles -- SO, to affiliate the two, we thought we would try to use it. Using it directly leads to too-dark-on-black and so we lightened it up a hair in “Insuretech” and would suggest that this is the base color. The Daily is the light gray we are thinking for Daily throughout.

The lines are a mixture of the darker red (matching our other logo) and the lighter red that we used in insuretech. Again, I would probably highlight the same strands of wire as with the first two logos.

1. For the Fintech Daily logo, the concept is the same, but pushing consistency/conservatism as this is “parent” of the other three brands.

I would try BLUE #0081AB for the word Fintech. **Start with all of the Wire lines in this same color.**  
Then, only highlight the three lines indicated: (i) to match the light blue in banketech (?#1DDEF5), (ii) to match the darker red (conservative) in the lines on insuretech (#800000), and (iii) to match the white no need to make these lines thicker.   
  
and, please get rid of the downturn again.

