To be honest I don’t like any of them.  Perhaps we can loosen up the brief a bit and see what comes back?

* I’d be happy with a different red/blue for example – perhaps a bit less “old fashioned” and “amateurish”.
* The SE isn’t readable/accessible in some of the formats so doesn’t add any value.
* I’d like a logo that can be square as well as wide – the current is hard to use in square format (same with Futures UK).
* The ***SE*** below is a bit “thick” and in an ugly font.  The other fonts are “ok” in that they are readable – but rather plain.  Maybe something can be done with kerning to improve readability as well as a more modern sans-serif font
* The entire SE could be “bent” from a single piece (like a neon light – but that’s “dated” if done wrong.)
* It feels like rounded is better than angular/sharp – but I do like the sharp corners on the bent metal surround below – maybe it communicated precision/accuracy/”Shelley finish”
* Would silver/gold/platinum/gloss be an option – or “anodised” red and “blue” finish?
* Quite like the idea of trying “twisted”/”wrought” iron as part of the logo – although they don’t tend to do that.  The idea is to communicate beauty, functionality, quality rather than utilitatirian
* I quite like page 7 and page 2 (although the “S” is too out of balance with the E – the idea has merit).  Page 4 is ok too – the icon element/format
* I don’t like the pointy ends of the E and S in others or the angular versions

The writing and strapline in the below are kinda ok as is – it’s the ***SE*** symbol and “steel wraparound” where the opportunity is.

I am certainly looking for readability and simplicity.

The red is a bit bright/garish as is,  The blue is better but could be “flatter”/more white but not pale?

