



Hi there.... we like that you have got the logo within the word & that the person has a "Paperwork"effect.

We do really still like the idea of the logo example we posted tho & would like to see if you could possibly adapt that slightly as per the following;

- Retain the 2 people "passing" the load to each other however expand this somehow, perhaps make the L larger then keep the I in size with the remaining letters.
- Or possibly incorporate them passing paperwork to each other? That kind of thing – looking like the L & i & abstract & offloading paperwork – that's the idea.
- Join lightenyourload into ALMOST one word (very small gap between words) but different colours as below
- Use the Catch phrase – Paraplanning XPlan Customisation
- Use of 2-3 colours
  - All 3 in Li (logo)
  - One in rest of Lighten & Load
  - One in your
  - Catch phrase same as your but slightly lighter
- We really like these colours if they can work??



- Or we still like the teal green kind of colour & possibly a blue or combined with a grey

