



SOUND FINANCIAL
SOLUTIONS, INC.
FOR LIFE AND LEGACY PLANNING

I like how sharp and modern the logo looks, I like the colours, and I like the layout of having the square symbol on the left, with the text on the right.



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I like the sharpness, colours, could be a little bit warmer tones though, or some accents of gold in there.



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CAPSTONE
ESTATE PLANNING

I like the combination of colours, maybe a little bit more blue and it would be even better. Want to keep it warm, yet modern and sharp for financial advice.



I like how the two “f” create a symbol, we could use something similar for two “e”, and maybe use that as the trunk for a tree. The symbol could be at the middle of the words, or on the left.



I like the different options for the logo, one in white against blue or black background, and one against white background. The light house could be a nice symbol for me too, as the purpose of executor expert is to be a solution for people who are struggling at a hard time in their lives with lots of responsibilities and grief and not knowing what to do or who to turn to



Like the symmetry on the symbol, but I don’t like the fact that the whole logo is square, would rather have a symbol for the square logo, and the text on the side or under, to end up with a more horizontal logo.



Like the concept of having the tree under ground as well, and the fact that it would be unique enough to be recognized even if the text wasn't there. My plan is to build the brand so the logo can then be recognized even without the name of the company



One example of tree with some creative. Makes it unique. Colours could have more blue in it



That is another example of a tree that is different and can easily be recognized. The tree symbolizes the tree of life, the knowledge, the legacy and longevity.



THE
ELDER LAW
PRACTICE
OF CASH AND WHATLEY

kind of like the symbol, different, doesn't really mean anything but easy to remember and could do a great favicon for browser



**ALMADEN
LAW GROUP**

Amy L. Horowitz
Attorney at Law

Unique tree type again, community, legacy...



Kabb

AN ELDER LAW & CARE FIRMSM
The difference is care.

Like that one too, even if the overall logo should be more long than high. I think it would be difficult to get the most of this logo when advertising if we need a more long and narrow logo.

Origin  **Law**
ESTATE PLANNING & TRUSTS

Like the idea of the butterfly, like how fresh it look, freedom, again, different enough to be remembered.



The key concept with the text around it could be a good symbol also, as my company will help people figure out how to handle the estate after someone dies, or plan so when the times comes the people left behind won't be completely lost without knowing what to do, or where the info is. I would want to have a square option that could be used as favicon for browser though, which this option doesn't really offer



This one is interesting too, integrates everything into one square, but I still think that having a long horizontal logo would be better. And all that text to be used for a favicon wouldn't work, as you couldn't really see what it is.



The lighthouse again is a good option for being a held in the dark, in a time of need.

THE ROLAND LAW FIRM
ELIZABETH A. ROLAND, P.C. // ATTORNEY AT LAW



Like that too, more farming though, so the wheat wouldn't be the best symbol to use, but the shield could be used, with a different symbol inside it. Having the text on the left and symbol on the left would make it stand out too.



The plume can symbolise writing a will or planning for an estate, could be one we can use. I like the ink creating some connection between the symbol and the text next to it.



This one is not too bad, but I think that the colours are too dull. And the writing might not be sharp enough.



This is not too bad either, with the family being what our mission is to help, so family don't get torn apart after someone's death for lack of proper advice or planning. The capital letters have too many circles to my taste.



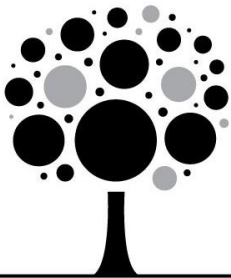
EXECUTOR EXPERTS

Got a designer to draw these for me, but I am not satisfied, so I'd thought I get more designers to suggest more designs. This one is not too bad, I like the negative of the tree branches and the moon or sun behind. It is unique, but I'd like to have the symbol on the left, and text on the right, and would like to get more colours than just the monotone.



EXECUTOR EXPERTS

Don't really like the bubbles in the tree. The text in grey is too dull too.



EXECUTOREXPERTS

This one could be not too bad, even if the colours are too monotone, and the tree isn't as I'd like it. Thought I could find something better, or you could ;-)