AmeriEstate Logo Design

**Company Name:**

AmeriEstate Legal Plan

**Company Bio:**

AmeriEstate is your go-to resource for Estate Planning. We specialize in advising and guiding people like you, parents, professionals and business owners, helping you preserve and grow you assets over multiple generations. When you select AmeriEstate, you’ll quickly recognize that our personalized process, approachable customer service, knowledgeable attorneys, at-home delivery by specially-trained notaries and best-in-class products set us apart. We aspire to give everyday people a customized strategy perfectly tailored to their needs allowing them to face the future with confidence and peace of mind.

AmeriEstate recently celebrated its 21 anniversary and is best known for delivering affordable, high-quality estate planning services. The company is a second-generation family run business and has deep ties to the community.

**Services:**

Our primary services center around estate planning, asset protection and Legal Long-Term Care Public Benefits Planning including: Last Wills & Testaments, Living Trusts and Elder Care protections.

**Color Preferences:**

We’d like to stay with our current muted blues (#29417b) and grey accent tones (#5b657b and 333333. There is a hint of burgundy which can stay as an accent, if needed, but not a main color theme.

**Look and Feel:**

Straight-forward minimal design

A modern design featuring a cleaner, leaner style

Serious tone but friendly and approachable

Gender neutral

Literal (not abstract)

Current logo features a lighthouse. This can be incorporated but should not be the focus

The AmeriEstate team is widely regarded as knowledgeable, reliable, professional, responsible and trusted.

No tagline will be included

Logo will be used on web site, throughout social media and in marketing materials

**Target audiences:**

Our target skews older (45+), upper-middle class, educated, owns property, assets over $150,000, has a family. Many clients are retired.

They are looking for people who can guide them through a difficult process; making end of life decisions or deciding how to divide an estate can be stress inducing. We’re here every step of the way.

**Competitors:**

Legalzoom

Legal Shield

Rocket Lawyer

Trust & Will