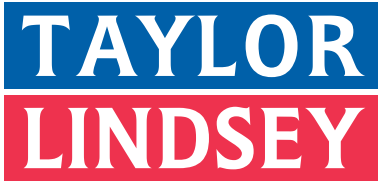


**TAYLOR**  
**LINDSEY**



Old Logo



New Logo

With the view that eventually Taylor Lindsey would replace the holding company's brand of Lindsey Securities Ltd, the client wanted a clean, bright logo that relied on typography without any sort of icon or image to accompany it.

The brief required us to use red and blue and to incorporate white into the simple letterform icon. This would be placed on stationery, livery and advertisements etc so had to remain clear and modern to stand the test of time.

It is also a very versatile logo that can be arranged as a block (as logo to the left) or alternatively, with 'Taylor' and 'Lindsey' next to each in a long strip that may be more appropriate within certain design layouts.

**TAYLOR**  
L I N D S E Y

TAYLOR·LINDSEY

TAYLOR·LINDSEY

**TAYLOR·LINDSEY**

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Initial Ideas

TAYLOR  
LINDSEY

Taylor  
Lindsey

TAYLOR LINDSEY

Taylor  
Lindsey

**TAYLOR**  
L I N D S E Y

**TAYLOR**  
L I N D S E Y

**TAYLOR**  
L I N D S E Y

**TAYLOR LINDSEY**

**TAYLOR**  
**LINDSEY**

465 High Street  
Lincoln LN5 8JB  
Tel: 01522 512200  
Fax: 01522 532262

**TAYLOR**  
**LINDSEY**  
WITH COMPLIMENTS

465 High Street Lincoln LN5 8JB Tel: 01522 512200 Fax: 01522 532262

**TAYLOR**  
**LINDSEY**

**ROBIN TAYLOR**  
BSC, MMRD, PRINC  
Director

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Logo Placement