Logo Anatomy

Typography
Logo typeface is on all lower cases, with heavy thickness. The logo uses a two-story typeface.

Color Scheme
The main focus a single color scheme. This gives a simple design to the brand.
Can also work in black and white.

Alignment
Logo isn't a complete center-align, the "dollar" text being slightly towards the left. Try to align the closed counter of the "d" to the leftmost part of "e".

Line-Height
The logo has "dollar" stack on top of the ascender of the L of "general"