





Bookkeeping services



Bookkeeping services

"Morton" handwritten script:
Modern, elegant, personal.
Adds warmth and approachability.
Gives the logo a signature-like feel, implying
personalized service and authenticity.

Shape: A donut chart placed as the 'O' in "Morton",
divided into blue and green segments.

Meaning:

Smartly combines the symbol into the wordmark,
so it feels cohesive.

Represents data, balance, and financial clarity –
perfect metaphors for bookkeeping.

The green segment suggests growth and success;
the blue suggests trust and professionalism.



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"Bookkeeping services" lowercase
sans-serif:
Clean, simple, easy to read.
Lowercase makes it friendly and
approachable, instead of too formal.
Uses green to visually connect with
the donut chart's accent color

Main Blue (#163e64): trust,
professionalism, stability.
Accent Green (#6ca24a): growth,
balance, renewal.

The combination feels fresh but dependable
an excellent tone for a financial brand.



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Morton

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