



**Notes:**

.....  
This has been reworked to make the 'T' more recognisable in the icon.



**Notes:**

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This has been developed to make it feel a little more feminine and has been achieved by;

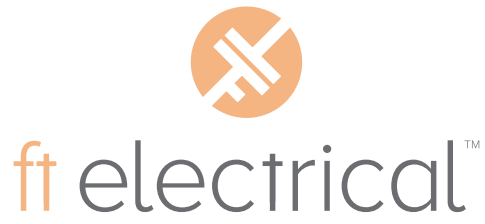
- a) Adding rounded ends to the lines in the icon
- b) Using upper and lower case
- c) Retaining a modern typeface but using something that is a little softer, thinner and with a slight 'flourish' with a little flick on the 'L' and 'T'.



**Notes:**

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Eight different orientations of the icon.

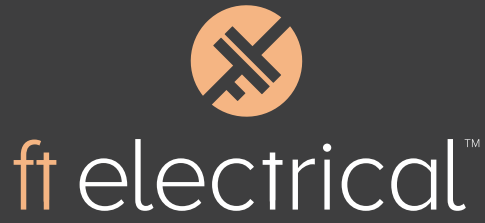
11v



11h



11v

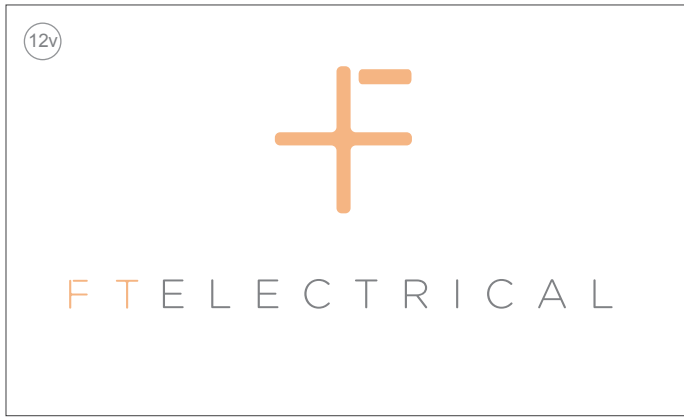


11h



**Notes:**

.....  
This has been developed to make it feel a little more feminine by using upper and lower case.



**Notes:**

.....  
The negative sign in the icon has been increased in length. The make up of the 'F' has also been reflected in the 'F' in 'FT'. We could look at doing something similar with the 'T'.

The icon has been reduced slightly in size. This makes it less dominant and a little more feminine. It's also been centred to help it feel more 'complete'.

13v



F T E L E C T R I C A L

13h



F T  
E L E C T R I C A L

13v



F T E L E C T R I C A L

13h



F T  
E L E C T R I C A L

**Notes:**

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The icon has been placed in a box with rounded edges. This helps retain a visual reference to your previous logo and will address the issue of the logo feeling 'unfinished'.

It also seems to have a slight reference to a plug socket which adds something to the design.