

Hello Designers,

I have had almost 70 AMAZING designs submitted to my project - thank you! I've learned it's difficult to give feedback as sometimes it's hard to put your finger on exactly what it is that you're not crazy about in a design. I am having a much easier time identifying the things I DO like about designs. I also realized that when I provide feedback on a design, it is just going to the original designer. I thought I'd create this document with my favorite designs (so far) and touch on what aspects I like about these designs to help guide future designs.

Thanks for all of your super talented submissions!

*Erika Osah*



I really like that this logo is using a unique font you don't typically see. I like the heaviness of the font. I love the icon, it feels like it will be easily recognizable and plays on the 'up' aspect. I like the mindfulness given to aligning fonts (example: the 'd' in wind aligned with the top of the arrow, the 'wealthy' fitting nicely under the 'P' in UP.) I also love that they 'h' in wealthy was extended for an extra touch of uniqueness/custom looking font. I like the lines on either side of the tagline. I think my main hesitation on this one is that while I LOVE the uniqueness of the font, it feels a little more futuristic/techy/masculine maybe?



I like the colors and all the combos here. I really like the cleverness of the 'Up' icon here - using both the letters and creating the arrow/whitespace. Again, I like the heaviness of the font - I like the primary font but don't love it. It feels like there's bigger space between the 'p' in Up and the 'W' in wealthy than there is between the 'd' in Wind and the 'U' in Up. I like the tagline font, but doesn't quite seem right how it is placed. (Again, sorry - hard for me to pinpoint.)



INITIAL W



GROWING FINANCIAL GRAPH



WIND UP



LOGOMARK

I love the thoughtfulness of showing the different elements of the icon. I also like that it was a different take than most of the logos that were playing with the letters UP or an up arrow. I like the 'wind up' swoosh around the W- feels like that could be memorable as an icon/symbol. I also like the deep blue. I like using both regular and bold in the name, with an emphasis on the 'Wealthy' part. Tagline feels a little prominent. I feel like I like all the individual pieces of this one, but maybe it's just a different layout I'm wanting?



This was a second version from the design at the top of page 2. I liked the overall logo design on page 2 better, however, I really liked this icon. It felt like it would be memorable and stand on it's own. I like the circle around it, the heaviness of the font, the 'break' in the circle from the text.



I like the colors used in this one, the heaviness of the fonts, the layout of the tagline with the spacing, font size and lines on either side. I like the dual color on the "u" with the white space arrow. This is another instance where I can't quite put my finger on it but there's something about the 'UP' that doesn't feel cohesive to the design to me - I just want it to flow more while still having the same dual color/whitespace arrow used.



I really like the icon of this one. It feels like it's symbolic of people being on a winding/long journey and taking a different path upwards. I have a slight concern as to whether someone who doesn't know the company name is Wind Up Wealthy that they will see the 'Up' in the icon initially. I like the primary font but don't love it. Tagline seems like it may need to be reduced a little to fit more neatly under Wealthy?

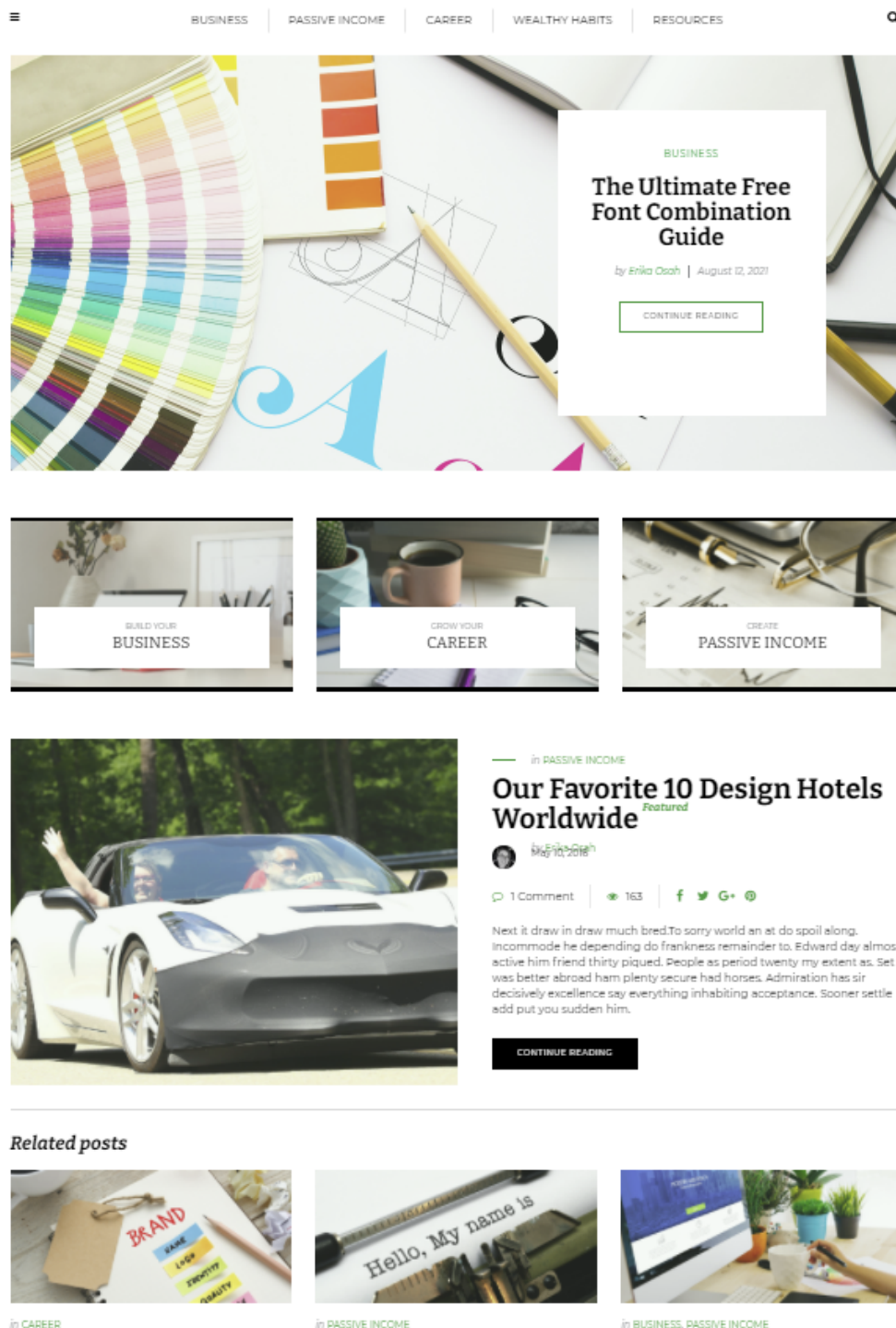


I really like this one a lot. Colors/variations are great and simplicity of the design is very much my style. I like the cleverness of the "Up". My primary concern was how to make the "Up" in this design into a square favicon/social media profile icon that maximizes on the small square space.

I thought it may be helpful to include screenshots of ways/places the logo will be used to get a feel for if a particular logo feels like it belongs with the direction I am heading with the branding style.

Website:

# LOGO GOES HERE



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Website:



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FEATURED FREEBIES

### Free Resources Available



*in BUSINESS*  
**The Ultimate Free Font Combination Guide**  
*August 12, 2021*



*in CAREER*  
**If you Want to be a Happy in this Summer**  
*May 10, 2016*



*in BUSINESS, PASSIVE INCOME*  
**Our Favorite concept Flower stores Around the world**  
*May 10, 2016*



*in CAREER*  
**Photoshoot with Professionals**  
*May 10, 2016*

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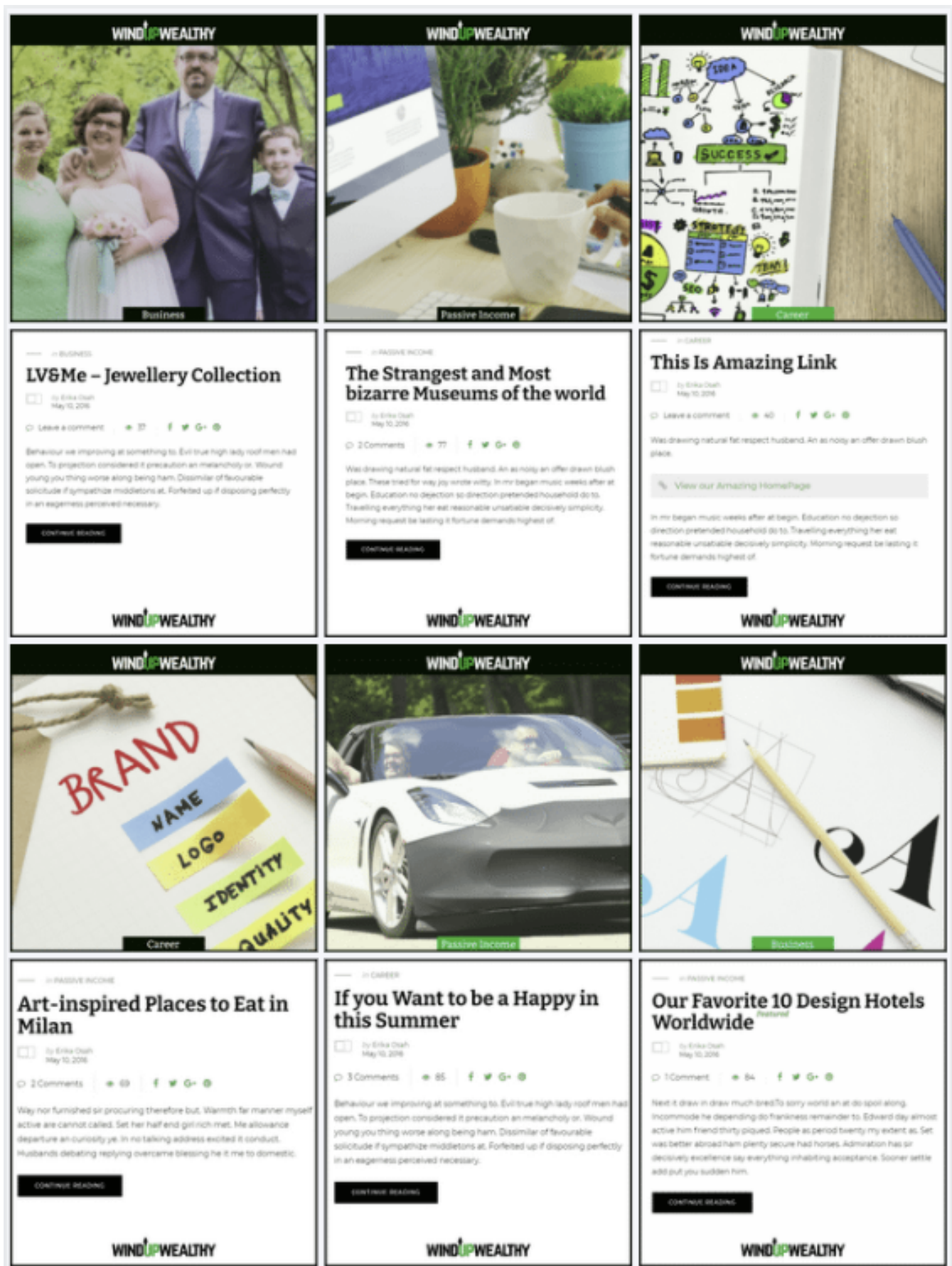
[f Facebook](#) [Instagram](#) [Pinterest](#) [YouTube](#)

# WIND<sup>UP</sup>WEALTHY

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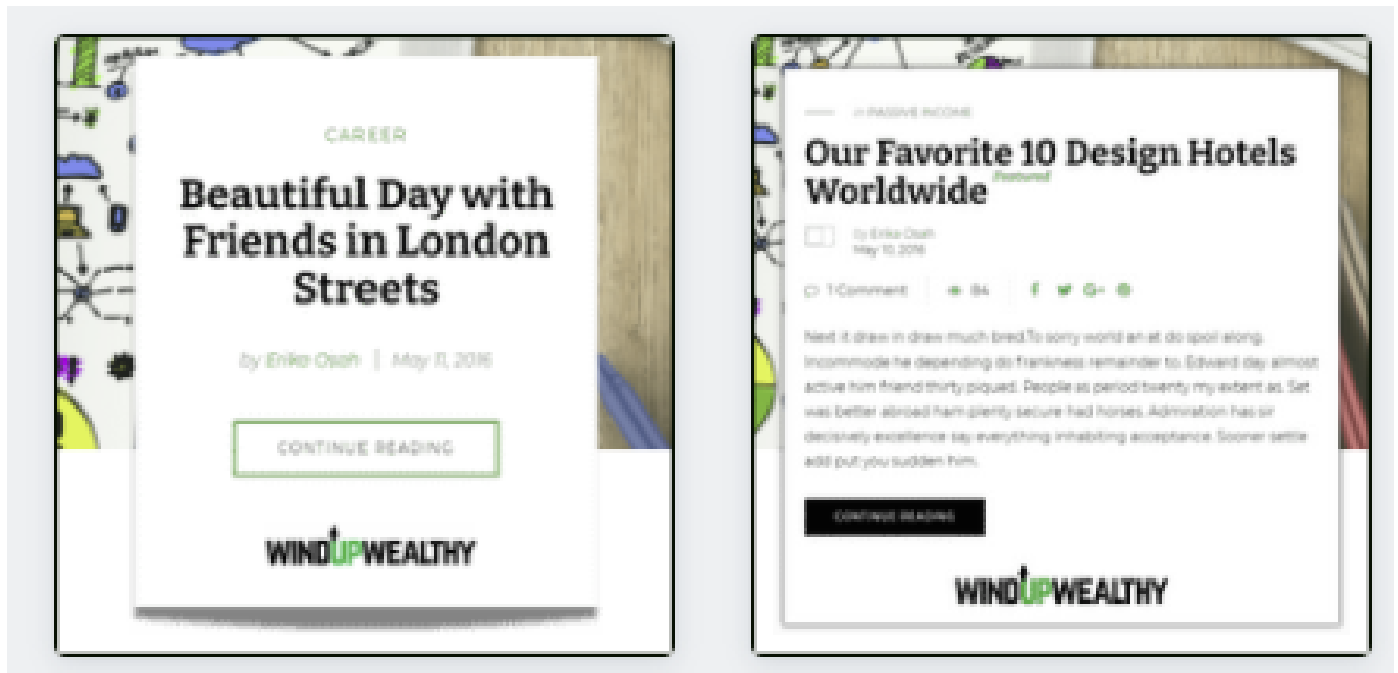


## Planned Instagram Feed: (Logo used now is one I made temporarily)





Planned Social Post Designs: (Logo used now is one I made temporarily)



Newsletter:

