

Examples of Wordmark Fonts and/or Emblem/Icons Supporting their wordmark – we like



- RF skin tightening
- Good execution (modern, upscale positioning)
- Good example of Emblem/Icon balanced with wordmark



- Upscale cosmetics & skincare
- Unique execution of wordmark does not need emblem
- Overlapping letters slightly confusing to some



- Example of wordmark supported by emblem/icon (potentially slightly large?)
- Approachable, trusting



- Oura ring (sleep, wellness ring & app)
- Modern, thin upscale font



- Remote monitoring software
- Simple emblem w all Caps thin lettering communicates modern, & simplicity



- Telehealth
- Hearts may be overused in healthcare, but execution is different



- Primary Care & Health Mgt Solutions
- Newer, warmer colors being used for healthcare, vs traditional blue, grey tones; trusting, approachable
- Font is NOT upscale



- Preowned Luxury Watches
- Simplicity



- Upscale skincare, but TOO UPSCALE
- Unique initials in middle of Wordmark

Emblems /Icons - Simplicity in Execution Examples we like



- Potential one directional emblem option



- Australian healthcare services company connecting care/support workers for at home aging and disabled
- Interesting simple use of people icons
- Font is not upscale

Poor or Dated Execution Examples - we do NOT LIKE



- Emblem too large



- Logo & font looks dated
- Emblem too busy



- Emblem too complex
- Font not modern



- Emblem too complex
- Overpowers logo
- Font slightly too heavy



- Emblem too large