

Logo features I like:



Distressed image, neatly contained in a border, simple and clean



Distressed, clean borders, clear and simple images. They have a whole series of these for each component of their business.



Don't love the logo (doesn't convey much), but I do like the idea of incorporating map contour lines



I like the feeling this image leaves me with. Peaceful and happy.



Very distinct point of view. I like the simple image and interesting fonts.



Cool idea with the map point

The pine tree is the Maine state tree and it is iconic of our outdoor heritage. Here are a few interesting designs I ran across:



I like the watercolor look.



I want a tattoo of this. 😊

The Competition:



PORTLAND GEAR HUB
PORTLAND'S NON-PROFIT BIKE AND OUTDOOR GEAR SHOP

The only other secondhand outdoor gear shop in the region.



GearME is located in the same town as L.L.Bean, a major national outdoor brand. My logo can't look anything like theirs.

A few things I don't like:



Outdoor Consignment Store

Trying to convey too much info in one design.



Way too busy.



CASCADE
OUTDOOR
GEAR™

Booooooring.