



I like this one because,

The icon represents 2 of the primary differentiators of KC Canine Re:Treat;

- 1) Natural, peaceful, fresh, private (it's surrounded by trees on 3 sides)
- 2) Transportation to and from the dog/park (I think the green, swoosh trail communicates this)

Problem: The icon can't stand alone/be used independent of the company name/tagline and represent or mean dog park/retreat

Font;

I prefer sans serif and different but complementary fonts for the tagline and the company name

• **I DO NOT LIKE**

- 1) these trees - to me they represent Christmas and/or winter
- 2) The color of the font, I'd like it to be less red and more brown



I like;

- 1) the trees
- 2) the font (I think it's playful and easy to read)

• **DOESN'T**

- 1) communicate transportation to and from and,
- 2) as above, the icon can't stand alone/be used independent of the company name/tagline and represent or mean dog park/retreat



I like;

- 1) it's clean
- 2) box could represent enclosed, safe space
- 3) the paws could be used separately to communicate dogs
- 4) the font (sans serif, easy to read)

• **IT DOESN'T**

- 1) Communicate transportation to and from
- 2) Natural, fresh surroundings
- 3) The icon can't stand alone/be used independent of the company name/tagline and represent or mean dog park/retreat