



LIKE: Steel / metal look and feel

DON'T LIKE: font too 'feminine



LIKE: Use of cogs

DON'T LIKE: colors



LIKE: the style/ theme of background with cogs. FUN

DON'T LIKE: little bit too rustic (colours) / too western



LIKE: the metal style/ theme of the font on a dark background (which could pass as metal)

Flags are OK – represent a party, but not the mason jar things (too feminine)

Like the dark background with texture – could make more ‘metal feel’ somehow?

DON'T LIKE: font too feminine.

Could be a good concept if a firepit was somehow incorporated into the design

LIKE: black and white – simple layout

DON'T LIKE: too feminine, needs some ‘masculinity’. Doesn't say ‘fire pit’ and celebration



LIKE: great cogs design

DON'T LIKE: font too feminine and overall too rustic