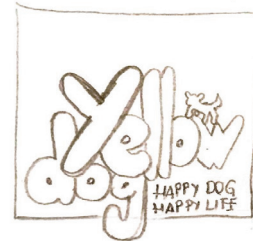
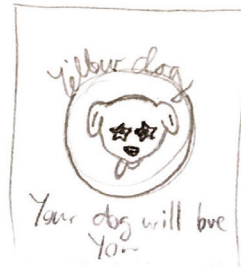


People said this logo was cute, but that it was more of a niche product: that it would perhaps reach people with yellow dogs, fewer people will like it, but they that like it, will love it. Other comments were that people might be offended if they have a black dog, since it's called yellow dog, yellow might be comprehended as less dangerous, as in the traffic lights, as a warning, or wait.



People liked this logo because they said it was simple and would work for a broad range of people, reach the masses that own a dog.

Few people liked this, the one that did, thought it was cute and simple.