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| **No.** | **Mockup** | **# of votes** | **Emotions** |
| 1 |  | 10 | Sustainable, eco-friendly, fresh, young, calm, natural, calm, warmth, cold, rain-forest, pure, friendly, soft, watermelons, comfort, soothing |
| 2 |  | 16 | Brightness, warmth, African, exotic, eyecatching, happiness, coziness, cheerfulness |
| 3 |  | 10 | Warm, but faded, distant, happiness, nonthreatening, youthful, baby, friendly |
| 4 |  | 7 | Gentle, warmth, calm |
| 5 |  | 5 | Calm, eco-friendly, still a baby company (very similar to Elephant Ears), comfort, professional |
| 6 |  | 6 | Calm, eco-friendly, warmth, soft (like a baby company) |
| 7 |  | 9 | Comfort, warmth, ease, watermelon, summer, graphic design firm, fresh, young, soft |
| 8 |  | 4 | Warmness, sincerity, happy |

**Top three vote-getters: 2, 1/3**

**Comments:**

* Very pale backgrounds looked washed out
* No. 2 was too dark and too light
* Cool colors didn’t convey warmth
* Feminine logo might deter unisex projects i.e. military use of heat technology
* Red of heart in many are too strong – makes it aggressive