

Logo Testing Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Look at the logo shown. Answer from your own first impression, without looking up the organization. All questions are optional.

1. What comes to mind when you see this logo?

2. How visually appealing do you find this logo?

- ☐ Not at all appealing
- ☐ Slightly appealing
- ☐ Moderately appealing
- ☐ Very appealing
- ☐ Extremely appealing

3. How easy is it to distinguish the main elements of this logo?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither difficult nor easy
- ☐ Somewhat easy
- ☐ Very easy

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4. Does this logo remind you of an existing organization? If so, which one?

5. Read the business description provided here. How well does this logo fit that business?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Not sure

6. Which part of the logo, if any, is confusing?

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7. What one change would you suggest?
