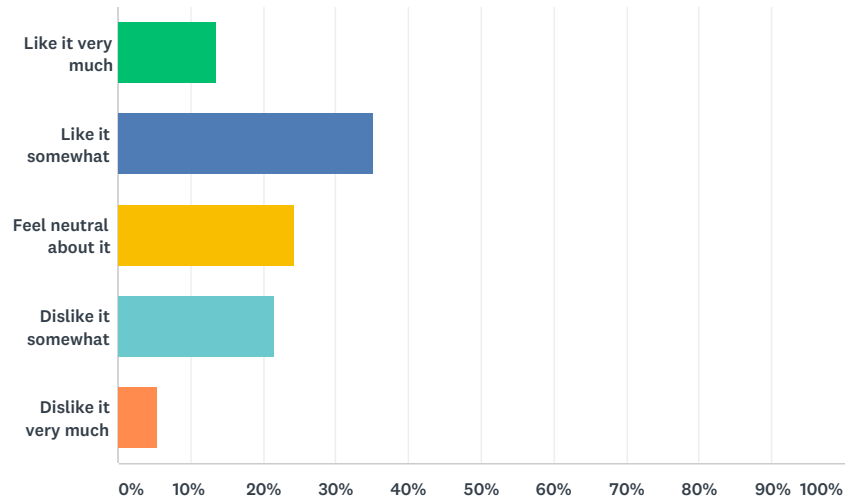


Q6 Thinking about the logo above, which of the following best describes your feelings about it?

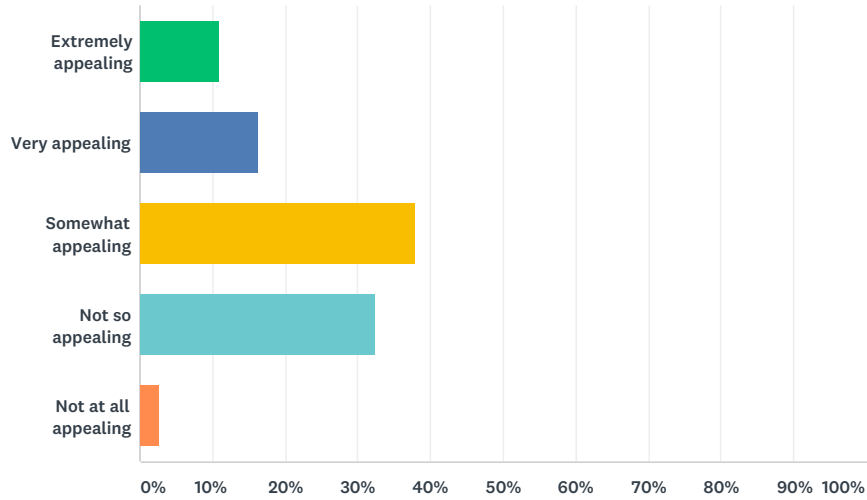
Answered: 37 Skipped: 3



ANSWER CHOICES	RESPONSES	
Like it very much	13.51%	5
Like it somewhat	35.14%	13
Feel neutral about it	24.32%	9
Dislike it somewhat	21.62%	8
Dislike it very much	5.41%	2
TOTAL		37

Q7 How visually appealing is the logo?

Answered: 37 Skipped: 3



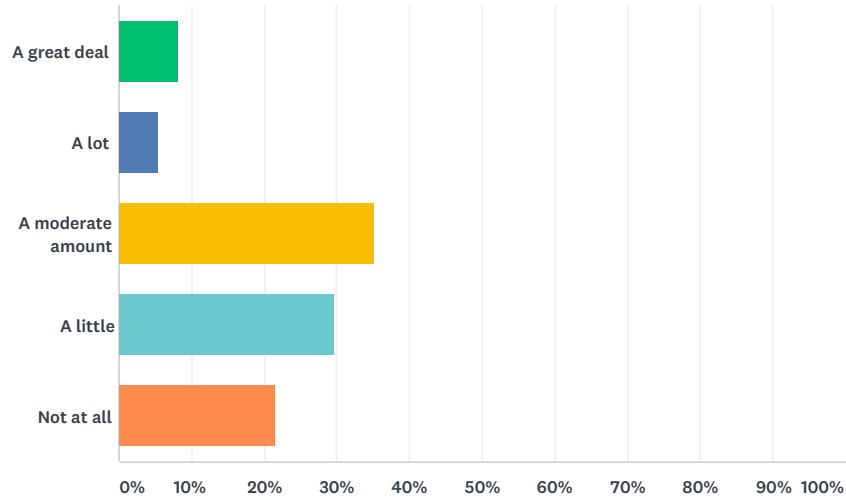
ANSWER CHOICES	RESPONSES	
Extremely appealing	10.81%	4
Very appealing	16.22%	6
Somewhat appealing	37.84%	14
Not so appealing	32.43%	12
Not at all appealing	2.70%	1
TOTAL		37



IN THE HEART OF MINNESOTA

Q8 How well does the logo fit the APO?

Answered: 37 Skipped: 3



ANSWER CHOICES	RESPONSES	
A great deal	8.11%	3
A lot	5.41%	2
A moderate amount	35.14%	13
A little	29.73%	11
Not at all	21.62%	8
TOTAL		37



Q9 What thoughts come to mind when you look at this logo:

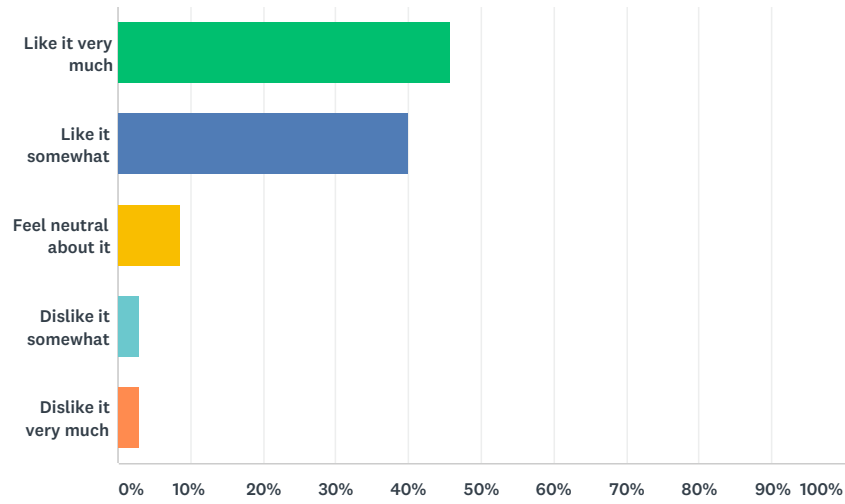
Answered: 19 Skipped: 21

#	RESPONSES	DATE
1	LOVE IT!	7/10/2019 6:04 PM
2	YES! Is there a way to incorporate a vehicle/pedestrian/etc. on the road part?	7/10/2019 3:30 PM
3	It gives me an idea about what the organization is about. Won't work in monochromatic uses. APO font feels sloppy. Colors are again brutal. Looks like green mountains, of which we have none in Central MN. Feels incredibly elementary. Better than others, but still not close something I'd get behind. Good that the name of the org was added.	7/10/2019 3:02 PM
4	APO too prominent. Like the graphics but too busy. Reminds me of roads. Are there hills that large in St. Cloud??	7/10/2019 2:19 PM
5	Better. Do not use such light colors. Way too hard to read. And don't use light green - color theory and psychology. And if this is a branding color can lead to big readability problems. You have good design ideas for 2 and three but colors are off. Don't use such a light grey How about a navy blue vs black? Blue and Lt yellow are good colors. But please do not use hard to see colors because once a color gets stuck in branding package then it gets used over and over and leads to huge readability disasters. I have seen it happen in many places. Please use darker colors	7/10/2019 5:03 AM
6	Like it better than the 2nd one. Like it that the organization and place is written. I would like additional representation of modalities (bile, walk, transit,& possibly airplane)	7/9/2019 10:44 PM
7	Roads, transportation, moving forward, progressive,	7/9/2019 9:53 PM
8	Transportation	7/9/2019 8:46 PM
9	Planning for the future	7/9/2019 8:45 PM
10	The logo conveys the transportation mission of the APO	7/9/2019 8:14 PM
11	Great colors and logo, Good use of the road through the letter, separation of St. Cloud and Area Planning Organization good	7/9/2019 8:12 PM
12	Road to planning central mn	7/9/2019 8:09 PM
13	Nice!	7/9/2019 8:03 PM
14	Future, Planning, open	7/9/2019 8:02 PM
15	Future, progress	7/9/2019 8:02 PM
16	Great Roads/Trails, Creative	7/9/2019 7:55 PM
17	Love it!	7/9/2019 7:54 PM
18	Road to the future	7/9/2019 7:53 PM
19	I like it.	7/9/2019 7:38 PM



Q10 Thinking about the logo above, which of the following best describes your feelings about it?

Answered: 35 Skipped: 5

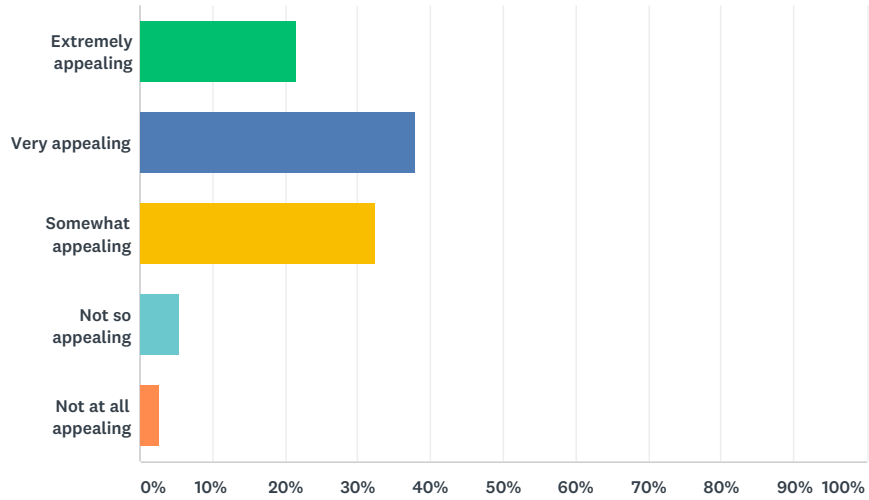


ANSWER CHOICES	RESPONSES	
Like it very much	45.71%	16
Like it somewhat	40.00%	14
Feel neutral about it	8.57%	3
Dislike it somewhat	2.86%	1
Dislike it very much	2.86%	1
TOTAL		35



Q11 How visually appealing is the logo?

Answered: 37 Skipped: 3

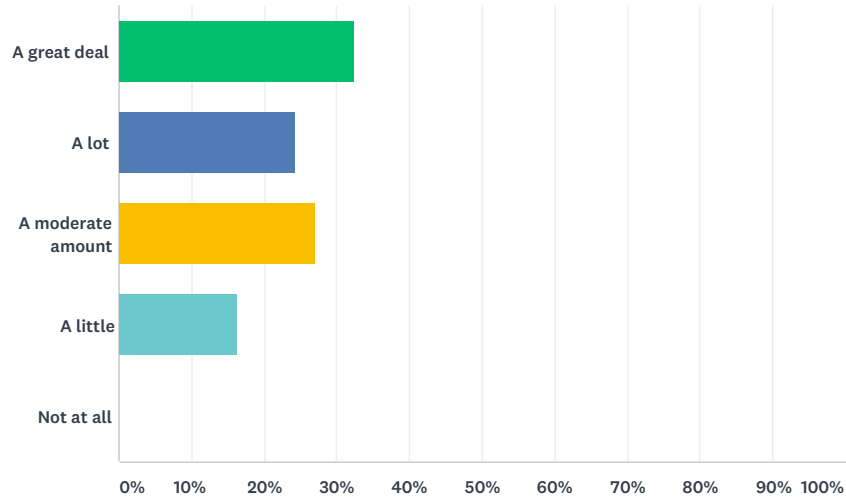


ANSWER CHOICES	RESPONSES	
Extremely appealing	21.62%	8
Very appealing	37.84%	14
Somewhat appealing	32.43%	12
Not so appealing	5.41%	2
Not at all appealing	2.70%	1
TOTAL		37



Q12 How well does the logo fit the APO?

Answered: 37 Skipped: 3



ANSWER CHOICES	RESPONSES	
A great deal	32.43%	12
A lot	24.32%	9
A moderate amount	27.03%	10
A little	16.22%	6
Not at all	0.00%	0
TOTAL		37



Q13 What thoughts come to mind when you look at this logo:

Answered: 19 Skipped: 21

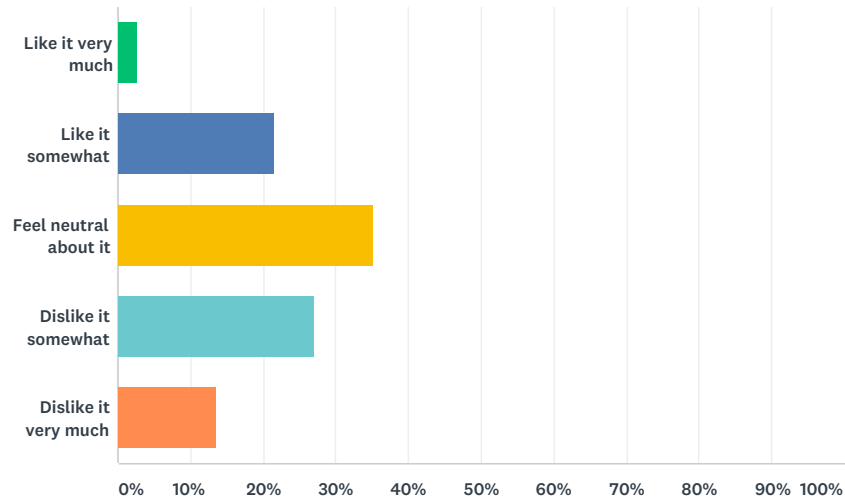
#	RESPONSES	DATE
1	I like it better than the first and second options but not as much as the third option. It looks neat though.	7/10/2019 6:07 PM
2	This one is nice, but still a little plain.	7/10/2019 3:31 PM
3	No. No. No. Too cluttered. No idea what's going on. Looks like something from a 6th grade graphic design elective. Font is too soft. The tagline needs to go, or change dramatically. It doesn't convey the orgs purpose in the slightest. Geography is implied. Heart of MN is both redundant and inconsequential to the mission of the org. Color is better. Mark makes me think of Aflac...can we add a duck?	7/10/2019 3:05 PM
4	Clean. Can barely read St. Cloud, not reproducible at that font.	7/10/2019 2:20 PM
5	Better but it needs a Graphic. The St Cloud is way too small. It's microscopic	7/10/2019 5:04 AM
6	Too wordy, but acceptable	7/9/2019 10:44 PM
7	Well rounded, calculated, centrally located,	7/9/2019 9:56 PM
8	Nice and generic	7/9/2019 8:47 PM
9	Too plain	7/9/2019 8:46 PM
10	The St. Cloud lettering is too small - too many words for logo	7/9/2019 8:15 PM
11	Blah, too wordy, clunky	7/9/2019 8:12 PM
12	Bla	7/9/2019 8:10 PM
13	Letters - not a logo.....	7/9/2019 8:04 PM
14	I don't know what it represents	7/9/2019 8:03 PM
15	Boring	7/9/2019 8:02 PM
16	Boring	7/9/2019 7:55 PM
17	Modern	7/9/2019 7:55 PM
18	A lot of words	7/9/2019 7:54 PM
19	Looks old and dated.	7/9/2019 7:38 PM



IN THE HEART of MINNESOTA

Q14 Thinking about the logo above, which of the following best describes your feelings about it?

Answered: 37 Skipped: 3



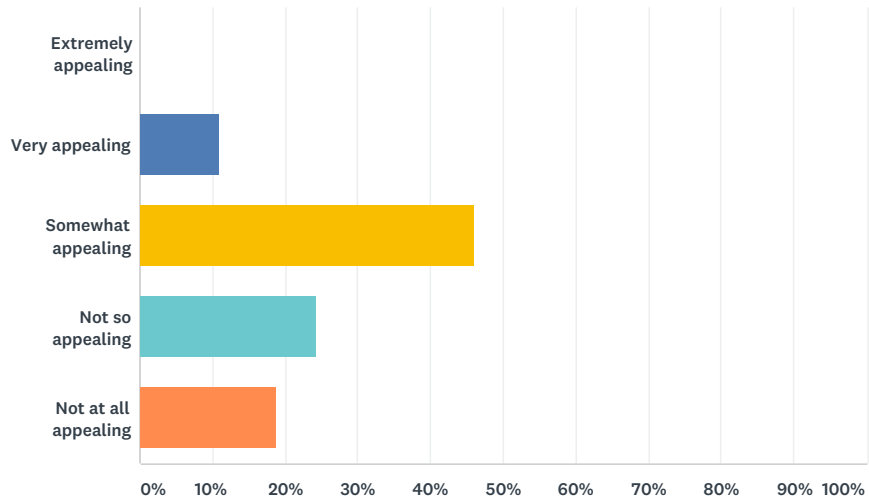
ANSWER CHOICES	RESPONSES	
Like it very much	2.70%	1
Like it somewhat	21.62%	8
Feel neutral about it	35.14%	13
Dislike it somewhat	27.03%	10
Dislike it very much	13.51%	5
TOTAL		37



IN THE HEART of MINNESOTA

Q15 How visually appealing is the logo?

Answered: 37 Skipped: 3

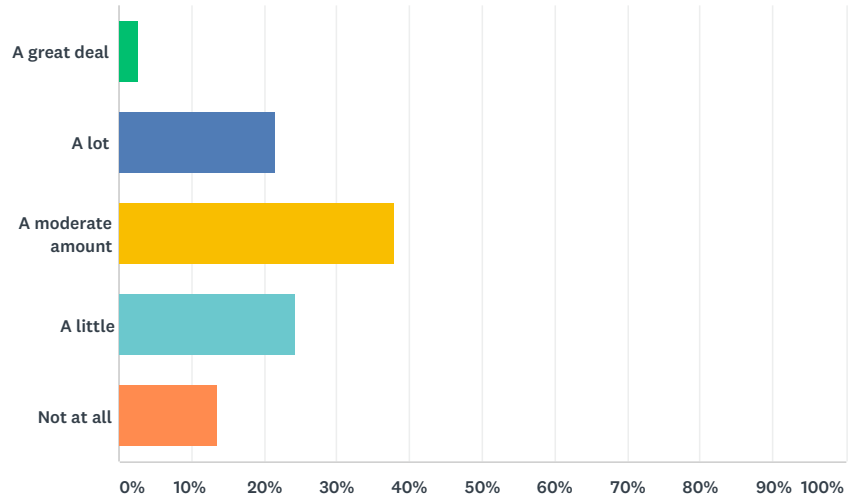


ANSWER CHOICES	RESPONSES	
Extremely appealing	0.00%	0
Very appealing	10.81%	4
Somewhat appealing	45.95%	17
Not so appealing	24.32%	9
Not at all appealing	18.92%	7
TOTAL		37



Q16 How well does the logo fit the APO?

Answered: 37 Skipped: 3



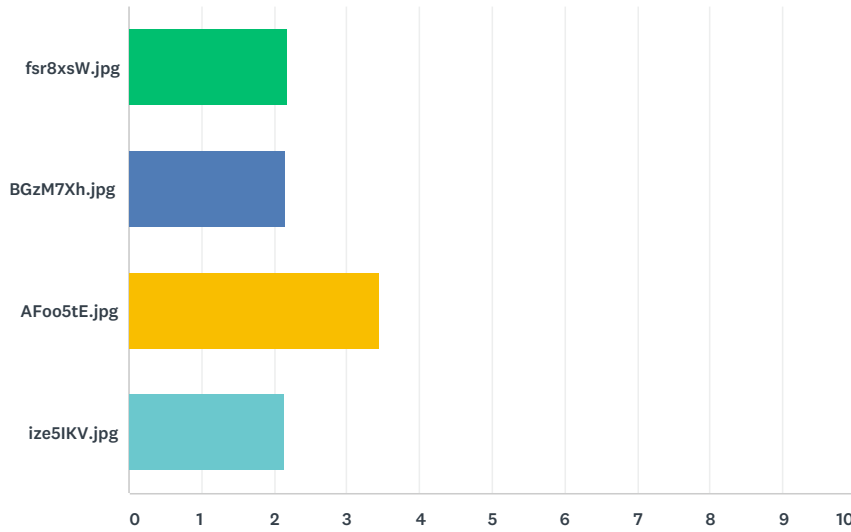
ANSWER CHOICES	RESPONSES	
A great deal	2.70%	1
A lot	21.62%	8
A moderate amount	37.84%	14
A little	24.32%	9
Not at all	13.51%	5
TOTAL		37







IN THE HEART of MINNESOTA

Q17 Considering all of the options, please rank the logos against each other, with "1" being your top choice, and "4" being your last choice. (You may use each rank only once.)

Answered: 38 Skipped: 2



	1	2	3	4	TOTAL	SCORE
	5.71% 2	40.00% 14	20.00% 7	34.29% 12	35	2.17
	10.81% 4	21.62% 8	40.54% 15	27.03% 10	37	2.16
	70.27% 26	10.81% 4	13.51% 5	5.41% 2	37	3.46
	11.43% 4	28.57% 10	22.86% 8	37.14% 13	35	2.14

Q18 Any final thoughts or comments?

Answered: 18 Skipped: 22

#	RESPONSES	DATE
1	The one with the MN heart is the only one that will print correctly in black and white.	7/11/2019 3:40 AM
2	Please start over. I'm not sure how these marks even got to this point, but they are brutal. We need a more modern and concise font. Name of the org needs to be present. Mark needs to work in monochrome. Org is about transportation, as complex and varying as that topic is, it should be a designers dream. Roads, trails, bridges, rail, bus, water, use what's there. Not trying to be super negative, but honestly, I'm wholly unimpressed.	7/10/2019 3:11 PM
3	In most logos it states "APO" and "Area Planning Organization"...seems redundant.	7/10/2019 2:21 PM
4	I like the one with the Minnesota outline the most, but it doesn't give the location. If I didn't know where it was located, I wouldn't know it's in St. Cloud	7/10/2019 1:23 PM
5	I don't think you get it yet re accessibility. Please run all logos through contrast ratio tools BEFORE presenting them. Thanks.	7/10/2019 5:06 AM
6	I'm not sure how you'd do it but somehow incorporate other modes such as bus, walking, etc.	7/10/2019 3:12 AM
7	A combination of verbiage and visual would be ideal	7/9/2019 10:47 PM
8	A new APO logo should have a multimodal appeal.	7/9/2019 9:46 PM
9	Would be nice to see them on a cover, with other images then the simplest one would be best. Logo in one color look like?	7/9/2019 8:49 PM
10	Two of these are really good.	7/9/2019 8:13 PM
11	They are all nice	7/9/2019 8:10 PM
12	The Heart of MN really needs the words ST CLOUD in it if it were to be picked. Lots of places consider themselves the heart of MN.	7/9/2019 8:06 PM
13	The logo should reflect some element of movement or transportation, since very few people know that is what you do. Thank you for the opportunity to comment.	7/9/2019 8:05 PM
14	Drop the St. Cloud from the name!	7/9/2019 7:57 PM
15	I liked the logo with the road and rural landscape in it the best. It could be improved if there was a city scape added to show more of a urban feel.	7/9/2019 7:46 PM
16	I really like the first logo but do not like how big St Cloud is portrayed on the logo. It should be smaller in writing or should display more of the regional significance.	7/9/2019 7:44 PM
17	Not sure about using "heart of" reference in text or heart icon. Would like both of those options better without that reference. Adding a thin line paralleling the road in the skyline option would better represent non-motorized modes too.	7/9/2019 7:43 PM
18	Don't like any of them enough to change.	7/9/2019 7:38 PM