

## Q2 Why do you prefer the selected logo?

Answered: 53 Skipped: 1

#	Responses	Date
1	B is too bold	6/22/2016 10:56 AM
2	It is more lively.	6/22/2016 10:53 AM
3	no reason	6/22/2016 10:53 AM
4	It has the word Australia in it.	6/22/2016 10:50 AM
5	it has some character to it. B is dead boring.	6/22/2016 10:47 AM
6	I like the shape of the log. The whole thing looks crisp and clean.	6/22/2016 10:44 AM
7	seems less formal	6/22/2016 10:40 AM
8	stands out	6/22/2016 10:32 AM
9	Image 2 is more like a business logo than a charity	6/22/2016 10:21 AM
10	Looks more stylish	6/22/2016 10:21 AM
11	easy on the eyes	6/22/2016 10:19 AM
12	the earth logo implies it is worldwide	6/22/2016 10:10 AM
13	more compact	6/22/2016 10:06 AM
14	Easier to reas	6/22/2016 10:05 AM
15	na	6/22/2016 10:05 AM
16	not a mining company	6/22/2016 9:56 AM
17	More organic & softer	6/22/2016 8:42 AM
18	It appears more visually friendly on the eye & words seem more powerful in that script.	6/22/2016 8:35 AM
19	Eye catching	6/22/2016 8:27 AM
20	the first one looks like a political ad	6/22/2016 7:52 AM
21	It looks more modern/current.	6/22/2016 6:17 AM
22	B reminds me of a car yard.	6/22/2016 1:36 AM
23	large, clear, straight to the point	6/22/2016 1:08 AM
24	It has more than just writing	6/22/2016 12:27 AM
25	Looks more appealing	6/21/2016 11:54 PM
26	It doesn't look so commercial.	6/21/2016 11:29 PM
27	Stands out more	6/21/2016 11:08 PM
28	Because it stands for charity works.	6/21/2016 10:49 PM
29	more professional	6/21/2016 10:40 PM
30	Brighter and more eye catching	6/21/2016 10:27 PM
31	It looks less like a commercial logo.	6/21/2016 10:14 PM
32	why not	6/21/2016 10:07 PM
33	more aesthetically pleasing	6/21/2016 10:04 PM
34	ldk I like it	6/21/2016 9:58 PM
35	Bold and standsout	6/21/2016 9:43 PM

36	It is clearer and in my mind easier to read. I think the Image A logo is just a little "too clever" for the style of product it is promoting.	6/21/2016 9:06 PM
37	Warmer appearance	6/21/2016 9:03 PM
38	Looks better, not in your face. clearly recognisable.	6/21/2016 9:01 PM
39	because image a has a logo	6/21/2016 8:33 PM
40	The first logo looks like it has a bit more character to it than the second and I think the first logo would stand out more	6/21/2016 8:20 PM
41	Stands out, colourful	6/21/2016 8:11 PM
42	neater & more modern	6/21/2016 8:04 PM
43	Eye catching	6/21/2016 7:50 PM
44	It shows the outline/figure of Australia	6/21/2016 7:41 PM
45	It just stands out more	6/21/2016 7:20 PM
46	Not as confronting/business like, for a charitable organisation, as the second option.	6/21/2016 6:45 PM
47	The pictorial logo is more prominent and it cuts the 'all text' feel of image B. It sticks in your head more	6/21/2016 6:39 PM
48	The ABM symbol is more obvious.	6/21/2016 6:17 PM
49	More Impace and eye catching	6/21/2016 6:10 PM
50	B looks like a banner ad	6/21/2016 5:59 PM
51	Modern and stylish	6/21/2016 5:53 PM
52	its a nice subtle message and not in your face -	6/21/2016 5:49 PM
53	clear, more trustfull	6/21/2016 5:40 PM