

SCORING WORKSHEET

Logo Direction 1

Consider how well this logo reflects each of the below statements, then assign a score between 1 and 5, with 5 being the highest:

1. This logo has a strong visual presence. _____
 2. This logo clearly connects with and represents Freeport. _____
 3. This logo projects a feeling of growth and opportunity. _____
 4. This logo projects civic pride. _____
 5. This logo will appeal to visitors. _____
 6. This logo serves the needs of the community. _____
 7. This logo will enhance its surroundings. _____
 8. This logo is a strong foundation for signage and wayfinding purposes. _____
 9. This logo showcases a community with a strong future. _____
- Total** _____

Rank this logo from 1 through 4 in order of preference versus the group, with 1 being the highest.

RANK: _____



Comments:

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Logo Direction 2

Consider how well this logo reflects each of the below statements, then assign a score between 1 and 5, with 5 being the highest:

1. This logo has a strong visual presence. _____
2. This logo clearly connects with and represents Freeport. _____
3. This logo projects a feeling of growth and opportunity. _____
4. This logo projects civic pride. _____
5. This logo will appeal to visitors. _____
6. This logo serves the needs of the community. _____
7. This logo will enhance its surroundings. _____
8. This logo is a strong foundation for signage and wayfinding purposes. _____
9. This logo showcases a community with a strong future. _____
- Total** _____

Rank this logo from 1 through 4 in order of preference versus the group, with 1 being the highest.

RANK: _____

Comments:



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Logo Direction 3

Consider how well this logo reflects each of the below statements, then assign a score between 1 and 5, with 5 being the highest:

1. This logo has a strong visual presence. _____
2. This logo clearly connects with and represents Freeport. _____
3. This logo projects a feeling of growth and opportunity. _____
4. This logo projects civic pride. _____
5. This logo will appeal to visitors. _____
6. This logo serves the needs of the community. _____
7. This logo will enhance its surroundings. _____
8. This logo is a strong foundation for signage and wayfinding purposes. _____
9. This logo showcases a community with a strong future. _____
- Total** _____

Rank this logo from 1 through 4 in order of preference versus the group, with 1 being the highest.

RANK: _____

Comments:



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Logo Direction 4

Consider how well this logo reflects each of the below statements, then assign a score between 1 and 5, with 5 being the highest:

1. This logo has a strong visual presence. _____
2. This logo clearly connects with and represents Freeport. _____
3. This logo projects a feeling of growth and opportunity. _____
4. This logo projects civic pride. _____
5. This logo will appeal to visitors. _____
6. This logo serves the needs of the community. _____
7. This logo will enhance its surroundings. _____
8. This logo is a strong foundation for signage and wayfinding purposes. _____
9. This logo showcases a community with a strong future. _____

Total _____

Rank this logo from 1 through 4 in order of preference versus the group, with 1 being the highest.

RANK: _____

Comments:



FREEPORT
YOUR PORT OF ENERGY