



Example Logo Test Report

12 August 2022

N = 190 feedbackers (convenience sample of English speakers)

CONFIDENTIAL



Logo Test

Comparison of logos tested

Feedbackers (N = 190)

	Logo 1	Logo 2	Logo 3	Logo 4	Average
KPIs					
Likeability	66%	63%	76%	79%	71%
Original	66%	69%	78%	77%	73%
Elegant	63%	71%	77%	76%	72%
Polished	64%	62%	76%	77%	70%
Trustworthiness	61%	60%	71%	79%	68%
Summary KPI performance	64%	65%	75%	78%	71%
Emotions					
😊 Happy	33%	35%	48%	48%	41%
😄 Joyful	22%	27%	33%	36%	30%
😌 Content	34%	29%	47%	34%	36%
😜 Silly	17%	12%	8%	4%	10%
😞 Sad	8%	12%	4%	4%	7%
😡 Angry	8%	5%	2%	2%	4%
😟 Worried	7%	18%	5%	8%	9%
😵 Confused	25%	25%	12%	10%	18%
😲 Surprised	19%	30%	32%	24%	26%
😳 Embarrassed	10%	13%	7%	4%	9%
😰 Nervous	8%	5%	5%	4%	6%
😌 Calm	28%	25%	35%	35%	31%
😄 Excited	24%	21%	13%	23%	20%
😡 Disgusted	6%	4%	4%	4%	4%

Logo Test

Comparison of logos tested

Feedbackers (N = 190)

Industry	Logo 1	Logo 2	Logo 3	Logo 4	Average
Accounting	4%	0%	0%	0%	1%
Advertising	5%	1%	2%	7%	4%
Agriculture/Fishing	0%	0%	0%	0%	0%
Architecture	1%	1%	0%	0%	1%
Automotive	0%	0%	1%	1%	1%
Aviation	0%	0%	0%	1%	0%
Banking/Financial	2%	4%	6%	2%	4%
Bio-Tech	2%	1%	0%	1%	1%
Brokerage	2%	0%	1%	0%	1%
Carpentry/Electrical installations/Plumbing	0%	0%	1%	1%	1%
Chemicals/Plastics/Rubber	0%	0%	0%	1%	0%
Communications/Information	6%	1%	6%	6%	5%
Computer Hardware	4%	5%	6%	1%	4%
Computer Software	3%	4%	5%	5%	4%
Computer re-seller (software/hardware)	1%	1%	5%	3%	2%
Consulting	5%	2%	1%	0%	2%
Consumer Electronics	1%	1%	2%	1%	1%
Consumer Packaged Goods	0%	1%	1%	1%	1%
E-commerce	3%	3%	2%	6%	4%
Education	2%	2%	2%	0%	2%
Energy/Utilities/Oil and Gas	2%	1%	1%	2%	2%
Engineering	0%	3%	1%	6%	3%
Environmental Services	2%	1%	1%	1%	1%
Fashion/Apparel	0%	1%	0%	0%	0%

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Comparison of logos tested

Feedbackers (N = 190)

Industry	Logo 1	Logo 2	Logo 3	Logo 4	Average
Graphic Design	1%	0%	4%	2%	2%
Healthcare	5%	2%	2%	3%	3%
Hospitality/Tourism	2%	2%	4%	3%	3%
Human Resources	4%	3%	4%	5%	4%
Information Technology/IT	3%	5%	4%	5%	4%
Insurance	3%	1%	0%	0%	1%
Legal/Law	0%	1%	0%	0%	0%
Manufacturing	0%	1%	1%	2%	1%
Market Research	4%	5%	6%	4%	5%
Marketing/Sales	2%	2%	4%	4%	3%
Media/Entertainment	3%	1%	2%	0%	2%
Military	1%	1%	0%	1%	1%
Personal Services	2%	2%	1%	1%	2%
Pharmaceuticals	2%	3%	1%	2%	2%
Printing Publishing	0%	1%	2%	1%	1%
Public Relations	3%	3%	2%	4%	3%
Real Estate/Property	0%	2%	1%	0%	1%
Retail/Wholesale trade	3%	3%	0%	0%	2%
Security	0%	0%	1%	0%	0%
Shipping/Distribution	2%	4%	1%	1%	2%
Social services	6%	5%	5%	7%	6%
Telecommunications	0%	1%	1%	0%	1%
Transportation	1%	0%	0%	0%	0%
Construction	3%	5%	1%	4%	3%
Internet	3%	3%	4%	3%	3%

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Feedbackers (N = 190)

Company origin	Logo 1	Logo 2	Logo 3	Logo 4	Average
USA or Canada	38%	44%	44%	40%	41%
UK or Ireland	7%	11%	14%	7%	10%
Europe (but not UK or Ireland)	10%	5%	3%	8%	7%
Africa	5%	3%	2%	3%	3%
Japan	0%	1%	2%	1%	1%
China	8%	4%	7%	3%	6%
India	10%	8%	8%	14%	10%
Asia (but not Japan, China, or India)	1%	2%	2%	2%	2%
Australia or New Zealand	7%	6%	5%	6%	6%
Oceania (but not Australia or New Zealand)	3%	1%	1%	3%	2%
Latin America	5%	8%	8%	9%	7%
Middle East	2%	3%	2%	4%	3%

Logo Test: Conjointly Associations

Feedbackers (N = 190)

*“The logo brings to mind the act of **uniting or combining something together** as with the **meaning of the word “conjoin”** in the logo. Others also thought of **Google and Chrome** when seeing the logo.”*

First comments (full comments available in full report)

- | | | |
|--|--|--|
| 1. Conjointly is an all-in-one survey research platform, with easy-to-use advanced tools and expert support. | 13. Joined together | 25. Community |
| 2. Conjointly | 14. I still think it relates to combining something together. Or working with somebody or something. | 26. Go With Your Gut |
| 3. Conjointly | 15. Union is strength | 27. The first with a positive cultural |
| 4. Not sure what it's a logo for | 16. Joint | 28. Caliber |
| 5. Join | 17. Unity | 29. Future |
| 6. Conjointly | 18. Conjoined, together, simple | 30. Modern, cool |
| 7. Pacman | 19. Conjunction, teamwork, helping. | 31. A company |
| 8. Construction related | 20. this is probably a go green company. | 32. Together |
| 9. Nice logo | 21. Chrome's logo | 33. The word sounds like uniting something |
| 10. Google | 22. Printing | 34. Impressive |
| 11. Survey resource platform | 23. Twins and pharmacy | 35. Entertainment |
| 12. Good | 24. Modern, computers | 36. Green |
| | | 37. Coming together |
| | | 38. |

Logo Test: Conjointly

Likes and dislikes

Feedbackers (N = 190)

Likes



Dislikes



First comments (full comments available in full report)

1. Like the picture (28 responses)
2. More % of colours
3. It's nice and colorful
4. Color combination
5. I like the word conjointly
6. I like that it's very thick, makes it easy to see
7. Better font. I like that it's lowercase
8. I like the creativity of the design
9. I like this simple and easy to read font
10. The C logo captures my attention
11. I like the blue color
12. Font style, logo theme starts with C
13. Green is a very healthy color
14. Nice logo placement
15.

1. Dislike the word (6 responses)
2. Plain
3. Dislike white space
4. Font is too simple
5. Something missing
6. Do not like the colors selected
7. With the logo's C it looks like too many c's I would use the logo C as the c in the word.
8. I dislike the shape of the C. it makes it look like pacman.
9. Bad placement, maybe under logo
10. I would use the colorful C as the beginning letter in Conjointly, and put the color letter C closer to the black font.
11. I do not like that there is 2 c. delete the small c from the word conjointly and use just the green c to complete the word.
12. ...

All-in-one survey platform

Trusted by global brands, Conjoint.ly has [all the features](#) you expect from a survey platform. What's more, it streamlines [finding respondents](#), [translation](#) of survey questions and respondents' answers, [subgroup analysis](#), and [direct exports to PowerPoint](#).

Easy-to-use advanced tools

Conjoint.ly brings the best out of time-tested survey research methods, packaging them into simple tools for discrete choice methods ([conjoint analysis](#)), [Van Westendorp](#), [Gabor-Granger](#), [monadic concept testing](#), and more.

Quality-first sampling

Reliable market research starts with [quality sample](#). With access to millions of consumer, healthcare, and B2B research participants, [tailored predefined panels](#), manual and automatic quality checks, we prioritise quality and deliver on speed and cost.

Accessible support

Conjoint.ly offers accessible and reliable support to users of self-serve tools and on-demand custom projects. [Our team](#) are the go-to experts in product and [pricing](#) research techniques with experience across [consumer goods](#), [healthcare](#), [SaaS](#), and other industries.

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