

**PROJECT: Town Brand
R1 Survey Results (Public Survey)**

RELEASED: 9/22/23

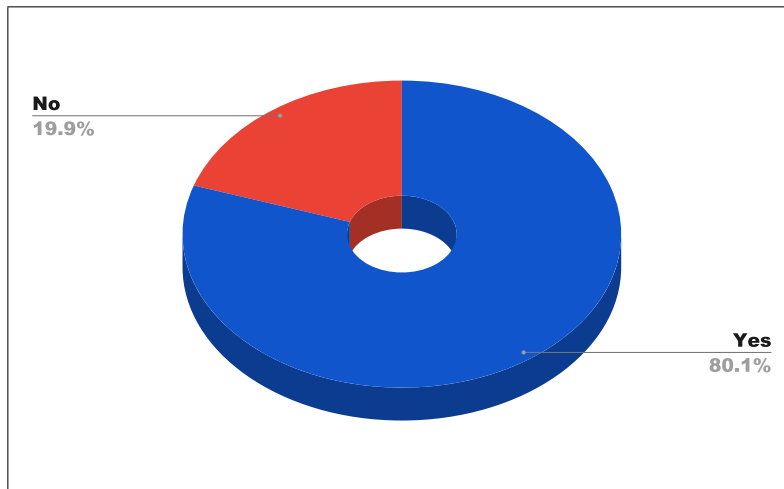
NOTE FROM TOWN STAFF. "Thank you" to all respondents! This project is rooted in subjective design work, so a "fun" challenge for town staff. This particular survey was not overly simple (by design). We were looking for a highly-engaged subset of responders to spend a fair amount of time with the survey, aimed at the goal of learning both preference of logo concepts & pointed feedback. Despite the modest response (n= 166), town staff is confident that it has valuable resident input, brand expert input (separate workstream), & town staff input. Thank you to all survey responders (positive, negative or otherwise!

Q1 Viability Score

Q: "do you feel that there is at least 1x "viable & strong" logo concept?"

note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)

HEADLINE: Of the 8x R1 concepts, 80% of respondents feel that there is "1 or more" viable logo concept/s.



Yes	125
No	31
n/a	10
TOTAL	166

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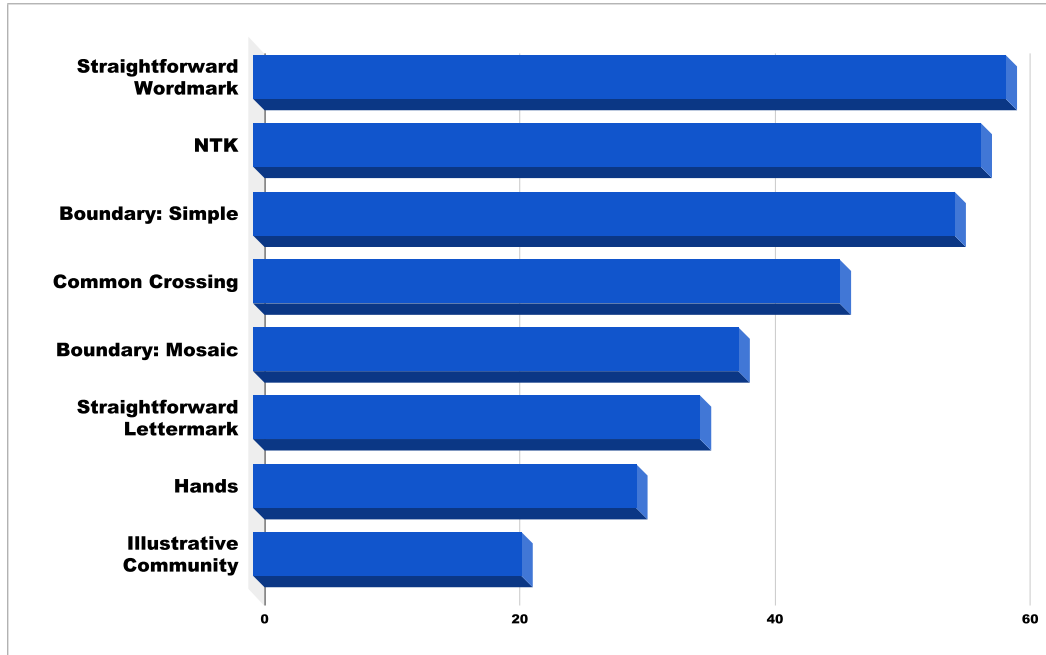
Q2 Logo Concept Preference (ALL)

Q: "Which are the following logo design concepts are both "viable & strong?"

ie. "yes, I could see this concept working, as it continues to be refined during future iterations."

Choose all that apply.

HEADLINE: "Simple" concepts featured in top rankings, whereas more "illustrative / abstract" concepts received limited support.



#1	Boundary: Simple	55
#2	Boundary: Mosaic	38
#3	NTK	57
#4	Hands	30
#5	Common Crossing	46
#6	Illustrative Community	21
#7	Straightforward Lettermark	35
#8	Straightforward Wordmark	59

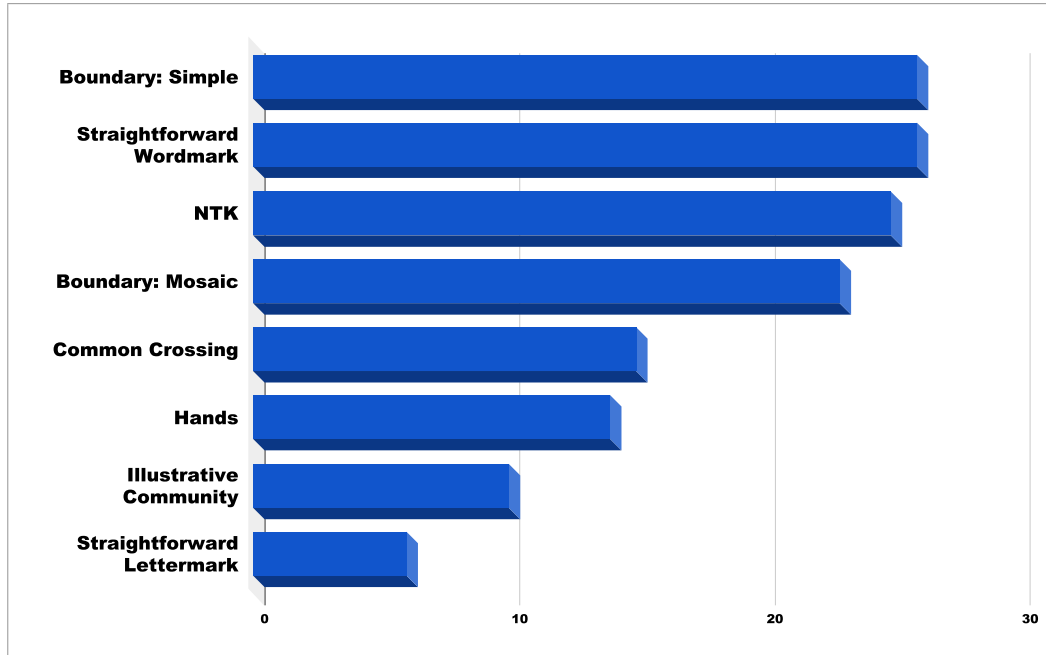
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Q3 Logo Concept Preference (TOP CHOICE)

Q: "What is your top-rated logo design concept?"

Choose one.

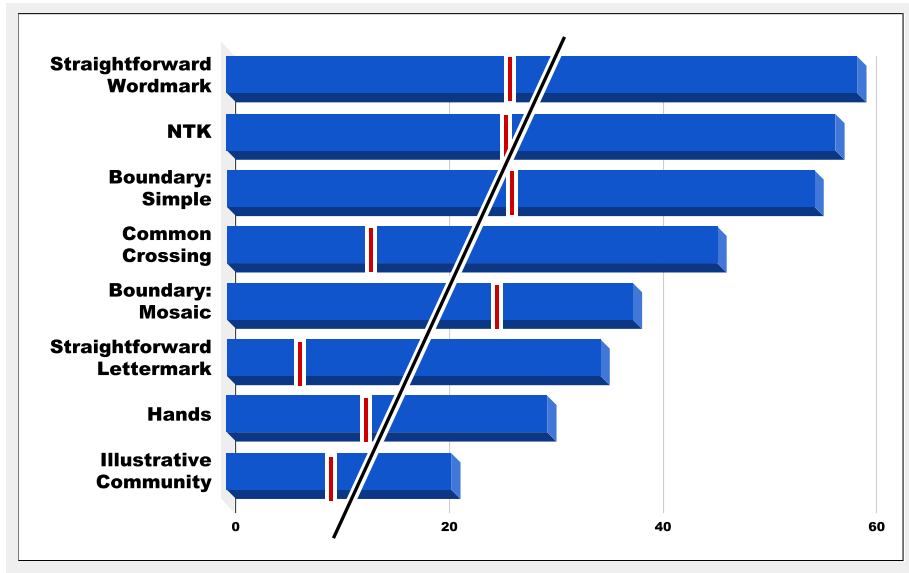
HEADLINE: Consistent results with "all that apply" (Q2), some variance with "boundary" concepts (simple & geo mosaic) moving up, "common crossing" moving down, & "straightforward lettermark" moving to the bottom.



#1	Boundary: Simple	26
#2	Boundary: Mosaic	23
#3	NTK	25
#4	Hands	14
#5	Common Crossing	15
#6	Illustrative Community	10
#7	Straightforward Lettermark	6
#8	Straightforward Wordmark	26

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VISUAL COMPARISON (Q2 v. Q3)



"how to read"

The blue bars represent "all that apply" responses, whereas the red marks/lines represent "top choice" responses. The vertical black line is a linear trendline to illustrate the variance of "top choice" responses (v. "all that apply"). ie. the distance from line represents over-index/under-index

BLUE = "all that apply"

Red = "top choice"

###

OPEN ENDED FEEDBACK: The below summaries are meant to capture "thematic feedback" that represents the consensus of all survey respondents (to the extent possible), as well as a Town staff POV that provides additional context. Town staff has fully reviewed all comments (thank you!). The 166x responses included: 29k words & 159k characters!!

Town staff has organized 2x distinct summaries: [I] Thematic Feedback (from the public) & [II] Town Staff POV (to provide further context).

I. Thematic Feedback (from the public)

a)	Respondents have a strong desire/need to emphasize logo v. seal distinction. --> Town staff feels that the public meeting (9/13/23) presentation accomplishes this.
b)	Simple. Per public feedback, some designs fail to adhere to this mandatory "simple" criteria. For example, each design needs to be simple enough to be readable when both scaled up-and-down for different use cases (ie. simple & versatile). --> Town staff: "you're right, R2 will address this"
c)	A Town logo must be distinctive from the NPS logos (eg. NPS Distict & NHS). --> Town Staff: while we chose to lock on the same primary colors (natick true blue & redhawk red) and we do share "natick" & "n" identifiers, R2 revisions will aim to create a more clear distinction.
d)	A subset of concepts lean on "general" imagery and could be applied to other industries/companies, eg. insurance co. or non-profit (notable: "hands" & "illustrative community")
e)	"I do not like the town boundary... it looks like [dog, horse, cheetah, heart, hand+pinky, butcher cuts, precinct voting map re: geo mosaic]" --> Town Staff: we hear you. Please read Town POV in item "c" (section II, see below)
f)	"Bounday: Geo Mosaic" is polarizing. <i>like</i> : artistic/design appeal; <i>do not like</i> : conflict with intended "one-ness" (plus above item "e" re: shape)
g)	NTK concept is too far towards tourism or merchandise (ie. ACK for Nantucket). Most responders prefer the spelled-out "natick"
h)	Pointed feedback (by many): adjust the font size proportion to highlight "natick" copy (notable: straightforward wordmark)
i)	Pointed feedback (by many): circular border logo executions are well-received ^ note: some opposing views re: logos looking appearing like a seal.

II. Town Staff POV

a)	Reminder: R2 will include a full suite of logos, eg. 4x separate logo executions per concept (v. R1 - a single logo execution, per concept) - Town staff believes that seeing the full logo suite will provide more clarity to residents re: future feedback.
b)	R2 will continue to use "Natick True Blue" and "Redhawk Red" as the primary colors, given the association to Natick (ie. iconic) - as opposed to using variations of reds & blues, or pursuing alternative colors outside of reds & blues. ^ R2 will define Natick True Blue as the lead color, with Redhawk Red as secondary. Additionally, the final deliverable of a full "color palette" will expand the town brand (broader than solely logos) to include a more diverse set of colors. ^ R2 will further leverage copy (eg. "town of") & graphics (eg. circular borders) to ensure differentiation v. NPS schools
c)	Town staff recognizes the resemblance of town boundary to other shapes (eg. dog). Town staff sees this as an opportunity to have a distinctive logo mark, ie. "ownable" ^ R2 will explore less detailed shape, via straight lines (v. intricate detail) - akin to Portland, ME ^ Town staff is committed to not use this shape as a mascot (Town staff has a working version that ties the shape to a deeper meaning, to-be-released if this logo is the final logo suite selected) ^ Town staff does not view "day/month/year #1" recognition/awareness as a significant hurdle, as (deep) logo meaning is often learned over time
d)	Current typography is varied across multiple concepts, R2 will rely on "Worker 3D" font for primary copy/mark. Plus additional "sans serif" fonts for details
e)	The primary colors (natick true blue & redhawk red) can create accessibility hurdles when layered or adjacent. ^ R2 will be judicious with color usage (ie. include more neutral or white space) ^ R2 will test all concepts re: color contrast ratio
f)	R2 feedback will include direction to balance "official / government" nature v. mass appeal of simple logo suite (current design has an opportunity to evoke more official/gov't sense)

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The next 14 pages detail individual-level responses

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?" (ie. "yes, I could see this concept working, as it continues to be refined during future iterations")	What is your top-rated logo design concept? Choose one.	OPEN-ENDED: Please provide any additional input, question or concerns. Town staff will review all responses and make every attempt to respond to any open questions or clarifications.
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>Choose one.</p> <p>Boundary: Geo Mosaic, NTK, Common Crossing, Boundary: Simple, Hands</p>	<p>Boundary: Geo Mosaic</p>	
9/6/2023 16:09:23										Boundary: Geo Mosaic, NTK, Common Crossing, Boundary: Simple, Hands	Boundary: Geo Mosaic	
9/6/2023 16:15:22	<p>This is a very simple design. Residents will recognize the Town boundary. Many who deal with the Town may not be familiar with the Town's topography. I'm not sure how recognizable this will be by the general public. (No offense to the designer, but I can see someone thinking that this is the head of a very cute scotty dog facing to the left). While I love geography, I have concerns with this approach. All of the colors work well. I do like the red the best.</p>	<p>See my comments to Logo No. 1 above. Some may not recognize the outline. What do the geo mosaics represent? I have a vibe here of an election night map. It up blue and red by county. Is this supposed to represent political divisions by precincts? Not sure if others may have a similar reaction.</p>	<p>I like the reference to the Town. I don't like the reality that the Town's entire name is not used. Any branding should feature the Town's full name.</p>	<p>This is beautiful. It displays the Town, with its initial. A great mix of colors. A great simple of neighbors reaching out to others. I can't say enough how I love these images!!!!</p>	<p>This logo is very well done. Both the Town's name and initial are present. It echoes the rail tracks of Natick Center. The Town's zip code is well used. The use of colors is well done!</p>	<p>Conceptually, this is well done. A very good statement. The Town's name is present. Perhaps the two individuals may be more realistically designed. The N shape could also be more clearly defined.</p>	<p>A more simplistic approach to the "common crossing, above." Could the Word "Natick" be added on the right side? Otherwise, very well done. I'd rather see the Town's name included.</p>	<p>A very good approach. This is an excellent way to show the Town's name. This looks very official.</p>	Yes	Hands, Straightforward Lettermark, Straightforward Wordmark, Common Crossing	Hands	<p>Several well done. Some will be excellent if tweaked. The logo, regardless, should include the Town's name. I'd avoid the geographic boundary, as the logo will cause great confusion to outsiders with whom many in the Town deal on a regular basis.</p>
9/6/2023 16:21:47	<p>I like the red one, brighter more positive</p>	<p>To complex, looks like a horse head, maybe Alt1 with the solid red Natick</p>	<p>Best one yet. NTK is popular, like the Natick shape as a background. Primary is nice.</p>	<p>Not a big fan of body parts on a logo. Sort of weird.</p>	<p>A lot going on. To busy.</p>	<p>Blob people? or Animal foot print?</p>	<p>Not bad. Simple and clean. Like the primary.</p>	<p>Looks like a label for a beer bottle.</p>	Yes	NTK, Boundary: Simple, Straightforward Wordmark	NTK	<p>Good selection!</p>
9/6/2023 16:27:50									Yes	Straightforward Wordmark	Simple Wordmark	<p>Less is more in my opinion. The simpler the better.</p>
9/6/2023 16:35:23	<p>The all red stands out Alt1</p>	<p>What do the area in the mosaic represent?? Precincts? Historic districts?</p>	<p>Again I like the red background as it stands apart. Alt1 The dark navy lets the town outline stand out. Alt2</p>	<p>I like the Blue N with the red hands. Primary It could be any hands</p>	<p>The Blue lettering with the Red Sharp N is legible far away. Primary The rounded N and red letters are hard to read. Alt2 The all black is boring but would work for alternative b/w printingsAlt3</p>	<p>Blobs are awful.</p>	<p>Alt 1 is better than the others. Primary and Alt2 are boring</p>	<p>I like Primary as it is easier to read and Alt2 as an alternate for b/w printing</p>	Yes	Hands, Common Crossing, Straightforward Wordmark	Simple Wordmark	
9/6/2023 16:52:15	<p>No!</p>	<p>No!</p>	<p>This would be my second choose!</p>	<p>The art is nice but does not reflect our town</p>			<p>To plain</p>	<p>Probable one of the best, it will not offend any one.</p>	No	Straightforward Wordmark	Simple Wordmark	<p>I really do not like the Town maps in any of the designs. It does not represent Natick, nor does the "hand" art work.</p>
9/6/2023 17:25:20									No	None. I appreciate the designer donating their time but none of these are very good..	Boundary: Geo Mosaic	<p>I appreciate the designers efforts but none of these are very good.</p>
9/6/2023 17:25:51	<p>I like the blue with the red outline. The outline of the town is simple. Not totally on board with it yet.</p>	<p>I don't like this. Breaking the town up into neighborhoods adds clutter. The design also lacks creativity and has not much historical context. Too generic like something that was once on a Natick phone book.</p>	<p>This lacks creativity too and is like all the bumper stickers with abbreviations for other places.</p>	<p>This appears to be an adaptation of the N for the Natick Public Schools. I do t get what the hand is holding. A bottle of something?</p>	<p>This is the best of the concepts presented here, but really it looks like a scouting badge. There is no history or anything uniquely Natick in this. You need to try other concepts.</p>		<p>I like the first one, but again this is underwhelming. Surely we must have something that says zNatick besides an N!</p>	<p>This looks like a bottle cap.</p>	No		Boundary: Simple	<p>I hope you go back and create other concepts. The boundary one that reminds me of an old phone book is the best if these, but we can do better.</p>
9/6/2023 17:39:33	<p>Too basic. This isn't a logo, it's just the town with the name of the town in it. While the town boundary makes it a little better than literally just text, there's nothing to remember about it. If you remove the word Natick and 01760, it's just an outline of the town.</p>	<p>The alt1 is okay at best. However, mapping out what I can only assume is a vague impression of general neighborhoods, makes this design incredibly busy and distracting. And again, if you remove the lettering, it's just a map of the town.</p>	<p>This is probably the best of the bunch. Rather than spelling out Natick, shortening it down to NTK adds some uniqueness to it and is the main focal point of the logo, while the subdued town border prevents it from being a boring circle. It's also simple enough that when xeroxed a hundred times or faxed once, should maintain some fidelity and be easily recognizable. It's simple color palate in color means that when being printed on a black and white printer, it won't become unrecognizable. This design would actually make a better town seal than the supposed "Charles river bridge (but only if you look at it from a specific angle that no one ever does) with random stars(?) above it. This is easily remembered, clean, and professional.</p>	<p>It's a logo, not a work of art. Look at the Apple/Starbucks/Microsoft/Tesla/Instagram/Snapchat/Panera logos. They can be stylistic or "evoked" something, but they're direct about what they're "evoking", if they're evoking anything at all, or it's a second thought and meant to be recognizable, i.e. Microsoft's logo is 4 simple squares now. They've had the benefit of evolving their logo into that, but their idea behind it is that Microsoft products are simple and easy to use. Panera is a line drawing of a woman breaking bread and drawn with swooping lines to evoke warmth and welcome, Instagram is a camera, Snapchat has a ghost. When I see the hands in this logo, I think of a claddagh ring. If the meaning is open to interpretation, it's not a logo, it's just art.</p>	<p>If it didn't say that it's supposed to represent the crosswalks downtown, I wouldn't see it. And even still, I only vaguely see it. There's too much going on and it goes from very complex to a simple line for some odd reason. And one of them has an uncontained gray circle but the other ones have nothing? Without "town of natick" it's okay at best, but still very busy with the "01760" and the primary is basically just a high school logo.</p>	<p>Simply no. I'm pretty sure I've seen this logo before at day care centers and adult day care centers. Also again, if you take "town of natick" out, no one will know what it's supposed to represent. Maybe a school? Who can say.</p>	<p>These are just high school logos. There's more to the town than the high school.</p>	<p>There's nothing further to explore in this. Literally might as well just write Natick because that's all this is.</p>	Yes	NTK	NTK	<p>I mentioned it multiple times, but it's worth saying again. This is a logo for the town. It is not supposed to be a work of art, or a logo for the high school/art district/senior citizens/the Charles river. It should be clean, professional, easily recognizable, and easy to remember. It needs to be easy to print and still recognizable when faxed. If the logo has 23 different colors and would take a person all day to draw, any costs to put it on a t-shirt, flag, banner, whatever, becomes that much more expensive. And most of all, it just needs to be simple, if an element needs to be explained that it "represents lifting each other up" or "it's the crosswalk downtown", scrap it and move on.</p>
9/6/2023 17:43:26	<p>Natick's outline feels too complex to be the basis/containing shape for a logo. Will this scale well at different sizes? Zip code feels unnecessary.</p>	<p>The concept of a mosaic and the concept of highlighting different geographic areas are both valid BUT the size of the mosaic tiles and color distribution means that both positive attributes are watered down. Alt1 with circle border, while not distinctive per se, is my favorite in the survey.</p>	<p>Inoffensively simple, unless you really value the letters A, I, and C. This seems the most versatile.</p>	<p>Worried about ability to produce this at different scales. Hands imagery gets lost in color balance (most visible is blue on red). Hard to see details on hands--not instantly recognizable--just looks like an odd stripe.</p>	<p>"Commit to the bit": go for a more abstract N if you go this way. The crossing seems like an add-on to an N, rather than a core feature. Zip code is unnecessary and takes away from the crossing effect (would be better if matched with the other lines on the N).</p>	<p>This is the most distinctive! Easily scales. Color balance is fine. Works with or without different forms of accompanying wordmarks. Not really into the design per se, but I applaud the effort to bring something to the table.</p>	<p>Zip code does not add anything to the table here. If we're going to have a plain N, just have a plain N sans the 01760.</p>	<p>Doesn't bring any personality to the table.</p>	No		Illustrative Community	<p>Be bold or keep it simple! We've got a lot of concepts that add little wrinkles that muddy, rather than enhance, the marks (eg the consistent use of 01760).</p>
9/6/2023 17:43:26	<p>Nay</p>	<p>Middle is my choice</p>	<p>Nay</p>	<p>Nay</p>	<p>Nay</p>	<p>Nay</p>	<p>Nay</p>	<p>Nay</p>	Yes	Boundary: Geo Mosaic	Boundary: Geo Mosaic	
9/6/2023 17:45:06	<p>While I like the idea of what this logo is trying to convey - it's coming across to me as the outline of a Doberman with the pinned ears. I may increase the outside stroke a bit to create a more contrasting outline.</p>	<p>Similar to the first option, I like this one in theory, but now it's appearing to me like a heart with all the pieces sectioned off. Color palette is great!</p>	<p>I think this one would be more impactful with just the NTK on there. I prefer the dark blue with the red outline.</p>	<p>Definitely feel a sense of community on this one, really nice design. I prefer the first and third options here.</p>	<p>I prefer the first option here - would love to see some text on the bottom to balance it out - maybe move the 01760 out of the N and on the bottom line and replace that with another 'crossing'.</p>	<p>A little to abstract for me.</p>	<p>A little too simplistic for me and reminds me of the high school logo.</p>	<p>Feels very text heavy here, may cut back to read EST. 1651 if that is of significance. Alternative option could be to put NATICK on the bottom where EST. 1651 is and place the N in the center.</p>	Yes	Hands, NTK	Hands	
9/6/2023 17:46:03	<p>I like the tying of Natick's distinctive shape, and the concept of "all of Natick" with the zip code - otherwise it looks like a dog or cat especially at a quick glance. No strong preference for color, although like Primary best. This seems like a more locally recognizable image, rather than regional or national</p>	<p>Really like the mosaic idea as a nod to neighborhoods, lakes and artists, but makes it look even more like an animal head, especially since some of the outline detail has been lost. See reaction to 1651 below.</p>	<p>NTK is awesome. Additional of 01760 in small numerals under TK would help orient the name and image. Suggest Primary with red border. Also love that this displays really well in b&w</p>	<p>my favorite of the more "concept" ideas, esp blue2, but anticipate much controversy on this one.</p>	<p>too busy and predictable, except for Alt2 - which I love! Am I crazy, or does it also suggest the town shape a bit?</p>	<p>Only see the N shape with effort. It's simple but not distinct or reflective of the town. Good daycare logo, tho</p>	<p>predictable but inoffensive, although Alt1 is too busy</p>	<p>Notary Public seal, need something less seal-like for town logo. 1651 suggests that nothing of note existed here before then. Colonized 1651?</p>	Yes	Common Crossing, NTK, Hands, Boundary: Simple	Hands	<p>What about the hawk imagery that NPS uses?</p>
9/6/2023 18:04:22									No			<p>I think these are very bland and don't give any town history</p>

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
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9/6/2023 18:20:54		This is confusing and it's not clear what the mosaic represents. I find it very busy and overwhelming. It does not fit the "mandatories" of being simple (IMO).	I like this concept. I might like it more without the Natick town border being included. Or if it was less prominent. I think this could work with some refinement. Maybe remove the town border, and instead add some of the concepts from the Common Crossing circle text to it.	I don't like the vertical nature of the hands. It implies hand up, vs the rising together (like it's implying seniority or a hierarchy which I dislike). I like the concept of the bold N with the simple TON lettering underneath.	I don't think anyone would get the reference to the x-way sidewalk crossings in the center (and it's not like its painted in the intersection either). I like the basics of the premise with the TON in the top part of the Circle and then the boldness of the N along with the zip code--though I might like the zip code better on the bottom of the circle and just a plain N. I think with some refinement this could be a good contender.	I like the concept. I like the simplicity and and idea behind it. It may be too abstract for the town.	I really dislike the zip code being vertical on the N. I would be ok with it being above or below, but I just don't like it in the letter itself.	This is very plain and I don't like that Town Of is in bigger font than Natick. Natick should be the biggest part of it and it's currently not. There is nothing very memorable about this one.	Yes	Common Crossing, NTK	NTK	While I had hoped for some imagery of town landmarks, I realize that could be divisive (Natick Dam anyone?), but think there are some good options here.	
9/6/2023 18:23:49	I like the simplicity, the direct messaging, and the distinctiveness. I actively don't like the red one (4-5% of the population is red-green colorblind, and the best guess of what they'd see is not super aesthetic, to my mind. I don't really dislike this, but why is the zip code there? That doesn't feel like a logo to me. The zip code feels like it makes the image a lot less versatile.	I like the center one, but in terms of logo-ness, this feels too complicated. The intensity pattern in alt2 strengthens the feeling that I have that this is a profile of a bulldog or a cat. For whatever that's worth. The red/blue shading is contrasty enough that I think people with colorblindness should be able to see what's going on.	I like these a lot. Simple but distinctive. All alts look the same though, and could be diversified. I would love one with a ring around it like logo 2 alt1, where the full name of the town is circling a circle with the shaded town border (without NTK overlay). I think this has a lot of potential for versatility, distinctiveness, and simplicity. I can see this as a patch, a bumper sticker, a stamp on the town trash bags....	Nice motivation, but too complicated. The font of the N is different from what I've seen around, so that feels odd. Not enough contrast between red and blue, so from far away it's going to look like a wiggly stripe, at which point I'm going to ask "what does the stripe represent?"	Primary and alts 1 and 2 are too much too much too much. alt 3 is cool, but would require a lot of resolution to render on something small. I'd rather have 1651 than the zip code.	Huh, that one's kind of cool? But excludes the non-parents. As a parent, I appreciate it, but I don't think my childfree friends are going to resonate hard with it.	Boring, but it's sort of growing on me the more I look at it? I think I hate this font that the N is in. Oddly, I don't mind zip code here - maybe because it could be replaced with a variety of things that would tailor the logo to a situation.	Complicated, just because of the extra letters in established. I read the ring separately from the center dot, so I'm seeing Natick, town of established 1651. The identification is clear but only because of the words. The rest of the logo looks just like the stickers that I used to label my kids' tupperwares and water bottles for daycare.	Yes	Boundary: Simple, NTK, Boundary: Geo Mosaic	NTK, but with diversification of the logo with some alternates like the ring from alt1 variation with boundary:geo mosaic, and the boundary without the surrounding circle or the mosaic.	I'm really excited about these, and I think there's a lot of potential in the combinations. One of the things I love about the portland example is that it can be many shapes, with varying amounts of information in there, but that the simplest version - the p inside a shape - is still distinctive and evocative. I look at that image and I think of a sail, a flag waving in an ocean breeze - all appropriate for a city with a seafaring port history. That's what I like about the distinctiveness of the town boundary for us. I also want to be clear - I am not opposed to our zip code being a strong part of a logo suite. I believe a zip code shouldn't be central because it distracts from true simplicity. But 01760 is strongly associated with our town, and that's something to keep in alts that have more language content.	
9/6/2023 18:31:53	What is the actual question? I like these. Color irrelevant to me at this point	It's ok. I don't hate it. It reminds me of a butcher cut-list poster though...I think I like the whole town icon better.	I prefer Alt 2. I feel the contrasts between the light/dark blue with the red outline is sharpest.	Alt 2 red is favorite. Black and white looks ok. I like the blue hands because they could be representing anybody of any skin color. Red skin color could have political implications, unfortunately.	I do NOT like any of these at all. The "x-way of crossings in NATICK common" is totally lost (or missed). I'm in too many small text letters. It projects zero weeks of "place". At least the outline of Nstick boundaries speaks of "place."	Just NO. This is not attractive. Not emblematic in any way.	These are medium ok. Again, they do not suggest any sense of "place" as the ones with out one of our geographical borders does. I believe it is essential to convey a sense of place.	These are perfunctory. Fine. But their design looks dated to my eye.	Yes	Boundary: Simple, NTK, Boundary: Geo Mosaic	NTK		
9/6/2023 20:08:20												Sorry. I thought Natick was looking for input on a new seal. The generic bridge has to go. If Natick designs an appropriate seal it can be used as the logo too.	
9/6/2023 20:16:45	First thing I see is a dogs head. The automatic association is with a sports team and not the Town. I appreciate the simplicity and think link to zip is important	Like addition of EST but it's a dog. Should keep zip code	Like the town shape in back vs foreground. Definitely feels more modern. Misses link to roots.	Hands fail to add desired humanity. The N and text do a good job of activating todays equity but it's very close to high school vs town.	Like the idea, but feel the N is overly complicated.	This is clever and unique. Modern and thoughtful.	Straightforward but vanilla	Safe but lacks excitement or communication of anything about town	Yes	Illustrative Community, NTK	NTK	Would encourage zip to feature - since already iconic	
9/6/2023 20:35:45	I like that it puts a shape to the town-reminds me of the profile of a boxer breed. I prefer the red for Red Hawks. Framingham's high school color is blue and aren't they a rival in some sports? "They bleed Framingham blue" is high praise.	I think the singular color better promotes unity than the varied colors. That seems parochial that certain sections are distinct from one another. It's too busy. I prefer the shape on its own (that the circle enclosing it).	I prefer the higher contrast of white text on the darker background. It stands out better. The darker outline behind the lighter shaded geographical shape is more noticeable than the lighter background with the medium tone shape. The blue outer ring around the red looks better than the blue around blue.	Not sure I like this and not sure why. It looks superficial. Looks more like someone lending a helping hand - lifting someone up from something - has kind of a paternalistic feel to me. The clearly defined hands on the block letters don't feel cohesive. If you choose this, I recommend on where the N is fully a contrasting color to the hands, vs. the Alt1 Blue 2 version.	I don't like any of these. They have a child-like look to them. They look like toy blocks.	I didn't pick up on it being the letter N. Looks like a balloon animal to me. Not a fan.	The number one is an unusual font type and quite old-fashioned. I like the stand-alone N better than the one encircled - that one looks more like a baseball team logo.	I like the primary one better than Alt1, but it looks kind of like a bottle cap - is that part of Natick's history? Looks outdated to me.	Yes	NTK, Boundary: Simple	Boundary: Simple	Thanks for seeking our input to our community.	
9/6/2023 21:03:57	Not bad at all - it's clean and crisp.	Too busy	I don't like the abbreviation... not immediately relatable to Natick	Doesn't grab me... design seems confused.	Too busy	I get it... But too abstract	Too plain	Too busy - Natick too small. Maybe replace with "Est. 1651" at the bottom	Yes	Boundary: Simple	Boundary: Simple		
9/6/2023 21:11:11	The outlines around Primary and Alt1 are distracting and unnecessary. Additionally, the geographic outline of Natick is a nothing-burger. It does not inspire, nor does it have any associations with anything related to day-to-day life in the town.	Worse than the first, include all the problems of the first, plus add the flavor of liver and onions. Further, What the heck are the sections? Am I supposed to know anything about them? Am I supposed to say something like That light blue shape--no the other light blue shape--that's where I live?	Can we dump the town outline? Otherwise the primary is pretty good. Boring but acceptable.	You know how bellbottoms were cool in 1973 but by 1981 they were laughable. Same with the hands. The N is okay though.	Okay, now we're getting somewhere. A little too stylistic, but on the right track here. Of the logos this is far and away the best (so far).	You know what I think of when I see this? Picking up after my dog on the common.	Okay, this is a strong challenger to #5. It's simple, you don't need to have a Ph.D. in geography/gerrymandering to get what's going on. It's simple and meaningful.	Reminds me of the London Underground. But I do like the call-out to 1651. Hey, we're old! Take that Sacramento!	Yes	Straightforward Lettermark, Common Crossing	Simple Lettermark but it would be great if you could include Est. 1651	Don't get cutesy. Don't try to include any social message (e.g. hands) they will become dated and annoying in about 3 weeks. Simple and clean allows for a durable logo. There can be some variation in that, but if you think about the logos that have stood the test of time they aren't cute.	
9/6/2023 21:27:03		ALT1							Yes	Boundary: Geo Mosaic, Boundary: Alt1	Boundary: Geo Mosaic	Coca Cola, Shell Oil, Levis, American Red Cross, Heinz, and so on. Blessings to you all for undertaking this project and dealing with curmudgeons like myself.	
9/6/2023 21:53:28	This logo looks like the profile of a dog, so not my favorite.	I don't like this for the same reason. Once I see the dog, I can't unsee it!	The logos that contain the outline of Natick I don't like for the above reason.	I like this logo the best. It is strong and shows the compassion, caring and kindness of the community.	This is good, probably my second choice. I like the simplicity and clean lines and it's artistic.	Interesting and I like the concept of community, but I'm not crazy about the graphic.	Boring and not creative, we can do better.	Plain and doesn't say anything about the community, but would be timeless in that sense.	Yes	Hands, Common Crossing	Hands		

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"yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>Choose one.</p>	<p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/6/2023 22:04:27	I feel we have seen this type of logo before from other locations I also can't "unsee" the shape of the town looking like an animal head ... maybe pug dog?	I prefer one color / one United town vs the separate sections - if the town outline is chosen	Feels trendy ...seen it so many times in different towns. if chosen - I prefer the red one to go with the high school red hawks color	I like the idea of helping hands , but feel the hands on the graphic are not easily recognizable from afar		I like the idea of adult and child , but don't see the letter N in the design	Feels very similar to the letters that varsity athletes get at the high school. Slightly unexciting	This looks like a seal more than a logo to me. I'm not sure the established in 1651 is needed	No	NTK	NTK	I don't feel any of the logos are quite right. I think there's still an idea out there that hasn't been presented. The designer's website is very good-current and modern. I'd like to see something a bit more artistic / inventive. These all feel a bit routine/uninspiring to me
9/6/2023 22:57:58	This concept is too literal - see my following statement. Also, the details of our town border will be lost in smaller sizes or lower resolutions. It will look like a cat. Also, the zip code will get lost quickly at lower and smaller resolutions.	I don't like this concept at all. Our town boundaries look like the head of a cat. This is both too literal and too obscure. Our concept should reflect what is unique and lovely about our town. The Charles River, our green spaces. Our wildlife - how a about a stylized redhawk in flight? This concept looks like a cat with the mange. Also, the logo should scale up and down - and I don't think this one will scale down at all. And should also look acceptable when faxed (does that still happen), which mangles images with low resolution, and when photocopied, which both breaks up the detail on the image and reduces the contrast through multiple iterations of black and white copies.	The simplicity of this is a step in the right direction, but it's still too busy. Especially with the town its outline in the background. Why this obsession with the town borders? It means nothing to anyone outside of Natick, and it's not anything of significance or pride. Also, I don't think any of these pass the contrast test for accessibility. You can find a good contrast checker at: https://webaim.org/resources/contrastchecker/	There is too much detail here. There's the little colored border around the N which will be lost in reproduction or scaling down. Also the white border outlining the clasping hands will get lost very quickly either in copies or size reduction, leaving a weird squiggle of indeterminate significance in the right ascender. Also, note the lack of contrast in Alt3(b&w) between the color of the N and the clasping hands. That's going to happen to any of these designs in black and white. Also, the detail of "Town of" is unnecessary. No one cares if we're a town. And if we move to becoming a city, then we're going to have to spend another quarter of a million dollars on rebranding again. Let's future-proof our design.	This has potential. But the designer needs to be confident in the beauty of simplicity. No need to add the flourishes in the N - lose the zip code and the bars in the ascender and the diagonal. The type face in the arc at the top is a little bland, but somewhat timeless and will reproduce well and scale well. However, again we have the problem of "Town of." Why not just put "Natick, Mass.," or "Natick, MA" in the top arc. Or maybe we have a motto that reflects our values. And then select a very attractive, simple and timeless typeface for the single N. That doesn't mean fancy, it means elegant. Think of something like a Celtic knot. They can be simple, but they're elegant in their simplicity and they look great in print, on t-shirts and even as jewelry. That's incredible flexibility. And they're timeless. Ot think of the flag of New Mexico or Colorado. Those are great flag - they are colorful, scale well up and down and in the case of New Mexico, are both modern, ancient and timeless. This isn't going to age well.	Ugh. This lacks definition. Won't scale, and is a little trendy. What's going to happen with this is that someone will get a small version of this image and try to blow it up into a larger image and the curves of the two people will get very jagged and look terrible. This is a non-starter.	See my comments on concept #4. Almost all those comments apply here.	This looks more like a town seal than a logo. IT reflects the same issues as others. Too much detail - for example, on my high resolution monitor the little wing-dings at 3 and 9 o'clock are already blurring into nothingness. Also, the contrast is terrible - that red on blue and blue on red is not contrast enough. And in black and white, it's even worse. Also the thin type for "established 1651" is going to get lost when it scales down, and you can already see that what I assume is meant to be white text already is looking grey. And the black and white version definitely looks grey. And remember. These are first version copies - the optimal version, and they already lose contrast. Think about when these get sized down, then up, or photocopied and faxed, etc. I work for a large company and volunteer for Natick Youth Lacrosse, and people are always looking for the logo for a Powerpoint, or a Word document and not finding the proper sized version, or in the wrong format and then just trying to "make it work," with less than optimal results.	No	Common Crossing	Common Crossing	Other than Common Crossing, none of these concepts are even close to acceptable. If you're going for a typographical concept, then that one is a decent starting place, but it will need to be simplified and the colors will need to be tested and the image will need to be tested in multiple sizes and in multiple electronic formats. Think about a business card (or something that size). Will these look good in black and white? Will they print well at that size. Think about color/ink bleed on standard papers or even a T-Shirt. Will the details hold up? Or will they bleed and/or blur into a mush. A great logo can be a HUGE marketing bonanza. Think of the "1 (heart) NY" from the 1977 New York Tourism campaign. It's simple and is recognized the world over. Now that's probably lightning in a bottle, but still - it shows the possibilities of a simple design.
9/7/2023 2:10:51	It stands out in a way that most people have never seen in detail or even considered. Usually our town maps are focused on streets or trails or businesses. This provides a unique framework on which to build. All the color choices are striking.	Too busy! What do those blocks represent? A big no from me on this one. Sorry.	I like the outline aspect but believe that the town name is brief enough to warrant the inclusion of vowels. As is, this strikes me like the failed new KIA car logo change :(I like the hands but in this position they could be construed as a "better, stronger" entity pulling up a "lesser" entity, vs the togetherness/connection element sought. The joining of hands to work as a symbol of mutuality of needs to be on the same level or in a circle of some sort.	Ok in primary or b&w. Alt 2.	No thank you	Could be useful Alt2 looks best	I like these a lot. Very practical.	Yes	Straightforward Wordmark, Boundary: Simple, NTK	NTK with vowels.	
9/7/2023 7:09:41	The shape of the town looks like a cat, which is not related to our community. Once you see that, your brain does not "unsee" it. It suggests a mascot which we do NOT need!	The shape of the town looks like a cat, which is not related to our community. Once you see that, your brain does not "unsee" it. It suggests a mascot which we do NOT need! Additionally, the division of the town into neighborhoods amplifies distinctions that have been somewhat contentious with some feeling that the frequent use of "South Natick" is divisive and suggests a class distinction. Finally, I don't think the graphic lends itself well to use in black and white/gray scale.	This looks current and trendy—like the bumper stickers from favorite vacation spots—OBX, OGT, PTOWN. I am attracted to it for that reason but worry about it's longevity. It could also be perceived as humorous as we are definitely NOT a vacation destination. The shadow of the town behind the letters looks like a cat, which is unrelated to the town and is a distraction from the design.	I like the idea of hands—working together, care, community—but these particular hands evoke struggle or rescue, which I don't think is the idea here. This N resembles the N used by the Natick Public Schools. That could either be seen as an extension of their branding or an infringement. In any case it is likely to cause some confusion.	I like the concept of intersecting roads but I don't feel that in any of the designs except the primary—maybe because the dark blue "roads" in this iteration are closer to the black my brain would expect to see for a road? The N's in the second and fourth design look outdated to me (and I don't see the road idea easily). I do not like the third design at all. That N is completely different from the others in the suite. There is no suggestion of an intersection at all. The lines of the N are disjointed. In all of them, I am not sure the circle line is wide enough? It seems weak in juxtaposition with the stronger N at center. Finally, are zip codes having a branding moment (bumper stickers, t-shirts, jewelry, etc.) that might be short lived and make the use of 01760 here outdated soon?	I do not like the illustration. This looks like a library or social services logo. It suggests adult/child and may leave out those in our community who are not raising/will not raise children here. I don't see a suite of ideas that lend flexibility of use.	This N resembles the N used by the Natick Public Schools but not as fresh and strong. That could either be seen as an extension of their branding or an infringement. In any case it is likely to cause some confusion. I think the use of the zip code may be on trend right now but may make the design outdated soon.	I like this design at first glance. It feels a bit more timeless than some of the other designs. It avoids connecting to the zip code trend or the abbreviations of trendy places (i.e. OGT, OBX). One wish is that "TOWN OF" should appear smaller than NATICK, since the town name is the most important feature of the logo. Finally, it would be great if a small detail could add some connection to the community. Could the dots/squares on either side be changed to some small symbol that connects to the town? Or could something very simple be added to the background of the circle—wavy lines to evoke the Charles? Or maybe lines passing vertically through or behind NATICK to evoke things like the our big downtown intersection, our rail trail, our history as a commuter town, position on the train line, our town timeline with a past, present, and future? This suite has the most potential in my opinion.	Yes	Straightforward Wordmark	Simple Wordmark	
9/7/2023 7:30:55	I like the Primary but not the others, maybe a slightly thicker stroke. Although the boundary with too much viewing distance it looks like a blob.	Too Much Going on Here, Too many Colors, Shapes	I like all of these, Simple	I like the Primary, but not the split color N	I don't like either N, seems "THIN"	Not a fan of the Overall, but am a fan of the text itself!	I really like the primary but not the others, thinking NTK with the Zip Code in the N could be nice also	I Like the Primary, but needs more White	Yes	Straightforward Wordmark, Straightforward Lettermark, NTK,	Simple Lettermark	
9/7/2023 8:37:31	Just ok, looks like an animal's head. red would be first choice	Feels political if you aren't from Natick. Alt1 if I had to choose.	Nice. Simple. Alt 2 is my choice	Too woke. No thanks.	Interesting. Primary is my favorite	NO.	I like the other zip code one better. Alt 1 if I had to pick.	Nice. Clean. Primary is my choice.	Yes	Straightforward Wordmark, NTK, Common Crossing	Simple Wordmark	The brand should be simple and straightforward. It should not imply anything about the residents, their beliefs, their politics, or otherwise.
9/7/2023 8:43:30									Yes	NTK, Hands, Boundary: Simple	Boundary: Simple	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong"?	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p>	<p>Which are the following logo design concepts are both "viable & strong"?</p> <p>(ie. "yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>What is your top-rated logo design concept?</p> <p>Choose one.</p>	<p>OPEN-ENDED: Please provide any additional input, question or concerns.</p> <p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/7/2023 9:11:37	I like the focus on Natick & I like the zip code. I used to live in Roslindale and there was zipcode paraphernalia for Rozzie, JP, West Roxbury, and I think that addition resonates with some. I do not like the outline of the town. It's not particularly recognizable and doesn't feel visually simple and appealing. I think it hits "timeless" but not necessarily "distinctive" or "memorable"	Nope- too busy. I can't see this logo outside a town building. The colors and "broken up ness" of the town feels clunky	I had to come back to this one a couple of times. I do think I like it. Compared with the boundary ones, the town outline is not the focus but does add something distinctive in the background. It is clean and simple. The only hesitation is that it feels like a larger branding effort to make "NTK" a thing. Is this how anyone refers to Natick? I like it, it just may include some additional work for brand building and brand recognition.	The hand looks like it is holding on to something for dear life as it falls (makes me think of Mufasa and Scar from the lion king) Without the hands inside the N I think I would like this just fine. Or perhaps replace the hands with the 01760 and it might look a little more simple/clean than the N in "common crossing"	I like the circle effect with "town of Natick" however the N feels busy without strong impact. With a cleaner and simple N, this might be my favorite	I like the typeface and simplicity of "town of Natick" best in this one. I do not like the people. These abstract images are never timeless and the adult/child may not resonate with all audiences in the town. I also think the outlines are making this feel busy. The blue N is outlined in red and the white zipcode is outlined in red. The beauty of the portland example was the visual simplicity, and I think these outlines are visually distracting.	I wonder if the zip code on the right side of the N would feel cleaner? It feels distracting on the left side. While I don't like the "hands" visual, I do think the location on the right makes the whole image a bit more crisp	This one feels very traditional and boring. I might like it better if it were just the N inside the circle and the outside lettering was smaller and included "town of Natick" on top with "01760" beneath instead of the established year. It feels like there are too many layers of circles - for example in the "primary" image there is a thin red circle, then thin white, thick blue with words, thin red, thin white, then center solid red. This feels busy and dated.	Yes	NTK, Common Crossing, Straightforward Lettermark	NTK	If we review some final options, it would be helpful to see a similar compilation of the logo suite as the Portland example. How would text accompany it, like the "City of portland" in a few different orientations alongside the P I feel strongly that these logos are trying to include too many colors. The red, white and blue all together feels busy and the colors aren't particularly complimentary (the patriotic) in the primary NTK I liked the different shades of blue and the simplicity. I think it lets your eyes rest more and take in the image. Some other concepts may be stronger if colors were simplified.	
9/7/2023 9:36:19	I like all three of these with the red being the least.	I would like the alternate one if the inside of the town map was one color.	I like the primary one. I do not like the red one.	I like the logo but I do not like the hands.	I don't like any of these	I do not like at all.	Primary is ok. Don't like the others.	I like the primary and the Alt 2. Not a fan of the red in the Alt 1.	Yes	Straightforward Wordmark, Straightforward Lettermark, Boundary: Simple	Simple Lettermark		
9/7/2023 9:36:20	I'm not a fan. Unfortunately, Natick is shaped like a dog and that's all I see.	I'm not a fan. Unfortunately, Natick is shaped like a dog and that's all I see.	I'm not a fan. Doesn't give any identification of Natick.	Not a fan. It requires an explanation!	Not a fan. It requires an explanation!	Not a fan. It requires an explanation!	These are like varsity letters in high school sports.	I like the primary.	Yes	Straightforward Wordmark		The logo that's chosen will be all over town including town staff swag. It should be simple and straight forward.	
9/7/2023 9:38:31	The shape of our town, while accurately portrayed here, is not a pleasing one! It is rather jarring with points and angles. Aesthetically awkward. Not my favorite logo, though I like the simplicity. Not my favorite.	I like Alt1 (circle border)! Do the mosaic shapes and colors signify anything meaningful? In some ways, it seems divisive. Lacking all the info! Round seal with white background is fresh and open and welcoming. Nice! I think bounding the shape of the town with a nice circle helps soften the odd shape. My brain is trying to make meaning of the color selections in various parts of town. And there may not be meaning ascribed! Do not care for the black and gray version at all. Lifeless.	I could get into this version! The one that stands out and grabs me is Alt2(red). I like the choice of blue. We are lucky to have so many bodies of water in our midst. For me, the blue Alt2 (red) one seems to come toward me while the red Alt1 one recedes. I think the blue Alt2 version has a slightly stronger design and impact. It works! The message gets lost or weakened in the red circle version, in my opinion.	Given our town's history with Native Americans/the Praying Hands community, I am not drawn to this image! Makes me mind go back to John Eliot's attempt to "help" his neighbors by converting them. We need to remain sensitive to this part of our history. Also, for some reason, these arms and hands look creepy to me. I think that would not be the case should they be reaching out to each other horizontally. I get the suggested symbolism. But I also recall people being hung from trees (yes, lynchings) and sadly, my mind goes there with this logo concept. Perhaps an open palm would better serve this concept.	A little too juvenile, I think. Would be okay for a school logo. Not to be used for the Town of Natick. The zip code numbers are hard to read. Fortunately, I know what my zip code is! Hope we end up with something more dignified. Natick is evolving to be both hip and classy, as well as inclusive.	The adult/child shape remind me of sculptures I see at Home Goods. Does nothing to connect my brain to our amazing town. Also, many of us do not have children! Yes, it takes a village. But our logo could and should be more inclusive by using this image. What I love here is the type design for "TOWN OF NATICK." Great balance of colors, easy to read, simple font.	No! Put these on a sports team sweatshirt! These do not say Town or Natick! I am not quite sure why there is a desire to include our zip code on the town seal. I am much more drawn to seeing the date our town was incorporated. And just think, some day Natick may have two zip codes as Wellesley has for quite some time. Then what? Our zip code is the least interesting and important thing to be on our town seal. We are a community, not a zip code!	This could work. Might work better if "Established" were written "Est." More space, less clutter. The diamond designs left and right are not easy to see. Perhaps make them one color, not multiple colors for visual clarity. And again, no to the black/gray/white one. If it were primarily white with touches of black and gray lettering, I bet I could get into it. One other thought: Could the words "TOWN OF" be made smaller than "NATICK"? Or at least, no bigger than? Natick is what we want to highlight! A different font could allow NATICK to be tighter and taller and thus fit better within the circle.	No	NTK, I am confused. An earlier survey asked for what is important to us. Another asked about historical significance. I see little, if anything, in these proposed logos that speak to this!	NTK	I still think a nice graphic representation of our town gazebo would set out new logo apart from those in other communities. Many artists have chosen to represent in the recent (last 4-5 years) community art projects in which I have also participated. ("LOVE 01760"; PeaceLoveNatick01760; "What do you love about Natick?") A simplified, graphic design version of the gazebo would fit nicely into a circular logo and speak to community, gathering and belonging. I wish there were some way to include a small nod to the Natick Americans who first settled here. If we are serious about inclusion. Words without action feel hollow. And can be hurtful.	
9/7/2023 9:42:09	I think this is a little too literal and plain, and the outline (though very interesting about our great town!) could look a little like the side profile of a cougar/bobcat/large cat if taken too abstractly with animation.	I like this more than the idea #1, however I still think the shape is a little too irregular to be a logo, especially in the circle border. The geosiac element does make it look a less like a cat head, and I do like the color palette.	I think this is too "trendy" and is "trying a little too hard" for a true town logo. However, I do think Paper Fiesta should steal this idea for some cute bumper stickers!	I like this in terms of distinctiveness (colors very Natick) and timelessness, however I think the hands are a little kitschy, and make me think of someone drowning (perhaps a bit too honest there - ha!). I get the idea, I just don't know that the town logo is the place for that.	I like this a lot! I like the more classic N with a modern element of the thin-line circle. I think the incorporation of the zip code is fun and would be appealing for use, and I do "get" the connection to the sidewalk crossings. Primary and Alt1 are my favorites. I think the more rounded font of Alt2 is a little too trendy and would look dated fairly quickly.	I like the idea of showing the kid-friendly nature of Natick, however I did not see the "N" in the illustration, even after reading the inspiration. It makes me think more of a boys and girls club, or community center logo than a town logo.	I do like the connection to the zip code, and the straightforward branding. I think this could have potential, though I think it could be too plain to have the distinctiveness we are looking for.	I like this one alot too! I think this hits on the straightforward nature that #7 was going for, but with a little bit more pizzaz/interest. I think it is versatile in that both colorways look really good, and I think this could be used in many ways (flexible, timeless). It seems flexible enough too, that future iterations could explore more creative approaches (eg. the typography connection with the Bridge design).	Yes	Straightforward Wordmark, Common Crossing	Common Crossing	I think it would be helpful as this gets rolled out to the broader community for feedback/general response, to emphasize the "town brand" vs. "town seal" distinction. I think that will help focus the responses	
9/7/2023 10:54:33	Primary is my first choice overall. Like the choice of font. Like the inclusion of the zip code which is yet another way to uniquely identify the town.	Alt1 is too similar to what a town "seal" traditionally looks like and will be quite confusing to have two circular designs identifying the town in use. Showing the chapes of precincts/districts detracts from the recognition of the overall boundary as being Natick. Harder to quickly interpret what it is with limited time viewing the image.	I don't like these designs as it introduces "NTK" which is a shorthand of Natick that I don't recognize being used in any other forum. NTK would be confused with numerous commercial brands and product codes - simply google search for NTK . All of these designs are too similar to what a town "seal" traditionally looks like and will be quite confusing to have two circular designs identifying the town in use. Dont use a circle.	When viewed from a distance no one will be able to tell that these are clasped hands. The use of a simple "N" does not uniquely identify the town. I do like the Town of Natick text element, and would like to see that used in other designs.	The use of the zip code is good, but the size of the font and where it is included isn't very readable. The use of a simple "N" does not uniquely identify the town. All of these designs are too similar to what a town "seal" traditionally looks like and will be quite confusing to have two circular designs identifying the town in use. Dont use a circle.	The font/text elements are great. I think that this is the best common element of all the designs I have seen this far. The parent/child abstract image is very familiar, and I have seen similar desigs used for fertility clinics/service providers.	I do like the use of the zip code. The size of the font is better in the N versions. Avoid using circles for the reasons I stated before.	This design is consistent with a new design for a town seal that is being proposed at FATM 2023. If that motion passes, this would make the seal and brand here consistent which is a good thing. However, if that motion does NOT pass, using this as the town brand will be quite confusing as it does not match the seal, but has nearly identical elements on the outer circle.	Yes	Illustrative Community, Boundary: Simple	Boundary: Simple	Continuing to create design options that mimic a "seal" approach is not going to be well received. It will be confusing to residents that just saw a seal get approved at town meeting. While it is ok if the brand and seal do not match, having them only differ slightly is a bad approach.	
9/7/2023 11:30:31	Contrast good with map to lettering. Does white lettering provide subliminal message? Natick strongly identifies with the colors blue/red. Be bold and change up? Map is neutral, but provides identification	I find these to be too busy/distracting. Prefer something simple/straightforward. Would be better without the est. 1651	Clean simple, current, recognizable and easily adaptable. Believe Alt2(red) resonates best visually. Of all of the choices this is my personal favorite. Would be interesting to see without the map.	ick	Too busy Primary best of the bunch. Would be better without the zip code. Proportion text to logo good. Crosswalk crossing reference, I think that's reach	I don't think folks will easily recognize the abstract N. Feels more like a non-profit representation as opposed to a town. Natick is more than a great place to raise kids.	Drop the zip code. Only residents will relate to it.	Feels too much like a modern/updated town seal. Logo should differnet.	Yes	Straightforward Lettermark, NTK	NTK		
9/7/2023 12:01:23	primary, definitely not red! Black is ok	donot like primary at all! In fact, I dont like any of these. It is not clear what the significance is. I have lived here since 1960 and am a NHS graduate.	I dont like the abbreviation of town name at all! Primary is the least offensive of all.	The idea is just OK. Primary is better than the other 3. Alt1 is my least favorite.	Best is primary, second is alt3. I dont know if people with understand the symbolism of the sideways crossings but I very much like the idea of it.	interesting icon. I have to think more about it	Less is more, and this is the one I like best, particularly like primary first, alt2 second. Do not like Alt 1 (circle border)	Even better than previous. I vote for Alt2 (b&w)	Yes	Straightforward Wordmark, Straightforward Lettermark	Simple Wordmark	keep it simple! Less is more!	
9/7/2023 12:34:30									No			Our logo needs to symbolize Natick's story. What is special about Natick? What is unique about our history? When we talk with friends from out of state and they ask about Natick, how do we answer? Henry Haugland	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?" (ie. "yes, I could see this concept working, as it continues to be refined during future iterations")	What is your top-rated logo design concept? Choose one.	OPEN-ENDED: Please provide any additional input, question or concerns. Town staff will review all responses and make every attempt to respond to any open questions or clarifications.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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9/7/2023 12:38:55	Very strong. Unmistakably about Natick. Informative for those new to Natick. Would like the 1651 date included.	Pretty good but... Mosaic slightly weakens graphic appearance especially for some uses, and conveys dividedness.	Strong graphically. Would prefer full name be included; the airport-like code seems like a coy insider thing and could be offputting to a viewer experiencing a first impression of Natick. Could also become dated.	The disembodied firearms/hands strike me as macabre. Also unclear what the meaning is: connection? pulling up? pulling down? firefighter's carry?	Names town clearly. Weak design. No clear connection between the design and the place. Seems cryptic.	It is like something from The X Files. Creepy. And while it clearly bakes the town it says nothing else clear about it.	NON sums it up in French. It's too cryptic. The branding logo should clearly name the place. An initial is too coy.	This is my seconded favorite design.	Yes	Boundary: Simple, Straightforward Wordmark, Boundary Simple with 1651 date	Boundary Simple with 1651 date		
9/7/2023 12:52:17	Alt 1. I thi k clors would be good	Primary	NONE. I'm not a fan of 3 letter designations for...anything! (Leave that for the NBA "designer uni's")	Primary	NONE (I would place the zipcode on the circle's rim at the bottom and use PRIMARY.)	Replace the "blobs" with the geographical boundaries of Logo 1 Primary.	Use Primary but run the zip code down on the slant (for more visual balance).	I would (a) replace "TOWN OF" with "Natick, Massachusetts" in a font size similar to the "established..." font; (b) use the abbreviation for "established"; and (c) replace "Natick" with an "N".	Yes	Common Crossing, Straightforward Wordmark, Boundary: Simple, Boundary: Geo Mosaic, Hands	Boundary: Geo Mosaic		
9/7/2023 12:56:55	It is Simple yet easily recognizable. I like it a lot.	Don't like this because I think it does the opposite of creating one-ness. I think shows more separation. I do like the circle border. It might go well with Logo Concept 1.	I have never been a fan of the three letter bumper sticker for town but I do think it is different and easily recognizable.	Interesting concept. It will have to grow on me.	Not a fan of it.	Like the thought behind it but do not like the logo that is shown.	Simple yet it says a lot.	Not a fan of just words...Think some sort of picture makes it shine better.	Yes	Straightforward Lettermark, Boundary: Simple, NTK	Boundary: Simple		
9/7/2023 13:50:55	Unfortunately, the shape of the town looks like the profile of a dog head or a rude gesture. I do not care for this concept as a result. If you don't know this is the shape of the town, you spend time trying to figure out what it is.	Again, not a fan of the shape of the town.	I think this is supposed to connect with the white oval stickers that say NTK but not sure. Again the outline of the town is distracting.	At first glance, I thought the hands were a knee joint. Not a fan of this design.	I like the addition of the zip code here. I do not like Alt2, but like the other 3.	Do not care for this AT ALL. It looks like clip art.	Like these; like the zip code, the simplicity of the logo. Prefer Primary and Alt2 (no circle).	The nod to the year of establishment is nice, but I don't think it's necessary in the logo. And if the town seal and logo were ever used together, I don't think this version would complement the seal.	No		#7: Straightforward Lettermark		
9/7/2023 14:01:29	While this outline is the Natick geographical boundaries, it's also a Rorschach test and I feel like I'm failing. Is it a goat? A horse? As someone who is terminally online, there's a lot of potential for things to go wrong here.	The red/blue make it look like a heart on its side? It's disconcerting. Adding the rivers and lake doesn't help. The kerning on the red EST. 1651 is off. Positive: The font in blue (both capital and lowercase) is solid and legible. Even the thin font in the middle is readable at a distance. I like the callback to a cancelled postage stamp seal in the middle design.	The kerning with the NTK makes the letters look vaguely Cyrillic? More like NMK almost. It's also aggressive somehow. Orwellian even. The shades of blue (primary) is my favorite of the four, as the red is just garish (I know it's NHS colors, I still don't have to like it.)	This is going to require a lot of heavy lifting in order to get folks to understand the concept. And it's not really a Natick-specific concept, so it's a big ask for an uncertain reward. Also, not to nit-pick, but the hand joints are also not properly aligned in the image (the hand is dislocated as pictured).	The font is nicely done. Again, this is a pretty abstract concept to sell to folks, and would the push be worth the payoff? That being said I like Alt3 the best because it looks like a skeleton.	Again, the font (in both solid and thin versions) is just fine. It's very readable! Negative: The art concept is bland, and could be viewed as excluding a lot of folks (childless couples, etc). It's also not Natick-specific, and could be used at a non-profit just as easily, so why use it as a logo? The color outlines aren't great, and overall the art piece looks like a cell that's undergone mitosis	This evokes a baseball pennant, which is a nod to Natick's past history with the sport? It's unobjectionable, and probably my favorite out of the eight. I dislike the red glow in the primary though. It makes the numbers hard to read. It's almost a glitchy font.	It's a logo. It's as basic as you get, yes? Probably my second favorite, only because it doesn't evoke strong feelings from me? (I'm critical, I know). It's like a stamp, or a cancelled postmark. It'll do?	No		Simple Wordmark	[redacted PII]	
9/7/2023 14:34:18	Please no. I don't connect with the "shape" of the town and it doesn't make me think anything positive about Natick. I also don't think having the zip code included makes sense, given that is managed by the post office and as we grow, it's possible we could get a second zip code. I also think "Natick" would be hard to read if it is inside the shape of the town. Would a lock up have "Natick" to the side of the shape of Natick? While I generally dislike this logo, if we had to use something like it, I think it would be better to NOT have an outline around the edges. I could also see using just an N inside the shape, like how Portland does with its logo.	I don't understand this logo and the boundaries AT ALL. The shape is confusing. Why is the "nose" larger? I don't think it has great functionality in terms of how it could be used on town documents and is too many colors.	I'm open to using NTK, but don't think all of our logo options should focus so heavily on the geography of Natick. If we do go this route, I think less is more when it comes to the icon, similar to Portland.	There is absolutely nothing distinctive about this being Natick and I personally find it creepy.	I am more open to Alt1 and Alt2 because I like the white interior. I don't like the stylized edges of the N for the font. I think they all have too much going on in them given the way the icon would be used. I also don't think it needs to say "Town of Natick". Or, at a minimum, "Town of" could be much smaller, like Portland's.	I don't see the abstract N at all and I don't recognize this as Natick. I do like the simplicity of the design though.	I would much prefer an N with no outline that is one color with nothing in it. These are too busy and distract from the font itself.	Too busy and too similar to the seal.	No		I'm not happy with any of the options. None meet the criteria identified in the last brief. Using the "dog shape" of Natick doesn't inspire me at all.	I dislike all of them.	I am sorry for being so critical, but these were disappointing. The don't come across as special to Natick or special at all. I feel like the bridge seal is many times better than these options (and I acknowledge that the bridge seal isn't perfect by any means).
9/7/2023 14:58:26											Straightforward Wordmark	Simple Wordmark	
9/7/2023 15:09:11	Not visually appealing	The patchwork seems random	Don't like "NTK" and not visually appealing		Like this one the best, could be made even simpler	No	Not visually appealing	Like the classic simple look, maybe make even more simple (less writing?)	No	Common Crossing	Common Crossing	Could there be a very simplified option - just an N - more simple like the the Portland logo could be more visually pleasing	
9/7/2023 15:47:02	I like using the distinctiveness of the town shape, but it's still simple and classic. I like that it is different than the NPS logos which feature the Big N	I do not like breaking out all the neighborhoods. To me that is more divisive rather than uniting because it's breaking Natick into smaller pieces. I do like the circle with the est date - maybe with the solid color Natick town shape. What info is more important -- founding date or zip code? I understand why you wouldn't want both in one logo - too busy.	I like this version. It's very simple but I like the shading that gives it the look of more colors even though it's still only one or 2. I feel like the circle shape is probably easier to incorporate into designs and documents than the irregular shape of #1 and #2.	I do not like this logo. It's my least favorite. It looks too similar to the school logos and I find the hands kinda cheesy. It does do well incorporating red and blue equally vs the other designs having a priority for one color or the other. Is it important to say "town of" vs just Natick? Will that be classic or will Natick move to being a city some time in the future like Framingham has?	The N looks too complicated to me. I don't think most people will understand the reference to the sidewalk crossings.	I can see this one being great for Natick park and rec and camps. I like the equal use of red and blue. It's very different than the other concepts. I question the inclusivity of having a logo that seems to prioritize a nuclear family though. If we really want to emphasize diversity, this makes me question if we are putting other types of community relationships, like friends or neighbors, lower than parent-child relationships. Is the icon supposed to also resemble a deconstructed N? If so, I like the idea, but I don't think it looks enough like an N for an observer to see that without also reading the inspiration statement.	This logo strikes me as a bit dated in style, not contemporary. Also has a look of the Red Sox about it which I don't think we want. We want to be unique	Kind of boring. There's no central image for your eye to lock on. It's giving you all the info in the form of text. The font is boring - though it seems like the inspiration statement says that could change. Also very similar to the town seal and I thought that being similar was not the point.	Yes	NTK, Boundary: Simple, Illustrative Community	NTK		
9/7/2023 17:07:50	I do not like the black. I prefer a color that "pops". The blue is a good change from the typical red color for Natick.	I do not like alt 2 for the same reason as above (b&w). Alt 1 looks like a seal and will be confusing when we do have a seal.	I do not like NTK. Many people's 1st reaction outside of Natick will be "what is NTK?"	My immediate reaction was "no" but it has grown on me. I like the inspiration but will residents understand its meaning?	The inspiration statement is not clear to me.		The primary logo is top preference. It is simple and looks sharp. I think the logo should have "Natick" on it.	My preference is primary, the color contrast is preferable to alt1	Yes	Hands, Straightforward Wordmark, Boundary: Simple, Boundary: Geo Mosaic	Boundary: Simple		
9/7/2023 18:38:17									No	None!	None!	[redacted: insensitive commentary that was not additive to survey input]	
9/7/2023 20:55:00									Yes	NTK, Boundary: Simple, Straightforward Lettermark, Hands	Hands	Some of them look very related to the schools. Not sure if that is intentional. Just want to be sure it would represent the whole town and not just the schools.	
9/8/2023 6:58:22											Boundary: Geo Mosaic		

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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9/8/2023 10:10:21		Circle border looks best! Easily works in many capacities, signage, stickers, on banners etc	Nice but not clear. logo should say Natick.	Too big and too much clutter for a logo	Second choice overall but like Primary.	I'd say NO to this one. Just don't care for the look of the figure	I think the logo should say Natick.	I like Primary. Color works better.	Yes	Boundary: Geo Mosaic, Straightforward Wordmark	Simple Wordmark	Like the geo mosaic with the circle boarder also.	
9/8/2023 10:45:32	I think Green would be a better color for the background-it's neutral (red=GOP, blue=Dem) Perhaps add "1651" above "Natick."	These are too busy. Maybe the middle one with a solid center.	I do not like acronyms.	no.	No	Strange.	I prefer the name "Natick" instead of just an "N."	Boring.	Yes	Boundary: Simple	Boundary: Simple		
9/8/2023 11:58:51	As much as I love the Natick doghead, this comes off plain and undistinctive. The red blue also clash to my eye.	Just no. This reminds me of the 1853 map when a big chunk of Framingham was part of Natick. Again, the red and blue are harsh.	Better. The colors here work much better together. Still a bit plain.	Nope. Hand motif comes off kinda creepy.	I like the circle but not the word art.	I like the text on this one and not much else.	Too plain and I'm not a fan of incorporating the zip code.	I like these designs but not the color. It has an old school vibe	No		Simple Wordmark	I went to the artist page and I like much of her work. However, she does not display a lot of branding examples.	
9/8/2023 13:29:06	This is a map, not a logo. Logos should not be a map of a town.	This is a confusing map that looks more like an illustration of a heart. A Natick resident might recognize this is a map. Logos should not be a map of a town.	NTK might be OK for a car bumper sticker but it is not OK as a town logo. No one outside of Natick is going to know what NTK stands for.	The "N" is derivative of the Natick Public Schools "N" and the hands main nothing and don't belong there.	The "N" with the zip code is a bad design idea. The circle is very boring.	The two "people" is derivative of some other organization's logo but I can't remember where I have seen this before. They also look more like a bad letter "I" next to another bad "I". Why was this even suggested as a logo concept?	This is a derivative Natick Schools "N" with the zip code which is not a logo. It might look OK on a high school team jacket but it's not a town logo.	This might be the best "logo" suggested but it's BORING.	No	NONE	NONE	<p>The logo should have text Natick, MA or Natick, Massachusetts in it unless there will be text next to it.</p> <p>Using NTK and/or the zip code is commercial and does not express anything about our wonderful town.</p> <p>All eight concepts are dull, immature and lack any creativity.</p> <p>Do you want a derivative logo or something creative that stands out and will be admired by others?</p> <p>Why red and blue? Are you designing it for the Natick Public Schools or the Town of Natick. The logo and "brand" does not and should not be similar or even close to what NPS is using.</p> <p>I find all eight choices very embarrassing.</p> <p>Please scrap all of these designs concepts and start over.</p>	
9/8/2023 14:43:05	Nice logos and shapes. Good colors	A little more busy but also more interesting. Nice to see the established date along with the geography. Modern!	Not great. Especially without spelling Natick and the established date.	Don't like the shape / logo.	Don't like the shape / logo.	Don't like the shape / logo.	Don't like the shape / logo.	Don't like the shape / logo. Relatively boring	Yes	Boundary: Simple, Boundary: Geo Mosaic	Boundary: Geo Mosaic		
9/8/2023 16:49:42	I like the outline of the town - but don't like the colors - red & blue too political and black too dreary - how about a green or teal color?	same reaction as above - red&blue too political, black&gray too dreary - don't understand what "interior" lines represent	don't like this at all - same color problems as above	color problems as above - don't like hands in same colors	too busy! color problems	shapes are meaningless - color problems	does nothing for me - color problems	not bad - Natick larger - Town of smaller - don't spell out established - think everyone knows abbreviation est. - could be smaller	Yes	Boundary: Simple, Straightforward Wordmark	Boundary: Simple	the most important thing to me is the color - and that's just because of politics today - but I think today's political "crisis" is going to be an on-going problem/influence	
9/8/2023 16:50:11	seems a natural to use the town outline but not really liking it as my first reaction of 3 only like the black & white - now seeing the others i go back to liking this. having the zipcode smaller works with this option - of the 2 colors i prefer primary realizing the b&w would be used where there is no color printing	don't really understand the sections / it is our voting precincts? makes sense given HS to use red & blue sections with colors inside white logo is attractive & simple- with the town on sections now i don't like the black/grey town - in other words when the circle border is used in B/W it doesn't work with the boundaries	don't like NKT/ who uses that to describe Natick - a simple N or the full name of the town would be preferred.	i really do not like the hands - i do remember connectivity was something that came out of the last survey - i wonder if i'd like the hands more on the diagonal of the N - If i had to pick one of the 4 that had potential it is ALT1(blue2) but would prefer to see the hands smaller/ maybe on the diagonal and the town of natick text size smaller.	1-These are all a NO for me - they are all too busy with the zipcode in the N - in general it is busy and i don't see a connection to Natick except the N - Alt1 color flip has too much white so i guess i like primary as there is little reverse white in it - ALT2 is very modern looking but does not feel like Natick -	Here the N is just way too abstract - the overall concept is interesting and of all of the choices 1-6 i do like this along with NKT but i think the "people" or the "n" has to be less abstract and to text for the town needs to be smaller	This is my least favorite so far - the N's are too big/ they are obtuse - putting the zipcode on the logo is an non-starter for me - it does not flow with the N in any way -	this is adequate and basic - connection to the past is the date. of the 2 colored ones i only like Primary. i would be totally fine with moving in this direction if there is no universal support for any of the previous options.	Yes	Illustrative Community, Straightforward Wordmark, NTK, Boundary: Geo Mosaic, Boundary: Simple	NTK	We will never please everyone - the logo has to be simple so it can be easily recognizable and when you look at the simplicity of the Portland logo many of these Natick logos are just too busy.	
9/8/2023 21:15:10	Not bad. I like the blue with red outline the best. Does represent Natick.	I like the middle one. Don't like one on right.	Too plain and not everyone will know what NTK means	These are very powerful and I like the symbolism of the hands.	I like these as well.		A bit plain. Middle one is best.	Looks a lot like a town seal	Yes	Boundary: Geo Mosaic, Common Crossing, Hands	Hands		
9/8/2023 21:15:25	I like the town in red. Natick outline looks like a dog.	I like the circle boarder- would like a different image of the town		I like the first 3 logos. Hands= community. Maybe the "N" replacing the outline of natick with the circle boarder.	Nope			First two looks interesting.	Yes	Boundary: Geo Mosaic, Hands, Boundary: Simple, Straightforward Lettermark	Hands		
9/8/2023 21:59:44	Simple, straightforward, doesn't define a "brand"	Simple, straightforward, doesn't define a "brand"	Simple, straightforward, doesn't define a "brand"	I like the idea. Strikes me as aspirational	Interesting idea	Sweet	Clear, again, not so much a brand	Nice	Yes	Straightforward Lettermark, NTK, Straightforward Wordmark, Illustrative Community	Simple Wordmark		
9/8/2023 23:49:03	I don't love this one. It's a weird shape that no one in Natick would recognize.	This looks like our town is a sheep's head. I don't like this one. That's not the unique selling point of natick - sheep ;)	This is better but again, the shape of the town is irrelevant and if you don't live in Natick won't really identify us	Better but hands are over used in lots of logos. This one is just okay	This has potential! I'd like to see this one with just the zip code and not the weird lines in the second and third lines of the N. This is my favorite of the group but could use tweaking.	Hate this one (sorry). It looks like the logo for a pediatrician's office	This one is just ok. Not creative and almost too simple	This is fine - not great but not horrible. Not sure that 'established' is the best text to explain the town. Very basic	Yes	Straightforward Wordmark, Straightforward Lettermark, Common Crossing	Common Crossing		
9/9/2023 8:34:30	Boring	Eye catching and modern	No one calls it NTK, confusing	Weird	Fun and modern	Artsy	Boring	Basic but good	Yes	Straightforward Lettermark, Illustrative Community, Common Crossing, Boundary: Geo Mosaic	Boundary: Geo Mosaic		
9/9/2023 10:27:08	Primary	Alt	Alt2	Alt2	Primary	Primary	Alt1	Primary	Yes		NTK		
9/9/2023 10:28:32	too simple, I could draw it, font is legible but boring.	My choice. Timeless, creative, but modern.	Feeling neutral about this one.	Helping hand, good idea.	Interesting enough, creative. Simple to identify.	Children. Font is not great. But the parent-children does not equal Natick. Natick is more than that.	Cheap looking, I could draw it.	Boring.	Yes	Boundary: Geo Mosaic	Boundary: Geo Mosaic	colors: navy, dark red is perfect!	
9/9/2023 10:50:15	This looks like a fist with the pinky raised up, even though I know it is the outline of our borders. So I don't like it!	Again, the fist look, only this time with undecipherable blobs inside. I don't like it. I do like the circle border, however instead of the map I'd like to see the large "N".	NTK could be anything. It's too hard to read.	I like this idea somewhat. I'd like to see it in the circle version, with the "Established 1651" on the left leg of the "N"	I don't like any of these.	I don't like this. I couldn't tell at first if that design was a dog's paw print or what, then I realized it was people.	Again, the circle is more appealing. I'd like to see it with the words "Town of Natick" and "Established 1651"	This is my first choice if "TOWN OF" continued around with the word "NATICK." And perhaps the large "N" with the cojoined hands in the center. The way it is now, the "TOWN OF" font is too large compared to the word "NATICK", and it overpowers "NATICK."	No	Straightforward Wordmark	Straightforward Wordmark with revisions		

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p>	<p>Which are the following logo design concepts are both "viable & strong?"</p> <p>(ie. "yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>What is your top-rated logo design concept?</p> <p>Choose one.</p>	<p>OPEN-ENDED: Please provide any additional input, question or concerns.</p> <p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/9/2023 11:07:19	Too simple. Could be seen as political, if you use red or blue. Black would be hard to show on anything darker. Lots of interpretation could go into any color.	My favorite design. I prefer Alt 1. I love the shape of Natick. Would need to think how colors would be interpreted, though.	Don't like this one. What is NTK? What's that shadow behind? World it be 508 compliant?	I appreciate the idea, but what colors are you going to make the hands? People in Natick are very diverse and it'd be hard to choose one. And blue would be a cop-out, if you ask me. Look up discussions around the thumb-raise Reaction emoticon. Lots of opinions.	Nah. Too much going on.	Looks like a paw print, which although would be cool for an outdoor organization, doesn't do it for a town, I don't think.	Too bland? The zip is harder to read in Alt 1. Could work.	Maybe. This is my second choice.	Yes	Straightforward Lettermark, Boundary: Geo Mosaic, Straightforward Wordmark	Boundary: Geo Mosaic	Thanks for asking!	
9/9/2023 12:26:49									Yes	Common Crossing	Common Crossing		
9/9/2023 12:53:55									Yes	Hands, Straightforward Lettermark, NTK	Hands		
9/9/2023 13:33:11			This is my favorite but I'd love to incorporate the zip code in one variation		This is my second choice. I like the variations. Only concern is if the town grows into a city. Is there any chance of that in the near future?	Not a fan of this one	I like this option as well. A tie with the other option 2		Yes	Straightforward Lettermark, NTK, Common Crossing	NTK		
9/9/2023 17:21:33	Best one								Yes	Boundary: Simple, Straightforward Lettermark, Boundary: Geo Mosaic, Common Crossing	Boundary: Simple		
9/9/2023 17:25:43											Common Crossing		
9/9/2023 20:41:30		Vote for the Alt1 as it's clear and shows the established year. One suggestion to add MA after Natick.	No, what does NTK mean?	Don't like the design	No	No, emphasize parenting only	No, looks like a race sticker	A bit too formal	Yes		Boundary: Geo Mosaic		
9/9/2023 22:42:28	I like this logo that uses the Natick boundary map - all 3 colors are appealing for different reasons.	I only like the circle border of logo concept 2	I like red/blue or blue/red NTK with the boundary map inside a circle. I like this logo the best.	I don't like the hands on to the logo.	Not a fan of this logo	Abstract N is interesting. I don't hate it.	I like the primary version of this logo		Yes	Boundary: Simple, Boundary: Geo Mosaic, Straightforward Lettermark, NTK, Illustrative Community	NTK		
9/10/2023 12:23:06	I feel neutral about this design.	The smaller precincts within the design reads more "divided" than "unified/together". I don't like that.	I think this is too trendy, like a bumper sticker	I like that this conceptually links with the district logo, especially since as a town we value our education system so much. I also like the helping hands. I think it is a valid representation of our town.	Conceptually this is neutral, which is fine. I don't think it is making any sort of statement but is pleasant to look at.	This is fine, though it seems more like a logo for a community center, collaborative or library. I like the font used for the text.	This is an interesting mix of #4 and #5. It is visually simple and still connects to our district logoing but without any extra statement being made. I'm fine with it.	I find this lacks interest.	Yes	Hands, Common Crossing, Straightforward Lettermark	Hands	Thank you for all the time and work you have out into this entire project!!	
9/10/2023 15:39:38	A bit too simple that says nothing about the artistic nature or diversity of Natick	Primary - It has both form and function by providing information about the town in an artistic and stylish manner. Alt1 loses something by providing unnecessary information by specifying the Town of Natick.	I live in the town, and it would not be immediately clear what NTK stood for as the lettering overwhelms the sketch of the town.	I like the inspirational aspect of this design. However, a number of nonprofits have used something similar. I immediately think of those nonprofits not Natick	It is informative without any artistic flare that provides anything about the culture of Natick.	I do think it succeeds as an abstraction of parent and child. However, it does not speak to all the singles, childless couples, or seniors who live in Natick.			Yes	Hands, Boundary: Geo Mosaic	Boundary: Geo Mosaic		
9/10/2023 21:38:28	Whenever I see the town silhouette...all I see is a Dog's Head...and now I can't ever see anything else...and I'm sorry, because now you will too. (If anything, we may need a softer outline, if going this direction, but not a fan of the town outline.)	I do like this better than the straight outline. But I'm not sure designating separate neighborhoods well illustrates the "oneness" of the town...seems more like designating separate areas. But I do like the mosaic concept	I like this more. A combination of the town border, but not front and center, more subtle. Also a logo like this has many varieties we could build into the library. Such as Breast Cancer awareness, Autism Awareness, Halloween, Fall Colors, etc. And the simplicity of matching a "bumper sticker" like logo is nice.	If this question wasn't labeled Hands, I might have taken a while to figure it out. Just doesn't looked right. But the intent is nice.	Ooh...I like this. There are a bunch of options for expansion in the library and we have a lot of important roads coming through town. In addition the symbology link to the common is very nice.	This is hard to even identify as an N. Just quick glance, I would think it was a children's network TV station.	I like this one, it's simple and a powerful N. I wonder if in place of the zip code, we could even look at putting in the year of the town was founded. Or maybe incorporating the crossroads concept with this and the year it founded. But this is not bad. Again many options for developing a diverse library of logos to support many causes and events.	It's funny seeing this one, and really liking it, after seeing all the different artistic versions. I feel this might be the cleanest with the opportunity for lots of variations, and also very classy. This looks like a town that is modern enough to have a logo, but classic enough to respect design and history.	Yes	NTK, Common Crossing, Straightforward Wordmark	Simple Wordmark		
9/10/2023 21:49:50	Too Plain.	This seems to busy in nature. Not sure the value or significance of the boundaries.	Very simple and distinctive but doesn't have the impact visually that I would like to see.	This reminds me of a high school athletic team uniform logo. Not sure what the hands supposed to represent.	Using the "N" to me is a simplistic/easy representation. I think we can do better. I like the idea of zip code and our dates of incorporation	I do not like this at all. I have no idea what it is or represents.	As stated above the letter concept to me is too simple and boring.	What I like about this is it has a lot about the Town (Names, established, colors). I wish we could have a building or graphic that represents the Town in the center (Library, Town Hall, etc.)	No	Straightforward Wordmark			
9/11/2023 12:24:53	I'm not a fan of the outline only. Too many jagged edges.	I've lived in Natick for 8-years and served on Town Meeting for 4-years but when I look at the "neighborhoods" I have no idea what they mean or who drew them. They are not related to anything I've seen or been exposed to in those 8-years. It comes across as boundaries from a townie who remembers Natick circa 1958, wishes it was still that way, and hates that "outsiders" have moved in.	I like the circle around the town borders. It helps smooth them out compared to #1 but not just using the letters NTK to represent NaTicK.	The vertical hands make me think of someone hanging from a cliff as the music builds and the person falls to their death because they just couldn't hold on.	I like this one (except alt2). It has character and is catchy with the variation and colors. Alt2 looks like a bent paper clip so hard to see past that for me.	If you hadn't put "abstract lettermark N in the description I don't think I would have ever gotten that one.	I do not like that it doesn't say Natick. Change the zip code and it could be Newton, Needham, or any other town.	It looks nice but I would rather see the Natick be larger than the "Town of".	Yes	Common Crossing	Common Crossing		
9/11/2023 12:56:01	Pro: The typeface is nice and legible. Con: Our town shape isn't recognizable, so this looks like a shadow puppet dog. And the stroke on the outside is very thin, it won't print well on letterheads and smaller media.	Cons: The red/blue color dynamic looks like a voting map during a major election. I think it stirs up subtle feelings of divisiveness, or at least for me a twinge of anxiety. It does not elicit feeling of welcoming, fun or warmth. Secondly, most people would not recognize the shape of their neighborhood, let alone the shape of the city. Town shapes just don't have the same recognizability compared to a state shape like Massachusetts or Florida. I think this still looks like a shadow puppet dog, only that this dog has patches.	Pro: I like the experimentation with our name as an acronym. I'm reminded of those black/white bumper sticks on cars for places like "VT". There's also a bit of wordplay here because NTK means "Nice to know" or "Need to know", so it's like it's Nice to Know Natick. Cons: Again, the red/blue colors feels like it's all about political parties.	Pro: This is the first logo I've seen that pushes the bounds of creativity a little further than the shape of our town. As a concept, I like the hand concept. Con: The art chosen for the hand is a little choppy, especially where the thumbs meet. It's not easy to recognize as hands. And the contrast is poor, and that's especially evident in the grayscale mockup where the black on gray almost makes the hands completely fade into the background.	Pro: I enjoy that this goes beyond just using the shape of our town as a basis. I think that using a crosswalk is an interesting play on an idea because it alludes to Natick Center, and the big crosswalk there that unites all sides of the town. There used to be a compass in the middle of the Natick Center crosswalk point - perhaps there's some interesting art that can be extracted from that old compass? (I'm sure Morse Library or Bacon could dig this up.) Con: The 01760 gets completely lost. And I only understand this as a "crossing" concept because I read the description in the survey, but if I didn't have that then I would not recognize it as anything related to crossings.	Con: Looks very generic, like a dentist's office logo. Second, it seems to assume a parent and child dynamic - which is not inclusive of those without children.	Pro: It looks like the Natick High School logo, which is already cool and recognizable. But do we want the town's branding to be confused with being aggressively pro NHS? Con: The stroke on the letters and numbers is too thin. Additionally, the stroke on the 01760 translates poorly to smaller sizes.	Without the presence of a graphical element, this logo feels drab. I'm confused by the diamonds and what their point is. And even though we're trying to distinguish the town branding as being separate from the town seal, this looks like a more serious spin on the town seal.	No	I am sorry if my critique comes off as hurtful, but I feel that these logos feel more like brainstorming but without a result that is concept-ready. The designer focused a lot on the town's shape and town's "N" letter, but I wonder if there are more avenues to explore that take advantage of more shapes and forms that carry a Natick vibe.	Common Crossing	Design is difficult, with early concepts being the hardest part. It's going to take a few rounds to get to some solid concepts, so please don't feel discouraged. I am glad the town is thinking about this.	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong" (ie. "yes, I could see this concept working, as it continues to be refined during future iterations")	What is your top-rated logo design concept? Choose one.	OPEN-ENDED: Please provide any additional input, question or concerns. Town staff will review all responses and make every attempt to respond to any open questions or clarifications.
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>Yes</p>	<p>Boundary: Simple, Straightforward Lettermark, Straightforward Wordmark, Illustrative Community, Common Crossing, Boundary: Geo Mosaic</p>	<p>Boundary: Geo Mosaic</p>	
9/11/2023 13:09:41	<p>Fine image of map. The blue with the red outline looks visually appealing although the black image provides more neutral image. A combination of the three colors might work.</p>	<p>I like the vibrant color combination of the first two, with a preference for the the second one saying the the "Town of Natick" which provides a nice arrangement of town boundary plus clear and concise wording.</p>	<p>While I like the simplicity of the design. The meaning and the emotional connection is not clear. When I look up NTK Natick or Natick NTK it takes me to music video with someone holding a gun, so while it does not seem to have anything to do with Natick, I not like the connection.</p>	<p>I like the second design the most since it has both red and blue. While I could consider helping hands, these particular hands seem to overwhelm the design a bit. Also, the image of pulling someone up who may be struggling or falling down. I would rather see it being more mutually empowering or emphasizing community. Rather than pulling down to up, how about across connecting between right and left. I know that hands up and down covers part of the N nicely, but this image does not inspire the sense of positive human connection that I believe is intended.</p>	<p>I like the blend and the dimensions of the third design. The imagery reminds me more of bridge, which I think connects wonderfully with the written theme of "common crossing."</p>	<p>I like the abstract letter N and the generational connection.</p>	<p>I like the one circular design, with its color combination and balance of the second option to be effective.</p>	<p>I find the circular design and color, combination of the first two choices to be very appealing.</p>	<p>Yes</p>	<p>Boundary: Simple, Straightforward Lettermark, Straightforward Wordmark, Illustrative Community, Common Crossing, Boundary: Geo Mosaic</p>	<p>Boundary: Geo Mosaic</p>	
9/11/2023 14:05:09	<p>I don't think that the outline of the Natick town boundaries is memorable, and I think it's odd to highlight the boundaries as the Natick town brand. Even if the outline is a distinctive shape, it is not an appealing shape or logo.</p>	<p>As with logo concept #1, I don't think that the outline of the Natick town boundaries is memorable, and I think it's odd to highlight that feature as the Natick town brand. The addition of color and a circle border does make make this more visually appealing than concept #1. However, the mosaic also makes this look a lot more busy/complicated and a simple logo would be better.</p>	<p>The "NTK" concept is memorable and distinctive to Natick, so I think that the "NTK" concept should be further developed, and probably without the town boundary aspect. As with logo concept #1, I don't think that the outline of the Natick town boundaries is memorable, and I think it's odd to highlight that feature as the Natick town brand. However, as this is the background and not the primary concept for this logo, it might be suitable to include.</p> <p>Note that the primary color does not appear to have sufficient color contrast to meet accessibility guidelines for the visually impaired; blue text on blue background should be changed to something with more contrast like white on blue. I also think it would be more legible to include spaces between the "N T K".</p> <p>I think the logo would be improved if you could include both "NTK" and "Town of Natick" in the design.</p>	<p>This logo is memorable, but it does not seem timeless or distinctive. It is somewhat generic and could easily apply to any town in America. The addition of the "Town of Natick" text is important, but it isn't well incorporated into the logo design. I also think the use of color should be more purposeful; it's unclear why the colors alternate so much and seems superfluous.</p>	<p>This logo is more distinctive and does a good job of incorporating the "Town of Natick" text into the logo design. I think the shapes contained in the "N" need a little bit of adjustment along with their border thickness.</p>	<p>The inspiration for this is appealing for the town brand. It is simple but memorable, and showcases Natick as a community focused on children and families.</p>	<p>This logo is a little too generic and is not particularly appealing for a town brand.</p>	<p>This logo is a little too generic and is not particularly appealing for a town brand.</p>	<p>Yes</p>	<p>Illustrative Community, NTK, Common Crossing</p>	<p>Illustrative Community</p>	
9/11/2023 14:55:10	<p>I like that this option is clearly very Natick specific/unique. I would like this option incorporated with some additional elements to make it stand out more and be more interesting</p>	<p>I like the imagery of the middle picture here the best. While I like the mosaic concept, I'm not sure that people would recognize that these are the different regions in town which may lead to confusion.</p>	<p>This is my least favorite. It reminds me a bit of Greek life letters.</p>	<p>I wonder if this is too close to the NPS logo? If something could be added to it so it is more distinct from the schools, that would be good.</p>	<p>I really like the primary image on this one. It has many clear Natick components such as the N, zip code, and Natick colors.</p>	<p>I think this one is too abstract - I would like it more if the N was more clear. It does remind me a bit of the Minuteman Library network logo with the "I".</p>	<p>I like this basic concept, but I would want other elements added to this design.</p>	<p>Overall, I think this one is classy and great. If the outline of the town was in the background, I would really like this one!</p>	<p>Yes</p>	<p>Boundary: Geo Mosaic, Straightforward Lettermark, Boundary: Simple, Straightforward Wordmark, Illustrative Community</p>	<p>Simple Wordmark</p>	
9/11/2023 16:26:47	<p>Too weird/boring</p>	<p>Middle one is the best option, the outline of Natick by itself is just kind of weird, imo.</p>	<p>Oh, I like ALT1! Has our colors, outline, and is eye catching.</p>	<p>I enjoy the Primary.</p>	<p>No</p>	<p>No boring</p>	<p>I like Primary</p>	<p>Yes</p>	<p>Boundary: Geo Mosaic, Hands, Straightforward Wordmark, NTK</p>	<p>Hands</p>		
9/11/2023 16:33:28	<p>I don't think the boundary outline of Natick is a compelling shape and I dislike both the red and black</p>	<p>again, not a fan of th shape or the colors. I feel like in this use, the colors are denoting political affiliation by neighborhood and I don't think that's what is intended</p>	<p>looks very generic and outside of Natick I'm not sure anyone would know what NTK stood for</p>	<p>I think this looks very amateurish</p>	<p>feels like the high school logo</p>	<p>too "family" oriented</p>	<p>the zip code would get so lost in a smaller application. I don't think this (or any of them) show the diversity, sophistication, or vibrancy of the town</p>	<p>No</p>	<p>Hopefully, round 2 will be better!</p>			
9/11/2023 17:35:06	<p>This is awful. Why would you even consider this. The boundary lines may work for people that are FROM here, but from a branding perspective what value does this offer? It doesn't speak welcoming, inviting, or any other positive vibe that would be well received by anyone that's not been here their entire life.</p>	<p>Seriously? These first two options scream business industrial park.</p>	<p>Ditch the boundary and the three-letter abbreviation fad. It works on a bumper sticker, not a logo.</p>	<p>Are you trying to confuse the town and the high school logos?</p>	<p>Was this created in Microsoft Paint? This looks elementary and does nothing to elevate the town.</p>	<p>This is the best of them all but still lacks context. It's too ambiguous.</p>	<p>Are we putting this on a letter jacket?</p>	<p>Boring. That's what this says. Natick is boring, dry, and not creative.</p>	<p>No</p>	<p>Illustrative Community</p>	<p>These options scream business, business, business. Nothing in these logos reflect the vibrancy, creativity, or uniqueness of this town. This looks like a logo a manufacturing company would use.</p>	
9/11/2023 17:57:26	<p>As a marketing professional, I am not into this concept even though as a resident I like it alright. Most people will not understand that this image represents a town boundary and will be looking for another symbol to latch onto - like a Rorschach test. i.e. it's a cat head it's a horse... etc. Might be possible if it had another visual clue like a compass showing N, S, E, W.</p>	<p>As a marketing professional, I am not into this concept. Most people will not understand that this represents a town map and will be looking for another symbol to latch onto - like a Rorschach test. i.e. it's a cat head it's a horse... etc. It also translates badly to black and white.</p>	<p>I do not suggest the use of acronyms - they are insider baseball. Same critique as prior applies to the town boundary use as a design motif. People will be looking for other references as to what it is like a Rorschach test.</p>	<p>Of the presented concepts, this is the most clear. The use of the full name "Town of Natick" is very clear what it represents. The letter N is understandable to most people. The black and white version could be refined but it looks possible to do so.</p>	<p>Again I appreciate the clear and concise use of "Town of Natick" and the letter N. I do not understand the use of roads or crosswalks as a visual motif as it does not really emphasize anything important or unique about Natick. It's also a bit busy in its current iteration.</p>	<p>I would avoid the use of a concept like this because it raises a lot of questions about the people. Who are they? Why are they only two? i.e. "My family has five people" or "I don't have kids - does this town represent me?"</p>	<p>I prefer the motifs that state "Town of Natick" as this just looks like a lettermark on a sports jacket.</p>	<p>It's clear and concise but a little boring for what Natick is.</p>	<p>Yes</p>	<p>Boundary: Simple, Common Crossing, Hands</p>	<p>Hands</p>	
9/11/2023 17:59:14	<p>I don't think the town boundary is necessarily recognizable. It's also not a memorable or easy-to-remember shape.</p>	<p>I don't think the town boundary is necessarily recognizable. It's also not a memorable or easy-to-remember shape. (Same as above)</p>	<p>I like the simplicity of this one, and the town border isn't the center of it. Alt2 color scheme is nice. Not exactly obvious what NTK is, though.</p>	<p>I like the concept of this, and the shape of the N is nice. From a distance, the hands aren't obvious. It could look like a random pattern or rope or something. I like the blue and red colors. Primary and alt1 are my favorites.</p>	<p>I don't like the shapes in the N for this one. I don't think the x-way symbolism is obvious.</p>	<p>I think this is a really cute logo, but it seems a bit more fitting for a school or library due to the kid and adult combination. I wonder if flipping the icon so the taller one is on the right would look a little bit more like an N.</p>	<p>I really like how straightforward this one is. I think Alt1 looks nice - I like the circle and the border as well as the color combination.</p>	<p>I like this straightforward wordmark as well. The colors of the primary version look the nicest to me. The squares on the side are nice, too!</p>	<p>Yes</p>	<p>Hands, Straightforward Lettermark, Straightforward Wordmark</p>	<p>Hands, Straightforward Lettermark, Straightforward Wordmark</p>	
9/11/2023 18:38:47	<p>Dislike the use of the outline of the town, almost looks like it is an outline of an animal. Not easy to immediately "read"</p>	<p>This is better than option 1 since it doesn't look like one singular outlook but it is still not easy to visually read</p>	<p>Feels like a political campaign sticker</p>			<p>Looks like a daycare or childcare service</p>		<p>Yes</p>	<p>NTK, Boundary: Simple</p>	<p>Boundary: Simple</p>		
9/11/2023 19:21:00								<p>Yes</p>	<p>Straightforward Wordmark</p>	<p>Simple Wordmark</p>		

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>Choose one.</p> <p>Choose all that apply.</p>	<p>Choose one.</p>	<p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/11/2023 21:38:18	There's a jauntiness to it I like. Not red, though. Not really the prevailing politics	DO NOT like this. Looks like the town is giving the finger. Also emphasizes our separate neighborhoods rather than unity.	I like it	Ick yuk no no no! I'm on my phone, so thbgs are small. But that'll be true for many. At first I saw a hand holding something phallic. Then some sort of flame or lantern. Then I realized it was two hands, and thought: sentimental. Please not this!	Kind of like it, except for Alt 2. Fav is Alt 3 - somehow looks vintage and modern at the same time.	Hey - I hate this. Looks like a logo for a mid-size social service agency.	Meh. Too high-school varsity for me.	I'd be ok with alt 2. The other two, and especially Alt 1, are too busy.	Yes	Common Crossing, Boundary: Simple, NTK		Please reorder the top-rated concept list to mirror the order of the concepts above! To the substance. I can't say any blow me away, and there are a few that really don't work for me as municipal symbols. But there are a few that are perfectly acceptable, which is good enough.
9/12/2023 7:44:36	I find this too simple, not particularly visually pleasing, and unmemorable. But the font choice is clean and balanced. Maybe a more interesting border would pull me in more.	I enjoy this concept much more. It is interesting, and invites curiosity when you first see it so that you read the town name. The color variation is very pleasing and font choice is clean and easy.	As a merch design, this would seem to have universal appeal. It has a bit of an "IYKYK" vibe. Spelling Natick all the way out feels a little more open, but this does invite curiosity. The concept has certainly been done.	Don't hate it, don't love it. The hands are a little awkward, but the design does pull you in to want to take a closer look. That's a real plus. Feels a little "gimmicky." I think the color play of Alt1 is most visually pleasing.	Actually, I like it a lot. The width of the circle line is lovely and modern. Provides visual interest and the x-way crossings of the center is a great nod to the culture of the town.	Too generic. And feels very "kid focused" which is not necessarily inclusive.	The fonts feel awkward. Boring overall. I like the circle border version best.	Clean and simple. Boring visually. I don't want to keep looking at it unlike some of the other images. But the fonts are clean and simple. The choice of bold is well done. The diamonds in the circle feel meaningless.	Yes	Straightforward Wordmark, Boundary: Geo Mosaic, Hands, Common Crossing	Common Crossing	
9/12/2023 20:09:08	It looks like a dog or cat, which I think is a positive. The idea of borders makes me feel sad. I think it needs "more". It is not obvious that this is a land border if you aren't from Natick. Even if you live in Natick you might not recognize what this is supposed to be.	I like this more than concept 1 because it is more obviously a map and includes some of our waterways. Maybe my favorite of the options. Make the triangle gold!	No I don't like this. Please don't. No one uses this abbreviation and the dog or cat head is not helping.	This is my first or second favorite. I like the big N, the human and artistic aspects of the design. It's beautiful and comforting.	I don't like the numbers inside the letter, it is visually crowded and I don't like the Alts either. Reading in an arc then reading vertically is hard. The lines in the letter are also too much.	I don't like how abstract this is. I'm not sure I can see an N. I like to see numbers like zip code or year.	This is too 'high school jacket' or letterman patch and not serious for a town.	Good. It looks classic.	Yes	Straightforward Wordmark, Hands, Boundary: Geo Mosaic	Hands	
9/12/2023 22:23:55	This looks like the profile of a bull dog.	Still looks like a bull dog. Better in black and white. I don't really like the divisions. We are just one town we don't need to be broken up by districts.	Not my favorite, how many people will see that and actually think of Natick.	I cannot believe this passed even a first round to be included. Can you imagine this on middle or high school paperwork? It looks phallic.	Looks like bandaids.	I'm not sure what I don't like about it but it doesn't feel like it represents the town in any way.	This is by far my favorite. Love the combo zip code and N.	This is a lot better than many of the previous options.	Yes	Straightforward Wordmark, Straightforward Lettermark	Simple Lettermark	Keep it simple.
9/13/2023 8:54:08	Very bland. I don't see how this can build out into a larger suite of options.	Best of all the options. I feel like there versatility in creating a full suite but still feels like a distinct "logo". I also like that it looks good in both color and black and white.	I feel like the Boundary: GeoMosaic could be created to use a bumper sticker type version, but is more personal than this. This does represent, to me, the creative nature of Natick.	The concept of community feels forced in this one. The design does not flow.	Difficult to read/interpret.	Okay, but doesn't feel like it represents the community well.	Feels very impersonal and a bit too sports logo-y.	This feels too close to the seal in shape/design. Seems almost pointless to have 2 different methods of identification (logo and seal) if they are this close.	Yes		Boundary: Geo Mosaic	
9/13/2023 11:44:15	I don't think this is particularly original. It's distinctive, but I don't think there is a positive association with the boundaries of the town.	Using the mission date implies that Natick's establishment as a Praying Indian town is significant. The Town was incorporated in 1781 and that is at least as important. The boundaries are not evocative and are probably a mystery to almost everyone. Are they precincts? Census geography? Streets? This may have some utility but not as a town brand.	If we had an airport, I might prefer this as a logo. But it's derivative of the oval logo stickers that indicate where a car was picked up for overseas delivery. It really doesn't say much about Natick. It may be an improvement on the concept to have the boundary of the town, but for people of different languages this is going to introduce needless confusion. Better to have the name Natick spelled out.	This has a positive imagery, which is good. But the detail will be lost in execution. And there is an inherent subjugation and inequality that is implied by the "hand down - hand up" theme.	Unreadable, really hard on the eyes.	Maybe this would work for a social service agency, pre school, etc.	This is uninspired. Giving prominence to the ZIP code instead of the Town name is misguided.	The least objectionable, still uninspiring and uninteresting and I refer again to the mission date instead of the incorporation date. Reverse text is problematic.	No		I think you mean straightforward, not simple. My top rated is the straightforward wordmark	I continue to believe that this is an investment of time and resources at the expense of the fundamental work of public-facing communications, which is a core function of Town government. I wish we had more visible comms to advise people about the work that is underway or planned, opportunities to participate, important events and projects, etc. From 2006 to 2017, the Town had a quarterly newsletter that shared newsworthy topics. Branding is fine if we are also doing the day to day work, but I feel like our priorities are backwards.
9/13/2023 12:12:27	It looks like it's trying to be a state shape. Means nothing unless you are from/familiar with the town boundaries. Colors will be divisive politically.	Same comments about the shape meaning nothing without knowledge. The circled one looks more timeless. Multicolored shape makes it look like it is flipping someone off.	I don't like any of these. The letters are confusing.	Dislike. It looks like a high school varsity letter. The hands are creepy.	The zip code included seems to be super trendy lately. I don't know how long it will last if you are thinking timelessness.	This looks like a daycare logo. Not sure how it conveys Natick in any way.	I like it better than the #4, but it still gives the sense of a HS logo No circle border is easier to read. Encircled N will be better color-wise.	The most timeless of the bunch. Blue outer circle is easier to read.				
9/13/2023 14:40:08	Clean and simple, MA is missing	Primary : colours are hideous and hardly distinguishable, districts add nothing, maybe the bodies of water if that is what blue denotes can be kept. The second is too administrative and who cares that we are a town a city or a village in a concept. The third one is hardly visible and an insult to sight-impaired	horrible - we are not an acronym or an apparel brand.	horrible - we are a town, not a charity	far far far far too busy, the N design is childish, the figures hardly readable, dump	community of what ? penguins ? forget it	NON means NO in French and this is the right word. Everything is horrible : zipcode, colors, organization of space	completely uninspiring	Yes	Boundary: Simple	Boundary: Simple	A town is not defined by its establishment date 370 years ago, especially if it wants to be welcoming and diverse: nor by a zipcode, in times of electronic communications and digital age. Values may form part of the brand, but they need to be distinctive : hand-holding is kumbaya but not distinctive
9/13/2023 18:22:47	Nice for the post office	Again,nice for a post office	I guess if we reposit an Airport where Congex is located	Neutral	Neutral	No	No	Selling tires?	No			I find all the designs uninspired. I think the town seal would work just as fine as compared to these designs. I hate to think of what kind of money has been so far on this project. Maybe something that ties together something from Natick history to the current Natick.
9/13/2023 18:57:49									Yes	Straightforward Wordmark, Boundary: Geo Mosaic	Boundary: Geo Mosaic	
9/13/2023 19:06:56	Like it! How about green?	Too busy — needlessly so.	Boo.	Weird.	Ugly.	Really? 2 blobs?	No!	Boring!	Yes	Boundary: Simple	Boundary: Simple	
9/13/2023 19:32:00									Yes	Common Crossing, Illustrative Community, Straightforward Wordmark	Illustrative Community	
9/13/2023 19:32:57	Like the blue with red trim	Like circle border - makes it more complete	Blue with red Trim-alt2 white writing more clear	First blue with red hands keep the colors of Natick visible	First pattern of colors more clear	Didn't see it as people at first	Primary very sleek	Primary very clear	Yes	Hands, Straightforward Wordmark, Common Crossing, Straightforward Lettermark	Straightforward Wordmark	
9/13/2023 19:45:32	Interesting, but a bit boring. Looks a bit like a goat or a dog,	Alt 1 with circle border is interesting but the alt2 black looks bad and loses some of the color versions mosaic texture.	Like the circle being a defined logo space.	Like the idea behind the concept but not the execution.	Trying too hard.	Yikes - no. No one is going to get that is an abstract "N."	Again, trying too hard.	I like the established year being included.	No	NTK, Straightforward Wordmark	NTK	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p>	<p>Which are the following logo design concepts are both "viable & strong?"</p> <p>(ie. "yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>What is your top-rated logo design concept?</p> <p>Choose one.</p>	<p>OPEN-ENDED: Please provide any additional input, question or concerns.</p> <p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/14/2023 6:15:41	Way too boring, simple, and unoriginal. It's brand new and already looks dated.	Left and right are too busy and unoriginal. Middle one is too close to a fake looking seal.	I'm okay with it. I like the riff on OBX style. People in MA will probably think it's a Nantucket thing.	Oh please god no. This is creepy. Real human likeness in logos is a big no-no.	These are okay, but still busy and make an obscure reference (which is fine), but would most folks in Natick recognize it's a the x-way without being told? I'd like to see something more intuitive. We've got lots of lakes people might recognize.	It's okay, but it's not personal and has nothing to do with Natick. Actually, this amorphous people are a bit uncomfortable for a logo.	Classic. It looks like a bumper sticker I'd get for my car. If that's what your looking for.	Why is TOWN OF screaming at you more than anything else? Is it the Natick logo or the Town Of logo? Also, a bit boring and classic. Circular design is unoriginal.	No	Maybe NTK with some work.	I really didn't LOVE any of them.	I really appreciate the open and iterative process here. I hope the feedback is genuine and helpful. Looking forward to the next round. Good luck!	
9/14/2023 8:11:11													
9/14/2023 11:45:17	I like the simplicity and geo-accurate border shape. I do not like the letter font but do like the number font	I do not like the border as it is not representative of the Town. I do not like the town name outside of the map as it makes the image seem unbalanced. The mosaic 'tiles' do not seem to correspond to anything. The overall image looks like a badly drawn animal head.	This image appears soulless. There is no community identity information.	Do not like the serif nature of the letters and the juxtaposition of the hands to the border of the letter. The overall image seems 'lumpy'	Really do not like this one. Seems outdated before its begun.	The font does not match the nature of the figures. One is quite abstract yet warm while the other is cold and detached.	These all seem like very slight deviations on a theme.	This looks like a seal more than a logo and certainly more like a seal than the newly adopted seal. But I like the new seal.	No	Boundary: Simple	Boundary: Simple	A little more variation would be easier to differentiate	
9/14/2023 14:07:45	While I like the red one best aesthetically, it should be eliminated, because about 8% of men have red/green colorblindness (which is a significant percentage). I dislike the black one. The blue one is okay, but I'm not sure I like the red outline (and it poses the same colorblindness issue) it would be fun if one could add a white dot to make this look even more obviously like the dog's head that Natick's outline really does look like, but I guess that would be confusing, as there aren't even any places of note in the area of Natick that you'd need to place that white dot.	I like the circle one. The circle helps define the logo's area. However, I think I would make the lettering slightly smaller and the image of the town slightly larger. I also like that it indicates that Natick is a town, as I hope it stays that way and doesn't become a city! The established date is also good, because we're kind of impressively old for this country. And, again, I dislike the greyscale one altogether, although I think printing our color logo (should we go that route) in greyscale should be a "legal" option when needed to save on printing costs.	Dislike this whole concept intensely. It would leave a bad taste in my mouth, wondering what NTK stands for... Never Tickle Kids? Northeast Templar Knights? Even looks like it could be "IVTK," with a slightly leaning V. This logo says nothing about the town, either. It looks, at best, like some kind of transit token.	While I love the sentiment, I think that this would be confusing as a town logo. And, really, while we might like to help our neighbors, this implies more of a hand up, which, given the general average wealth in this town is a bit of a stretch... I don't think we do enough with things like affordable housing to have earned this logo. This logo would be more appropriate for some kind of Natick charitable organization than for a town logo.	Meh. Dislike the third one a lot (the N looks too confusing). Still concerned about the use of red in the first two... if the red weren't an issue, I'd like a hybrid if the first two, with the N part from the second one and the circle and town name in blue, like the first one. I think there were better options above than this one. (Same comment about the greyscale as before.) Also, I never would have associated anything about this with the sidewalk crossings on the Common if I hadn't read the description... even having read it, I don't really see it.	No. Confusing and looks more like an organization's logo than a town logo. Also, some residents, like my husband and I, don't have kids, so this doesn't really speak to me.	This looks like a baseball team logo. More importantly, most people outside of Natick wouldn't know that 01760 is Natick, so this could be the logo for one of a bunch of towns that have names starting with N.	Outside of the colorblindness concern, these are nice, if a bit boring. I like the first one of these best of this set.	Yes	Straightforward Wordmark, Boundary: Simple, Boundary: Geo Mosaic	Boundary: Geo Mosaic	I chose "Boundary: Geo Mosaic" predicated on the version with the circle being chosen from among that set (and with the changes in proportion between text and image that I suggested). My second choice (which doesn't exist above) would be that same logo, but with the blue simple Natick boundary, instead of the mosaic.	
9/14/2023 15:30:48	Like: the simple design. This builds off other Natick-pride efforts that highlight the zip code (e.g. Love 01760). I disagree with those who think the zip code might change (I remember when Natick got the zip code in 1963, so it certainly doesn't change often!). I also disagree with those who say we need to include the state (after over an hour of the Zoom presentation, I still don't know WHICH Portland you were highlighting - and it really doesn't matter, because people in the RIGHT Portland know it's them!). Dislike: maybe a bit too simplistic, but it could be used with other elements, like the enclosing circle in Concept 2-Alt 1 and Concept 3.	Dislike: colored sections of town. Since there are no actual neighborhood boundaries, or even any maps purporting to define the neighborhoods, these divisions are arbitrary but seem to indicate something actual. Like: indicating water bodies (which are real!). Like Alt 1, if it were enclosing the "Boundary Simple" map in Concept 1 above.	Like: The overall elegant appearance of the 3 elements (circle, map, and letters). Dislike: Not sure if NTK is a universal-enough nickname for Natick. I'd be interested in hard data on that.	Like: the intention Dislike: the way it looks (not sure I can be any more specific)	Like: the simplicity Dislike: I don't get how this is supposed to show the "Common Crossing", and even if it did I don't think crossing paths are particularly distinctive of Natick. It looks like the "N" is broken into 3 pieces for no apparent reason.	Like: the simplicity, juxtaposition between graphic and words, use of both red and blue. Dislike: Not a great graphic to indicate two people	Like: simplicity Dislike: off balance with 01760 on one leg.	Like: simple and elegant Dislike: somehow the red and blue clash (not sure why I feel that way in just this instance). As someone pointed out, "Town of" is too large. Could replace that with Massachusetts.	Yes	Boundary: Simple, NTK	NTK		
9/14/2023 18:16:43	No on Alt2. Black background appears to be swallowing the white text.	Ugh! I get no feel for what the internal shapes might represent.	I don't like anything: the letters joined together (maybe N M K); the map on like-colored paper.	No. The hands unbalance the image. I get no sense of any meaning. Alt1 and Alt3 very bad.	How about latitude and longitude numbers of town center instead of zip code?	I imagined the circled shapes as the back and forward wheels of the baby carriage being pushed (a flat image of one side only). I wasn't inspired!	Again black swallows the white. I am not enthralled by the zip code.	I don't like "town of" bigger than "Natick." No black and white.	No	I can't answer. I would need to go back and rethink everything again.	I can't answer. I would need to go back and rethink everything again.	This exercise took longer than promised. I'm not good at this.	
9/15/2023 10:51:03	Very simple in design. I don't think it would look up well with text. The contrast of colors is jarring. I wouldn't outline the border.	The Alt 1 is very interesting. I like it the most in this option. Not a critique, just an observation, it looks like a heart. Curious how well this would read in an even smaller size. You'd have to look sizing in a style guide otherwise it could get lost.	Not engaging.	Don't need the red outline in the primary one. Primary and Alt 2 read best because of the contrast. The B&W needs starker contrast. Maybe grey hands and a white background?	Very busy. Would be interested to see the N without the lines through it. Alt 2 is too busy.	Very interested in this one. Like how it's more communicative of community and family. Is there a way to make the taller figure's head move closer to the other one?	Feels more like a high school than a town.	Not engaging.		Illustrative Community, Hands, Boundary: Geo Mosaic	Illustrative Community		
9/15/2023 13:45:48	like this - prefer the red to the blue	Looks like a porterhouse steak to me - don't love this one	Like Alts 1 and 2 best	Don't love the hands - I know what they are trying to show but I cannot get past feeling like someone is being dragged down, rather than lifted up here. Maybe if the hands and arms spanned the cross section of the N it would not feel the same or if the top hand was in front of the bottom hand?	Do not like the rounded version (Alt2) but Alt1 is nice	Do not like - open to too much interpretation.	Very nice	Love these	Yes	Straightforward Lettermark, NTK, Straightforward Wordmark, Boundary: Simple	Straightforward Wordmark		
9/15/2023 14:06:22									Yes	Straightforward Lettermark, Boundary: Simple, Straightforward Wordmark, NTK	Straightforward Wordmark		
9/15/2023 15:06:58	I like this concept #1, the primary. It's simple yet distinct (with Natick's geo-boundary), with our town name Natick standing out (with zip code information).	This one is similar to #1 but with the Mosaic component, I feel that it adds 'noise' (and separation components - it seems that it separates/cuts Natick into pieces, which I don't like.	the NTK portion may makes those who are new to Natick or MA feel their 'outsiderness'. The overall round (circle) contour looks good though.	While I like evoking community the stylizing of the hands here is awkwardly done. Also it's very similar to the schools logo, but also clearly done by a different designer. If we'd like to have a matching suite I'd logos this doesn't. "Match" the style of the school logo enough.	Primary is the best of the four options. This is the best of the presented concepts. It is relatively simple and is understandable. I am a little unclear why we'd chose a circular logo that mimics the style of a seal though?	I do not care for this. It could be a mother and child nursing. It makes it look like natick is for families of young children only. It also could appear to illustrate breastfeeding.	These belong in varsity jackets in the high school. None of these are sophisticated enough to represent our town. They are timeless, but definitely not unique, and they say nothing about the town.	This is a town seal. We already have a town seal and if we've decided the seal and logo should be distinct we should not adopt a logo that is and has been a seal. Additionally the date is a whole separate topic. Having only the 1651 date really highlights our Christian mission beginnings to the exclusion of saying anything else about our town.	No	I don't feel that the concepts really meet the goals set out in the "creative brief."		In my opinion these concepts are not hitting the mark. I appreciate the work the designer put in but wonder if they were given a bit more flexibility if we could come up with something more creative.	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.
	Please provide input. Both positive & negative input is welcome! What do you like? What do you not like? (hint: critique that explains the specificity of what you do / don't like is the most valuable) note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.) note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)	Please provide input. Both positive & negative input is welcome! What do you like? What do you not like? 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9/15/2023 17:16:51	Pretty good. I prefer the primary/blue version.	Not so much - it looks like the dog has some sort of skin condition.	Best of the 4 options. However, it seems that the label Alt2(red) should read Alt2 (blue).	No as much - I dislike the stylized hands, and never liked that font for the "N".	No - busy without being interesting. Alt2 looks like the printing is misregistered.	Not clear enough what the figure is supposed to be - maybe a deer track?	Concept for Alt1 is the best of the three, but I still dislike the font.	Rather unimaginative - it looks like the postage cancellation seal that being (again) proposed.	Yes			
9/15/2023 17:20:17									Yes	NTK, Common Crossing, Straightforward Wordmark	NTK	
9/15/2023 17:23:33	Alt1	Alt1	Alt1 (red)	Primary	Primary		Alt1	Primary	Yes	logo concept 3 & Inspiration Statement	logo concept 3 & Inspiration Statement	I like the Inspiration town of Natick Circle, Concept 2 if the map of Natick could be a solid graphic to represent more unity rather than all of the internal separate boundary lines(why are they there?)
9/16/2023 0:01:40	I never realized until looking at this logo that our town looks like a silhouette of a french bulldog or a boxer. New mascot?	Not a fan of the boundary design, in part for reason stated above and just not a fan of a design that emphasizes boundaries in general.	Makes me think of a souvenir car magnet.	Not a fan of this one at all. What is the purpose of the hands? How does that apply to Natick? I would think that would be more for a non-profit org. Also, I saw the picture before reading the name and didn't realize they were hands.	This design looks very busy to me with all the lines.	What's the symbolism here? Families? So singles aren't welcome? Looks like it should be for a day care or something.	This looks to me like something you would on a t-shirt or sweat. I also think it's weird to have the zip code in the logo and not the name of the town.	I like this one best, but think it would look more balanced with "town of" written in the same font as "established 1651" rather than larger than everything else. This design is simple and effective.	Yes	Straightforward Wordmark	Straightforward Wordmark	
9/16/2023 8:42:20	Primary	Primary	Primary	Primary	Primary	Primary	Primary	Primary	Yes	Straightforward Lettermark	Straightforward Lettermark	
9/17/2023 15:30:05	I think the shape is confusing to people who don't know the shape of our town (looks like a Boston Terrier from the side looking to the left). Uses too much "real estate" on the page for unhelpful information (the town shape) and doesn't give enough space to the important parts (name/zip code).	Similar feedback to what I gave for #1. Too much real-estate given to unhelpful information (shape of town) vs. the name/est date.	I like the simplicity, but don't like that we don't spell the town name out. Someone might also think this is "NMK". The average person wouldn't know what this is for/about.	I like that our towns name is spelled-out and has more real estate. I like the subtle flaring of the letter N at the corners. I like what the hands are trying to do here, but I could see someone looking at this and interpreting the hands showing someone lower-down being assisted by someone above ... maybe if the connected hands were in the diagonal center it wouldn't highlight that perspective as much. I'd be interested in a version with our zip code appearing vertically on the left-side of the N (similar to concept 5) and replacing the hands with "EST" across the top of the right-side of the N with our founding year vertically below (1651) ... not sure if that would be too "busy" (maybe if they were a watermark shade vs. a contrasting color).	I don't like the Alt2 version (without seeing it next to the other versions it's not obvious that it is supposed to be an N in the middle).	I like it, but don't think it's good for a logo.	Don't like that our town name isn't featured.	Feels too much like a town seal.	Yes	Hands, Common Crossing	Hands	
9/18/2023 12:29:23	Boaring - has no pizzazz	Alt 1 circle border is attractive & concise	None work - totally unattractive	Fair but does nothing	Fair - zip code is irrelevant	Too big	Not attractive	Too many words - "less is more!"	Yes	Boundary: Geo Mosaic	Boundary: Geo Mosaic	
9/18/2023 12:30:06	Primary	Alt1	Primary - reduces the emphasis on the physical outline of the map of the town	Alt1	Alt2 - more artistic	Like it	Alt1 - not as blocky as other two	Primary - I like blue better as background color for outer circle	Yes	Not sure--don't really like the blue/red high school sports mascot colors. Otherwise Common Crossing or Illustrative Community.	Common Crossing	
9/18/2023 12:34:31									Yes	Straightforward Wordmark, Common Crossing	Straightforward Wordmark	keep it simple. Natick should be spelled out in the design otherwise its just a drawing.
9/18/2023 12:36:20	Not attractive and means nothing.	No way. I don't see "arts" here at all. Living in South Natick I'm tired of the attitudes towards "Precinct 10" One town one Natick. No need to show sections.	nope - someone will start inking in diagonal slashes to turn it into a negative.	Not attractive. Helping is not the only thing about Natick. Why single this out?	Simple, doesn't "say" any one thing. I like Alt 1. It's the easiest to read and visually nice lines	As I said above, Natick is not one thing. I was born and raised in Natick. Don't have kids, never did. This means nothing to me.	I like Primary - simple with clean lines.	I love this the best. Primary - says everything that needs to be said. There are many people in town who don't have kids, aren't part of the arts community. This is inclusive of all, doesn't call out just one interest group	Yes	Straightforward Wordmark	Straightforward Wordmark	
9/18/2023 12:38:24						Just... no			Yes	Boundary: Simple, Boundary: Geo Mosaic, Straightforward Wordmark, Straightforward Lettermark, NTK, Hands	NTK	
9/18/2023 12:50:32	Alt 2 is my preference	Too busy visually and helps reinforce divisions in town.	Eh. Too much like a bumper sticker. But kind of like.	Too symbolic.	Graphically too many things going on.	Too abstract. Do not like at all.	Too busy graphically.	Okay, I guess this one feels like a simpler town seal, distilled down to a logo. Don't really like it, don't really hate it.	Yes	NTK, Boundary: Simple	Boundary: Simple	
9/18/2023 12:50:32	I prefer the primary color option, though I don't really think it needs the red border around it.	I don't like the use of blue for both water and neighborhoods.	I like the Alt2 option.	I don't like the hand imagery.	I like the primary version.	I don't like this - the "N" is so abstract, I don't see it.	This feels boring.	I like the primary version.	Yes	Straightforward Wordmark, NTK, Common Crossing	Straightforward Wordmark	
9/18/2023 12:55:59	I think "Massachusetts" or "MA" should be somewhere on the logo. That being said, I love the shape of our town, and like this logo. I have an older (1850s) map of Natick framed on my wall - this reflects that.	The red/blue colors are great. Very distinctive. I like the "est 1651" but don't like the placement as much - maybe along a side rather than sticking out on that side? The middle sticker is nice, but I'd give the town boundary more room. Not fond of the connecting lines on the sides (between "TOWN OF NATICK" and "EST 1651"). This one is my fave so far, even if I'd prefer some edits.	I like this, but it's... I dunno it falls flat in comparison with the 1 <3 NTK stickers. I also dislike the linked lettering.	This is definitely nice! I do like the emphasis on Natick being kind, reminds me of the art near the town common on the road (I think the C in Natick means "Caring").	I like the primary and alt1. I dislike Alt2. I think this is my second favorite logo.	I'm not fond of the abstract lettermark. Colors are nice, but not appealing to me personally.	This is nice and basic, will definitely work. Doesn't wow me, but does fit in with lots of other MA town/city logotyping. My third favorite.	This is nice, the diamonds on the side are nice. I prefer the primary over the alt1. Still feels sort of boring compared with the common crossing or geo mosaic.	Yes	Straightforward Lettermark, Common Crossing, Hands, Boundary: Geo Mosaic, Straightforward Wordmark	Boundary: Geo Mosaic	I really like the geo mosaic. that logo really connected with me.
9/18/2023 12:56:30	I like the primary best - the alt1 is too bright.	I like the circle, but it's pretty complicated.	In terms of the boarder options, I like this the best. I'm a fan of blue, so I like the primary, but the alt1 includes both of our colors.	The hand is neat, but it's hard to see.	I like the primary design here - the alt2 is really hard to read.	This one is OK	This one is great on a sweatshirt, but it doesn't have the town name.		Yes	NTK, Straightforward Wordmark, Straightforward Lettermark, Common Crossing	NTK	

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p>	<p>Which are the following logo design concepts are both "viable & strong?"</p> <p>(ie. "yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>What is your top-rated logo design concept?</p> <p>Choose one.</p>	<p>OPEN-ENDED: Please provide any additional input, question or concerns.</p> <p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/18/2023 12:58:24	I don't like the outline of the town format. I think of Maine when I see it, because that is what it sort of looks like. The outline shape of the town is not memorable in the way Florida, or Texas, or California are. And the part sticking up looks like we have a horn or sticking up our pinky. Not good.	Even worse! It's muddled and looks like a kindergartner colored it.	I like this better than the others. The red sticks out the most and would be my preference. Still not sure of the silhouette of town in background. The three-letter acronym for places is popular and this would be unique and memorable I think. It's not OBX, but it's close	Not a fan of this one. The grasping hands look like the bottom one is pulling the top one down. If you were to do the hands I'd show it the other way - top pulling bottom up.	These aren't bad. I don't like the extra line in side of the two legs of the "N" or the open space in the third one. I like the zip code use.	This is cool. The abstract N could a bit more abstract and more clearly N or more clearly two people.	I'm fine with the first one on the left. Seems old-fashioned and stale, but it does the job.	I could live with any of these. Not fun, but functional.	Yes	Illustrative Community, NTK, Straightforward Wordmark	NTK	Thank you for all the hard work that has been put into this.	
9/18/2023 13:26:32	I like the distinctive shape of our town, because that is what it sort of looks like. The outline shape of the town is not memorable in the way Florida, or Texas, or California are. And the part sticking up looks like we have a horn or sticking up our pinky. Not good.	I like this but it definitely needs to be in color. The black and white really loses the point.	I know this dropped letter thing is trendy but I've had so many cases where if you didn't know what it was about it felt very random. In Natick we will know this but it will be lost quickly.	I think I would like this better if one of the arms was a different color than the other. This shows diversity.	I don't get Natick Common from this.	I don't really see that as an N but I like the Adult/kid concept. Natick is a great town to raise children.	I like it better without the circle. The N is too small with the circle.	This works. It's not exciting.	Yes	Illustrative Community, Hands, Boundary: Geo Mosaic	Boundary: Geo Mosaic		
9/18/2023 14:05:09	I like this idea, I don't like the black color. If we are welcoming to everyone, how about rainbow colors? It doesn't have to be in the shape of a rainbow	Don't like this at all. I think we should think of ourselves as ONE Natick. The circle border is good with the establishment	NTK is too non-specific. It could stand for anything. Lets be different from what every other city and area does.	Concept is good but the colors don't grab me...it took a long time to get rid of the old "Redmen" this feels like a step back.	The crossing idea is too abstract. Natick is more than the town center/Too	The N is too abstract.	Boring.	I like this, but again, I don't know why we are stuck on red and blue and black only.	Yes	Straightforward Wordmark, Boundary: Simple	Boundary: Simple	Consider some other colors.	
9/18/2023 14:46:32	I don't like the border colors. Also find the Font for Natick stark - I'd prefer something with an 'a' shape like the portland example. And I think I'd prefer the shape of Natick to be more of an estimate rather than all the indentations.	I think all of these are too busy! I don't like the idea of breaking up the town into neighborhoods etc.	I like all of the ones with color!	I like Alt1 and Alt3 although I think I'd like it better if it used the variation of blue colors like in the logo example above this one (concept 3) I also wonder about whether the N should be the same font as used for sports teams (Natick High, soccer, lacrosse)	like Alt 1; definitely don't like Alt 2. The Primary is okay but I would take out the zip code and just have it be blue. It seems to busy.	I like the simplicity of this. Is there a way to make the 2 people shape look more like the letter N (which it sort of does)?	I like the primary one - simple, straightforward	these look more like a seal than a logo to me	Yes	Hands, Straightforward Lettermark, Common Crossing, Illustrative Community	Illustrative Community		
9/18/2023 14:50:35	weird, meaningless shape--reminds me a little of an animated blob gesturing "Rah"	nope- also blah--and why divide Natick up? are those really neighborhoods? we should be uniting	ugly	nope. smarmy	better-but not special. Primary is best.	Ugh	eh. (Primary is best, still not great)	Good in black and white.	Yes	Straightforward Wordmark	Straightforward Wordmark		
9/18/2023 14:54:41	I like the simplicity. Personally I'd go for red.	I don't like the emphasis on cutting up the town into neighborhoods. We are ONE town!	I like the simplicity of this one as well, but if you have to know what NTK means, that seems a little elitist to me, like only the in-group gets to understand.	I like the concept but I don't find it visually appealing. Best not to use red hands in case that evokes some sort of reference to the hugely problematic Redmen mascot.	I like these--a little more fun than the others but still relatively simple. alt1 is my favorite	Did not get that the outline of the people was supposed to be the letter N.	I don't know why but these feel old-fashioned to me.						
9/18/2023 15:09:01									Yes	NTK, Straightforward Wordmark, Illustrative Community, Common Crossing	Common Crossing		
9/18/2023 15:25:57	Although I like the blue best, the red one might make more sense given that our high school teams/mascot is the Red Hawk. I like the idea of the outline of the town	I like the middle one with the circle border (alt1) best, it looks more official and less abstract. I also like the mosaic better than the previous examples with solid colors. I also like that it includes the date	I like the blue with white (alt2) or the red with white best (alt1), but these aren't as interesting looking as the previous mosaic examples and if you're not from Natick you might not know what NTK stands for	I don't care for the hands, it's not clear that it stands for "community". If I had to choose one of these, I prefer the blue 'N' with red hands ("primary") best.	I don't like these as much as the mosaic town within the circle but if I had to choose one of these, I like the first one ("primary") best.	It's ok but I like the mosaic map best. It might be too abstract	I like the encircled 'N' best (alt1), it's more colorful and incorporates the red (for Red Hawks)	I like the first one ("primary") best but I still think the mosaic map is nicer	Yes	Straightforward Lettermark, Common Crossing, Straightforward Wordmark, Boundary: Geo Mosaic	Boundary: Geo Mosaic		
9/18/2023 15:32:33	Love the Natick shape! Prefer color to b&w. Like the simplicity of just town name and zip code.	Don't like the shades of gray version. Are the lines within the town boundaries supposed to be neighborhoods or what? Hate them! Why attempt to arbitrarily divide the town up? Year est is nice.	NTK abbreviation is kind of cool. Like European tags. Not crazy about the circle. Why not just the outline of the town borders with NTK inside? Prefer red/blue versions to all blues and black/gray.	Nah. The holding hands is kind of smallzy and hard to identify at a distance. Red 'N' seems like a blah compromise we used in between the old and new mascots. Prefer NTK or Natick to "N." Really don't like the clasped hands - kind of snake-like if you look quickly.	Don't like the snazzy font of the N. I especially hate Alt2 which looks like an unbranded paper clip to me. If I had to pick one of these it would be Primary. I like the "Town of Natick" written out as part of the circle. I like the zip code on the N.	No, just no. I hate the blobby people. Don't and color lettering of "Town of Natick" is good. Did I mention I hate the blobby people?!	Primary is nice if we go for something simple like this. Not crazy about the circle version or black version. Could definitely live with this Primary. Simple is nice. Not especially distinctive but gets the job done and communicates everything it needs to.	Blah. Look like a seal from someone with no imagination. Boring.	Yes	Boundary: Simple, Straightforward Lettermark	Boundary: Simple	Interesting survey! Thanks for asking!	
9/18/2023 15:56:58	Primary	Alt1	Alt2	Alt1	Primary	Primary	Primary	Primary	Yes	Boundary: Simple	Illustrative Community		
9/18/2023 16:13:33	alt1	Primary	Primary	alt1	Primary		Primary. Both Primary and Alt1 are hard to read	Alt1	Yes	NTK, Straightforward Wordmark, Boundary: Geo Mosaic	Straightforward Wordmark		
9/18/2023 16:24:09	I like it. It's plain and simple. However, does look like a dog (snout to the left, ear sticking up) or someone holding their pinky finger up. So shape is awkward and if you didn't know the shape of Natick you may look at this and think... huh? Why do they have a dog looking to the side as their logo?	I don't like how this is broken up into a mosaic of... I'm not sure. Neighborhoods? It makes the feel less unified as a town. Also looks like farmland, when it isn't farmland.	I like this but I prefer to have the actual name of our town vs. the NTK. We know that's Natick, but will a visitor?	I think the hands are a bit creepy. Looks like they are trying to save someone from drowning.	This design is tied for the best (other is 8). Simple, says what it is, no misleading shapes or symbols. Nice lines on the design. I don't like the Alt2 "N" because it's too strange of a design... harder to tell it's an actual "N".	Please no. Two blobs. I guess parent/child? But there are lots of people in our town who don't fit this description. To blobby and amorphous.	This is ok. However, it doesn't say Natick. It has our zip code... which those from out of town may not know, care about, or need to know. Less amorphous of a design, but leaves a bit to be desired.	This is one of my top two. Says what it is. Town of Natick. Nice round design, would work well as a logo. I could see this on T-shirts, signage, etc. but not most of the others.	Yes	Common Crossing, Straightforward Wordmark	Straightforward Wordmark	Thank you for asking our input.	
9/18/2023 16:33:55	Primary	Alt 1	Alt 2	Alt 1	Primary		Alt 1	Alt 1	Yes	Illustrative Community	Boundary: Simple		
9/18/2023 17:03:00	Like it but of looks like an animal head	Boring	Sorta ok	No	I like this one	No	No	No	Yes	Boundary: Simple, Common Crossing	Common Crossing	Why does it have to have red and blue? Consider shades of green and nature color or colors that represent the diversity in residents of town	
9/18/2023 18:05:19	I think the shape is a bit odd and not sure if the town shape is that much recognizable to be able to tell that's what this is. I like the zip code though.	Again I don't like the shake all that much, the middle one with circle border is nice though - I like the seal being enclosed.	Nice, kind of slick looking. I like alt2 red the best. I like the subtle nod to the shape but still enclosed in circle.	The hands look a little creepy to me and the N looks distorted- nit my favorite.	Ok but a little busy and hard to read with all the lines and text in the letter.	I did not get that this was supposed to be an N, but I actually really like it. It resembles people - I think it looks friendly and clever design.	It's ok but kind of boring	Ok but a little boring, it seems like there should be something more interesting in the middle of the circle	Yes	NTK, Illustrative Community, Boundary: Geo Mosaic	Illustrative Community	Nice selections!	
9/18/2023 18:29:11	Like it in blue (primary) best, red second - not a fan of the black - maybe more fun/unique font that is still easy to read	Colorful but a bit busy, think the circle border helps focus on writing - like zip better	Like alt 2 best	Hands though nice concept look random the way they're drawn - color wise like alt 1 best	Like primary best	Ok	Like primary best but feels like something missing	Ok - kind of boring - coloring like primary best	Yes	Boundary: Simple, NTK, Common Crossing	NTK		

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.	
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This concept phase will show a single logo execution (see Portland ME example of a full logo suite).</p>	<p>After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?</p> <p>(note: future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc.)</p>	<p>Which are the following logo design concepts are both "viable & strong?"</p> <p>(ie. "yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>What is your top-rated logo design concept?</p> <p>Choose one.</p>	<p>OPEN-ENDED: Please provide any additional input, question or concerns.</p> <p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/18/2023 19:18:42	<p>This logo is my favorite, after looking at all the suggestions. I don't like the black and white version. My #1 is red (alt1), #2 is blue (primary). This would be a good bumper sticker. I like branding the zip code. This one doesn't look like a seal. At first I was preferring some of the other versions that resembled seals, then re read the top and realized it probably should look different from a seal, if we will have a seal and a logo. The more I look at this one the more I like it</p>	<p>I don't like the mosaic. It doesn't resonate with me. I wasn't sure what the mosaic was supposed to represent until I read the inspiration statement. I don't know about breaking it up by neighborhood. We should be about coming together, not drawing lines to separate. I like the idea about paying tribute to the vibrant arts community but I don't get that vibe from looking at this logo. I think of different colors when I think of vibrant arts. I do like the date established being included. I go back and forth between thinking the date established or the zip code should be in the logo. Out of these three the alt1 is my favorite.</p>	<p>I like this one but I think NTK could get confused with Nantucket. I like the idea of the faint boundary in the background. But there isn't enough of a clue that this is Natick and not Nantucket. Maybe add the zip code underneath NTK?</p>	<p>I understand the inspiration of community and helping. But I just don't like this one. I'm trying to picture all the logos as bumper stickers. I think this one is best as a logo for a specific town program that has to do with helping others, but not for the overall town logo.</p>	<p>This one is ok. It's not my favorite. But I do like that it uses the zip code. I think this could look too much like a seal. So if we are doing a logo and a seal separate, I wouldn't use this as the logo. Out of these four options, the primary is the best</p>	<p>I understand the inspiration statement, but not sure I really like this for a town logo. I like that it mentions "town of" Natick. Some of the other logos don't include "town of" in front of Natick. This logo actually seems more artsy than the mosaic. I would suggest taking this and trying to make it more artsy, if there is a desire to showcase the arts scene. I think it's the curved lines of the two people that add the artsy vibe to this one.</p>	<p>This reminds me of the varsity letter I got in high school. Just a big letter N. I think the logo should say Natick. This one has the zip code, but it doesn't distinguish itself enough -- could get confused with Needham, Norwood.</p>	<p>I like this. I like that it has the date established. But it looks like a seal. So I don't know if it should be the logo if there will also be a seal. I like both the primary and the alt1 versions</p>	Yes	NTK, Straightforward Wordmark, Boundary: Simple	Boundary: Simple		
9/18/2023 19:41:05	<p>At first glance, I made an assumption that this was the shape of the town but needed to read the description to verify my guess. It looks a little bit like the profile of a cheetah or something looking to the left. If people didn't know we are the RedHawks, might they think this is our mascot? This slight ambiguity makes it undesirable to me.</p>	<p>The markings inside the town outline make it much clearer that this is our town (compared to number one). I like the first two iterations, but strongly dislike how it looks in b&w.</p>	<p>Mi don't like the shape of the town. It's back to making me guess what animal silhouette it might be.</p>	<p>I like where this is going, but wonder what it says about both hands being the same color.</p>	<p>I strongly dislike the "movement" One. I doubt anyone will connect this to the common unless they read the description.</p>	<p>I like this one a lot. (Probably because I'm a parent and a teacher.) are the two people a lower case n?</p>	<p>This</p>	<p>Yes</p>				You should hire a professional designer for this job.	
9/18/2023 19:44:42	<p>I like this concept, as it is clearly unique, it is simple in its design, it can be tweaked in a variety of ways for specific purposes (different departments, different events/initiatives, different programs, etc.) while still maintaining intact the basic concept.</p>	<p>An interesting development of the boundary logo that can also be rendered in a variety of ways for many uses. The downside of this concept is that it is graphically "busy" and, therefore, it loses some of the immediacy and simplicity that makes a good logo readily recognizable.</p>	<p>I do not like this concept much, as the letters might be hard to be identified with Natick from somebody outside the town (as NTK may hint at an acronym for somebody else), thus losing the immediate recognizability that a logo should have.</p>	<p>An interesting idea, but it might work as a specialty logo for a specific program or initiative. In fact, an alternative proposal based on this concept would be to keep the big N and "town of Natick" as the base and then insert a different design (hands, trees, waters, roads, else?) to customize it to specific departments, programs, initiatives, etc.</p>	<p>This is an interesting concept: simple enough but also highly recognizable and open to variability (of colors).</p>	<p>Too abstract and, like the arms one, one that could be used for a specific program/department. I see this as raising questions from people not familiar with the town ("what is that?" "who are those?"), whereas a logo should be clear.</p>	<p>OK, but it has been done elsewhere Providence, RI has or used to have a big letter P, similar to this). Yes the simplicity and recognizability, but a bit dry.</p>	<p>To similar to a seal. Then, let's just use the nice seal we just adopted.</p>	Yes	Boundary: Geo Mosaic, Illustrative Community	Boundary: Geo Mosaic		
9/18/2023 20:35:00	<p>Plain and simple, very straightforward. Not super compelling but also nothing to dislike!</p>	<p>Too busy and the multicolored map distracts from the town name. Would be difficult to print on marketing collateral and t-shirts given the various colors and the complexity.</p>	<p>Bold and attention grabbing. Would recommend spelling out "Natick" somewhere because otherwise, most folks outside of Natick might not understand what it represents.</p>	<p>Love this concept! I like that it incorporates the N of Natick High and that it includes the hands that I think signify community. Attention-grabbing, easy to read and understand, but not boring. Packs a punch!</p>	<p>A little busy but I like the concept and how it incorporates the N, our zip code and spells out "Natick". I also like that it's pretty easy to read and understand at a glance.</p>	<p>The people are a little amorphous and don't signify much of anything. Falls flat compared to others.</p>	<p>Straightforward and simple. Nothing to dislike but not much to love either. Would recommend spelling out Natick somewhere for those who are outside of town to understand what it signifies.</p>	<p>A little busy with the concentric circles and diamonds but I like that it's straightforward.</p>	Yes	Boundary: Simple, Common Crossing, Boundary: Geo Mosaic, Hands (but modified as I suggested)	Boundary: Simple		
9/18/2023 20:49:34	<p>Clean, simple</p>	<p>Way too busy. I live here and don't get the boundary lines</p>	<p>More modern, best so far</p>	<p>Concept is good but like others more</p>	<p>Like it in primary and Alt1 but not 2 (N looks weird) or 3</p>	<p>Looks like symbol for maternity center or child care place</p>	<p>Good for a town marker</p>	<p>Yup, straightforward word mark it is</p>	Yes	Common Crossing, NTK, Hands	Hands		
9/18/2023 21:02:07	<p>I like the black and blue designs the best. I'm not crazy about the red outline on the blue, it's kind of hard to see. Maybe it could be blue with a white outline, red outline, and black final exterior outline, to include Natick's school colors.</p>	<p>I like this one, it's informative and a little more visually interesting than the above solid color ones. I like the red and blue one more than the gray, in that one, it's harder to differentiate the zones.</p>	<p>I like this one for it's simplicity and water marked town outline. I only wonder, would any other towns use these 3 letters to represent them? Would people think this stands for Nantucket?</p>	<p>This isn't my favorite, but if all these, I like alt2 the best.</p>	<p>I don't like this one as much as others, it's a little more abstract than it needs to be. The primary choice is the easiest to read.</p>	<p>I like the idea of this because Natick is a great place for families, but I don't really like the bean shapes of the people.</p>	<p>Not into this one either.</p>	<p>This may confuse people further regarding the difference between a town seal and brand.</p>	Yes	Boundary: Simple, Boundary: Geo Mosaic, NTK	Boundary: Geo Mosaic		
9/18/2023 21:52:40	<p>It looks like a dog's profile. Not a fan.</p>	<p>Still just seeing the dog profile. The circled version makes the Town of Natick more prominent and then you see the image, which your brain tells you has something to do with Natick.</p>	<p>More modern representation with the letter abbreviation. Alt 2 is easiest to see all 3 colors. Shape of the town in the background is implied but probably not real clear what it is if you aren't a resident.</p>	<p>The hands creep me out just sliding along the edge.</p>	<p>Alt 2 looks like a bandaid. Prefer the Primary. Like the zip in there, but seems pretty basic</p>	<p>Interesting concept - but looks more like the people blobs and very little like an N</p>	<p>Alt 1 is a good representation of the 3 colors and being enclosed seems more clean & complete.</p>	<p>Very boring.</p>	Yes	Illustrative Community	Illustrative Community		
9/18/2023 21:54:08	<p>Basic, versatile, unique but boring</p>	<p>Concept works in colors but falls flat in black ink only</p>	<p>Unique and somewhat versatile but not quite there, worth continuing to iterate</p>	<p>Nice idea but when used at small sizes hands will be unrecognizable</p>	<p>Ugh. No. Too busy.</p>	<p>The N is lost here. This is not working for me.</p>	<p>Versatile but boring</p>	<p>Very reminiscent of the seal, if we're looking to make that connection. Feels like too much blank space in the circle around Natick. Also the words "Town of" seem nomore prominent than "Natick" so balance is off to me</p>	Yes	Straightforward Lettermark, Boundary: Simple, NTK	No top choice yet		
9/18/2023 22:27:50	<p>Boring</p>	<p>Looks disjointed</p>	<p>Blue hues look best</p>	<p>The red with blue hands is my favorite</p>	<p>This looks great in both color and black and white.</p>	<p>No</p>	<p>Like the simplicity. Do not like the b&w version. Very boring.</p>	<p>Both of the color versions are great.</p>	Yes	Common Crossing, Hands, Straightforward Wordmark	Common Crossing		
9/19/2023 7:16:04	<p>I do not like the town boundary concept. It is not visually appealing to me.</p>	<p>I do not like the town boundary option.</p>	<p>These are cleaner looking than the 1st 2 options. I would pick Alt2red.</p>	<p>I do not like any of these options.</p>	<p>The Primary option is ok.</p>	<p>I do not like this option.</p>	<p>The Alt1 option is ok.</p>	<p>The Primary option is ok.</p>	No	I don't really like any of the options.	I don't really like any of them.		
9/19/2023 7:31:39	<p>I like it. Its clean. However, im used to more detailed logos. I dont know how feel about the overall concept of changing it. I like the red, then blue.</p>	<p>While i like that it shows neighborhoods i also find it too busy and what do the different shades mean?</p>	<p>Clean. I like almost as much as first. I got used to bumper stickers like MV and VT so i like it.</p>	<p>This is a close second too.</p>	<p>I dont like this one as much. Less color. Doesnt stand out as much to me.</p>	<p>To represent parents and children? I dont like as much. Why one parent and only one child? Even if its meant to be an N shape, not one of my top choices.</p>	<p>I dontvike as much. Doesnt stand out as well to me and too much with the zip code. Although i am used to zip trip and people knowing 90210, i dont like as much.</p>	<p>Like it in thr middlem. Its a little busy but i like thr color contrast. Doesnt look as good in shades of gray.</p>	Yes	Boundary: Simple, NTK	Boundary: Simple		
9/19/2023 8:40:05	<p>I appreciate the clarity of this one.</p>	<p>I don't like the sense of town separation in these even though the mosaics are pretty.</p>	<p>These are good, but i wonder if people will think NTK is an acronym for something</p>	<p>The last black and white option here is my favorite.</p>	<p>The last black and white option here is my favorite.</p>	<p>I like this even though I don't really see the N. Maybe the smaller could be wearing a hat or something? I like that it's representing people.</p>	<p>I like the one in the circle, the N seems a bit aggressive in the other options</p>	<p>This looks like a seal and I'm not sure we need both.</p>	Yes	Common Crossing, Boundary: Simple, Illustrative Community	Illustrative Community	Thank you for putting out this survey and for all the great options!	
9/19/2023 9:44:35	<p>I like the primary one. I think it goes well with Natick's vibe and it would look good on any promotion items, like T-shirts, sweatshirts, water bottles, etc.</p>	<p>I like the alt1. The primary reminds me of a weird looking heart, and the black just doesn't do it any justice. I also think alt1 would look nice on promotion items.</p>	<p>I don't like any of these. If you look at it too quickly it looks like NMK, especially when it's in white.</p>	<p>I don't like this one either. It overall just looks odd and I don't like how the hands are just coming out of nowhere.</p>	<p>This one looks like it should be for a daycare place in Natick, not for the actual town. It's got too much going on and not in a good way.</p>	<p>No, just no. This one is the worst so far. The blob people are just creepy.</p>	<p>The primary one is nice. Not too distracting and would look nice on promotion items.</p>	<p>No to this one as well. It reminds me of a traffic sign and it doesn't feel welcoming.</p>	Yes	Boundary: Geo Mosaic, Boundary: Simple	Boundary: Simple		
9/19/2023 10:22:42										Boundary: Geo Mosaic, NTK	Boundary: Geo Mosaic		

Timestamp	Logo Concept #1 ("Boundary: Simple")	Logo Concept #2 ("Boundary: Geo Mosaic")	Logo Concept #3 ("NTK")	Logo Concept #4 ("Hands")	Logo Concept #5 ("Common Crossing")	Logo Concept #6 ("Illustrative Community")	Logo Concept #7 ("Straightforward Lettermark")	Logo Concept #8 ("Straightforward Wordmark")	After reviewing & providing input to the previous 8x logo concepts, do you feel that there is at least 1x "viable & strong" logo concept?	Which are the following logo design concepts are both "viable & strong?"	What is your top-rated logo design concept?	OPEN-ENDED: Please provide any additional input, question or concerns.
	<p>Please provide input. Both positive & negative input is welcome! What do you like? What do you not like?</p> <p>(hint: critique that explains the specificity of what you do / don't like is the most valuable)</p> <p>note1: this survey is assessing basic round #1 concepts (future design revisions will consider edits to: colors, contrast, shapes, borders, copy, typography, layout, textures, patterns, proportion, space, etc. - we're looking for guiding input on these early-stage concepts.)</p> <p>note2: the final logo suite (est. Oct/Nov '23) will build out a simple & versatile set of logos. This concept phase will show a single logo execution (see Portland ME example of a full logo suite)</p>	<p>Please provide input. Both positive & negative input is welcome! What do you like? 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"yes, I could see this concept working, as it continues to be refined during future iterations")</p> <p>Choose all that apply.</p> <p>(note: scroll up, if helpful recall each logo concept)</p>	<p>Choose one.</p>	<p>Town staff will review all responses and make every attempt to respond to any open questions or clarifications.</p>
9/19/2023 12:35:08	I don't like this shape - it will look like a dog to most people. No one will recognize it as the actual shape of Natick.	Same as previous answer - I don't like the dog shape. It looks weird to me.	dog shape is no good, letters are boring.	I wonder if this would look better without the hands...	I don't like the movement one - the N is strange. I don't like the lines in the N in Alt 1 and Alt 3. Primary is OK	What is that amoeba??? that is weird.	I like this - the simple ones really look bland in B&W though...	it's okay - boring	No		Common Crossing	
9/19/2023 16:54:18									Yes	Boundary: Simple	Boundary: Simple	
9/19/2023 19:11:34									Yes	NTK, Boundary: Simple	NTK	