


















ROUND ONE		Do not that at all	Not Much	Neutral	It is good	This is my First Choice	Total Score	Tone of the Comments regarding each logo	
	SCORING	-2	-1	0	2	4		Positive	Negative
	Logo #1	38	24	34	45	33	122	Clear; easy to read	No personality
		-76	-24	0	90	132			
	Logo #2	91	19	23	11	32	-51		Hard to read
		-182	-19	0	22	128			
	Logo #3	69	27	14	36	25	7	Nice color; shows movement	Icon is of a dancer
		-138	-27	0	72	100			
	Logo #4	62	39	31	32	9	-63		Hard to read
		-124	-39	0	64	36			
	Logo #5	46	10	11	40	72	266	Colorful, different; Sun is nice	Color is too faint
		-92	-10	0	80	288			
ROUND TWO		Do not that at all	Not Much	Neutral	It is good	This is my First Choice	Total Score	Tone of the Comments regarding each logo	
	SCORING	-2	-1	0	2	4			
	Logo #2.1	5	1	15	22	79	349		
		-10	-1	0	44	316			
	Logo #2.2	68	24	21	5	2	-142		
		-136	-24	0	10	8			

 Senior Estates Golf and Country Club Active 55+ Community	Logo #2.3	25	18	29	39	9	46		
		-50	-18	0	78	36			
 Senior Estates Golf & Country Club Active 55+ Community	Logo #2.4	25	19	34	21	22	61		
		-50	-19	0	42	88			
 SEGCOC Active 55+ Community Senior Estates Golf & Country Club	Logo # 2.5	60	20	32	9		-122		
		-120	-20	0	18	0			

ROUND THREE		1st CHOICE	2nd CHOICE	Total Score	
	SCORING	2	1		
 Senior Estates GOLF & COUNTRY CLUB	Logo #1	43	65	151	
		86	65		
 Senior Estates Golf & Country Club AN ACTIVE 55+ COMMUNITY	Logo #5	3	13	19	
		6	13		
 Senior Estates Golf and Country Club Active 55+ Community		111	61	283	
		222	61		
 Senior Estates Golf and Country Club Active 55+ Community		5	29	39	
		10	29		
 Senior Estates Golf & Country Club Active 55+ Community		48	44	140	Because this was left out of News & Views we need to offer it to whole community
		96	44		

FINAL ROUND			Total Score
	SCORING		0
 <p>Senior Estates Golf and Country Club Active 55+ Community</p>		0	
 <p>Senior Estates Golf & Country Club Active 55+ Community</p>		0	