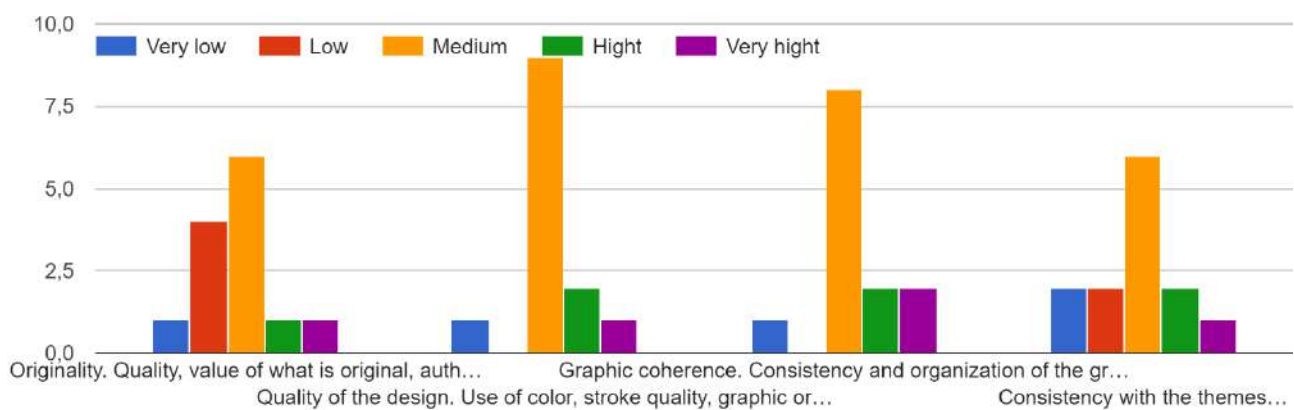# GOODFOOD PROJECT

Call for the project Logo

EVALUATION DOCUMENT

15-05-2022

MaieutiKé

LOGO 1

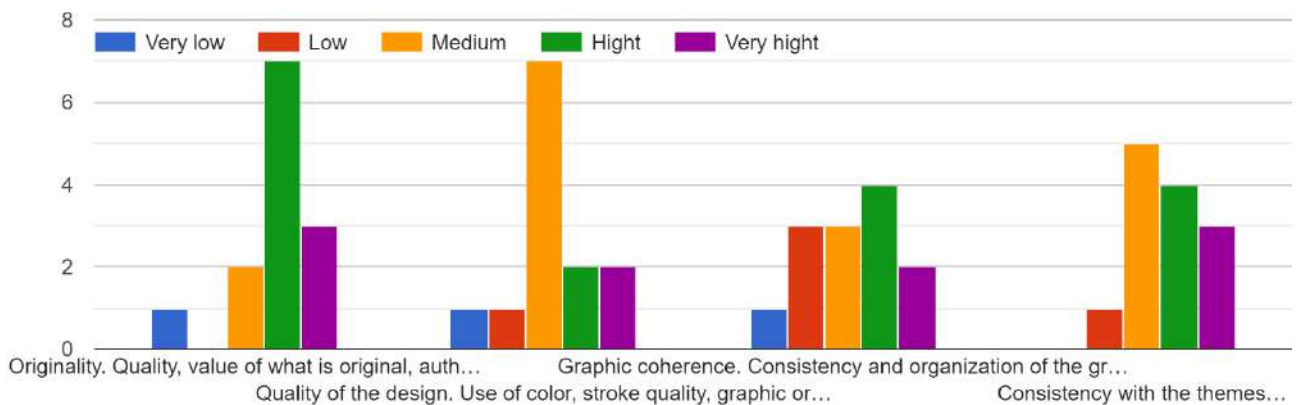1- What did you like the most about this logo?

- It is a nice drawing but it does not reflect the concept of sustainability.

- I think this logo is very essential, i like how the font matches with the graphics

- Colour and style are coherent.

- Simplicity

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	14
Quality of the design. Use of color, stroke quality, graphic organization	17
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	20
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	15
TOT	**66**

LOGO 2

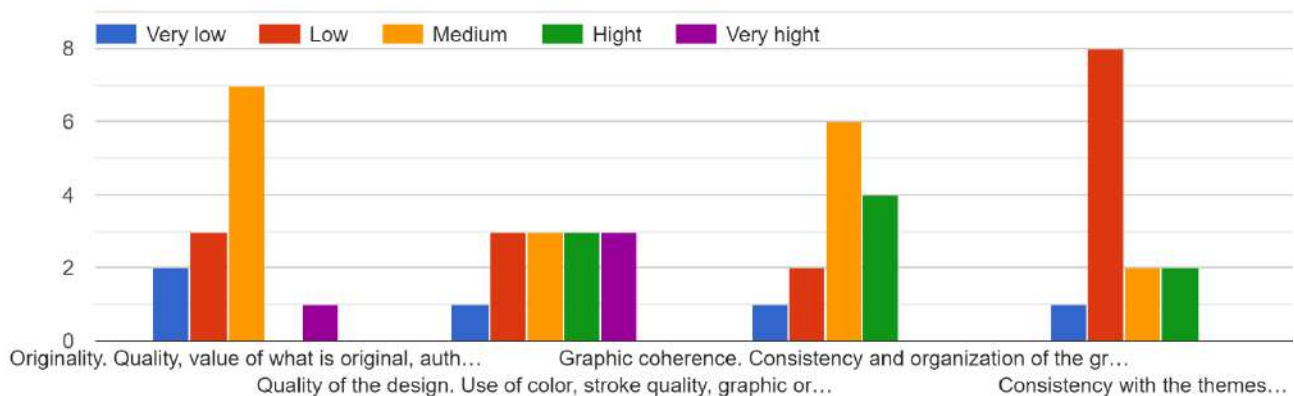2 - What did you like the most about this logo?

- This is a beautiful drawing. I like it very much but, perhaps, it does not represent well the concept of sustainability. This is a good option but with some modifications. For example, if we change the bowl by a drawing of a happy planet.

- The colors are nice, but it is more like a drawing than a logo.

- This

- Original idea, lively dynamic image of food flying into the bowl.

- The originality in the composition

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	28
Quality of the design. Use of color, stroke quality, graphic organization	19,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	20,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	25,5
TOT	**93,5**

LOGO 3

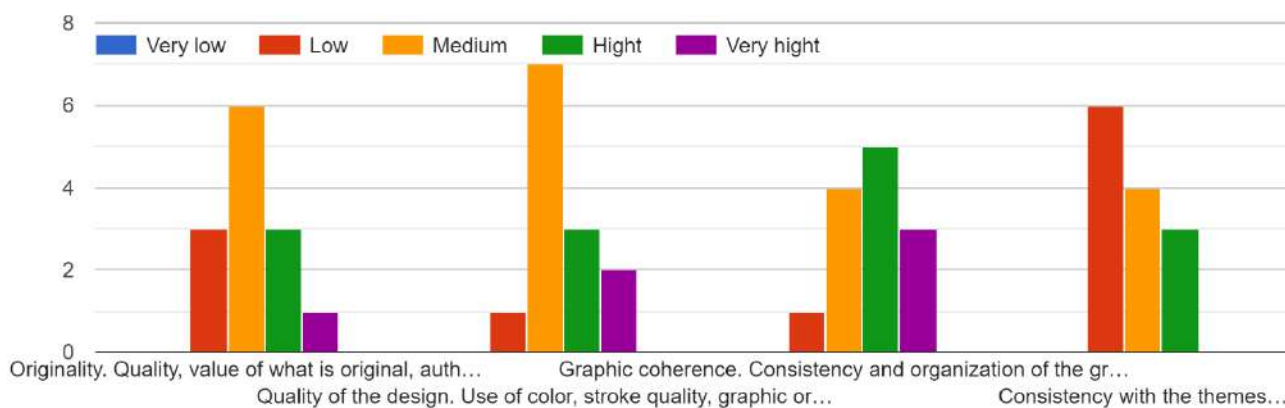3 - What did you like the most about this logo?

- This is a very well-performed drawing but it does not show so well the idea of the project, especially with regards to the sustainability concept.

- It is a beautiful drawing but not a logo.

- Great technique of drawing

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	12,5
Quality of the design. Use of color, stroke quality, graphic organization	22,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	15
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	10
TOT	**60**

LOGO 4

4 - What did you like the most about this logo?

- This is a typical logo design, however, I think that it does not represent the project.
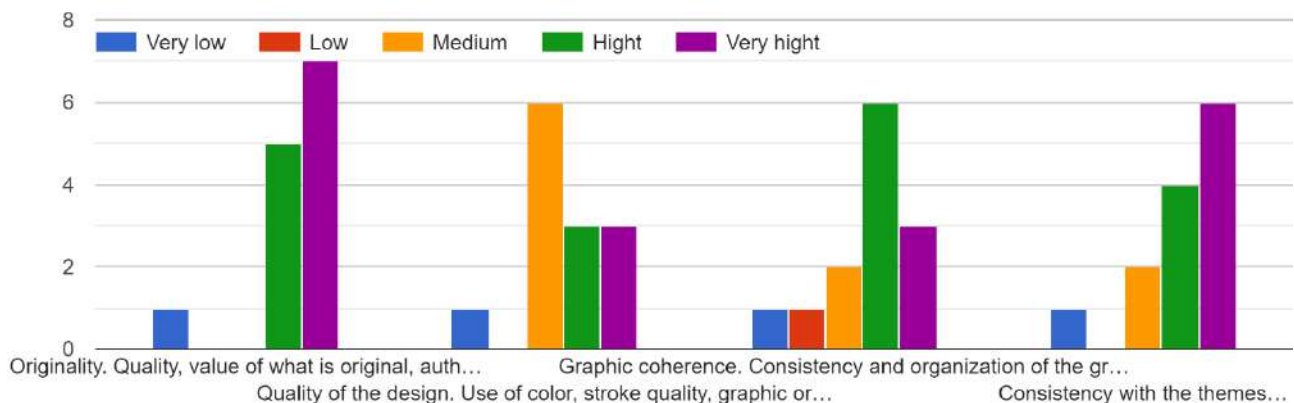
- Nice and neat logo.

- Nice style.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	17,5
Quality of the design. Use of color, stroke quality, graphic organization	21,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	26,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	13
TOT	**78,5**

LOGO 5

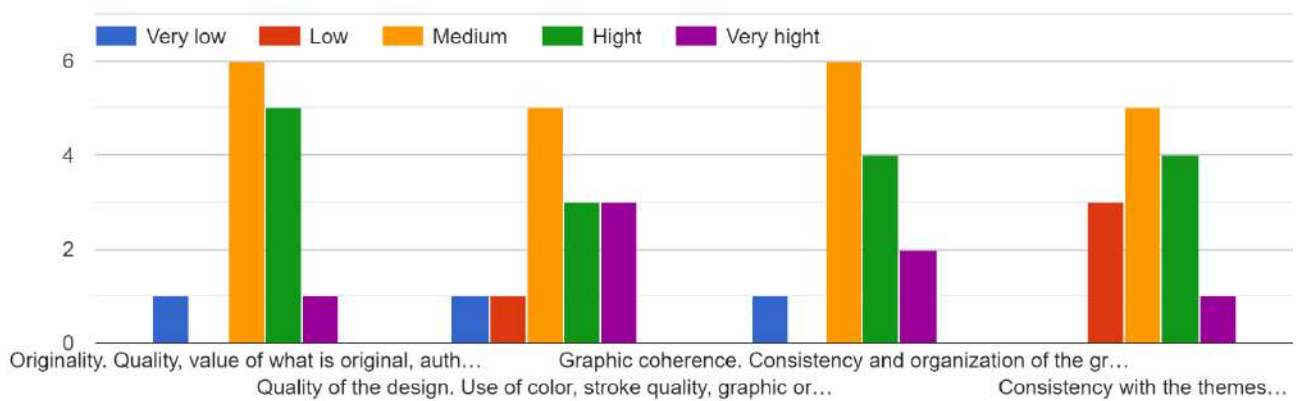5 - What did you like the most about this logo?

- This is my favorite one. It is beautiful and it nicely combines good food with the planet in relationship with sustainability. This is my 1st option.

- Original, good idea to use the Earth, however not easy to read the project name

- An original idea and a colourful logo, high consistency with the theme of the project on sustainable food production and consumption using the globe as an O. I could not vote "High" for the quality of the design, something is wrong with the form.

- The worldwide idea

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	38
Quality of the design. Use of color, stroke quality, graphic organization	24
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	26,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	34
TOT	**122,5**

LOGO 6

6 - What did you like the most about this logo?

- This is another well designed logo but it does not offer the whole idea of the project: food and sustainability.
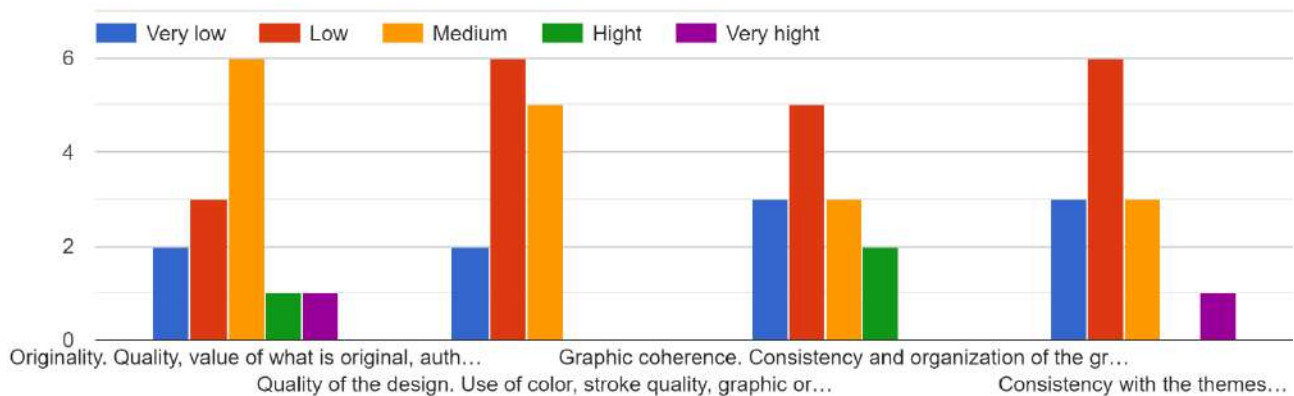
- I like the colour combination and the use of food as Os

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	20
Quality of the design. Use of color, stroke quality, graphic organization	23,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	22
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	18,5
TOT	**84**

LOGO 7

7 - What did you like the most about this logo?

- These are really nice drawings but do not clearly represent the project.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	13,5
Quality of the design. Use of color, stroke quality, graphic organization	8
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	9,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	10
TOT	**41**

ABP
2021/22

GOOD FOOD
IES MONTE MIRAVETE
3°ESO

LOGO 8

8 - What did you like the most about this logo?

- As for other previous logos, this one does not show the sustainability idea.

- Nicely designed (maybe a bit too "crowded")
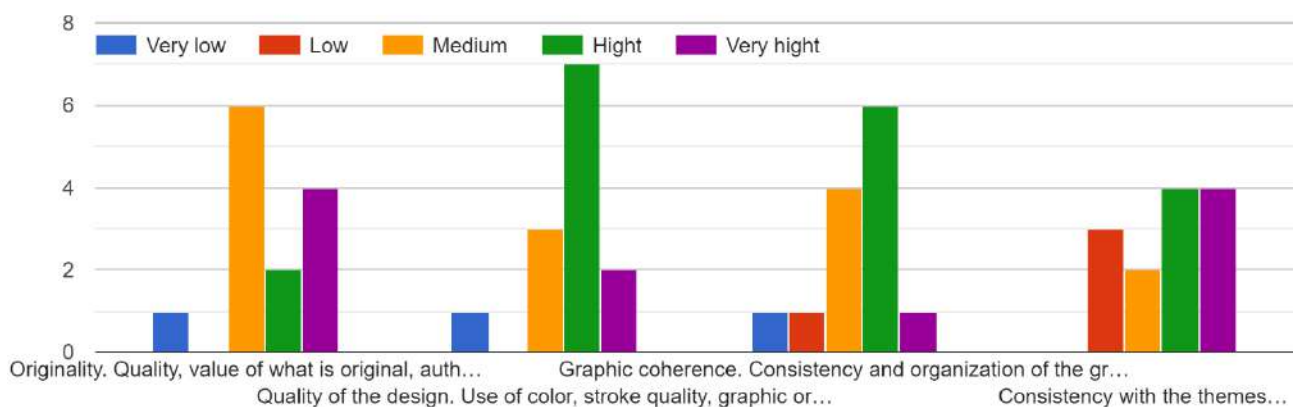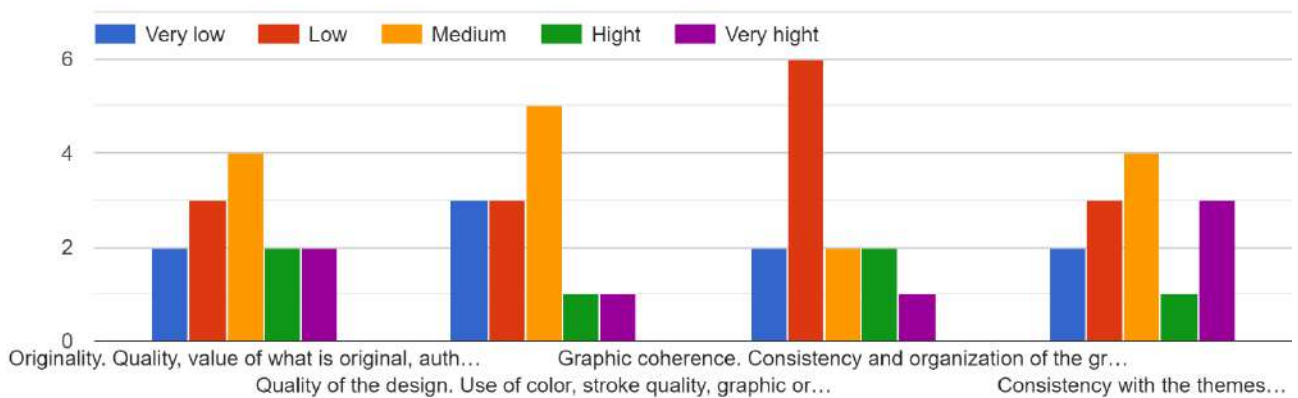
- Nice colour and style of the logo.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	26
Quality of the design. Use of color, stroke quality, graphic organization	25
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	20,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	27,5
TOT	**99**

LOGO 9

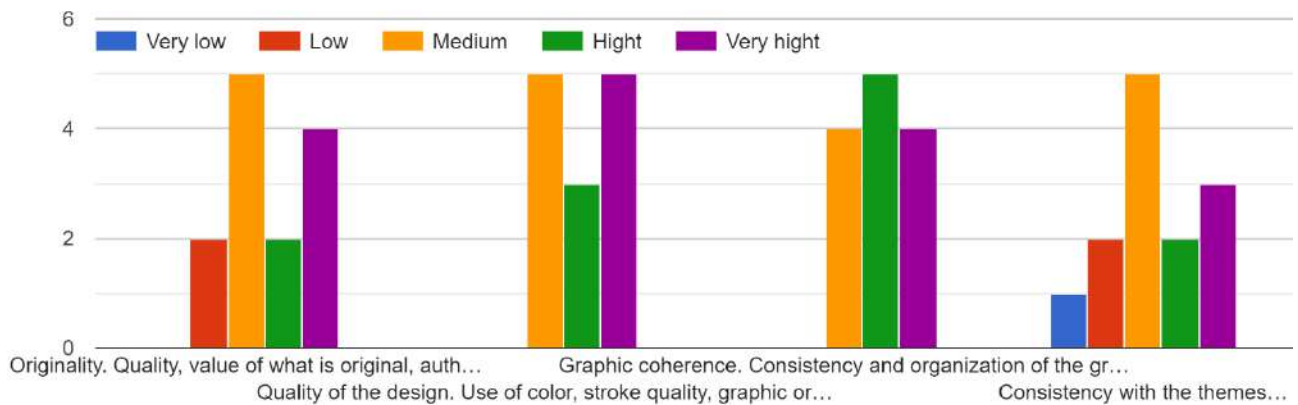9 - What did you like the most about this logo?

- Again, these are just nice drawings of foods but do not fully represent the idea of the project.

- I really like the slogan!

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	17,5
Quality of the design. Use of color, stroke quality, graphic organization	12,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	13
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	19,5
TOT	**62,5**

LOGO 10

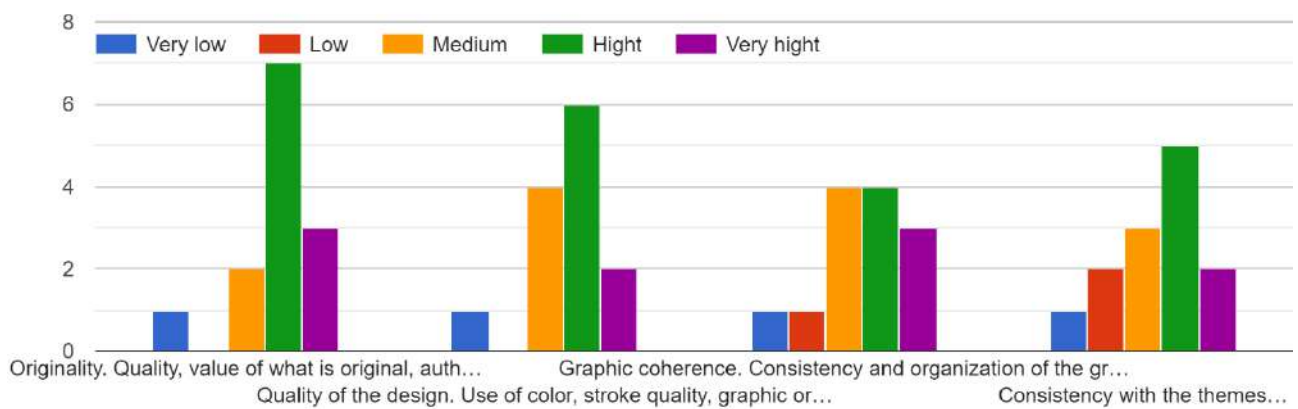10 - What did you like the most about this logo?

- Nice drawing but does not fully represent the project.

- Beautifully designed, and very coherent and neat!

- Great colour combination and style of the logo.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	26
Quality of the design. Use of color, stroke quality, graphic organization	31
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	30
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	22
TOT	**109**

LOGO 11

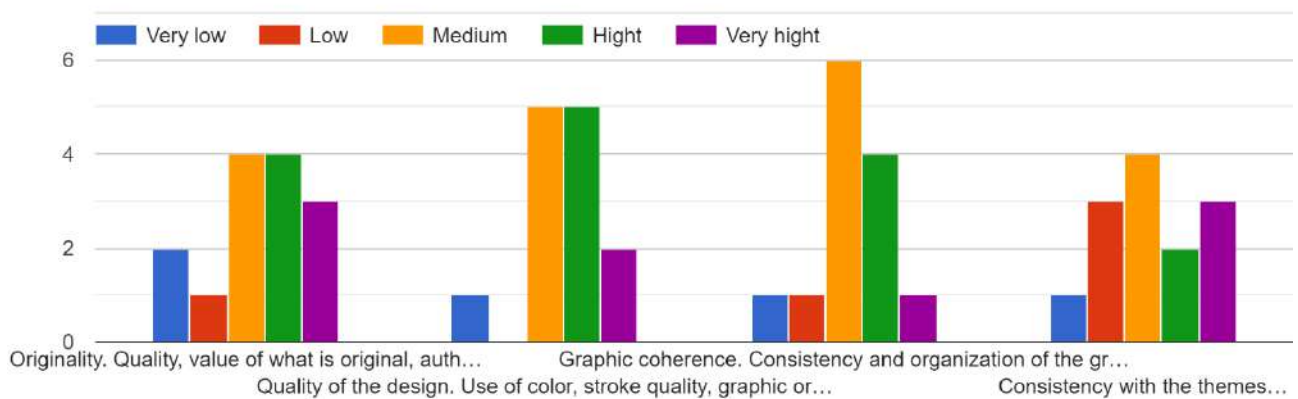11 - What did you like the most about this logo?

- This is a really nice drawing. It may also be considered as a candidate but with the addition of something related with the planet and sustainability.

- Clever use of food in the logo.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	28
Quality of the design. Use of color, stroke quality, graphic organization	24
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	24,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	22
TOT	**98,5**

LOGO 12

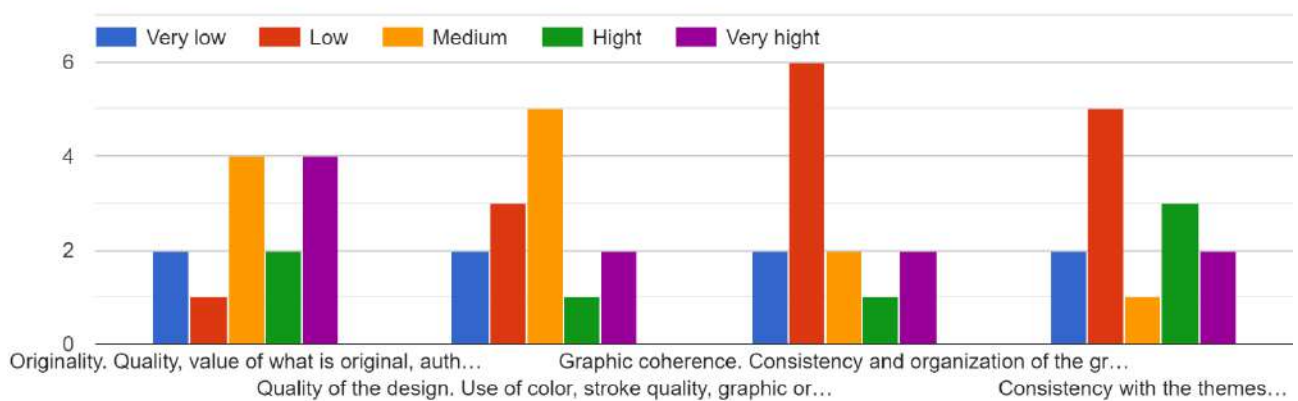12 - What did you like the most about this logo?

- Nice drawing but does not include the idea of sustainability.

- Great colour combination and style

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	24,5
Quality of the design. Use of color, stroke quality, graphic organization	23
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	18,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	21,5
TOT	87,5

LOGO 13

13 - What did you like the most about this logo?

- I also like this one very much. It is different from the others and you can nicely see the idea of a sustainable land with trees, etc. Perhaps, this one would need to reinforce the idea of the good food.
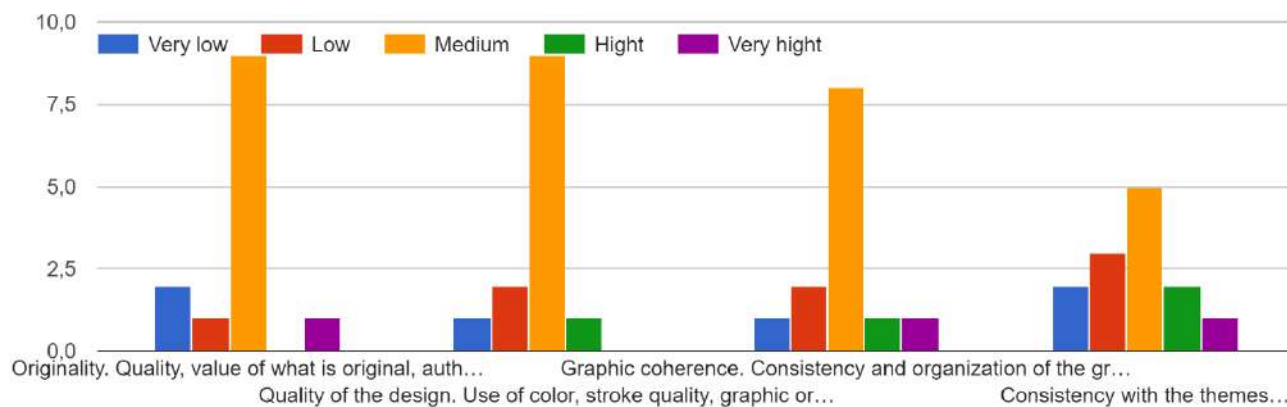
- Nice drawing, but a little less focus on the food

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	24,5
Quality of the design. Use of color, stroke quality, graphic organization	16,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	15
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	17,5
TOT	**73,5**

IES MONTE MIRAVETE

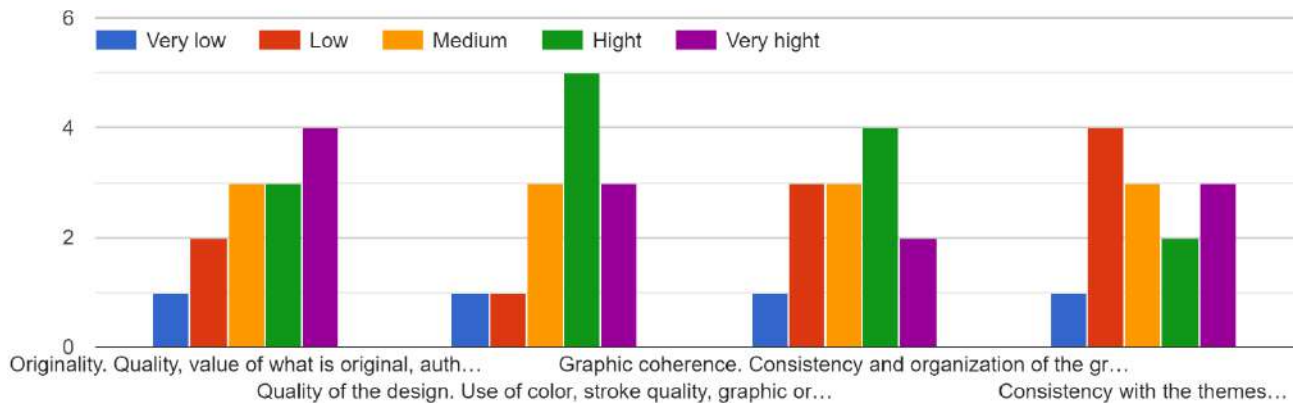GOOD FOOD

LOGO 14

14 - What did you like the most about this logo?

- Nice drawing but does not show the concept of sustainability.

- Fresh design

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	13,5
Quality of the design. Use of color, stroke quality, graphic organization	12
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	15
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	14,5
TOT	**55**

LOGO 15

15 - What did you like the most about this logo?

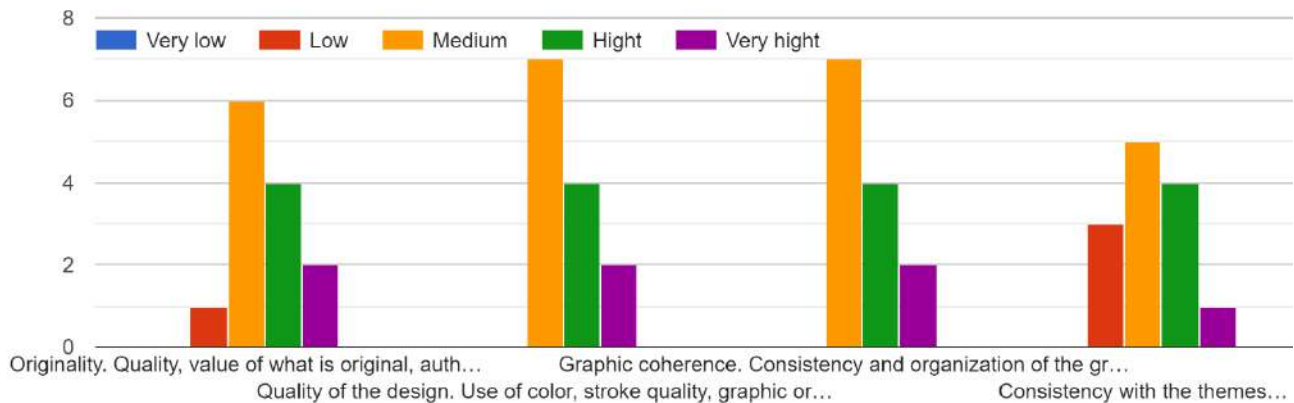- This is a nice logo but it would need to include the sustainability concept.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	26
Quality of the design. Use of color, stroke quality, graphic organization	25,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	20,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	21
TOT	**93**

LOGO 16

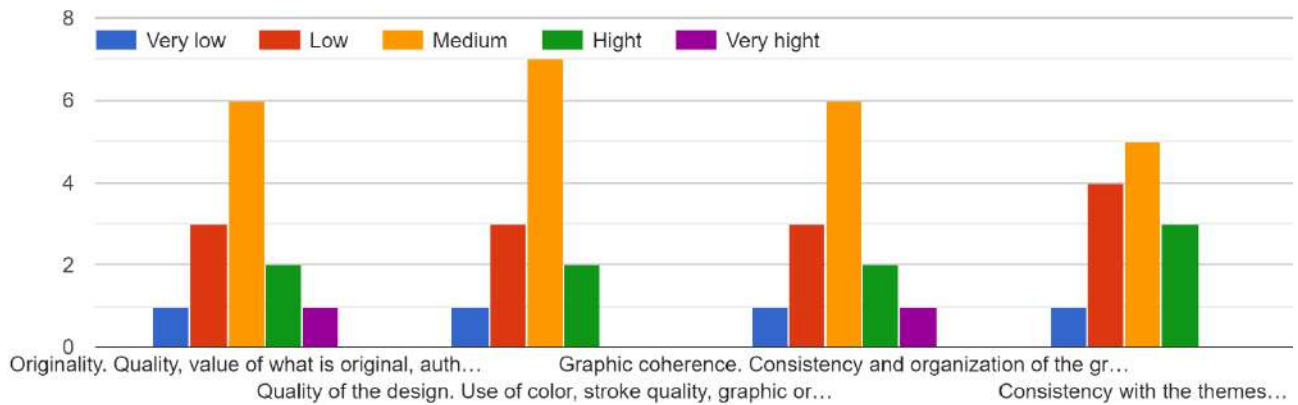16 - What did you like the most about this logo?

- This is a nice logo but it would need to include the sustainability concept.

- This is a very coherent and straight-forward logo too

- Nice use of the lemon slice as the central theme of the logo. Very nice style of the logo.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

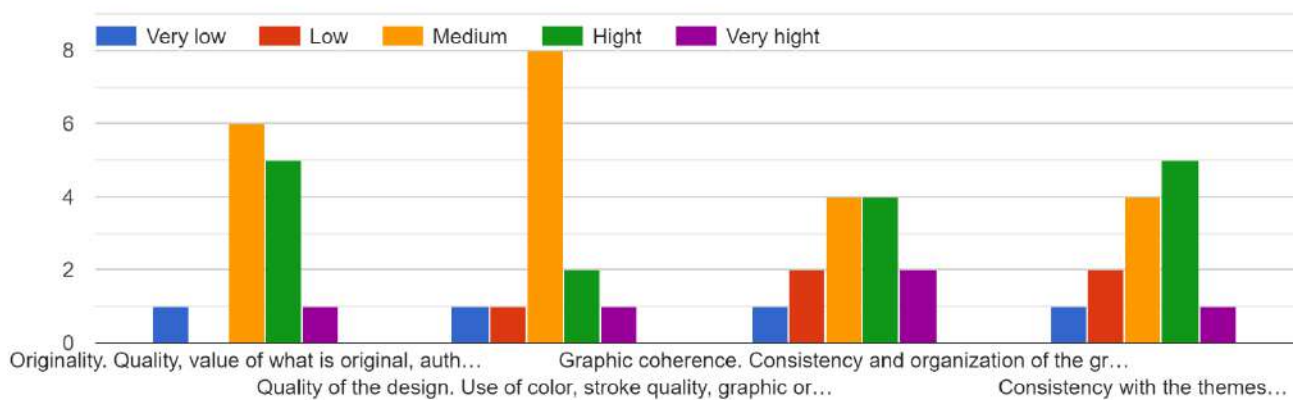|	
Originality. Quality, value of what is original, authenticity	22,5
Quality of the design. Use of color, stroke quality, graphic organization	23
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	23
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	18,5
TOT	**87**

LOGO 17

17 - What did you like the most about this logo?

- This is a nice drawing but it does not include the sustainability concept.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	15,5
Quality of the design. Use of color, stroke quality, graphic organization	12,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	15,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	13
TOT	**56,5**

LOGO 18

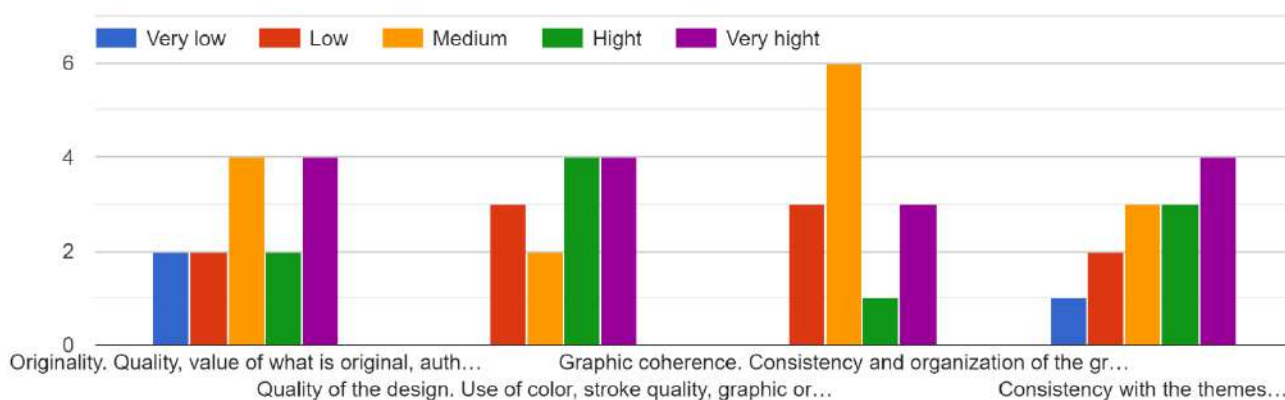18 - What did you like the most about this logo?

- Very nice drawing but it would need to include the sustainability concept.

- Nice use of the watermelon as a character to give the message.

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	20
Quality of the design. Use of color, stroke quality, graphic organization	16,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	21
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	19
TOT	76,5

I.E.S MONTE MIRAVETE

LOGO 20

20 - What did you like the most about this logo?

- Very nice drawing but it would need to include the sustainability concept.

- Nice one, but again, I think it is a bit "crowded"

Very low= 0; Low=0,5; Medium=1; Higt=2; Very Hight=4

Originality. Quality, value of what is original, authenticity	25
Quality of the design. Use of color, stroke quality, graphic organization	27,5
Graphic coherence. Consistency and organization of the graphic composition, between color, text and shapes	21,5
Consistency with the themes of the project. What makes the idea of the themes covered in Good Food	26
TOT	**100**