twelve 14 studios

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quality assurance questionnaire

DEMOGRAPHIC INFORMATION

AGE: SEX: OCCUPATION: EDUCATION:

HOW DOES THE LOGO COME ACROSS - POSITIVELY OR NEGATIVELY? EXPLAIN.

WHAT FIELD WOULD YOU ATTRIBUTE THIS DESIGN TO? (BE SPECIFIC)

HOW DOES THE DESIGN MAKE YOU FEEL? WHAT IS THE FIRST THING THAT COMES TO MIND?

DOES THE DESIGN CATCH YOUR EYE? WHAT DID YOU "SEE" FIRST?

ON A SCALE FROM 1 TO 10 (10 BEING THE BEST), WHAT WOULD YOU RATE THIS DESIGN? WHY?

RECREATE THE LOGO, INCLUDING COMPANY NAME, COLORS AND COPY (TEXT).