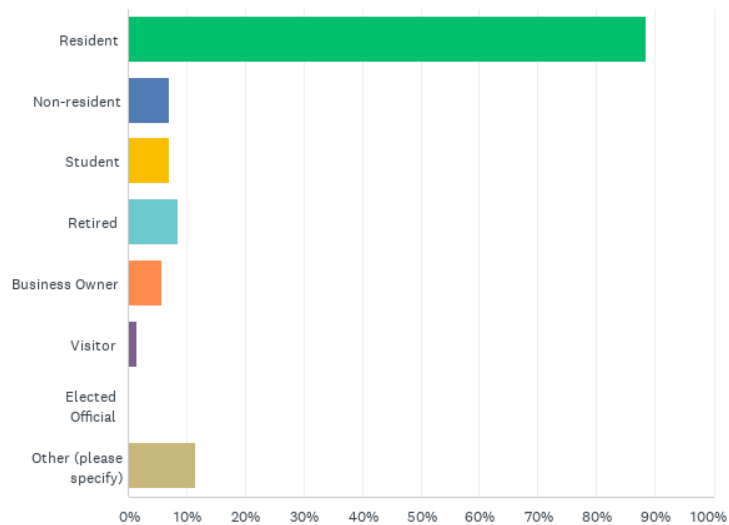# Logo Concept Design
Survey Results
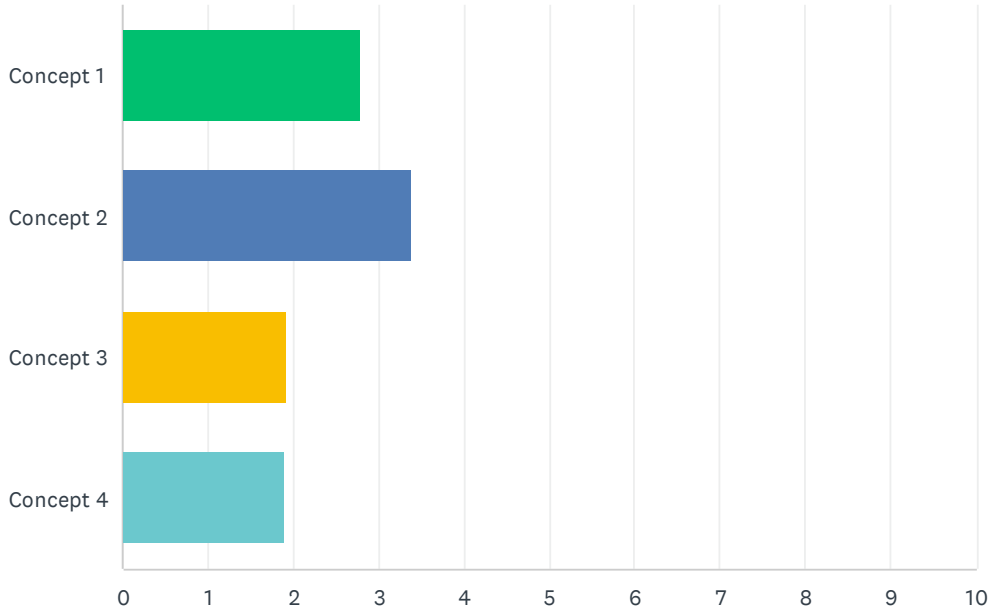# 10/17/2023

Q1 What best describes your role in the Pinole community? (check all that apply)

Q2 Using the arrows, rank the following logo concepts with your favorite design at the top.

Answered: 72   Skipped: 0

	1	2	3	4	TOTAL	SCORE
PINOLE Concept 1	30.56% 22	33.33% 24	20.83% 15	15.28% 11	72	2.79
PINOLE Concept 2	61.11% 44	26.39% 19	2.78% 2	9.72% 7	72	3.39
PINOLE Concept 3	5.56% 4	15.28% 11	44.44% 32	34.72% 25	72	1.92
PINOLE Concept 4	2.78% 2	25.00% 18	31.94% 23	40.28% 29	72	1.90

Q3 Logo Concept 1 reflects the Pinole Community.

Answered: 72   Skipped: 0
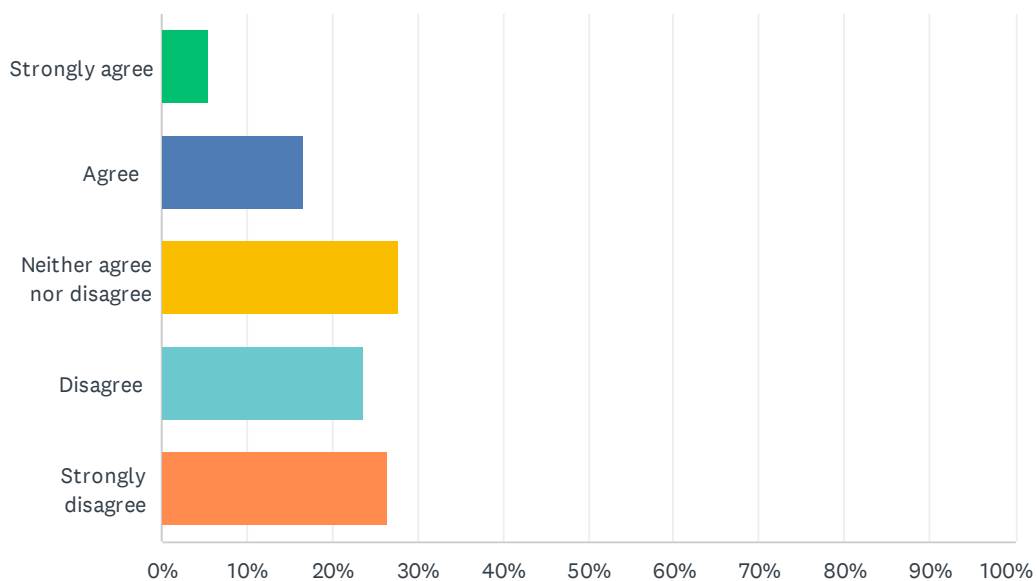
ANSWER CHOICES	RESPONSES	
Strongly agree	5.56%	4
Agree	16.67%	12
Neither agree nor disagree	27.78%	20
Disagree	23.61%	17
Strongly disagree	26.39%	19
TOTAL		72

Q4 What does the logo (Concept 1) above tell you about Pinole?

Answered: 53   Skipped: 19

#	RESPONSES	DATE
1	We are a farm	10/17/2023 10:38 AM
2	The logo makes it look like we're an orchard	10/17/2023 9:29 AM
3	it looks like an oversimplified tech company logo	10/17/2023 9:07 AM
4	No character	10/17/2023 8:54 AM
5	Water, hills, diversity, modern	10/17/2023 8:08 AM
6	There's a face in the O! Looks too serious!	10/16/2023 10:12 PM
7	Native American history	10/16/2023 10:02 PM
8	nothing	10/16/2023 1:58 PM
9	n/a	10/16/2023 11:54 AM
10	I don´t see anything that would tell me about Pinole. Just looks like a pattern to me. Maybe saying that we have nature?	10/16/2023 11:06 AM
11	The bottom looks like water.	10/16/2023 8:22 AM
12	Respect for heritage/history and modern	10/14/2023 2:19 PM
13	An idea I had is to weave the basket pattern into the hills. There can also be 3 hills with different design patterns.	10/11/2023 3:01 PM
14	The blue green is right for our city's colors	10/9/2023 7:47 PM
15	Not sure...maybe there is symbolism that needs to be shared.	10/8/2023 9:01 AM
16	nothing	10/7/2023 10:09 PM
17	nothing that I am aware of	10/7/2023 1:54 PM
18	nothing. looks too much like a corporate logo. Ohlone symbology (?) and ideas of hills and water is not clear enough to be meaningful.	10/7/2023 12:10 PM
19	Is the basket supposed to be native american?	10/7/2023 11:36 AM
20	Only because I noticed the basket pattern, it tells me that there is some kind of acknowledgement of Indigenous land/history/people.	10/7/2023 10:47 AM
21	Nothing at all	10/7/2023 9:10 AM
22	Native history, green areas and proximity to the Bay	10/7/2023 8:48 AM
23	not much	10/6/2023 11:13 PM
24	pinole likes tiles	10/6/2023 10:32 PM
25	Seems more like a logo for produce	10/6/2023 8:21 PM
26	Nothing	10/6/2023 8:16 PM
27	Not sure. It's too "stylized."	10/6/2023 6:35 PM
28	Missing a historical reference	10/6/2023 6:10 PM
29	It shows Pinole has a Native American history.	10/6/2023 6:02 PM
30	Nothing. Don't get the idea.	10/6/2023 4:34 PM

31	Indian heritage.	10/6/2023 3:58 PM
32	Not much	10/6/2023 3:57 PM
33	They all reflect the removal of the indigenous heritage that once thrived here. Also, this is generic and displays mediocrity.	10/6/2023 3:47 PM
34	Not a thing…it's boring.	10/6/2023 3:14 PM
35	Nothing	10/6/2023 3:07 PM
36	not sure what green diamond shapes are for Green & Blue lines show green hills and water	10/6/2023 3:02 PM
37	Nothing	10/6/2023 2:25 PM
38	It is not super clear what the O represents	10/6/2023 2:22 PM
39	greenspace is important to pinole	10/6/2023 2:22 PM
40	Nothing really.	10/6/2023 2:11 PM
41	Love it, it encompasses the water and nature we are surrounded by	10/6/2023 1:41 PM
42	The curved lettering reflects the hills, colors - water & trees, & basket design - indigenous Ohlone people of the area. It's a nice design!	10/6/2023 1:40 PM
43	represents the past	10/6/2023 1:25 PM
44	it's in California. Don't know what the diamonds and triangles within the "O" are supposed to convey.	10/6/2023 1:20 PM
45	Green space, bay and river waters, hills, Ohlone roots, proud of who we are	10/6/2023 1:12 PM
46	Not much, I can see green hills, a sun and some water in there.	10/6/2023 1:00 PM
47	I think the patterning is much more appropriate than the current seal. I like that it's not a characture	10/6/2023 12:59 PM
48	Nothing	10/6/2023 12:51 PM
49	I like the "o" graphic in this one over some of the other logos. This o feels more exciting and I feel like it can work as a stand-alone coin logo. I also like the indigenous tribute in this one which is reflective of this area.	10/6/2023 12:49 PM
50	It refers to the Native American past as well as the topography of the area.	10/6/2023 12:48 PM
51	Looks like a camping site logo.	10/6/2023 12:47 PM
52	Green?	10/6/2023 12:41 PM
53	Nothing really. I get a vague sense of some reference to Native culture, but it makes me think more of a city like Albuquerque than Pinole.	10/6/2023 12:33 PM

Q5 What would you change about the logo (Concept 1) above?

Answered: 48   Skipped: 24

#	RESPONSES	DATE
1	Make it less oversimplified & actually show our town's heritage well.	10/17/2023 10:38 AM
2	Too oversimplified, looks like a tech company, needs to actually represent out heritage well and look beautiful at the same time. Don't oversimplify it, represent the history without making it look simple.	10/17/2023 9:29 AM
3	keep the history and nature	10/17/2023 9:07 AM
4	The O looks too big	10/17/2023 8:54 AM
5	Less curve on the word	10/17/2023 8:08 AM
6	Put a tree somewhere!	10/16/2023 10:12 PM
7	remove it	10/16/2023 1:58 PM
8	n/a	10/16/2023 11:54 AM
9	I think the checkered pattern is unnecessary.	10/16/2023 11:06 AM
10	I'm not sure why there's shapes in the O	10/16/2023 9:08 AM
11	The triangles around the top are distracting.	10/16/2023 8:22 AM
12	N/A	10/14/2023 2:19 PM
13	Can't really tell what I am looking at in the bottom of the "O"	10/9/2023 7:47 PM
14	Explain what it supposed to represent. Include something that represents the Native American, Mexican, and Portuguese heritage.	10/8/2023 9:01 AM
15	It's attractive. I'm not a designer/artist.	10/7/2023 10:09 PM
16	does the pattern refer to something? unclear	10/7/2023 1:54 PM
17	remove all special modifications on the 'O'. If it's going to be simple and clean, really make it legible and basic.	10/7/2023 12:10 PM
18	I don't really like any of these - where is our history and the story of Pinole?	10/7/2023 11:36 AM
19	If you're going to use a basket pattern, use a color that occurs in the baskets.	10/7/2023 10:47 AM
20	Delete it	10/7/2023 9:10 AM
21	N/A	10/7/2023 8:48 AM
22	Put more color in it	10/6/2023 10:32 PM
23	The O needs context	10/6/2023 8:16 PM
24	Implement Pinole's hills and valleys.	10/6/2023 6:10 PM
25	I'd make the logo straight with a wave under it.	10/6/2023 6:02 PM
26	Make it less vague. What is it supposed to reflect?	10/6/2023 4:34 PM
27	Have it straight and not curved	10/6/2023 4:21 PM
28	Lightly outline the letters of "Pinole" to add more depth and animation to the letters.	10/6/2023 3:58 PM
29	I am sad to see the removal of the indigenous person from the logo.	10/6/2023 3:57 PM
30	Font	10/6/2023 3:54 PM

31	Personalize the logo(s) in a way that represents Pinole's diversity.	10/6/2023 3:47 PM
32	Make the O not look like a basket.	10/6/2023 3:14 PM
33	Redo	10/6/2023 3:07 PM
34	In place of green diamonds put a small tree with green & blue below	10/6/2023 3:02 PM
35	Start over	10/6/2023 2:25 PM
36	instead of the curve, make it all straight alignment.	10/6/2023 2:22 PM
37	I would add more to. It is rather boring. I want to see more native folks reflected in the logo	10/6/2023 2:11 PM
38	The tribal design on the O, I don't feel that Pinole has an active history with any tribes	10/6/2023 1:41 PM
39	I really like the yellow in the other designs. To represent the sun, I'd add some yellow or a sun into the basket...or make the basket handle yellow.	10/6/2023 1:40 PM
40	Add yellow or gold to the center above the design	10/6/2023 1:25 PM
41	I have no design skills	10/6/2023 1:20 PM
42	I'd make sure to talk to local bands of Ohlone to get sign-off on the design before making it final.	10/6/2023 1:12 PM
43	Not sure	10/6/2023 1:00 PM
44	Everything	10/6/2023 12:51 PM
45	I don't like the curved text feels very Microsoft word clip art.	10/6/2023 12:49 PM
46	Perhaps a change to the colors to something more earthy.	10/6/2023 12:48 PM
47	Everything	10/6/2023 12:47 PM
48	The diamonds make no sense in the logo	10/6/2023 12:41 PM

Q7 What does the logo (Concept 2) above tell you about Pinole?

Answered: 55   Skipped: 17

#	RESPONSES	DATE
1	We have nature & a little bit of history. It's alright at best.	10/17/2023 10:38 AM
2	At least we have trees	10/17/2023 9:29 AM
3	we like nature	10/17/2023 9:07 AM
4	We have the Valley hills and trees	10/17/2023 8:54 AM
5	Oak tree, hills, traditional	10/17/2023 8:08 AM
6	Love the tree in the O! Looks happy and inviting!	10/16/2023 10:12 PM
7	I like the tree.	10/16/2023 9:05 PM
8	we have blue skys and tree.	10/16/2023 1:58 PM
9	this logo seems more appropriate than the other 3 that looks similar	10/16/2023 11:54 AM
10	Nature. It´s a bright background behind the tree, which could be angled to mean that the future is bright.	10/16/2023 11:06 AM
11	The tree is nice.	10/16/2023 8:22 AM
12	That it's a city by the water, full of trees, straight forward	10/14/2023 2:19 PM
13	I like the hills without the tree and designs on the hills that represent Pinole.	10/11/2023 3:01 PM
14	I like the tree	10/11/2023 7:19 AM
15	Simple, lovely, clean	10/9/2023 7:47 PM
16	that there are oak trees and hills in the city...	10/8/2023 9:01 AM
17	It's cute.	10/7/2023 10:09 PM
18	trees, waterline maybe	10/7/2023 1:54 PM
19	reflects the landscape best	10/7/2023 12:10 PM
20	Is that an oak tree or a flower? What does that mean?	10/7/2023 11:36 AM
21	It makes me think of water, the hills, and the oak trees	10/7/2023 10:47 AM
22	It has trees?	10/7/2023 9:10 AM
23	Feels a bit old school to me	10/7/2023 8:48 AM
24	It includes trees but nothing more. Not sue I like all the triangles everywhere. They don't add anything.	10/6/2023 11:13 PM
25	Pinole likes trees just like Oakland	10/6/2023 10:32 PM
26	It's green and has trees.	10/6/2023 8:21 PM
27	Lots of trees here. Nature.	10/6/2023 8:16 PM
28	That natural beauty is a prominent feature of the town.	10/6/2023 6:35 PM
29	Community by the bay, orange/yellow refer back to land, green hills prosperity, tree -perhaps an oak tree connection	10/6/2023 6:10 PM
30	It shows that Pinole appreciates nature (trees) and is close to the bay (wave underneath).	10/6/2023 6:02 PM
31	Lots of open natural spaces. Hills and trees.	10/6/2023 4:34 PM

32	Trees and ocean blue	10/6/2023 4:21 PM
33	trees by a creek	10/6/2023 3:58 PM
34	Nothing other than the name.	10/6/2023 3:57 PM
35	Has a tree. Looks nice	10/6/2023 3:54 PM
36	This tells me our city's name is Pinole.	10/6/2023 3:47 PM
37	It's plain and boring	10/6/2023 3:14 PM
38	Nothy	10/6/2023 3:07 PM
39	Trees & hills Blue below is bay delete diamond shapes below	10/6/2023 3:02 PM
40	Unsure	10/6/2023 2:25 PM
41	That there is nature around here.	10/6/2023 2:22 PM
42	There are trees	10/6/2023 2:11 PM
43	The water, and nature we are surrounded by	10/6/2023 1:41 PM
44	I think it's a strong contender, I just like the boldness of the lettering and the basket in the 1st design more.	10/6/2023 1:40 PM
45	It's in California, there are trees and hills, maybe water. Don't understand the triangles.	10/6/2023 1:20 PM
46	We have oak trees, our sky is filled with smoke, we have a river, we like to say 'no' (from the wide N and O)	10/6/2023 1:12 PM
47	Rural feeling. Peaceful and serene.	10/6/2023 1:07 PM
48	To me it says we care about our community and our ecosystem.	10/6/2023 1:00 PM
49	It tells me Pinole is has trees and hills. It evokes a pretty nature feeling	10/6/2023 12:59 PM
50	Trees are representative of open space and pleasant streetscapes.	10/6/2023 12:51 PM
51	That there are oak trees here?	10/6/2023 12:49 PM
52	It refers to the natural environment of the area.	10/6/2023 12:48 PM
53	This one looks better, but still feels like national parks t shirt.	10/6/2023 12:47 PM
54	It's got trees	10/6/2023 12:41 PM
55	It tells me that nature/greenery is a value; the blue makes me think of water (ocean views?).	10/6/2023 12:33 PM

Q6 Logo Concept 2 reflects the Pinole Community.

Answered: 72   Skipped: 0
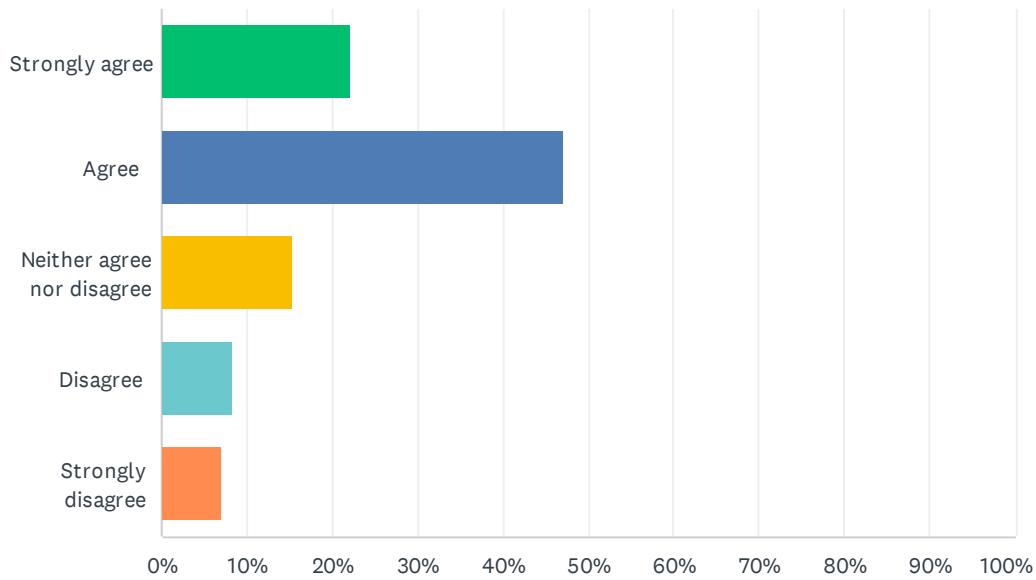
ANSWER CHOICES	RESPONSES	
Strongly agree	22.22%	16
Agree	47.22%	34
Neither agree nor disagree	15.28%	11
Disagree	8.33%	6
Strongly disagree	6.94%	5
TOTAL		72

Q8 What would you change about the logo (Concept 2) above?

Answered: 49   Skipped: 23

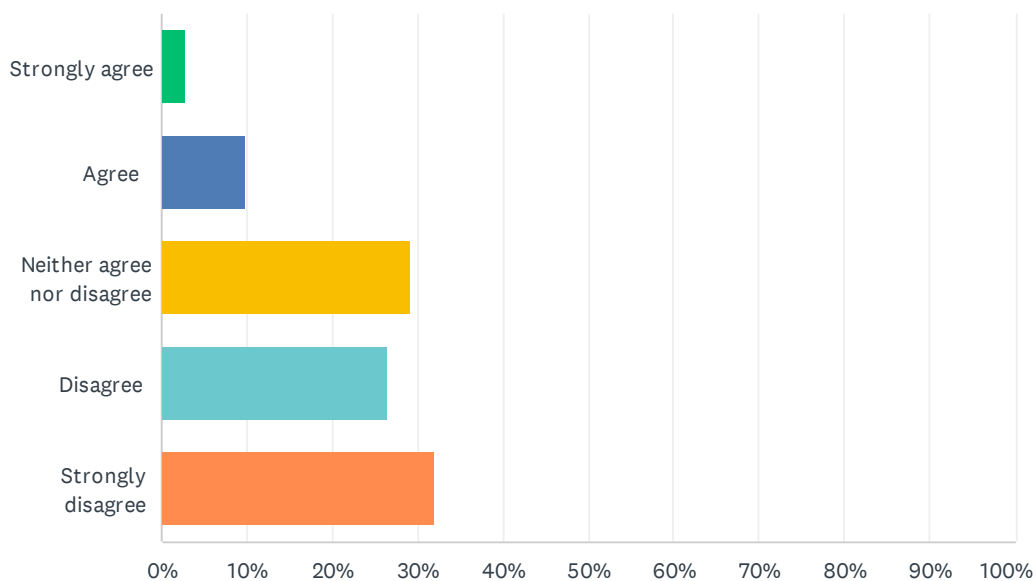| #	RESPONSES	DATE
1	First of all, at the least, change the colorway so that dark blue is purple and the dark blue to light blue fade below the letters are a fade from purple to yellow, making it somewhat like the Historic Old Town logo so it would have some form of heritage from the old. For the O in the middle, just make it a version of the city of pinole logo with the Native. Similar patterns for the border, the water, the birds, the mountains, the sunset, and make the native a white silhouette like the tree. And maybe add the 1903 somewhere in the picture, like the bottom left of the wavy line. This is the best design out of all of them, so if you're gonna take my suggestions, put them on this design. If using the new logo is a must, at least make the City of Pinole logo a secondary logo.	10/17/2023 10:38 AM
2	Maybe the O could have a more simplified version of the native american logo, with the birds and the mountains and maybe a silhouette of the native american. Maybe also add the purple and yellow colorway that we always had.	10/17/2023 9:29 AM
3	make it have the history behind Pinole and not look really simple	10/17/2023 9:07 AM
4	Make the letters bolder ? Different colors	10/17/2023 8:54 AM
5	Integrate some blue or water reference	10/17/2023 8:08 AM
6	Another tree? :)	10/16/2023 10:12 PM
7	nothing	10/16/2023 1:58 PM
8	Could you provide more options?	10/16/2023 11:54 AM
9	It seems a little too straight. Add some liveliness!	10/16/2023 11:06 AM
10	There is no water, and Pinole is on the water and used to be a port town.	10/16/2023 8:22 AM
11	Kind of corporate looking	10/14/2023 2:19 PM
12	Add either something like a hill behind the tree (and is this a specific tree in town?)	10/9/2023 7:47 PM
13	Include something that represents the Native American, Mexican, and Portuguese heritage.	10/8/2023 9:01 AM
14	not sure	10/7/2023 10:09 PM
15	remove the triangular pattern around the tree - It's too much with the pattern in the strip below.	10/7/2023 1:54 PM
16	I don't like any of these- where is our history and the story of Pinole?	10/7/2023 11:36 AM
17	Again, make the basket patterns in basket colors, rolling waves and hills can be in the background across the whole logo. The way the hills are now, they look like leaves and the tree looks like a flower at first glance.	10/7/2023 10:47 AM
18	go back to the one we have now. All of these are terrible and lack imagination.	10/7/2023 9:10 AM
19	No curvature	10/7/2023 8:48 AM
20	Remove the triangles, Maybe add something else that reflects the gold grass color in summer.	10/6/2023 11:13 PM
21	I like it but change the tree to something else.	10/6/2023 10:32 PM
22	Triangles mean what? If they are a symbol of something I don't recognize it. I think the Indigenous roots of this region need to be clearly depicted and honored.	10/6/2023 8:16 PM
23	Nothing. I like the entire design.	10/6/2023 6:35 PM
24	I would add more orange in design. If you look around Pinole what do you see? A golden valley	10/6/2023 6:10 PM
25	Nothing	10/6/2023 6:02 PM

26	Have the established date next to the word California	10/6/2023 4:21 PM
27	The Pinole letters look weak, unfriendly.	10/6/2023 3:58 PM
28	I am sad to see the removal of the indigenous person from the logo.	10/6/2023 3:57 PM
29	Nothing	10/6/2023 3:54 PM
30	Once again, make the logo(s) more reflective of the culture and/or history here in this city. This logo resembles any city's logo.	10/6/2023 3:47 PM
31	Make the tree more prominent.	10/6/2023 3:14 PM
32	Redo	10/6/2023 3:07 PM
33	Have tree smaller and add small amount of blue (water for the Bay) at bottom	10/6/2023 3:02 PM
34	It is nice	10/6/2023 2:25 PM
35	Bolder Font	10/6/2023 2:22 PM
36	Once again this is boring. I'd like to see more trees, the bay, hills and the natives.	10/6/2023 2:11 PM
37	The yellow behind the tree, the way it contrasts just doesn't feel organic	10/6/2023 1:41 PM
38	not sure...	10/6/2023 1:40 PM
39	Still have no design skills.	10/6/2023 1:20 PM
40	The color of the sky, the width of the 'N', font is too light (=narrow)	10/6/2023 1:12 PM
41	Less angular lettering	10/6/2023 1:07 PM
42	Maybe try a different font with the letters.	10/6/2023 1:00 PM
43	I would make the hills more prominent that the tree and try to evoke the water of the bay more clearly. To me this looks like a logo for Walnut Creek but doesn't feel like Pinole	10/6/2023 12:59 PM
44	It's fine as is.	10/6/2023 12:51 PM
45	There is too much detail in the "o" part. There is a lot of line work and then shading on top of the line work. When a logo is this small and you have this much detail it becomes less iconic. Also the literal tree icon is used in the Oakland logo so I feel like we should differentiate. Kind of cheesy	10/6/2023 12:49 PM
46	Change to the colors.	10/6/2023 12:48 PM
47	The whole thing	10/6/2023 12:47 PM
48	Have something more concrete about the people of the community, not just geography	10/6/2023 12:41 PM
49	Less visually complicated (e.g. the diamond pattern)	10/6/2023 12:33 PM

Q9 Logo Concept 3 reflects the Pinole Community.

Answered: 72   Skipped: 0

ANSWER CHOICES	RESPONSES	
Strongly agree	2.78%	2
Agree	9.72%	7
Neither agree nor disagree	29.17%	21
Disagree	26.39%	19
Strongly disagree	31.94%	23
TOTAL		72

1 / 1

Q10 What does the logo (Concept 3) above tell you about Pinole?

Answered: 47   Skipped: 25

#	RESPONSES	DATE
1	We are a tech company from Silicon Valley.	10/17/2023 10:38 AM
2	We're a tech company with no soul	10/17/2023 9:29 AM
3	it looks like we just work for google	10/17/2023 9:07 AM
4	Trying to be hip	10/17/2023 8:54 AM
5	Water, hills, sun	10/17/2023 8:08 AM
6	It's a boring town!	10/16/2023 10:12 PM
7	Too art deco	10/16/2023 9:05 PM
8	n/a	10/16/2023 11:54 AM
9	Not much in the slightest.	10/16/2023 11:06 AM
10	This is my favorite. It represents water and land, which we have abundance of.	10/16/2023 8:22 AM
11	That it's trying to be more modern and attractive to young people	10/14/2023 2:19 PM
12	Colors, quiet, simple	10/9/2023 7:47 PM
13	Not sure	10/8/2023 9:01 AM
14	We have water that is getting away from us.	10/7/2023 10:09 PM
15	proximity to bay?	10/7/2023 1:54 PM
16	nothing	10/7/2023 12:10 PM
17	I have no clue what this is supposed to be	10/7/2023 11:36 AM
18	It tells.me the name.of the city and reflects the blue & gold of California.	10/7/2023 10:47 AM
19	Nothing	10/7/2023 9:10 AM
20	Feels modern, focuses on the land, bright future	10/7/2023 8:48 AM
21	Nothing	10/6/2023 11:13 PM
22	nice and colorful but it looks to much like a busness logo, not a city crest.	10/6/2023 10:32 PM
23	Nothing	10/6/2023 8:16 PM
24	Nothing. The colors do not signify anything to those who aren't familiar with Pinole.	10/6/2023 6:35 PM
25	Too much of a blue suggest a beach town…. It's modern, it's nice, but I respect our history and even original good old pinole logo.	10/6/2023 6:10 PM
26	No clue	10/6/2023 4:34 PM
27	Unification, straight-forwardness, honest	10/6/2023 3:58 PM
28	Only tells of the name.	10/6/2023 3:57 PM
29	That Pinole is the name of some kind of company	10/6/2023 3:54 PM
30	This logo looks very corporate.	10/6/2023 3:47 PM
31	It's plain and boring	10/6/2023 3:14 PM
32	Noty	10/6/2023 3:07 PM

33	water, green, sun?	10/6/2023 3:02 PM
34	Not sure what it represents	10/6/2023 2:25 PM
35	warmth, environment	10/6/2023 2:22 PM
36	Nothing at all	10/6/2023 2:11 PM
37	Its too simple to tell anything, but I like the clean design	10/6/2023 1:41 PM
38	not much	10/6/2023 1:20 PM
39	Our wastewater drains into the bay, we knocked over a flask, our water stinks (green cloud above water), our city is named PINGLE or PINQLE	10/6/2023 1:12 PM
40	Not sure really, says water hills and green to me	10/6/2023 1:00 PM
41	The circle of the "o" evokes a kind of community or togetherness. I like that the green and blue evoke hills and the water of the bay	10/6/2023 12:59 PM
42	Nothing	10/6/2023 12:51 PM
43	I think the o is interesting in this one. The yellow on top for the sun, the dark blue on the bottom for ocean, the lighter blue for the creek, and the green minder half circle for the hill. I like that this is abstracted out. I also like the modern sans serif font makes the city seem fresh.	10/6/2023 12:49 PM
44	It refers to the bay and the rest of the natural environment. The design is clean and modern but makes no reference to the history of the city.	10/6/2023 12:48 PM
45	This one looks like a gaming console system .	10/6/2023 12:47 PM
46	The name	10/6/2023 12:41 PM
47	I 'see' the sun, hills, and water in this logo. I like that it's simple.	10/6/2023 12:33 PM

Q11 What would you change about the logo (Concept 3) above?

Answered: 46   Skipped: 26

#	RESPONSES	DATE
1	Make it less oversimplified & ACTUALLY show our town's heritage well.	10/17/2023 10:38 AM
2	Too oversimplified, looks like a tech company, needs to actually represent out heritage well and look beautiful at the same time.	10/17/2023 9:29 AM
3	not make it this oversimplified and not look like we're a branch for some big tech company	10/17/2023 9:07 AM
4	Make it not look like it's saying "0lé!"	10/17/2023 8:54 AM
5	I don't like the line between the o and the e	10/17/2023 8:08 AM
6	Put a tree somewhere!	10/16/2023 10:12 PM
7	n/a	10/16/2023 11:54 AM
8	I don´t like the design, really. I see the vision, but there are surely better ways of going about it.	10/16/2023 11:06 AM
9	The line from O to E	10/16/2023 9:08 AM
10	Nothing	10/16/2023 8:22 AM
11	Also looks like a product /corporate logo	10/14/2023 2:19 PM
12	No image is boring and the line shouldn't go through the remaining letters in the town's name	10/9/2023 7:47 PM
13	Include something that represents the geography and the Native American, Mexican, and Portuguese heritage.	10/8/2023 9:01 AM
14	seal the leak	10/7/2023 10:09 PM
15	a little too generic	10/7/2023 1:54 PM
16	remove the weird horizontal line connecting O to E and making it less legible. Why? what does it mean??	10/7/2023 12:10 PM
17	I don't like any of these - where is our history and the story of Pinole?	10/7/2023 11:36 AM
18	Add graphics that represent the history and landmarks of the town.	10/7/2023 10:47 AM
19	Delete it	10/7/2023 9:10 AM
20	None	10/7/2023 8:48 AM
21	more detail that sugests pinole	10/6/2023 10:32 PM
22	Too plain, I'd like to see some sort of nature or representation of indigenous culture that existed here before colonization	10/6/2023 8:16 PM
23	Include more texture and different color scheme (gold, brown, etc)	10/6/2023 6:10 PM
24	I don't like the line running through the last two letters.	10/6/2023 6:02 PM
25	Have it refect our community. I don't care for this one.	10/6/2023 4:34 PM
26	Have bold sun rays where the yellow part is. Sunny Pinole! ☀️	10/6/2023 4:21 PM
27	Not much...it just doesn't look too "official".	10/6/2023 3:58 PM
28	I am sad to see the removal of the indigenous person from the logo.	10/6/2023 3:57 PM
29	Looks like a corporate logo, just awful.	10/6/2023 3:54 PM
30	Instead of what looks like an island, why not make the "O" of Pinole a native flower? We have	10/6/2023 3:47 PM

a street named Pinon in Pinole - with pinon being a small, pine tree. That could be incorporated into the logo.

31	Redo	10/6/2023 3:07 PM
32	Make water area start lower and add a tree in green area above which should be lower.	10/6/2023 3:02 PM
33	Everything	10/6/2023 2:25 PM
34	I don't care for the line through OLE	10/6/2023 2:22 PM
35	Once again this is boring. I'd like to see more trees, the bay, hills and the natives.	10/6/2023 2:11 PM
36	It's too modern feeling.	10/6/2023 1:58 PM
37	Nothing, as long as the purpose is to go with a clean and simple design	10/6/2023 1:41 PM
38	I really don't like the key type line running from the "O" through "L" and "E"...I do like the colors though.	10/6/2023 1:40 PM
39	don't like the design in general - what's with the horizontal line from the O to the E??	10/6/2023 1:20 PM
40	The straightness of the line emerging from the O. Make it organically curved like a stream, not perfectly straight like a pipe or laboratory glassware.	10/6/2023 1:12 PM
41	Not sure	10/6/2023 1:00 PM
42	Everything	10/6/2023 12:51 PM
43	I think this one lacks a indigenous reference like the other ones.	10/6/2023 12:49 PM
44	Probably nothing.	10/6/2023 12:48 PM
45	A lot.	10/6/2023 12:47 PM
46	It's only telling a story with color, and not everyone can see those color combos	10/6/2023 12:41 PM

Q13 What does the logo (Concept 4) above tell you about Pinole?
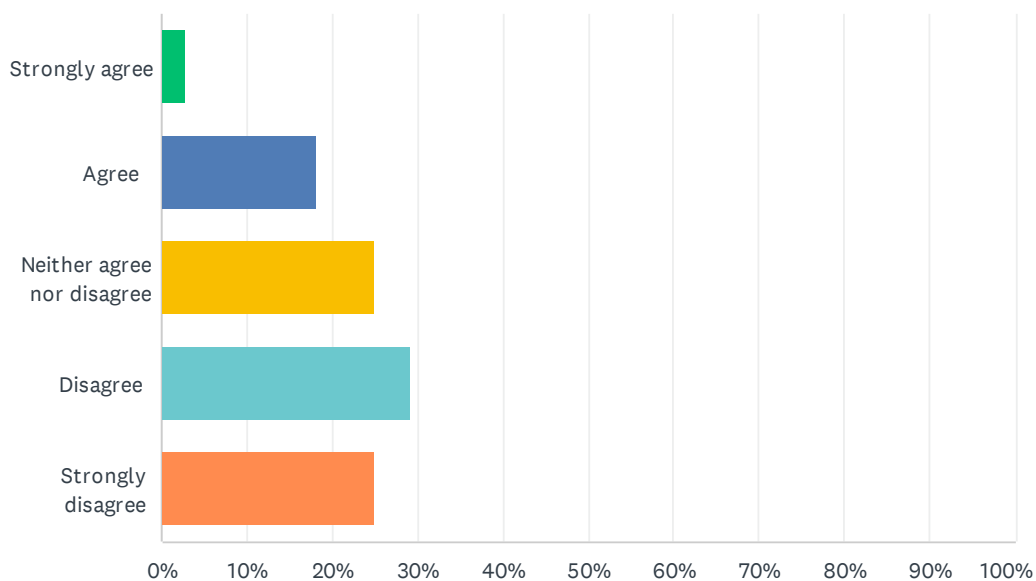
Answered: 46   Skipped: 26

#	RESPONSES	DATE
1	We are a Hispanic tech company.	10/17/2023 10:38 AM
2	We're a hispanic tech company	10/17/2023 9:29 AM
3	we look like a big tech city despite us not being one	10/17/2023 9:07 AM
4	We have water	10/17/2023 8:54 AM
5	Water, hills, sun	10/17/2023 8:08 AM
6	It's the same as #3	10/16/2023 10:12 PM
7	fresh blue sky	10/16/2023 1:58 PM
8	n/a	10/16/2023 11:54 AM
9	Same as Concept 3.	10/16/2023 11:06 AM
10	Same as previous.	10/16/2023 8:22 AM
11	Ohlone heritage is important, modernizing city, the connecting letters represent connection to me	10/14/2023 2:19 PM
12	Slightly better and more dimensional than concept 3	10/9/2023 7:47 PM
13	Not sure	10/8/2023 9:01 AM
14	WAter is escaping.	10/7/2023 10:09 PM
15	maybe the line through the E represents water, but not sure anyone not from here would see that	10/7/2023 1:54 PM
16	nothing	10/7/2023 12:10 PM
17	What is it supposed to be?	10/7/2023 11:36 AM
18	It tells me the name of the city. It implies green land and nods to the Bay. Again, there is subtle basket design that just might be a pretty design and nothing else.	10/7/2023 10:47 AM
19	nothing	10/7/2023 9:10 AM
20	Not much, but better than No. 3 because it is more complex.	10/6/2023 11:13 PM
21	pinole still looks like a business logo	10/6/2023 10:32 PM
22	Nothing	10/6/2023 8:16 PM
23	Like the other "stylized" designs, it wouldn't mean anything to most people.	10/6/2023 6:35 PM
24	Not much, again I don't like the dark blue	10/6/2023 6:10 PM
25	Nothing. What does it have to do with Pinole?	10/6/2023 4:34 PM
26	No biases, community awareness	10/6/2023 3:58 PM
27	Nothing other than the name	10/6/2023 3:57 PM
28	Nothing	10/6/2023 3:54 PM
29	The same as the previous ones. It doesn't look distinctively different from the others.	10/6/2023 3:47 PM
30	It's boring and plain. Nothing to do with Pinole.	10/6/2023 3:14 PM
31	Nothing	10/6/2023 3:07 PM

32	Lots of water & some green What are the small triangles for?	10/6/2023 3:02 PM
33	Confused	10/6/2023 2:25 PM
34	This looks the same as 3?	10/6/2023 2:22 PM
35	Nothing	10/6/2023 2:11 PM
36	Too simple to represent a city	10/6/2023 1:41 PM
37	Again, not much. I spend time trying to figure out what's going on with the horizontal line from the O to the E. To me it's distracting.	10/6/2023 1:20 PM
38	Our wastewater drains into the bay, we knocked over a flask, our water stinks (green cloud above water), our city is named PINGLE or PINQLE	10/6/2023 1:12 PM
39	Not much I think	10/6/2023 1:00 PM
40	The circle of the "o" evokes a kind of community or togetherness. I like that the green and blue evoke hills and the water of the bay.	10/6/2023 12:59 PM
41	Nothing	10/6/2023 12:51 PM
42	This one is the same as the concept 3 with triangles in the o. I think it's an attempt to keep the native symbolism but not quite clear.	10/6/2023 12:49 PM
43	this modern design gives some reference to the native history of the area as well as the geographic features.	10/6/2023 12:48 PM
44	Recycling company logo vibes.	10/6/2023 12:47 PM
45	Same as concept 3	10/6/2023 12:41 PM
46	I 'see' the sun, hills, and water in this logo. The diamond pattern makes think it's a reference to Native culture.	10/6/2023 12:33 PM

Q12 Logo Concept 4 reflects the Pinole Community.

Answered: 72   Skipped: 0

ANSWER CHOICES	RESPONSES	
Strongly agree	2.78%	2
Agree	18.06%	13
Neither agree nor disagree	25.00%	18
Disagree	29.17%	21
Strongly disagree	25.00%	18
TOTAL		72

Q14 What would you change about the logo (Concept 4) above?

Answered: 42   Skipped: 30

#	RESPONSES	DATE
1	Make it less oversimplified & actually show our town's heritage well.	10/17/2023 10:38 AM
2	Too oversimplified, looks like a tech company, needs to actually represent out heritage well and look beautiful at the same time. And for the love of god, if you're gonna use one of these logos, please alternate this with the Native Logo and the Historic Old Town Logo.	10/17/2023 9:29 AM
3	we still look like a tech company	10/17/2023 9:07 AM
4	Add more to the actual picture in the o	10/17/2023 8:54 AM
5	I don't like the line between the o and the e	10/17/2023 8:08 AM
6	Trees!	10/16/2023 10:12 PM
7	n/a	10/16/2023 11:54 AM
8	Same as Concept 3.	10/16/2023 11:06 AM
9	The line from O to E	10/16/2023 9:08 AM
10	The triangles around the circle are distracting.	10/16/2023 8:22 AM
11	See above critiques of #3	10/9/2023 7:47 PM
12	Flip the blue and green...not sure if it is bay and hills, hills and sky Include something that represents the Native American, Mexican, and Portuguese heritage.	10/8/2023 9:01 AM
13	not sure	10/7/2023 10:09 PM
14	remove the weird horizontal line connecting O to E and making it less legible. Why? what does it mean??	10/7/2023 12:10 PM
15	I don't like any of these - where is our history? The story of Pinole?	10/7/2023 11:36 AM
16	The line through the O L E. Is that supposed to imply the creek? Clever, but not very fluid. I'm a person who like curves more than straight lines. It's a "clean" logo. I'll give you that.	10/7/2023 10:47 AM
17	delete it	10/7/2023 9:10 AM
18	Better detail than concept 3 but needs to be more like 2	10/6/2023 10:32 PM
19	Add something! Pinole is a town not a corporation. Where is the soul?	10/6/2023 8:16 PM
20	Add a Historical reference	10/6/2023 6:10 PM
21	I don't like the line running through the last two letters.	10/6/2023 6:02 PM
22	Just start over.	10/6/2023 4:34 PM
23	Have bold sun rays where the yellow part is. Sunny Pinole! ☀️	10/6/2023 4:21 PM
24	letters starting smaller, increasing in size to the actual logo, them back again, emphasizing the logo.	10/6/2023 3:58 PM
25	I am sad to see the removal of the indigenous person from the logo.	10/6/2023 3:57 PM
26	Throw it away	10/6/2023 3:54 PM
27	Another idea that could be implemented would be making the "O" in Pinole a circle of diverse hands of color. Maybe the hands are simply holding one another 360 degrees; with something being held in the center like a flower, or seeds called "pinolli" from which the name Pinole derives from.	10/6/2023 3:47 PM

28	Make it reflect a community of people and beautiful trees, a creek etc.	10/6/2023 3:14 PM
29	Redo	10/6/2023 3:07 PM
30	Have green area lower (with cross over) and Add tree. Then has less water below. Maybe small trees instead of triangles?	10/6/2023 3:02 PM
31	Not sure what it even represents	10/6/2023 2:25 PM
32	no line through OLE	10/6/2023 2:22 PM
33	Once again this is boring. I'd like to see more trees, the bay, hills and the natives.	10/6/2023 2:11 PM
34	The arrows on the O, the design seems to be a clean and simple design, it feels like the arrows are just an after thought	10/6/2023 1:41 PM
35	I like this one better that the 3rd design but it's ranks 3rd on my list.	10/6/2023 1:40 PM
36	Sorry, still haven't gained any design skills.	10/6/2023 1:20 PM
37	The straightness of the line emerging from the O. Make it organically curved like a stream, not perfectly straight like a pipe or laboratory glassware.	10/6/2023 1:12 PM
38	I just wouldn't use it	10/6/2023 1:00 PM
39	Everything	10/6/2023 12:51 PM
40	Nothing.	10/6/2023 12:48 PM
41	Should hire a local artist to advice on this project, these logos look like generated freebies icons.	10/6/2023 12:47 PM
42	Same as concept 3	10/6/2023 12:41 PM