

## Survey Results

## Appendix D

This document summarizes the responses to the New England Archivists Graphic Design Survey, which ran from Oct. 15 to Nov. 7, 2005. The purpose of the survey was to solicit feedback from NEA membership regarding proposed NEA logos.

Summary: Members felt Design 1 best distinguished New England Archivists from other groups with the same acronym and best represented NEA's mission. Given a chance to rank the designs on their overall preference, there was a statistical tie between Design 1 and the Current NEA Design (see below for explanation of statistical analysis). The members showed a strong preference for a red color scheme. They also provided some suggestions for taglines and many comments.

rev. 11/18/05 / mar (Michael Rush)

### Design 1



### Design 2



### Design 3



### Current NEA Design



**1) Which design best distinguishes New England Archivists from other groups with the same "NEA" acronym, i.e. National Endowment for the Arts, National Education Association, etc.?**

Total Responses: 130

Design 1	62 (48%)
Current Design	38 (29%)
Design 3	21 (16%)
Design 2	9 (7%)

**2) Which design best conveys a sense of NEA's mission? The current NEA mission statement is as follows:**

Total Responses: 120

Design 1	56 (47%)
Current Design	42 (35%)
Design 3	18 (15%)
Design 2	4 (3%)

**3) Please rank Design 1, #1 being the highest, or most favorable, rank.**

Total Responses: 129

Rank 1	53 (41%)
Rank 2	29 (22%)
Rank 4	27 (21%)
Rank 3	20 (16%)

**4) Please rank Design 2, #1 being the highest, or most favorable, rank.**

Total Responses: 129

Rank 4	69 (53%)
Rank 3	27 (21%)
Rank 2	23 (18%)
Rank 1	10 (8%)

**5) Please rank Design 3, #1 being the highest, or most favorable, rank.**

Total Responses: 129

Rank 3	44 (34%)
Rank 2	32 (25%)
Rank 1	28 (22%)
Rank 4	25 (19%)

**6) Please rank the Current NEA Design, #1 being the highest, or most favorable, rank.**

Total Responses: 129

Rank 1	45 (35%)
Rank 2	35 (27%)
Rank 3	32 (25%)
Rank 4	17 (13%)

**Statistical Analysis of Ranking Responses**

The following ranking is based on composite of the ranking scores for each design. Each design was given 4 points for every first place vote, 3 points for every second place vote, 2 points for every third place vote, and 1 point for every fourth place vote.

Design 1	366 pts
Current Design	366 pts
Design 3	321 pts
Design 2	232 pts

Although Design 1 had eight more first place votes than the Current Design, it had relatively more third and last place votes. So, by great coincidence, they are statistically tied. The best way to describe the result is that the Current Design has broader support, whereas Design 1 had a polarizing effect...people really liked it or really didn't.

**7) Which color scheme do you like best?**

Total Responses: 133

Red Color Scheme	100 (75%)
Red Color Scheme	33 (25%)

**5) If you would like to suggest a tagline to accompany the NEA Graphic, please do so here.**

Preserving the Past Present and Future

Preserving our past, present and future

- Preserving knowledge through the ages; - Gathering, saving, and sharing knowledge - Helping people to learn from the past

"Give Generously" or "NEA Recycles History" "Purveyors of New Englands Historical Memory" '

Preserving the future today.

Preserving the past for the future [though this tagline may have been used already by other organizations]

"preserving New England's heritage for future generations" "preserve, conserve and access for all"

Preserving the Past to Enlighten the Future.

Archivists: we're history and much, much more.

Saving & Sharing the Past & Present

We help YOU preserve the past for the future.

Can the current one be modified to have a solid bottom line like Design 1 and use the same type font?

assuring the enduring value of New England's archives

Possibly a scroll of paper with a quill pen sort of image to add to the logo.

Accessing history

I recommend no tag line.

Preserving your past

If we wanted to come up with a line--like "see what we save" or "we're keepers" or something like that, it might be good on some things we put out, but not others. Not sure if that is really what you are asking.

Preserving our past and future.

We're History!

New England Archivists...the other [italicized] NEA...

**6) Do you have any general comments about the proposals for NEA's graphic identity?**

All very good proposals!

I would like to see a more graphic image -- couldn't we have an icon? An open doc box, "NEA" inside a four-flap enclosure... something more than spruced up initials...

Although I think it is the second best logo proposed, the current/temp design is quite similar to the National Education Association--both seem to believe ee cummings has some relation to the organization--so if branding is an important part of the decision-making process, that should be taken into consideration. It might be helpful to add the Nat'l Endowment for the Arts & Nat'l Education Association logos to this survey if you want us to make an educated vote on how the NEA logo proposals compare--I had to go to the websites since I am not familiar with them off-hand.

I really like the current design, and thought it would be my first choice. It's eye-catching and modern and will appeal to a broad range of people. However, when I noticed that the National Education Assoc. also has a logo with lower-case "nea," I reevaluated. Design #1 cleverly incorporates a sense of what archivists do. I think it would also look good in blue.

The blue color scheme appears bleak and lifeless. Are the holes in #2 supposed to be punch card holes? I ask because they look like bullet holes. None of the proposals jump off the page, but #1 comes closest to communicating NEA's mission.

Color -- would like the red or blue to be brighter Font -- Would like #1 to have a san serif type to get away from too strong a typewriter look

I can't figure out what the bullet holes in Design #2 signify. Our current one is too close to the National Education Association's logo. Design #1 and #2 are distinctive and very attractive in Greyscale - although your survey doesn't give us that option.

Excellent Survey Design. Thank you for the opportunity to give input.

Excellent choices for the new logo

The red colors differentiate NEA from the other 2 organizations mentioned the most. They both appear to use blue, at least on their website.

difficult to answer question #1 without examples; to me design #1 represents organization, access and retrieval of information; design #2 suggests digitization - could be more effective if the "N" was an antique font (to suggest "the past"), and the "E" was a contemporary font (to suggest "the present")and let the digitized "A" suggest "the future"; design #3 suggests storage boxes - a cube showing file folders on the top and a "New England Archivists" label on the front might be more effective; question 7 would be easier to answer if each design appeared in both colors

#3 is too playful; #2 makes no sense to me graphically--looks like a computer logo  
good luck

This is a waste of time.

As long as we use "NEA" so prominently it will be confusing. We use it as a handy abbreviation but all members may need to be more sensitive to using "New England Archivists" especially when in the company of non-archivists. We may want to minimize the use of "NEA" on our web site, and spell out "New England Archivists." Too much "insider" language might be intimidating to non-members.

#2 looks like someone took potshots at the logo and #3 looks too much like an education - grammar school logo. I like #1 because it spells out the acronym in capital letters rather than the current which makes nea look like a word rather than an acronym

The blue logos appear bland and lifeless. Are the holes in #2 supposed to be punch card holes? I ask because they look like bullet holes. None of them jump out at me, but #1 comes closest. Could you send them back to the drawing board with #1?

Design #2 looks like a sign down south where someone used a shotgun on it...UGLY

Would have liked to see all the logos in both colors. If blue is chosen, would like to see a clearer, deeper blue. Final version needs a sharp typeface. I like the current logo, but it's lowercase characters are too much like the logo of the National Education Association.

#2 looks like a highway sign with bullet holes. #3 is cute/perky but I'm not sure what the meaning is besides vaguely paper or book, makes me think jack-in-the-box, but I like it. I had been admiring the "current, temporary" design quite a bit.

I picked Design #3 as the most appealing and distinctive, but really I don't see how it--or any of the others--conveys NEA's mission! (Nor am I clear on how any graphic would do this.)

Number three says "record carton" and "unity" (because of the linking) to me. I really like that one. Actually, what number 3 reminds me of are the boxes that people try to put together finding an extra flap that they did not fold under (novice box assemblers)! But - that is besides the point! Overall, these all look great. Thanks to everyone involved for all the effort.

#1 good color, but too small #2 "bubbles" distracting #3 clear, easy to read #4 good design but too similar to Nat'l Education

I am disappointed in these choices. I don't think any would make our identity stronger; #3 is palatable. You ask for a color choice, but only one color is given for #3. ??? Frankly, I can't see a long term for these options. More branding to come?

Design #2 looks like it was shot full of holes.

None of them says WOW! (And, I wonder whether an Archivists' organization should use a sans-serif typeface.)

The current design is very bold, which is good. I think it represents the organization well. Design #1 has an archival reference (folder tabs), but it is not as bold. It would get lost when used on directional signs at meetings.

There are a lot of organizations with the NEA acronym. Most of them use a blue color scheme, so I think NEA should seriously consider the red/brick/cranberry color scheme. Also the brick and cranberry have "ties" to New England (brick buildings, cranberry bogs--lobsters?!). A quick web search shows the following blue-logo'd orgs: Natn'l Educ Assoc Nat'l Endowment for the Arts National Energy Action The NEA Foundation for the improvement of education Nuclear Energy Agency .....

While I do favor the current design of the NEA "brand," I think it could be improved if the lettering of the words "new england archivists" were in larger type.

Don't change it... or if you must, do not change it to the alternatives suggested here.

Like Design 1 but it's too horizontal. The look is very effective for emphasizing the "archivists" and delineating it from the NE.

The current one is fine. what's the purpose of changing it anyhow?

Without looking at the line that reads Design #1, etc. my eye automatically went to the current design and thought that's the best - then I realized I picked the current design.

I absolutely hate #2. It looks like some kind of mutant punch card.

Graphically I like the Current NEA design the best. I don't think any of them conveys the mission through the graphic design...that would require the tag line.

I don't LOVE any of these designs but like the temporary one we've been using. Lower case lettering makes it less stuffy which I think is good. Options number 2 and 3 don't seem to be archival at all, but just my opinion.

The current, temporary, design is the best. The lower case letters give it a more hip, hipper feel. The rounded form of these letters provides for a sense of movement which is not evident in solid, blocky lettering and structure of the other designs. Thanks to the group who worked on this. I know this was a lot of work.

Current is best graphically. Design 1 is old-fashioned and stodgy. Design 2 does not really decipher and design 3 is OK, but not all that different from current design which is

straightforward, clear and clean.

I would like to retain the historic connection to the cranberry or brick "New England" color. Also, the Nat'l Educ. Assoc color is blue. There is also a "nea.com" org. (New Enterprise Associates) which is also blue. Nat'l Endowment for the Arts is also blue. As is the NEA Foundation for the Improvement of Education..... I also really like the current/temp logo, and think that since we have been using it for a year or more, we already have enough "recognition" that if we change it again it will really get confusing. And since it ain't broke there's no reason to fix it. Thanks for doing this!

I like the idea of index tabs as evident in design 1. The size of the graphic does not stand out however. If it were enlarged to be more to scale with our present design I think it would be better. I think the present design is just fine, as it is very visible and recognizable. The proposed versions are not an improvement in my opinion, especially not the busy designs 2 & 3, although I prefer the font in #1 to what we presently use. If I had my choice, I would use the present design with the font in #1.

I don't think it is possible to capture NEA's mission graphically, so go for good design.

Is Design 1 based on the notion of file tabs? It is unclear and would not resonate with the general public.

I appreciate the work that has gone into this, but I don't think any of the proposed logos convey anything about archives or the NEA. In fact, Design #3 looks very like blocks, making one think of children, and thus education, and therefore THAT NEA. Design #2 could be snow? records gnawed by rats? (at least that's involved in our work!) pixels in digital records? I don't understand what the "branding" is for, since we're not a business and aren't selling a product. How many people are going to see the letterhead, or the newsletter? I can see putting some images on our webpage (see the archaeological SAA site) that convey the materials we're working with, but I think a logo that conveys archives is a lost cause (this was explored about 25 years ago, too!). Good luck!

I don't find anything distinctive about any of the designs, current or proposed. I like design 3 least, but I can't choose between the others. They seem to be just graphics but not icons.

It was pointed out to me at the NEA meeting--by a non-NEA member--that Design #2 looked like someone had been shooting at a stop sign! She felt that NEA should have a logo that emphasized preserving paper, not putting holes in it! I'm afraid that once I heard her comments, I took an unreasonable dislike to Design #2. Design #1 just seems blah to me.

Design #1 is a clear winner--very tasteful and classic, it won't go out of style any time soon. NEA is New England, after all, and so should communicate that through such a classic design.