

Logo Similarity

The following questionnaire consists of 20 questions in which you will be asked to determine how similar two *logos* (i.e., images) are to each other.

You are supposed to spend less than 5 seconds to evaluate each pair of logos (hence, the questionnaire will take no more than 5 minutes, including the time to provide your answer).

Your "perceived similarity" is meant to be expressed on a 1--5 scale (with 1 being "very different" and 5 being "very similar").

** Indicates required question*

1. How old are you? *

Mark only one oval.

- ☐ Less than 20
☐ 20 -- 29
☐ 30 -- 39
☐ 40 -- 49
☐ 50 -- 59
☐ 60 or more

2. What is your Amazon Turk Worker ID? *

Look at these two images for no more than 5 seconds, and then answer the similarity question. (Snapchat)

Logo A



Logo B



3. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

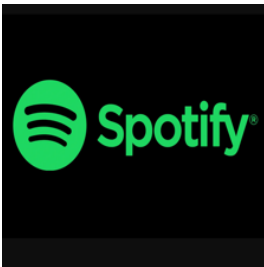
4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



4. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



5. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



6. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



7. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



8. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



9. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark *only one* oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



10. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



11. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



12. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

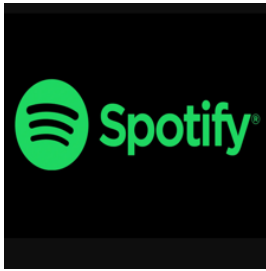
Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



13. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

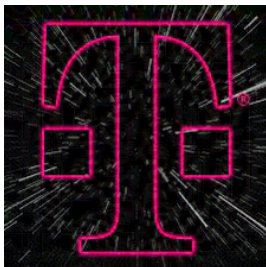
4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



14. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

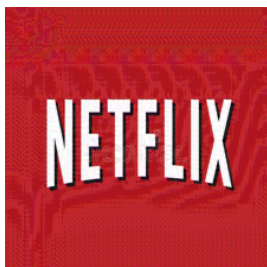
Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



15. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



16. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



17. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



18. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



19. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



20. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



21. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



22. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1

☐

2

☐

3

☐

4

☐

5

☐

Very Similar

Look at these two images for no more than 5 seconds, and then answer the similarity question.

Logo A



Logo B



23. On a scale from 1 to 5, how similar do you think these two logos are? *

Mark only one oval.

Very Different

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Similar

Survey code

(do not forget your code!)

24. Your **Survey Code** is as follows:

*

"Your Amazon Turk Worker ID" + "the first digit of your age"

(for instance, if your AMT ID is "abc" and you are 43, your Survey Code is "abc+4" -- without quotes!)

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