



I like this logo, it's simple and memorable, though it's icon is not very original, I saw this kind of logo on many contests. The things that I don't like about it:

- I would avoid gradient overlay since the website and style of whole application will be flat and modern.
- The font is too simple and generic, nothing customized on it. Designer should try using a different font
- Some parts of icon are messy, part of arrow looks weird. Dots above arrow & file are not needed, they are just making the icon even messier.



This one is very good. The icon is interesting. You can see here how colors are much more modern when there is no gradient. Very good color use. The font is good (Harabara Font). I'm not sure how orange will fit in what we have created so far (website) but if you really want to have orange color, I'll try to incorporate it in website. I would stick with blue, white & gray. Orange looks good here, but I think we should use only 2 or 3 colors. I got box.com and dropbox.com as examples of what should filemation look like, and you can see that they use white, blue and gray. One thing that should be removed:

- Shadow beneath the icon



I don't like this at all. The icon is messy, technically not good. The arrow is deformed, and I don't see really any meaning in this icon. Those are papers with some arrow around them. I would stay away from green color since it has no use for us. As I said we need blue. The only thing that has potential here is the font, it looks nice and modern. Apart from that I wouldn't say this logo could be of use.



This one is worse than the previous one. The icon is very bad, thick, looks weird. Arrow is weird, it's missing the part on the top. Again, we don't need green color. Font is awful, looks old. We need something polished and modern, this logo is surely not that. I don't know what would fix this logo, so I don't even consider it a potential winner.



I like this one, it's good. The font is very good, it looks modern and tech related. I like the icon as well. I like the shape of those documents (one edge rounded & others not). We need designer to try making this without using gradients & reflections. What I don't like is that arrow. It doesn't look very good there & it blends with blue colour (the second document) making the icon look messy so I would either remove the arrow or make it a different color or place it somewhere else. Overall, this one is very good & has potential.



Looks good, remove gradients & shadow beneath the icon. Try to add gray color. Besides that it's a nice one.



Very bad, ugly orange color, too much blue colour variations in icon, deformed icon.



Even worse, dark blue and gold combination is something that we don't need. Font is bad, we can't use serif fonts.

Entry #333 by Cs 7

My Rating: ★★★★★



Same comments as for the previous one, bad font, bad colors, bad icon.

Entry #154 by SKEM_BULAR

My Rating: ★★★★★



Looks good, remove gradients & try a different font. Overall looks really good.