

Scissortail Park

Logo Diagnostics Report

April 18, 2018

STAPLEGUN»

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Introduction

In April 2018, Staplegun conducted a community survey to gather public feedback on potential Scissortail Park logo options. The survey allowed the public to be involved in the development process and for Scissortail Park leadership to have enough information to be confident in the final brand selection. The survey went beyond just asking respondents to choose their favorite by answering the following questions:

- What are the initial reactions to the logo?
- What associations does the public have with the logo?
- What positive or negative words do they use to describe the logo?
- Does the logo communicate that the park is welcoming, fun and beautiful?

This information allows us to ultimately determine whether our communication goals are being met through the branding, and whether there are adjustments we can make to improve them. Once the committee has decided on a brand concept, our team is also equipped with the information necessary to create a rollout plan and answer questions the public may have.

The survey respondents were given a brief description of the Scissortail Park and shown renderings of key features that the park will have. They were then shown each logo individually both by itself and on shirts and banners, and asked several questions to provide their feedback.

Logo 1 | Description



Logo 1 represents the northern half of the park encapsulating several elements within the park. The featured elements include the lake, circular benches, the great lawn and the southern half of the park with the running trails bringing everything together. Colors overlap to create new colors representing the unity and transformation the park brings to Oklahoma City. The font is a classical typeface that provides a balance to the modern logo.

Logo 1 | Feedback Overview



Positive

"I like this logo. Elegant and beautiful-looking."

"I like it! Nice colors. Bright! Happy!"

"The logo is colorful representing diversity. The abstractness of the logo makes it seem like the park will be fun and adventurous."

"It has more energy than the other logos and feels more exciting. It stands out because of the variety of shapes and colors, yet it's orderly because it's contained in a rectangle so it doesn't feel chaotic but instead neat and clean."

"It shows a map of the park. It's colorful and looks best on a t-shirt."

"It's colorful and bright, it catches the eye. Also, I like that it's open to each viewer's interpretation."

Negative

"It is nice, but unless you know the layout of the park you wouldn't know it's a map."

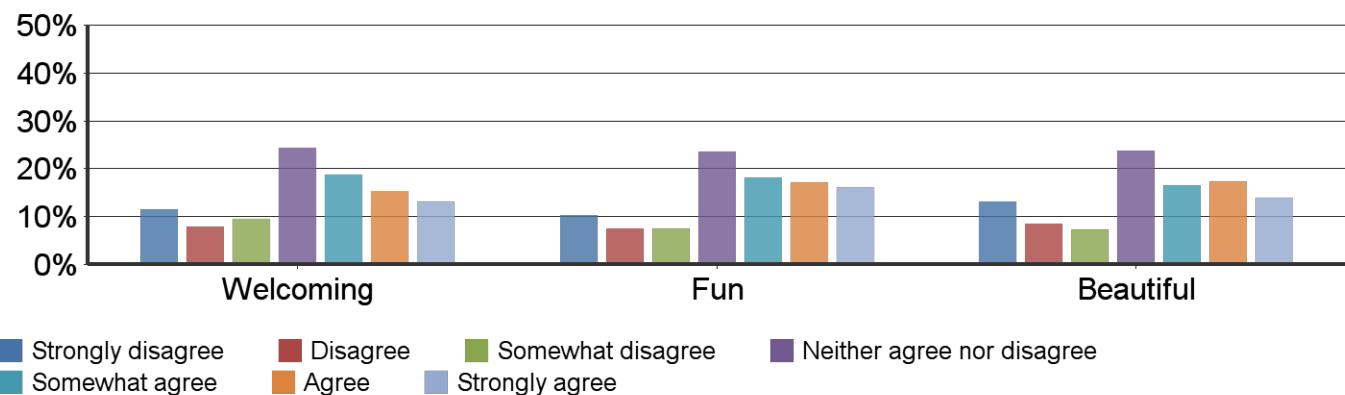
"Very busy."

"That thing is busy! Is that a net? Ball? Surfboard? Tailfeathers?"

"What the heck am I looking at?"

"I don't like this logo at all. Makes no representation of the park or Oklahoma in my opinion."

Characteristics



Logo 1 | Reactions and Sentiment



What is your initial reaction to this logo?

confusing
colorful
busy

abstract
good
one
colors
little

confusion

opinion

reading

area

okay

another

other

area

confusing

area

Logo 2 | Description



Logo 2 is a modern and unique take on the scissortail bird using five parallel lines to form the shape of the wings and tail. The shape can also be interpreted as a typical triangular kite you might see on a visit to the park. The typeface uses a contemporary sans-serif font to provide a balance to the straight lines and sharp angles in the mark.

Logo 2 | Feedback Overview



Positive

"It feels simple and modern without being too busy or confusing."

"I like the look of this bird as opposed to the feminine bird. This looks like a manly bird that's a strong bird."

"You can tell it's a scissortail flycatcher and it's class and fun. Makes the park seem like it's more for everyone and not just kids."

"I like this logo best because it's native, colorful and fun."

"It looks like a very modern, simplified scissortail. I love the concept! And it feels like the park brings different people together."

Negative

"Why an angel?"

"I like the colors, but I don't feel like it demonstrates or gives off the idea of this park. I want a sense of unity, but this doesn't portray that."

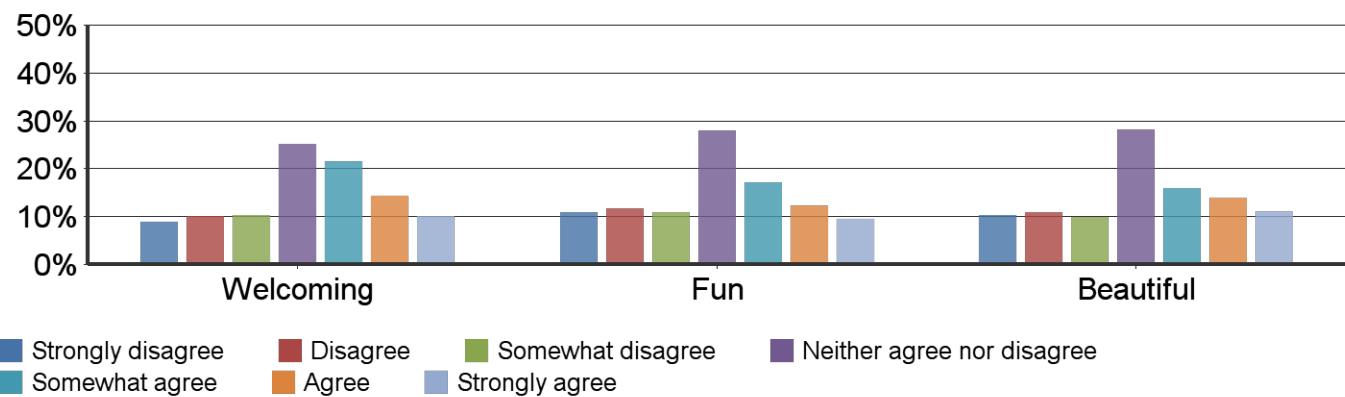
"This logo could be for anything."

"It says military to me."

"Looks more like a rocketship than a bird."

"Is it an arrowhead?"

Characteristics



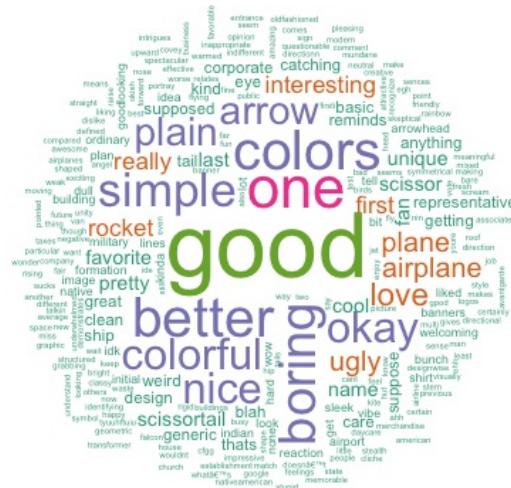
Logo 2 | Reactions and Sentiment



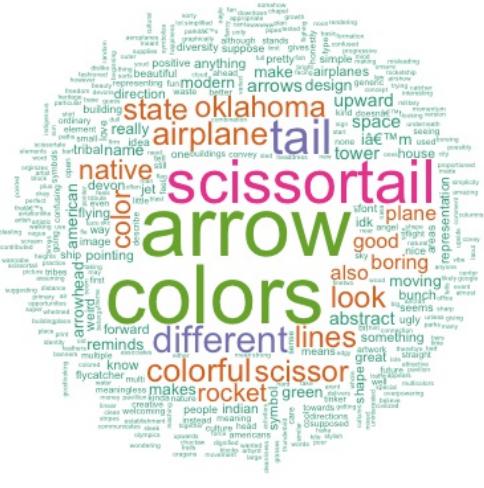
Most respondents immediately recognized a scissortail flycatcher in the logo, but no one recognized a kite. The most common associations individuals had with the logo was an airplane or an arrow. Those who thought it represented an airplane or arrow generally didn't like the logo because they didn't understand how it'd be relevant to the park. Several individuals also thought it had a slightly Native American aesthetic, which had a mix of positive and negative sentiments.

The confusion around other associations could be easily cleared up with a logo rollout plan, but we'd recommend avoiding the kite association unless we adjust the logo to appear more "kite-like".

What is your initial reaction to this logo?



How would you describe the logo?



What does the logo say about the park?



Logo 3 | Description



Logo 3 consists of four abstract shapes that form the head, torso and two tails of a scissortail bird. The typeface uses the classic Garamond font to balance the modern mark.



Logo 3 | Feedback Overview



Positive

"Modern art at its best."

"Sophisticated, like a modern art museum logo."

"I like it on the t-shirt."

"I like this logo. It's simple and I would wear it on clothing items and be proud to have it posted around the city."

"I enjoy the simplicity of it."

"It's attractive and inviting."

Negative

"The shapes make up what appears to be a knife or spoon."

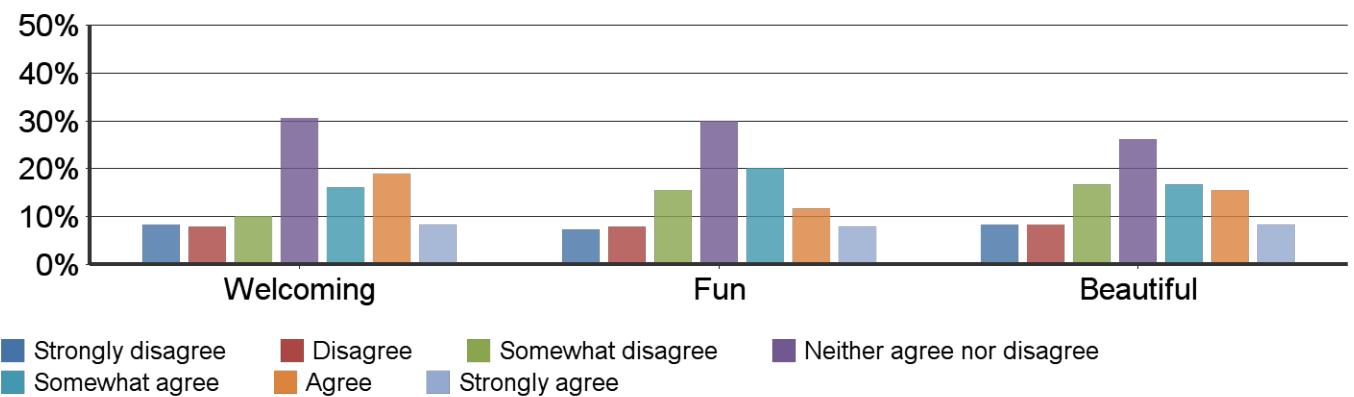
"This park is huge with a lot to offer the city, family, friends, co-workers and neighbors. I want a logo that makes me see that!"

"Hate it. Plain and simple."

"It's simple but almost too simple. Sort of boring."

"It sort of looks like a bird, but could also be kitchen utensils."

Characteristics



Logo 3 | Reactions and Sentiment



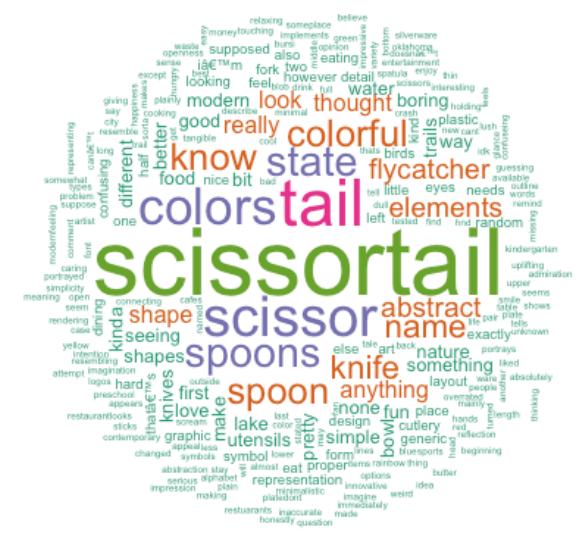
During logo development, there were initial concerns about this logo appearing to have kitchen utensils, so we developed an alternative version (Logo 4) that more clearly communicated a bird. Half of the respondents were presented Logo 3 and half of the respondents were presented with Logo 4. This was done to reduce prevent introducing bias by emphasizing a logo with two alternatives.

The majority of respondents recognized this logo as a bird, but knives and spoons were also mentioned very frequently. Some thought this could represent the restaurant inside the park, but generally, people didn't think it fit what the park should communicate.

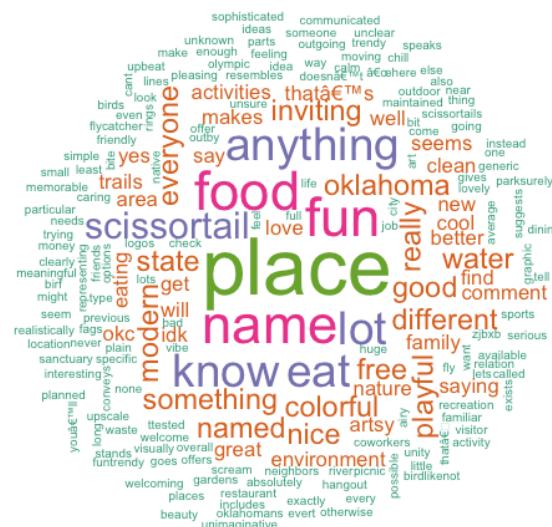
What is your initial reaction to this logo?



How would you describe the logo?



What does the logo say about the park?



Logo 4 | Description



Logo 4 is an alternate version of logo 3 that also features four shapes that form a scissortail bird, but less abstract to make the mark easier to interpret. It also features the same typeface as logo 3.



Logo 4 | Feedback Overview



Positive

"I think it's a beautiful logo. I like it a lot."

"The logo is fantastic! A little bare in its current state, but with some background colors or artwork on banners to elevate it I would say this is the runaway choice."

"I love this logo."

"It's a scissortail bird with bright colors, representing fun and positivity."

"It's memorable. It's simple. Oklahomans will recognize it immediately."

"Simple, and when I think of a park I think nature."

Negative

"It doesn't highlight the venue."

"Boring."

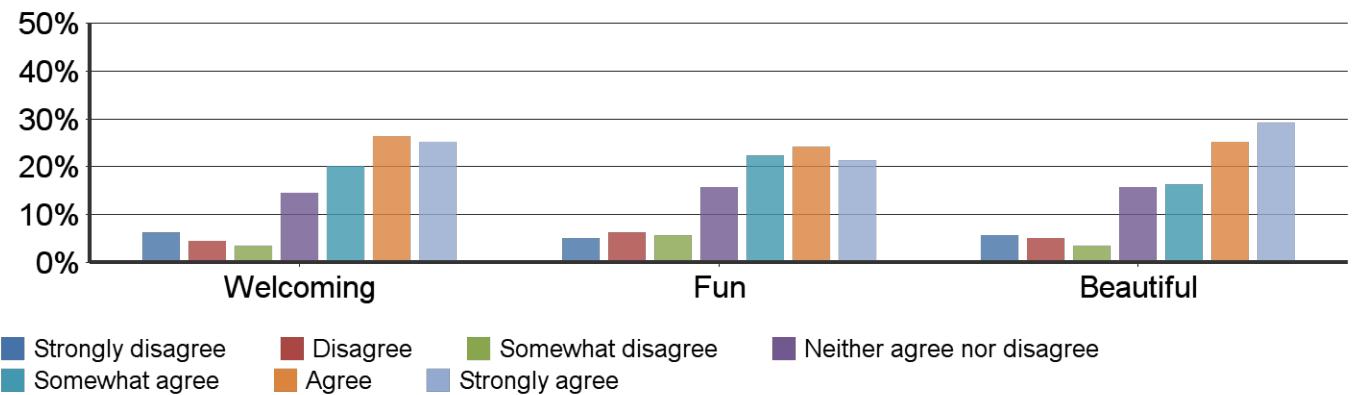
"It's nice, but looks like a corporate business."

"It's too formal."

"This one is a little plain."

"It doesn't tell me anything about the park itself."

Characteristics



Logo 4 | Reactions and Sentiment



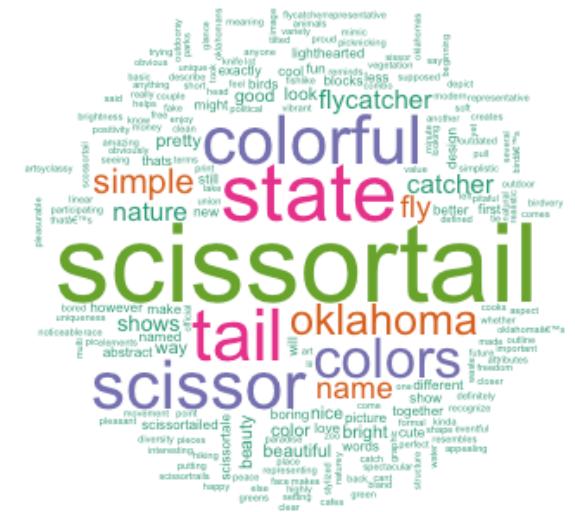
The response to this alternative bird logo was much more positive. Respondents recognized the bird, and knives and spoons were not mentioned at all. Individuals appreciated the simplicity and a unique way to communicate the bird.

Individuals who did not like this logo felt it was too plain or did not communicate anything about the park. These challenges could easily be overcome in marketing because the logo will always be paired with additional creative assets to provide context and support.

What is your initial reaction to this logo?



How would you describe the logo?



What does the logo say about the park?



Logo 5 | Description



Logo 5 incorporates the largest features of the park to form the elements of the logo. This includes the shapes of the north and south ends of the park, the lake, the great lawn and the Skydance Bridge. The name "Scissortail Park" is presented using a custom hand-drawn typeface to give the mark a whimsical nature.



Logo 5 | Reactions Overview



Positive

"It's bright! Which is a good thing. Immediately grabs your attention."

"Bright colors. Reminds me of the skydance bridge and the park layout."

"It's fun, inviting and displays the elements of the park in a unique way."

"It's fresh, artistic and I love the colors."

"I like the font best. The colors. It's the most unique of all the designs."

"It represents all of the amenities the park will have. It screams fun and a good time. It will attract everyone born in Oklahoma and those in other states as well."

"It's eye-catching and unique. The logo is going to catch the eyes of many tourists."

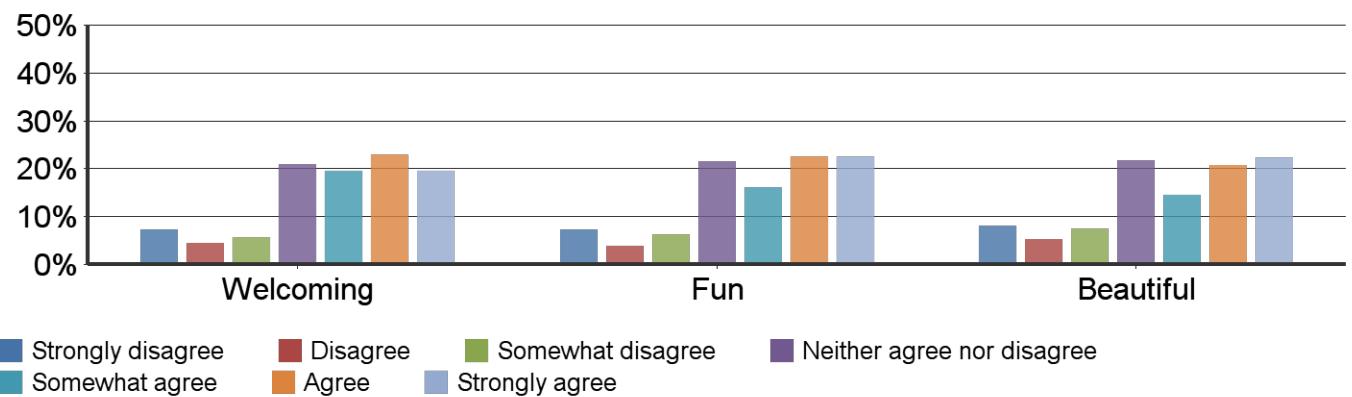
Negative

"I see a butterfly, an odd looking Oklahoma, and I guess the sun and river."

"I see a distorted Oklahoma, but I don't know if the box above it represents Kansas. And if so, what does Kansas have to do with anything?"

"I see a scissortail, along with a stylistic and simple outline of Oklahoma. The top design reminds of the park and the scissortail bridges the gap of Oklahoma and the park."

Characteristics



Logo 5 | Reactions and Sentiment



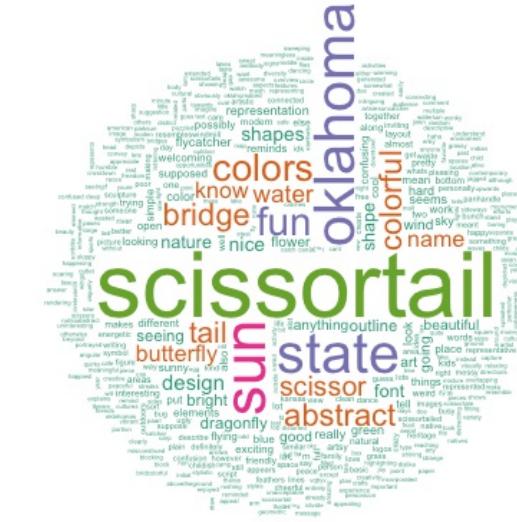
Despite most respondents not connecting the park layout to this logo design, the response was fairly positive. For Logo 1, when respondents didn't recognize the park elements they were confused, but with Logo 5 they developed their own interpretations. The majority of respondents thought the bottom shape was an abstract Oklahoma and the top was the park. The elements of the park weren't recognized, but many assumed butterflies, water and sunshine from the other shapes.

Some respondents thought this abstract representation of these elements was fun, but others thought it was too childish to represent everyone.

We would anticipate that if this logo were rolled out, it would be widely misinterpreted. This could be overcome through education of the park elements, or adjustments to the bottom half of the logo to look less like Oklahoma. However, once the Oklahoma shape is no longer seen it would cause confusion which typically means a negative reaction.

What is your initial reaction to this logo?

How would you describe the logo?



What does the logo say about the park?



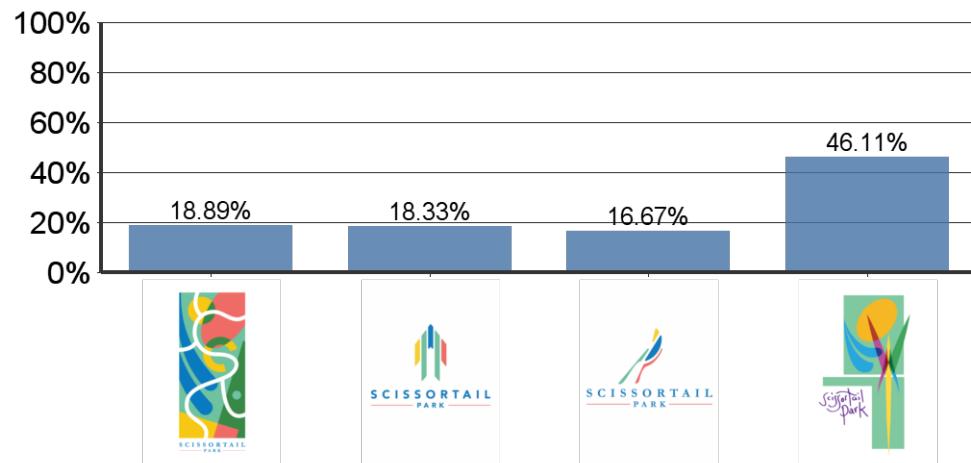
Summary

The survey ended with a final question asking respondents which logo would they ultimately choose. Respondents were randomly split into two groups to test the two alternate bird logos. These separate groups illustrate a very interesting pattern.

When the abstract bird is present (Group 1), the distribution of preferable logos spreads out, but generally favor Logo 5. When the more realistic bird is present (Group 2), respondents overwhelmingly choose the realistic bird and the distribution of others is fairly even between Logo 1 and Logo 5.

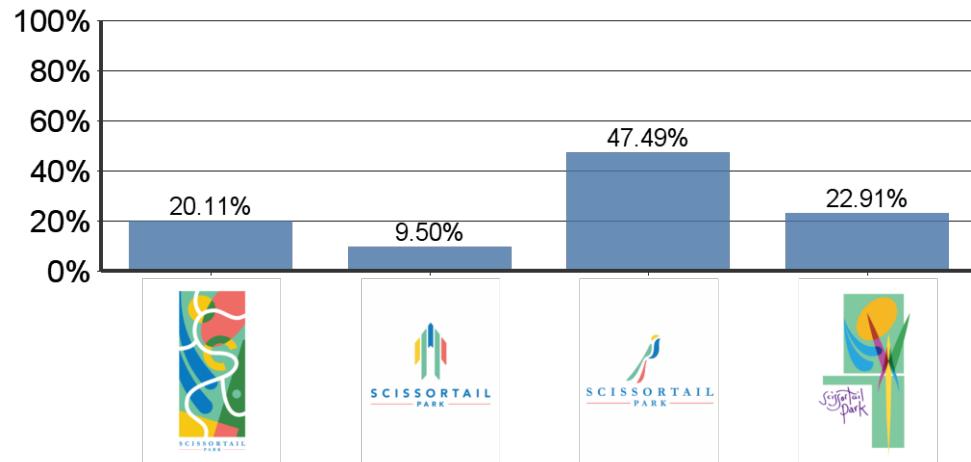
Which logo do you prefer?

Group 1



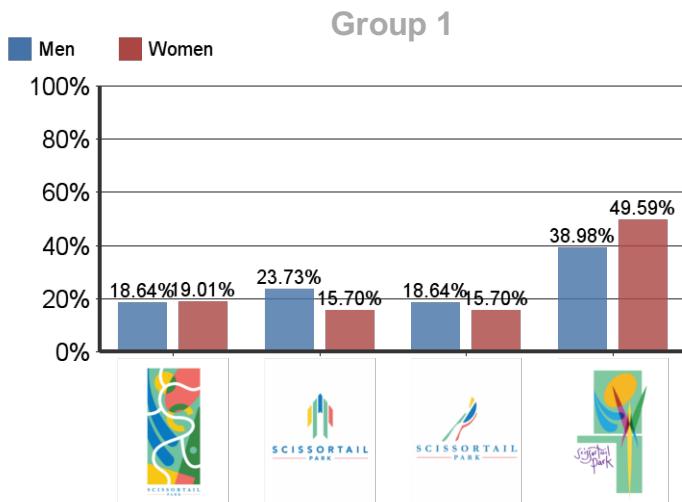
Which logo do you prefer?

Group 2



Summary | Demographic Differences

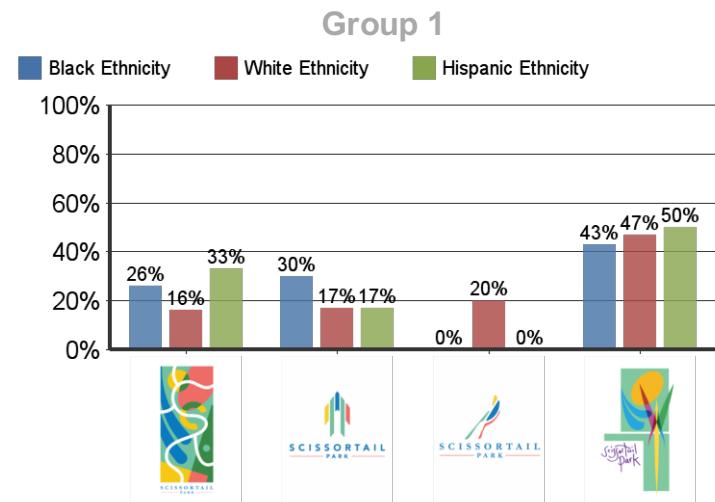
Gender Differences



The question, "Which logo do you prefer?", was analyzed across all demographic and geographic characteristics to determine whether there were differences in opinions. Attributes like education, income or geographic locations had no relationship to which logo a respondent preferred. However, gender and ethnicity did show statistically significant differences among respondent preferences.

Men and women show differences in opinions, but ultimately agree on a preference for the realistic bird (Logo 4). Most ethnicities show similar patterns in preference among the logos, however black ethnicities show a higher preference for Logo 1 than any other ethnicity.

Ethnicity Differences



Demographics

