The Authenticity Effect: Emotional Semiotics and Educational Identity Design

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Visual Identity Scorecard

General data about the evaluator
Gender: Male, Female, Other
Age: _____

Evaluation criteria
Please look at the image below. It presents the elements of the visual identity of a higher education institution. Take as much time as you need to look at it. Then indicate to what extent the statements apply/do not apply to you, using the following scale:

1 – not at all true/does not apply to me,
2 – rather not true/does not apply to me,
3 – neither true nor false,
4 – rather true/applies to me,
5 – completely true/applies to me.

Image that contains: logo, main institution color, slogan, distinctive signs

Statement list for each visual identity
1. When I think about this visual identity, I feel inspired. (code ST1)
2. When I see this visual identity, I feel a sense of joy. (code ST2)
3. This visual identity evokes a sense of pride. (code ST3)
4. The thought of this visual identity causes me tension or anxiety. (code ST4 – reverse statement)
5. I feel calm and confident when interacting with this visual identity. (code ST5)
6. This visual identity is easily recognizable. (code ST6)
7. This visual identity reflects the essence of the organization. (code ST7)
8. This visual identity looks modern and up-to-date. (code ST8)
9. The elements of this visual identity evoke positive associations. (code ST9)
10. This visual identity is used effectively to communicate values. (code ST10)

11. Based on the visual symbols, I believe that the organization acts honestly towards its audience. (code ST11)
12. This visual identity creates a sense of reliability in the organization's actions. (code ST12)
13. This visual identity creates the feeling that I can rely on the information provided. (code ST13)
14. This visual identity seems clear and consistent. (code ST14)
15. The presentation of the university through these visual elements seems authentic and corresponds to reality. (code ST15)
16. Through this visual identity, I believe that values are communicated that seem real and supported by actions. (code ST16)
17. This visual identity creates a sense of belonging (personal connection). (code ST17)
18. The visual identity of this university creates an impression of uniqueness compared to other similar organizations. (code ST18)
19. This visual identity of the university creates a feeling of strengthening my connection with its community. (code ST19)
20. This visual identity influences the way those associated with the university are perceived in society. (code ST20)

Emotional Attitudes

Please describe your personal impression of the visual identity of universities (logo, colors, font) and what you like or dislike most about each of them.

_____

Which elements of the visual identity of universities do you consider to be most successful in communicating their values, and why?

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