

ANNEX IV: EVALUATION GRID

N	EVALUATION ELEMENTS	Maximum scores
1.	CONSIDERATION OF THE LOCAL IDENTITY ELEMENTS	25
2	LOGO DESIGN REFLECTS THE TARGET UNDERSTANDING and CLEARITY OF THE TRANSMITED MESSAGE	20
3	EASINESS TO BE ADOPTABLE TO OTHER MEDIA	10
4	THE MEMORABILITY OF THE BRAND	10
5	OPTICAL EFFECT	15
6	UNIQUENESS OF THE LOGO	20
	TOTAL	100

Logo 1		
Logo 1 Strengths		
Weaknesses		
Logo 2		
Logo 2 Strengths Weaknesses		
Weaknesses		