

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 CLARITY 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	
Strengths	
Weaknesses	
Logo 2	
Strengths	
Weaknesses	