















BeSeated							
	Logo 1	Logo 2	Logo 3	Logo 4	Logo 5	Logo 6	Logo 7
Be unique an clever							
The image must stand by itself.	3	2	4	2	3	4	4
Originality	4	3	3	3	5	4	2
Avoid the cliché	4	4	4	2	4	4	4
Designing something out-of-the-box	4	4	3	2	3	4	3
Understand the brand							
Reach a specific audience	2	2	4	3	3	3	4
Aesthetics	2	1	3	3	3	3	4
Deeper meaning	4	4	1	1	3	2	2
Use a visual double entendre							
Two pictures wrapped into one	1	2	3	3	2	3	3
Color is key							
Grab attention	3	3	3	2	3	4	3
Brash	4	5	2	1	2	2	2
The science behind colors	2	2	2	3	4	4	3
What is in a name?							
Wordmark and a symbol	3	2	4	3	3	3	3
Font, Sizes	3	1	4	2	1	3	3
What it means?	1	1	4	2	3	3	3
Keep it easy and flexible							
Simple and quirky	3	3	4	2	4	4	3
Should look great on different backgrounds	1	2	3	3	1	3	3
Powerful logos permeate the business	1	1	3	2	1	2	2
Don't expect instant success							
Logos won't become instantly iconic	2	2	2	2	2	2	2
Depends on the product's success & market	3	3	3	3	3	3	3
Consider Proportion & Symmetry							
We live in an Hellenistic society	2	1	2	2	3	3	4
Passive vs Active							
Sense of activity	2	3	2	1	1	2	1
Total Score	54	51	63	47	57	65	61

BeSeated	 Be Seated	 Be Seated	 Be Seated	 Be Seated	 Be Seated	 Be Seated	 BeSeated
	Logo 8	Logo 9	Logo 10	Logo 11	Logo 12	Logo 13	Logo 14
Be unique an clever							
The image must stand by itself.	4	4	4	4	4	4	4
Originality	2	2	2	2	2	2	3
Avoid the cliché	2	2	3	3	3	3	3
Designing something out-of-the-box	2	2	3	3	3	3	3
Understand the brand							
Reach a specific audience	3	3	3	3	3	3	3
Aesthetics	4	4	4	4	4	4	4
Deeper meaning	1	1	1	1	1	1	1
Use a visual double entendre							
Two pictures wrapped into one	4	4	4	4	4	4	4
Color is key							
Grab attention	3	3	4	4	4	4	3
Brash	2	2	2	3	3	3	2
The science behind colors	3	3	3	4	4	4	3
What is in a name?							
Wordmark and a symbol	3	3	4	4	4	4	3
Font, Sizes	3	3	4	4	4	3	3
What it means?	3	3	4	4	4	4	4
Keep it easy and flexible							
Simple and quirky	4	4	4	4	4	4	3
Should look great on different backgrounds	4	3	3	3	4	4	3
Powerful logos permeate the business	3	3	3	3	3	3	3
Don't expect instant success							
Logos won't become instantly iconic	2	2	2	2	2	2	2
Depends on the product's success & market	3	3	3	3	3	3	3
Consider Proportion & Symmetry							
We live in an Hellenistic society	3	3	3	3	4	3	3
Passive vs Active							
Sense of activity	2	2	3	3	3	2	3
Total Score	60	59	66	68	70	68	62