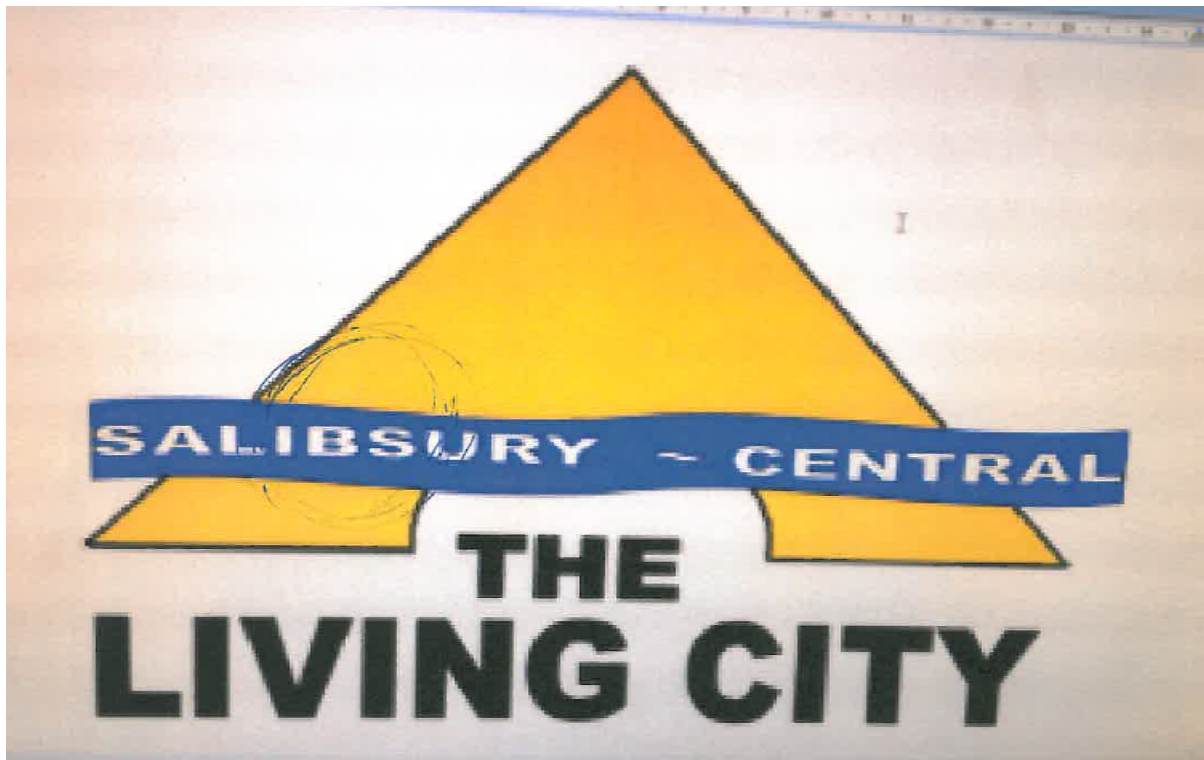
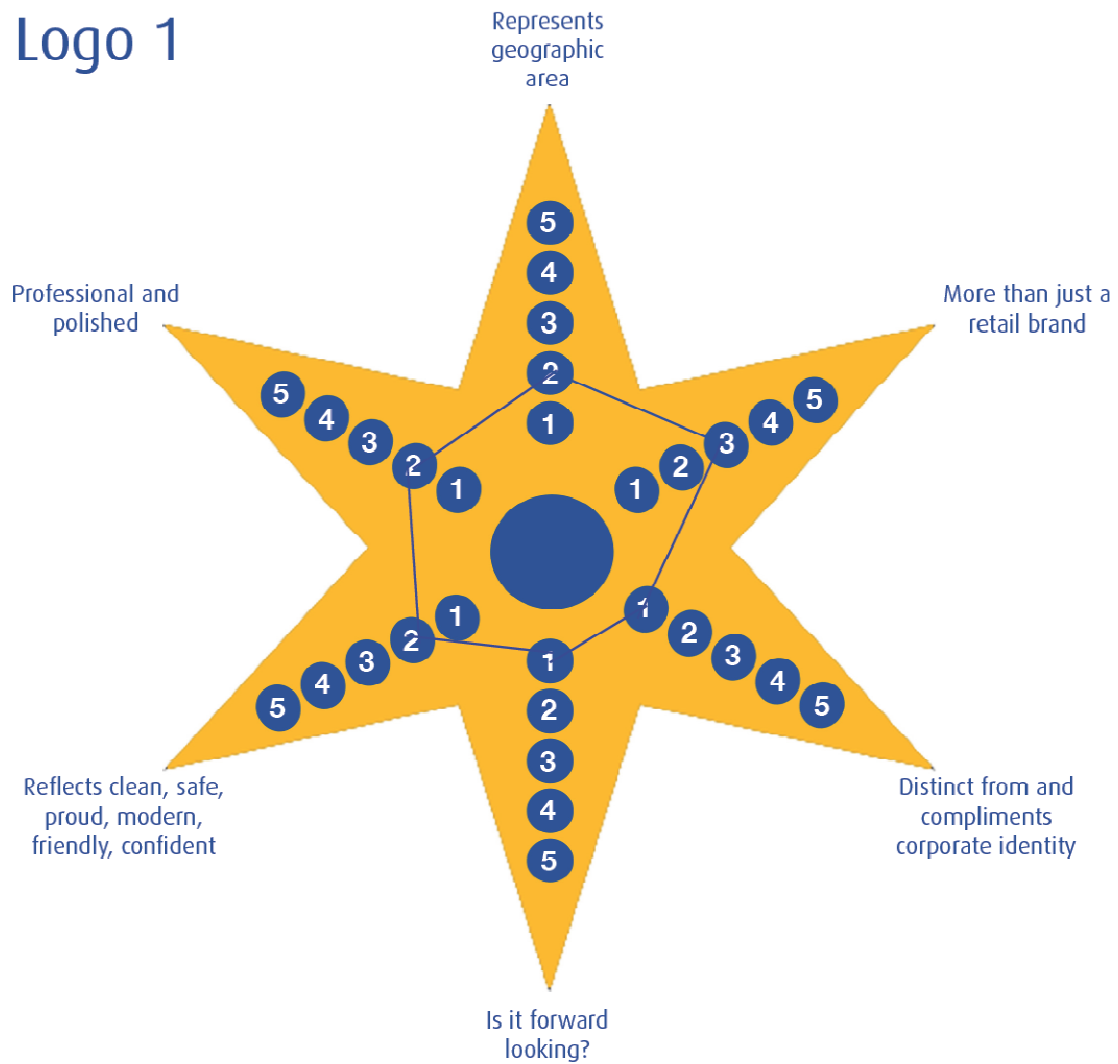


APPENDIX 1

Logo 1:



Logo 1



Scale

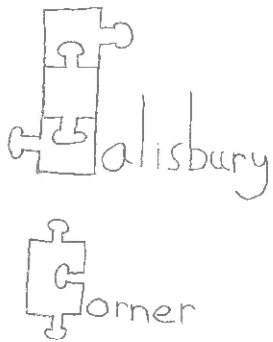
- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

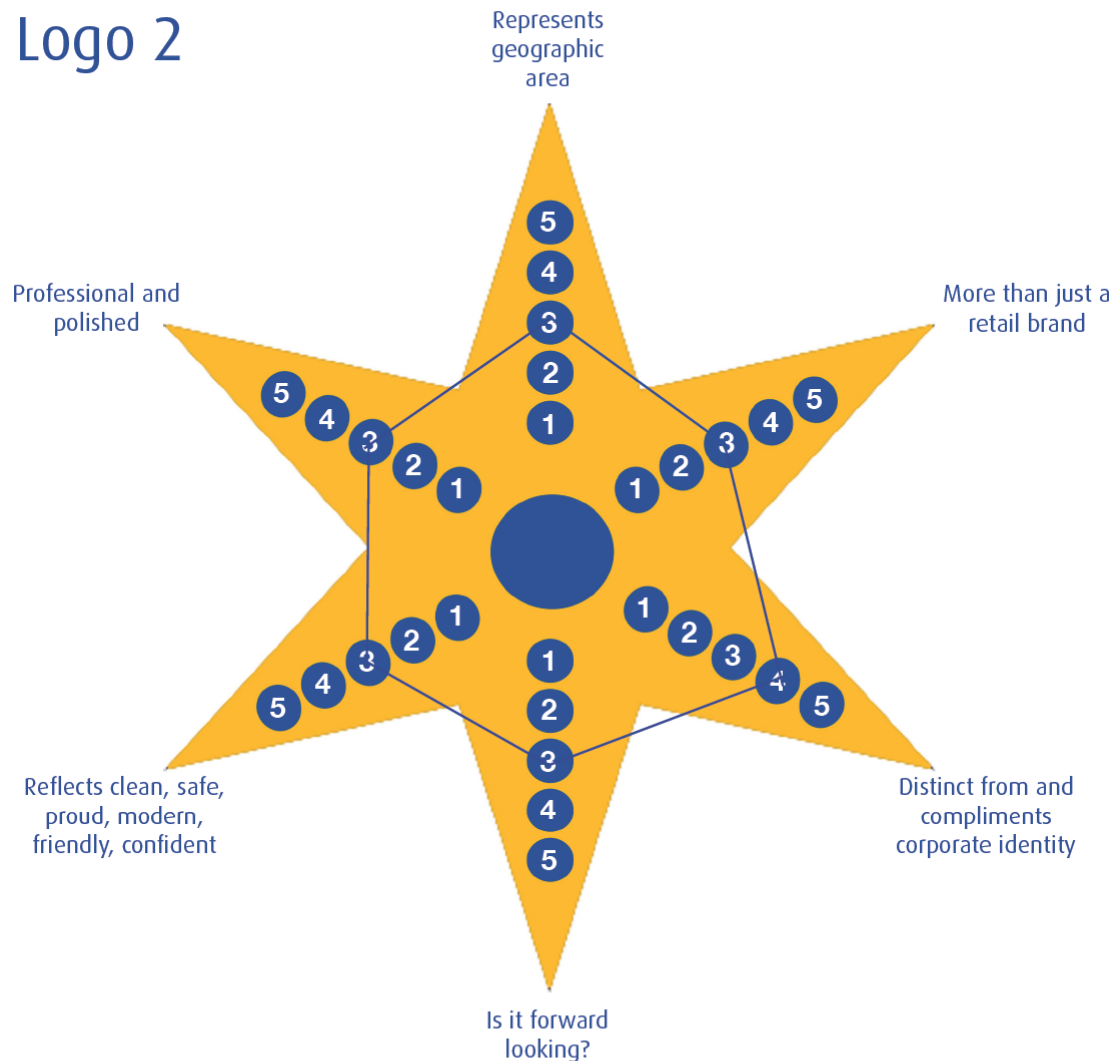
- Mostly 5's** - Happy with design - Winner
- Mostly 4's** - It's a good design - Could be adopted
- Mostly 3's** - The design missed some points - Needs tweaking
- Mostly 2's** - The design is poor - Needs re-thinking
- Mostly 1's** - The design meets no objectives - Fail

APPENDIX 2 - Logo 2:

2



Logo 2



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

- Mostly 5's** - Happy with design - Winner
- Mostly 4's** - It's a good design - Could be adopted
- Mostly 3's** - The design missed some points - Needs tweaking
- Mostly 2's** - The design is poor - Needs re-thinking
- Mostly 1's** - The design meets no objectives - Fail

APPENDIX 3 - Logo 3:

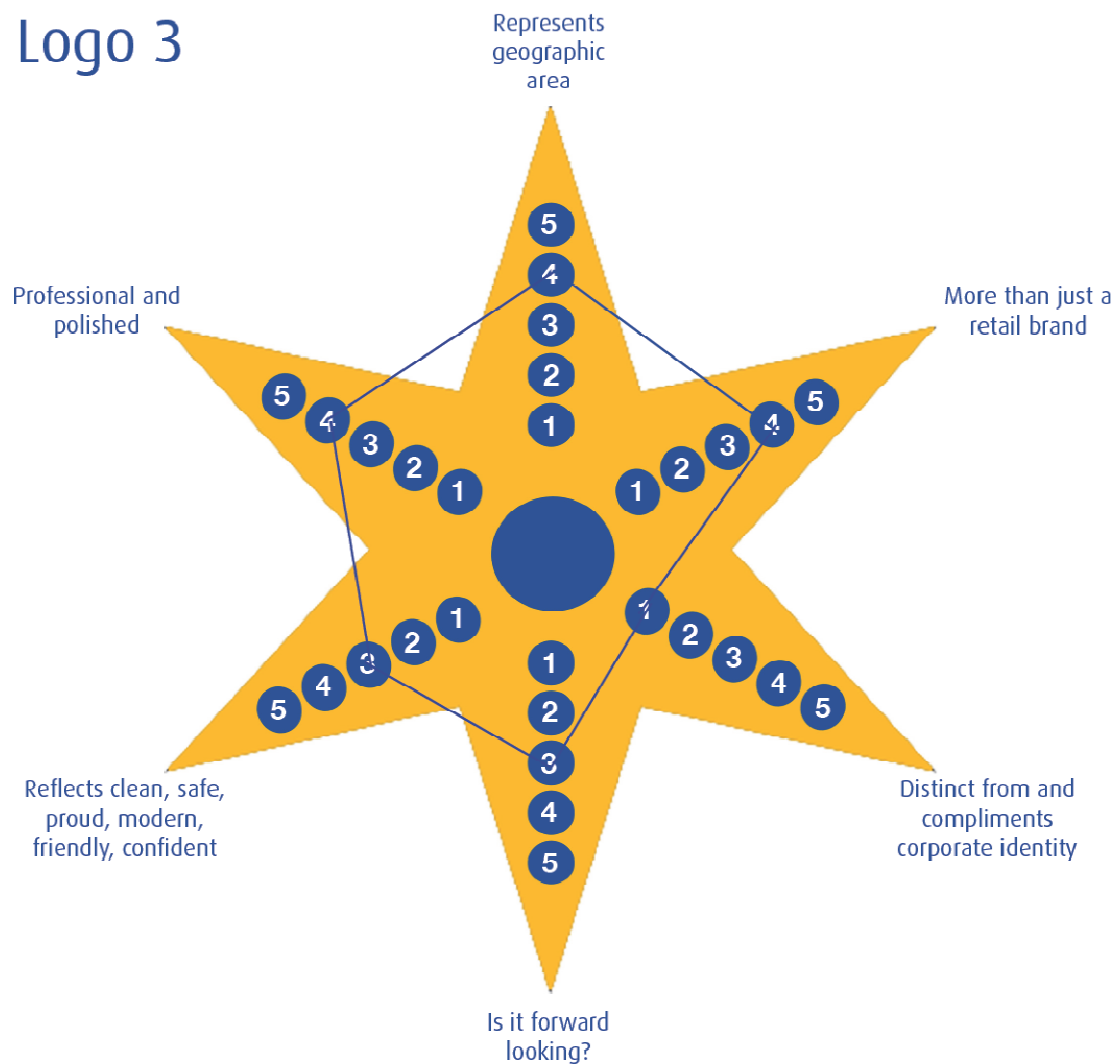


Salisbury Town Centre
Logo Design - Colour

peterstokesart@gmail.com



Logo 3



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

- Mostly 5's** - Happy with design - Winner
- Mostly 4's** - It's a good design - Could be adopted
- Mostly 3's** - The design missed some points - Needs tweaking
- Mostly 2's** - The design is poor - Needs re-thinking
- Mostly 1's** - The design meets no objectives - Fail

APPENDIX 4 - Logo 4:



CULTURE



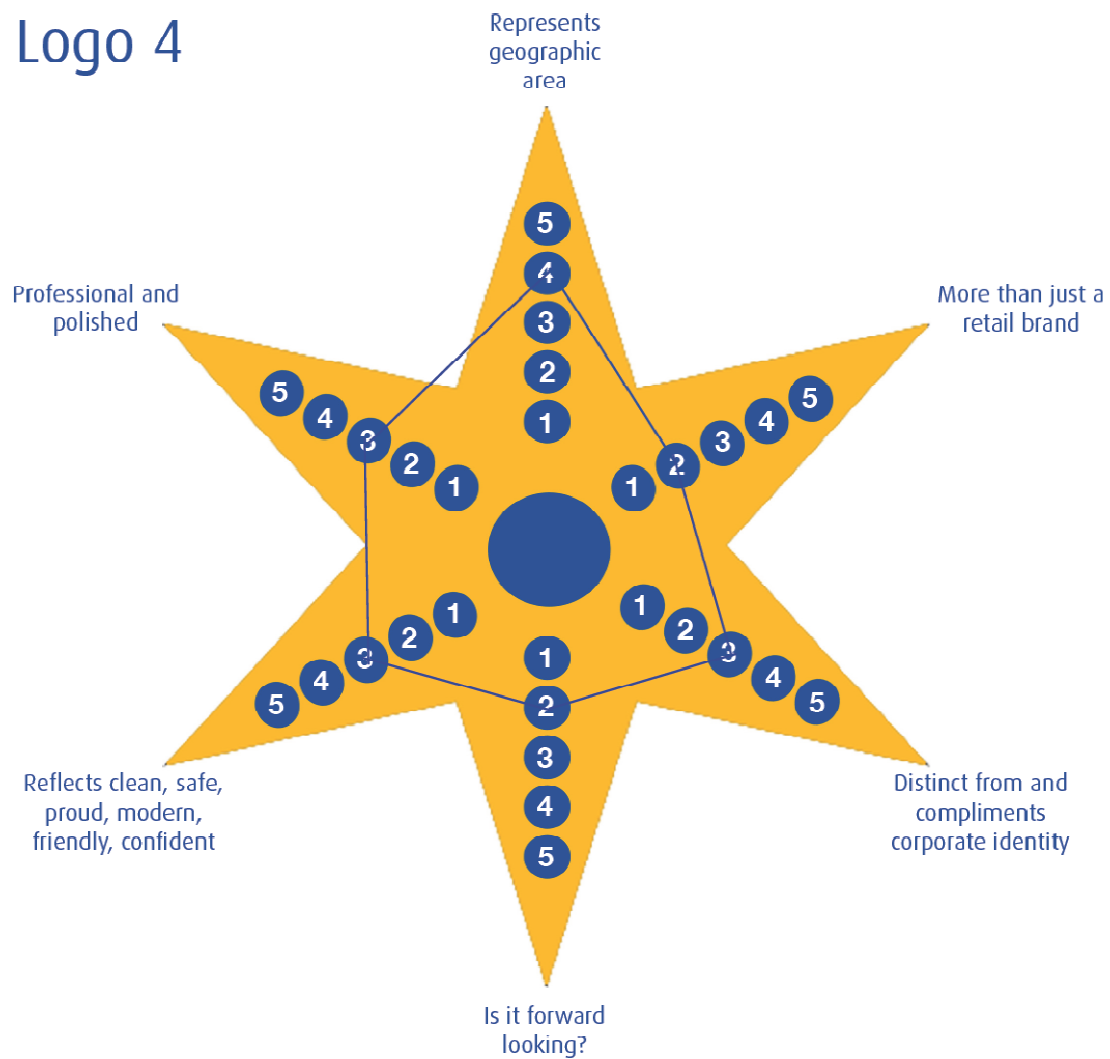
ENVIRONMENT



INNOVATION

Salisbury City

Logo 4



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

- Mostly 5's** - Happy with design - Winner
- Mostly 4's** - It's a good design - Could be adopted
- Mostly 3's** - The design missed some points - Needs tweaking
- Mostly 2's** - The design is poor - Needs re-thinking
- Mostly 1's** - The design meets no objectives - Fail

APPENDIX 5 - Logo 5:

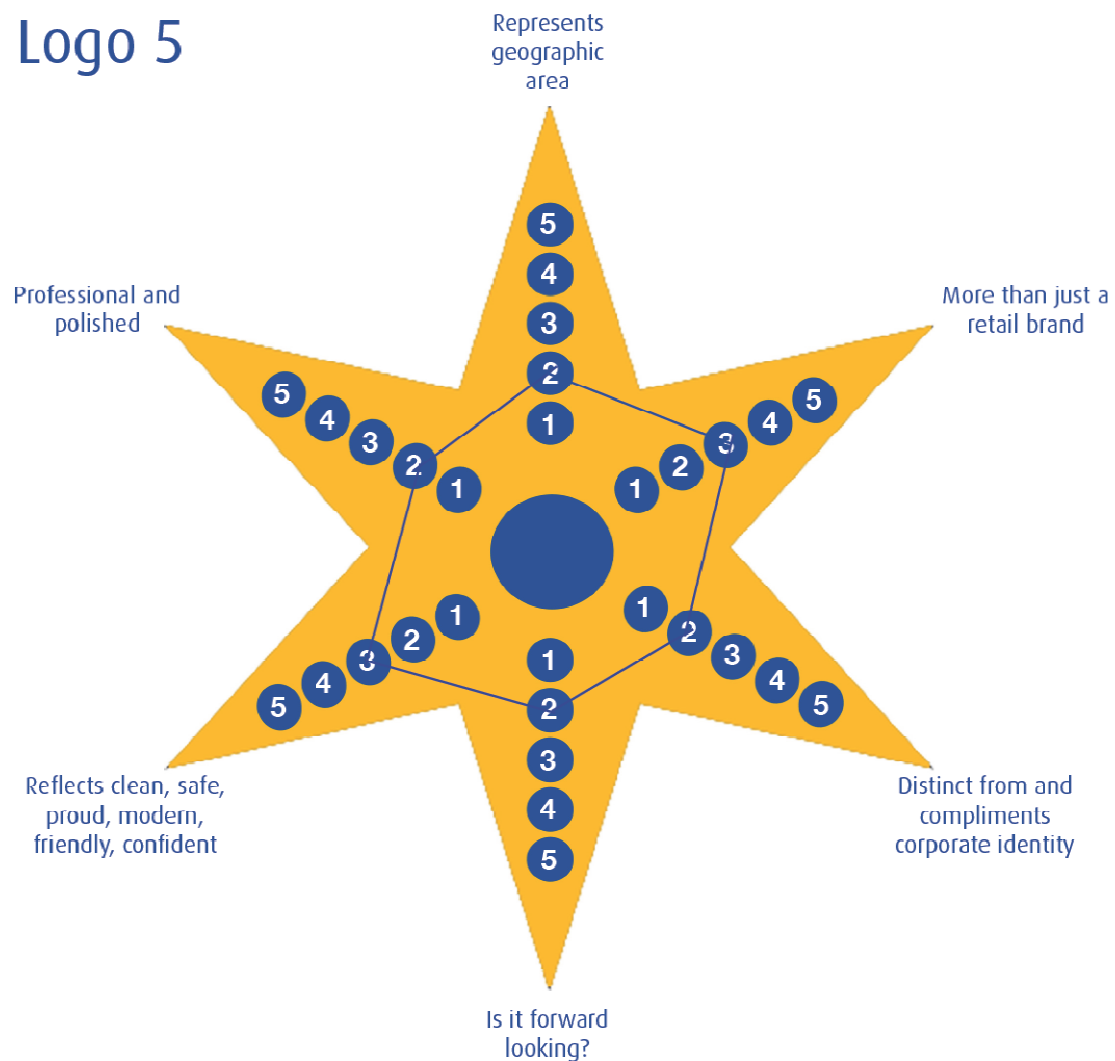
Salisbury City

The Progressive Heart of the North

Salisbury City

The Progressive Heart of the North

Logo 5



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

Mostly 5's - Happy with design - Winner

Mostly 4's - It's a good design - Could be adopted

Mostly 3's - The design missed some points - Needs tweaking

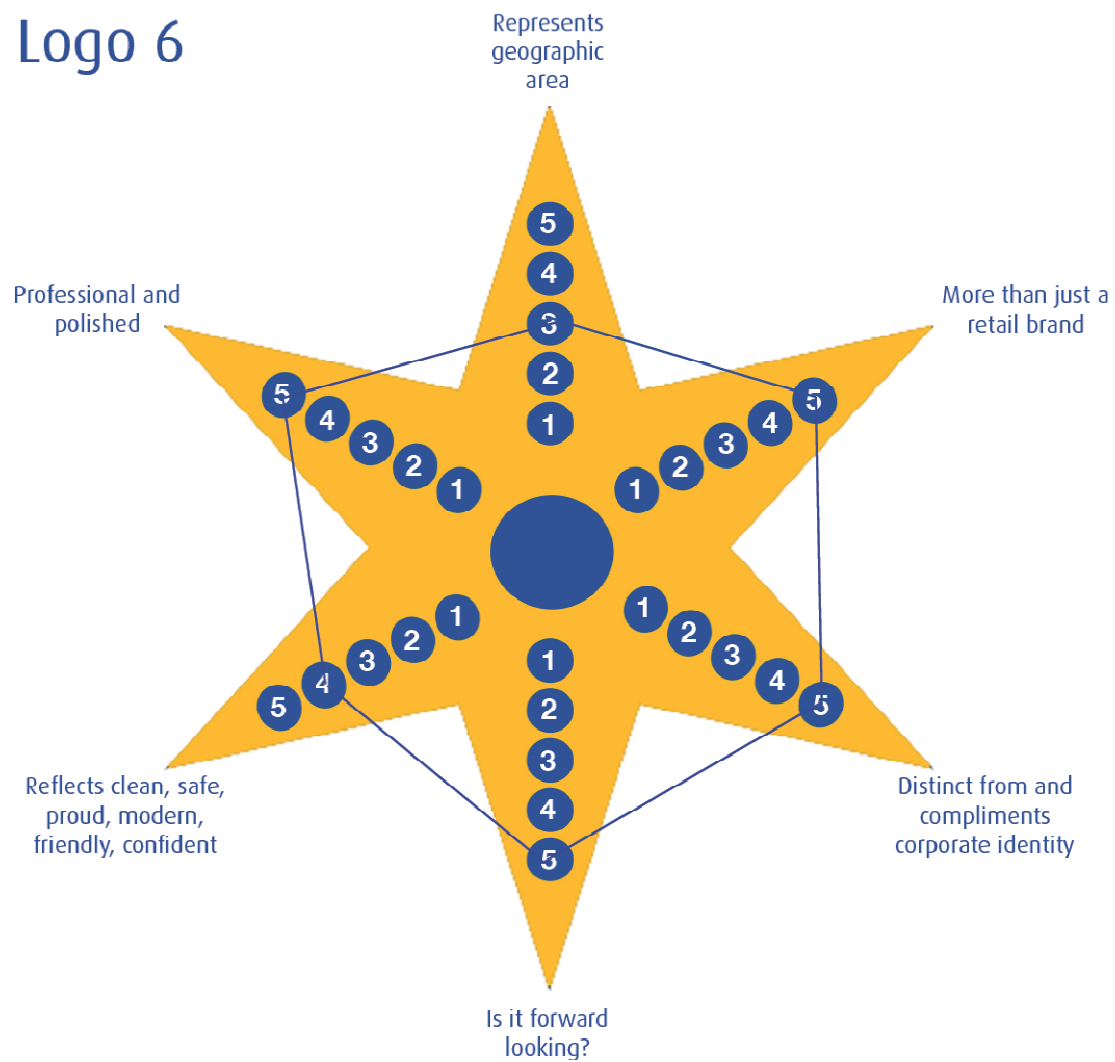
Mostly 2's - The design is poor - Needs re-thinking

Mostly 1's - The design meets no objectives - Fail

APPENDIX 6 - Logo 6:
Preferred Adcorp designs (Logo and Name)



Logo 6



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

Mostly 5's - Happy with design - Winner

Mostly 4's - It's a good design - Could be adopted

Mostly 3's - The design missed some points - Needs tweaking

Mostly 2's - The design is poor - Needs re-thinking

Mostly 1's - The design meets no objectives - Fail

APPENDIX 7 - Logo: 7

Preferred Adcorp designs (Logo and Name)



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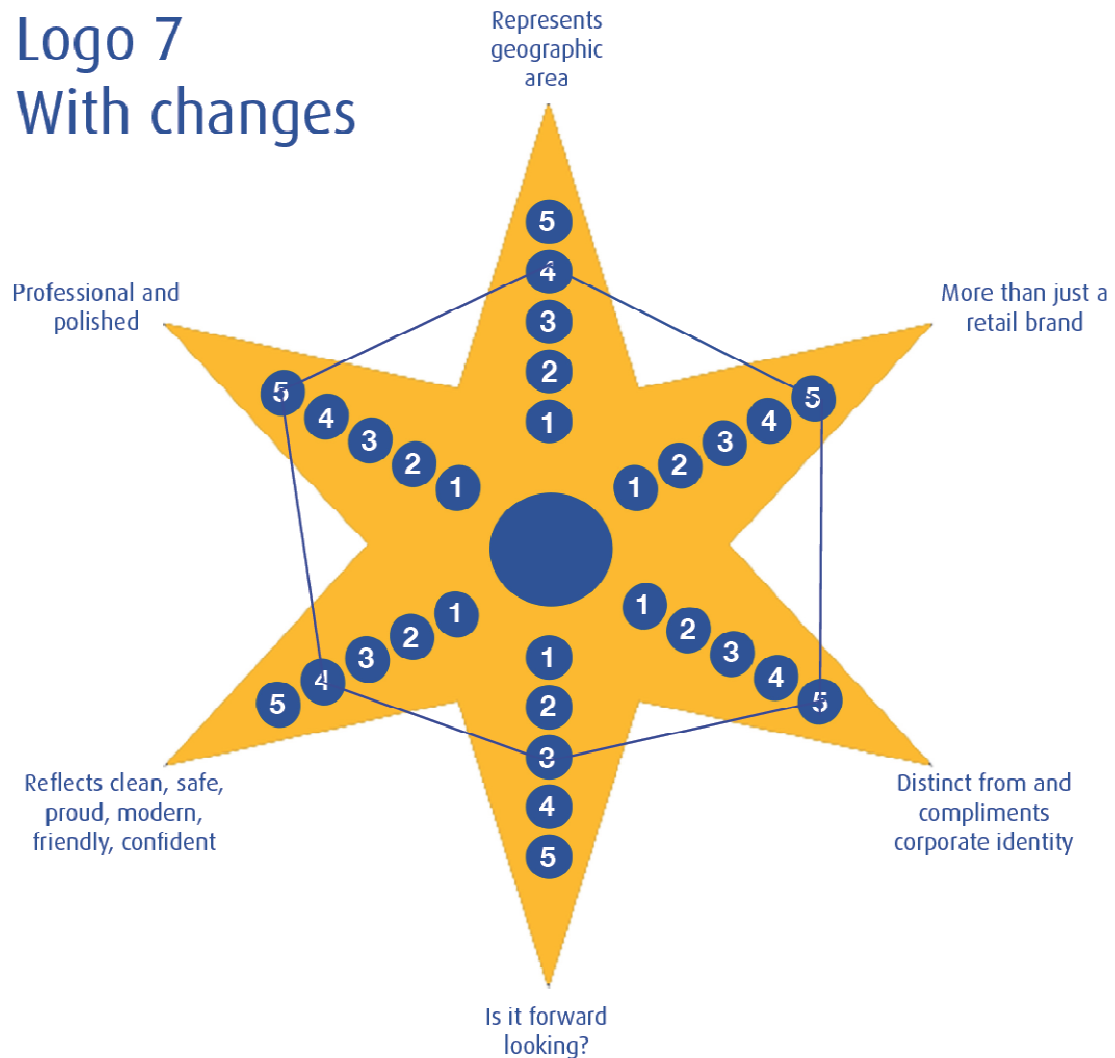


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Adapted preferred logo (twist on C image from upright to slightly on its back)

Logo 7 With changes



Scale

- 5** Fully meets
- 4** Nearly meets
- 3** Almost there
- 2** Needs to be better
- 1** Doesn't meet

Results

Mostly 5's - Happy with design - Winner

Mostly 4's - It's a good design - Could be adopted

Mostly 3's - The design missed some points - Needs tweaking

Mostly 2's - The design is poor - Needs re-thinking

Mostly 1's - The design meets no objectives - Fail