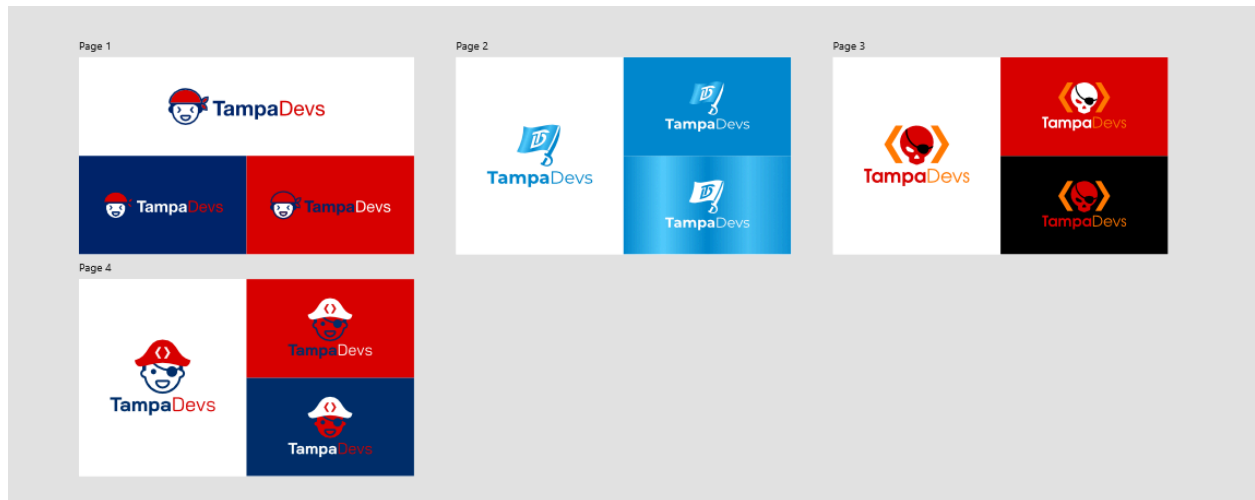
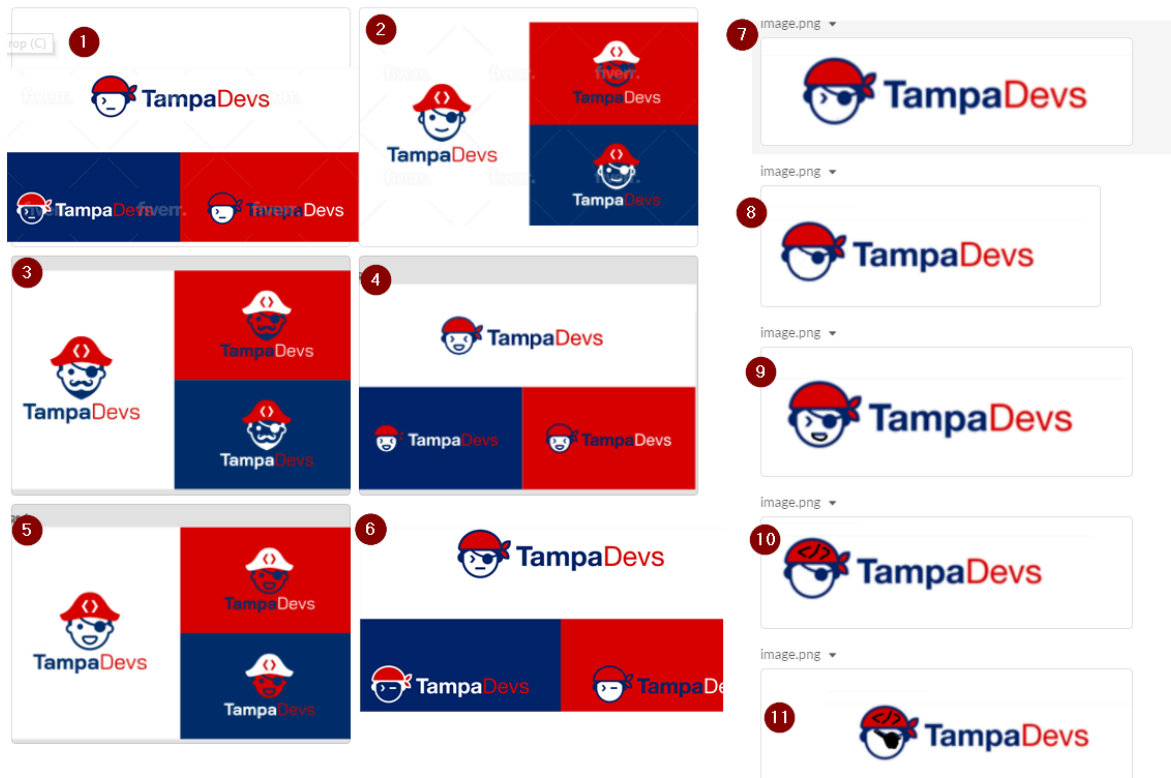


From this guy on fiverr:  
<https://www.fiverr.com/ei8htz/design-2-outstanding-logo>  
(premium)



^ these were the originals. Page(2) and Page(3) were eliminated as they don't follow the vision



Massive Compilation of Logos Feedback.

Here's the general feedback I got over the weeks from it. There were roughly 20-30 people I got feedback from, Ryan and Jacques from Odevs also helped me design iterations. Of the people

who gave feedback, 2 of them had higher weighted ratings based on their marketing and domain experience

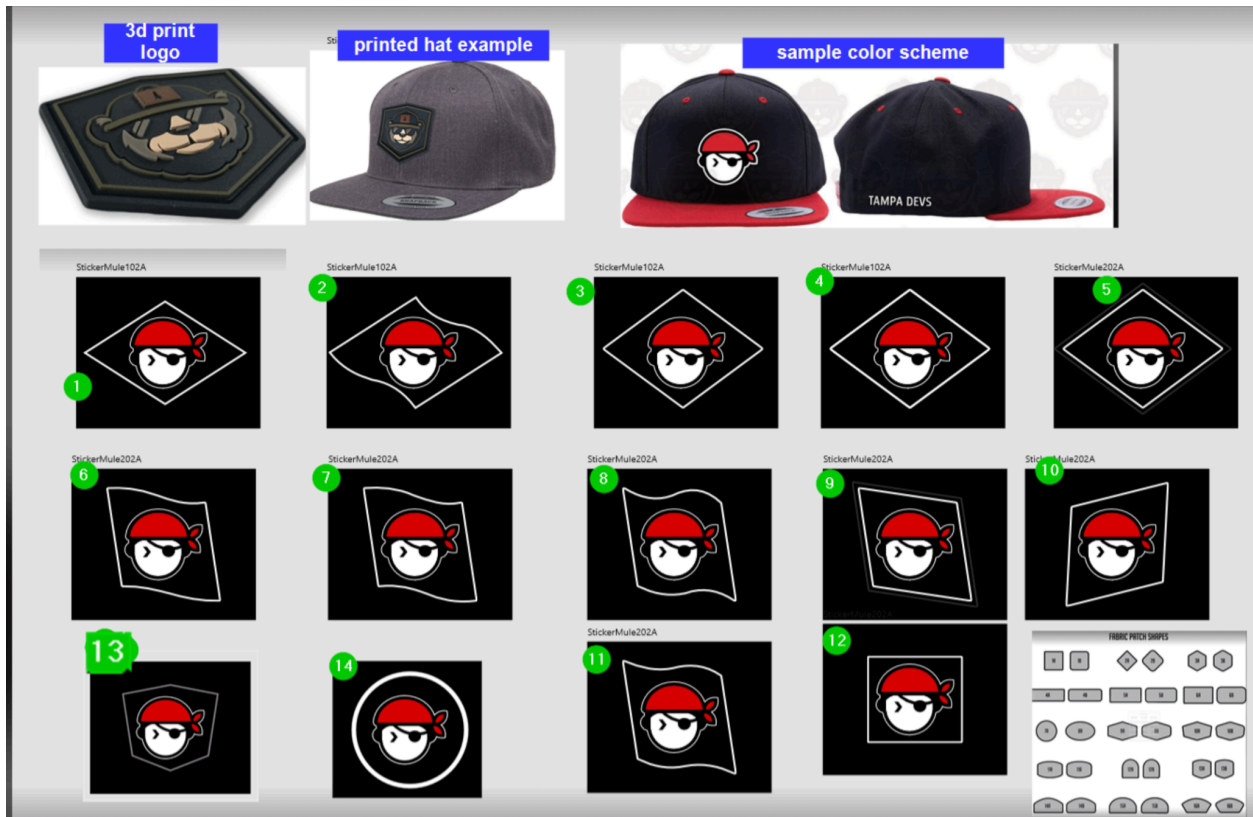
- (1) - It looks like Odevs, its a solid pick from advice on a guy from PwC marketing. However, Jacques suggested (5) with a bandana, which the PwC guy also suggested
- (2) - It's a good neutral look. It's the favorite of the developers in Tampa who aren't biased. It had roughly 10 votes. Brent suggested I use something other than <> since it can look like a vagina when I pointed it out. So </> is used instead. It's still a solid pick, however it doesn't have white space and looks to face-like to be on a T-Shirt
- (3) - This one was considered sexist by Tracey and Liz over at SDG (They're both Karens imo, Lydia agrees too). It can't be used, although it was a favorite for many guy-developers
- (4) - This was the least voted of the 6. It looks to much like an emoji.
- (5) - On par with (2). It's a happy version, but most developers suggested going with (2) because it looks more neutral
- (6) - This is Ryans iteration of (1). While it looks pretty solid and badass, it seems a little off-putting and less friendly as a result. It was still a favorite, and it still works as a good T-shirt design, but doesn't emphasize a younger, more friendly crowd.
- (7) This is the one I chose. It's solid, neutral, non-facelike. It still looks like a terminal. You can extrapolate the face automatically and put your own spin psychologically on it. It looks kind of like a pirate, pokeball, and sushi ninja all rolled in one. If you cut it down the middle horizontal or vertical, it's very balanced
- (8) - White space emphasized by Jacques. Its the 2nd choice from (7). The most important aspect of a logo is its recognizable, not that its a coding based theme logo. Jacques suggested Bandanas over Hats for print aesthetics
- (9) - Is a variation of (6). Brian Rinaldi liked this one the most, it's not a bad pick
- (10) - More doodle variants Jacques and I came up with. This also was a suggestion from PwC marketing guy
- (11) - Just bigger eye

Some conclusions from these results

- Bandanas > Hats for print aesthetics
- Don't make things that look like vaginas
- Logos that are too face like can be hard to use in certain places
- Don't use beards or mustaches, too manly and less gender-inclusive
- White space is very important. Less is mo

## Hat Design Feedback Iterations

For 3D PVC Print



- 3 seems to be the winner (andres)
- Alot of people voted for 7 and 8 due to its flag, resembles tampa bay buccaneers
- A few people voted for 13
- 2 seems to be a contender (Brian)