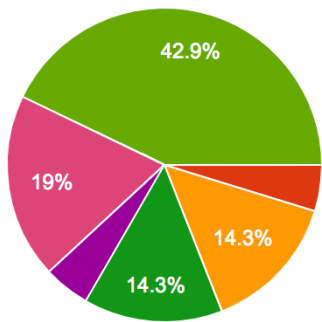
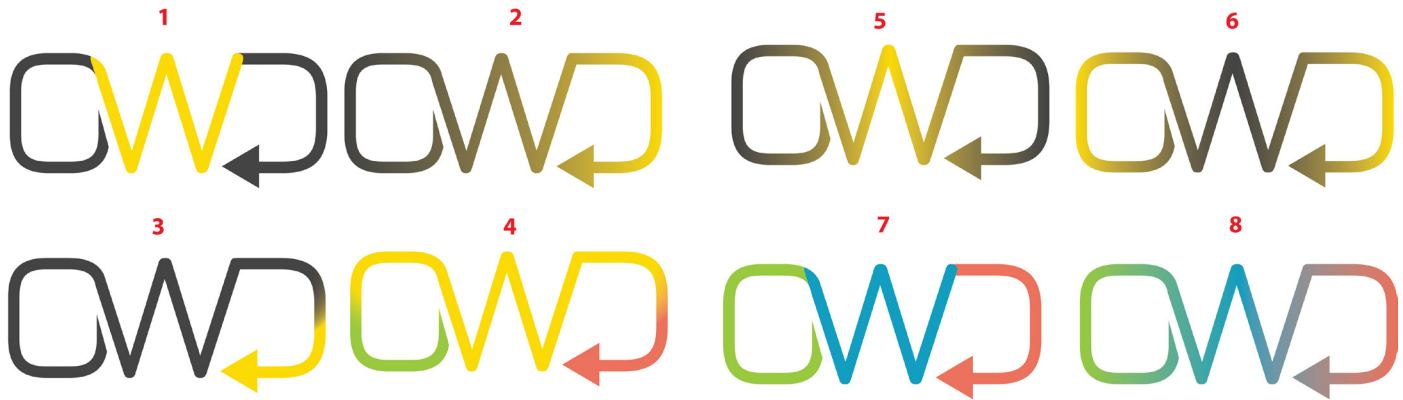


Out Without Doubt Logo Color Palette Survey

21 Responses



- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6
- Option 7
- Option 8

- Option 2** The graduation from the gray to the yellow makes me think of moving out of the shadows into the lighted pathway....because there is no doubt about the safety ahead.
- Option 3** The yellow is a bit hard to see, so I like the one with less.
- Option 3** I think others there are too much colors or gradients on text so it didnt really caught my eyes. However, option 3 has the only color at the arrow part which make sense more.
- Option 3**
- Option 4** red, yellow, green like a stoplight
- Option 4** it has the world wide recognizable colors for traffic, makes sense to me :)
- Option 4** Soft, yet strong impact of color and logo
- Option 5** It's symmetrical, catches my eye, yellow seems like a warning color. The logo looks like a route where they're cautioning around the point of the W
- Option 7** Color combination is good, clean, and clearly conceptualized. The others appear muddled.
- Option 7** I like the brighter colors, it's eye catching
- Option 7** Makes the letters most distinct. I would consider flipping the color transitions so that the arrow leads from red at the start (dangerous) to green at the end (safest route).
- Option 7** This logo draws attention by smooth and peaceful colors.
- Option 8** not too bright, pleasing to look at
- Option 8** I liked the spectrum of colors.
- Option 8**
- Option 8**
- Option 8** 1. I like the colors when they blend from one color to the next.
2. Not a fan of olive green and yellow - bland.
3. Favorites: 8 followed by 4."
- Option 8** I love the vibrant colors! 7 and 8 look happy.
- Option 8** The colors are pretty when they blend together.
- Option 8** like the colors
- Option 8** I like how the colors look.
- Option 8** colorful