

Summary of Logo Development

March 26, 2026, SSCC Board Meeting

Tanya Riseman

A vs B Quiz 1 results

March 15 – 19

21 respondents

A vs B Quiz 2 results

March 19 – 23

24 respondents

27 people participated
in Feedback and Quizzes

52 unique responses

7 duplicate Quiz 1 & 2 respondents

21 unique respondents for Quiz #2

Presenting a short list

Quiz 1 Conclusions



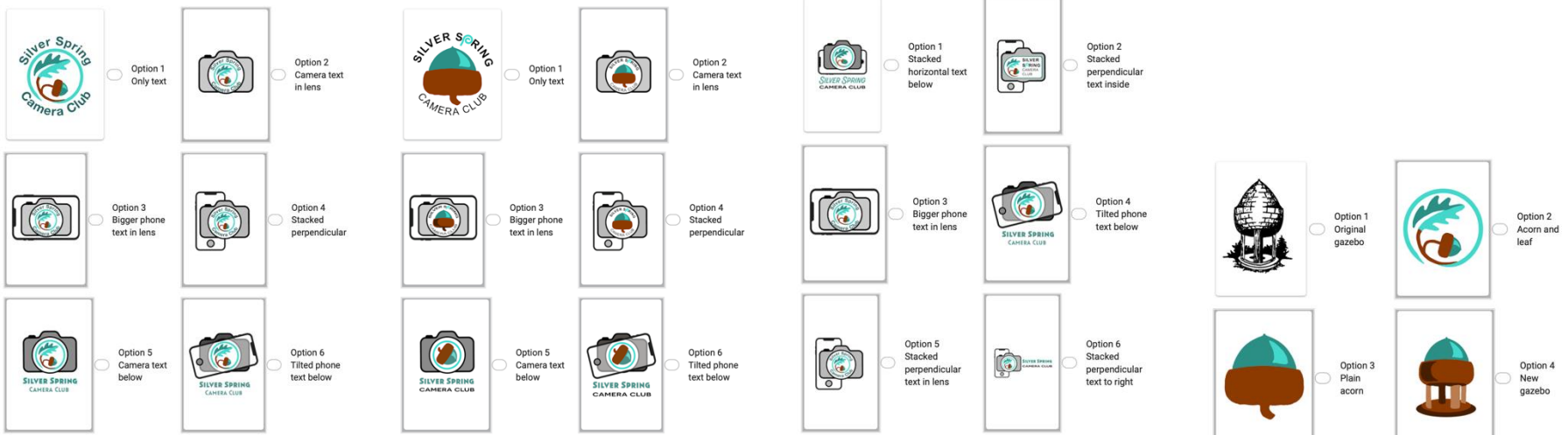
By far, the most popular motif

Perpendicular phone and camera variations are popular when use both camera and phone in the design.

Favorite designs???

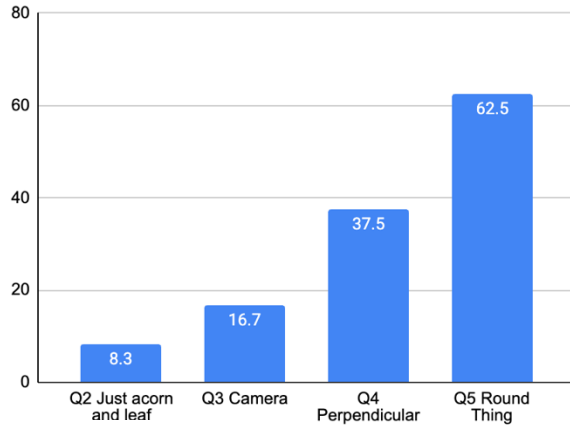
Too much choice is evil in the later questions – Got split results and a lot of “no opinions”

A vs B or **A vs B vs C** approach is clearer.



Quiz 2 conclusions

No opinion



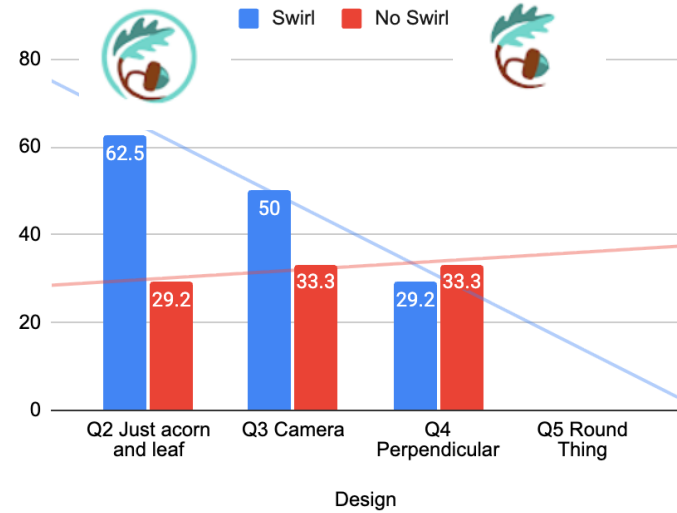
People dislike more complex designs?

Swirl motif gets too busy in more complex designs.

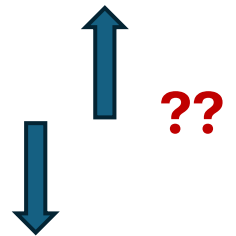
Q1 Favorite font

- Option 1 Oskar 33.3%
- Option 2 Oskar and Novecento 25%

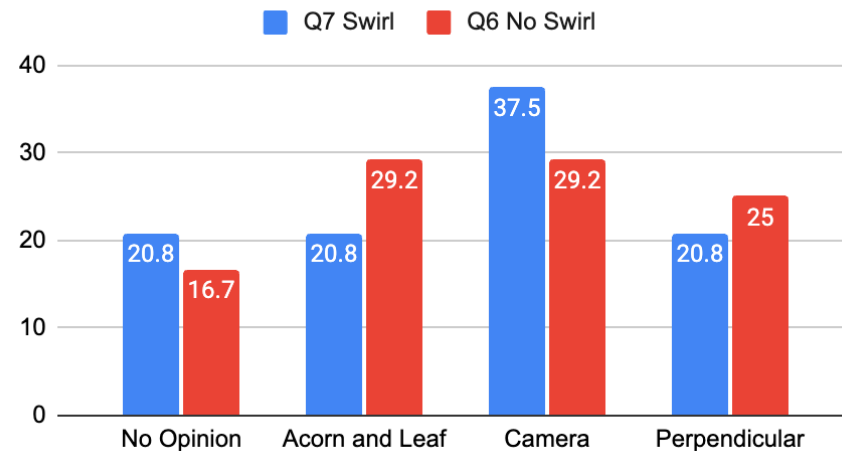
Swirl or No Swirl Motif



Can't rank the designs yet!



Battle of the Designs





A.
Original



B.
Acorn with Swirl



C.
Camera



D.
Phone & Camera

Short list of logo families

Almost all shown with 1" height

Browser tab

Square no text
Phone browser, Newsletter

Square with text
Computer browser



A



Silver Spring Camera Club

B



SILVER SPRING
CAMERA CLUB

C



SILVER SPRING
CAMERA CLUB

D



SILVER SPRING
CAMERA CLUB