**GFAR LOGO POLL**

Thank you for participating in GFAR’s logo poll, we at the secretariat have undergone a rigorous selection process to present the following 3 options of what GFAR’s future logo could look like.

Kindly use the highlighting pen tool to mark your selection and once done email back this copy to esther.kimani@fao.org.

For reference this is what the current logo looks like

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Best Regards,

GFAR Secretariat Team



**Brief: Logo in the overall shape of a bulb, landscape and a leaf showing our area of work and 13 constituents represented by the rays of the sun.**

**Please use the highlight tool to show your responses below**

A) By how much do you feel it represents and identifies GFAR and its constituencies?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not Much

2. A little

3. Average

4. A lot

5.Very Much

B) In your opinion, how aesthetically pleasing is it?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

C) How much do you feel it keeps up with modern times?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

D) How much do you feel this logo will identify GFAR (By looking at it immediately associate with GFAR and the work we do)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

Comments



**Brief: Remade ‘old’ GFAR logo with play on colour and the addition of the ‘I’ for innovation**

**Please use the highlight tool to show your responses below**

A) By how much do you feel it represents and identifies GFAR and its constituencies?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not Much

2. A little

3. Average

4. A lot

5.Very Much

B) In your opinion, how aesthetically pleasing is it?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

C) How much do you feel it keeps up with modern times?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

D) How much do you feel this logo will identify GFAR (By looking at it immediately associate with GFAR and the work we do)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

Comments



**Brief: Word GFAIR with the ‘I’ having a leaf and 13 constituencies represented**

**Please use the highlight tool to show your responses below**

A) By how much do you feel it represents and identifies GFAR and its constituencies?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not Much

2. A little

3. Average

4. A lot

5.Very Much

B) In your opinion, how aesthetically pleasing is it?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

C) How much do you feel it keeps up with modern times?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

5. Very Much

D) How much do you feel this logo will identify GFAR (By looking at it immediately associate with GFAR and the work we do)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

1.Not at all

2. A little

3. Average

4. A lot

Comments