

## McKnight Brain Research Foundation External Stakeholder Survey Questions

July 12, 2019

### Survey Overview

The questions below will be used to gauge reactions, thoughts and feelings evoked by the top four logo designs developed by Look Think and Z Design Studios as potential concepts to update the current McKnight Brain Research Foundation logo. The survey will be fielded through Survey Monkey to generate responses by at least 350 respondents qualified by demographics including gender, age, household income, education level and interest in aging-related topics.

The survey results will be evaluated and used to help identify the logo that best represents the Foundation's mission and evokes the feeling that MBRF is the go-to resource for information and guidance on cognitive aging and age-related memory loss.

### Survey Questions

Please review the following logo designs that are being considered for an organization that provides research and information to better understand and help prevent the effects of cognitive aging and age-related memory loss.

#### Design A



#### Design B



**Design C**



**Design D**



1. Please rank the above images in your order of preference with 1 being the image you like the most.
2. Which image above do you like the most? Why?
3. Which image above do you like the least? Why?
4. The logos above are proposed for a cognitive health and brain research organization. Please select the design you think is the best fit for the organization and tell us why.

5. Which of the logos above do you feel best describes an organization that is collaborative, pioneering, forward-thinking and helpful.
6. Which of the logos above best fits with the organization's name – the McKnight Brain Research Foundation?
7. Please share any additional thoughts or comments you have about the logos above.

### **Color Questions**

1. Which of the colors below best reflects an impactful organization?
  - a. Blue
  - b. Green
  - c. Orange
  - d. Red
  - e. Yellow
  - f. Purple
  - g. Other
  
2. Which of the colors below best represents an informative organization?
  - a. Blue
  - b. Green
  - c. Orange
  - d. Red
  - e. Yellow
  - f. Purple
  - g. Other
  
3. Which color best fits with the organization's name – the McKnight Brain Research Foundation?
  - a. Blue
  - b. Green
  - c. Orange
  - d. Red
  - e. Yellow
  - f. Purple
  - g. Other
  
4. Please share any additional thoughts or comments you have with us.

### **Demographic Questions**

1. Please select your gender.
  - a. Male
  - b. Female
  - c. Prefer not to say

2. Please select your age range.
  - a. 21-30
  - b. 31-40
  - c. 41-50
  - d. 61+
  - e. Prefer not to say
  
3. Would you describe yourself as someone interested in brain health or brain research related topics?
  - a. Yes
  - b. No

Thank you for your time!