

# HERMISTON™

## OREGON

EVENT CENTER



## Eastern Oregon Trade & Event Center Rebranding Survey Results

**OVERVIEW:** There were 19 total completed survey entries during the time period for feedback, with most entries providing written feedback. This report summarizes the survey results.

Question #1: With the Hermiston Community brand in mind (shown below, at left), which of the following answers best describe your opinion about CONCEPT #1 (shown below)?



- 16% A. Love it, it really compliments the Community brand well
- 21% B. There are things I like about it, it adequately compliments the Community brand
- 26% C. Feelings are neutral, not really sure how well it fits with the Community brand
- 11% D. There are things I don't like about it and it doesn't adequately compliment the Community brand
- 26% E. I don't like it at all and it doesn't compliment the Community brand

Question #2: What are your overall thoughts about CONCEPT #1, knowing the goals of this rebrand were to refresh the look while tying in the visual aesthetic of the established Hermiston Community brand?

### Positive/neutral responses

"I like it a lot, good throwback to western/rodeo influences."

"It is a clean looking brand."

"I believe concept #1 is aesthetically pleasing, aside from the "&" symbol."

"Easier to read."

"Nice, but could use more color."

"Colors are appealing and on brand, the & symbol feels disjointed."

"Looks good, compliments the City brand."

"I like the logo, but I don't see a flow. The question is does there need to be a flow? EOTEC is its own facility."

"I like the concept in general. However, I don't feel it compliments the Hermiston Community brand."

"I love Concept #1 for other things. It doesn't look professional enough for the EOTEC brand."

### Negative/critical responses:

"Generic and basic. Multiple font style and sizing is off-putting for the eyes."

"A watermelon does not do the community justice."

"I don't see any tie between the two."

"My only do I not like this look, I don't think it ties in with any of the city's current branding."

"I like it, but it doesn't fit with the Hermiston Community Brand...if that is what you are trying to do."

"I feel like it is not close enough to the City brand."

"I feel like it represents St Patrick's Day and not our brand with red for our famous watermelons."

"Pretty generic. Only thing that aligns with current brand is the color green."



# Eastern Oregon Trade & Event Center Rebranding Survey Results



Question #3: Do you believe CONCEPT #1 will resonate with the community, visitors and potential businesses?

- 63% A. YES
- 37% B. NO

Question #4-A: Do you have any concerns with Concept #1 overall?

- 53% A. YES
- 47% B. NO

Question #4-B: If YES, what are your concerns?

**Responses:**

*"Looks comical and not professional."*

*"It isn't cohesive with the Hermiston Community Brand."*

*"Just that it doesn't tie in to the City brand."*

*"The "&" symbol seems to be a little bit too "Fancy" for the rest of the font used in the name. The symbol is also very overwhelming for the size of Oregon. I would recommend looking at other options for the "&" symbol."*

*"My concern is that it diminishes the professionalism of EOTEC."*

*"I don't think it follows our brand and what we are known for. Maybe we are trying to get away from the watermelon, but I don't think we should."*

*"All different font types and don't like curved center on bottom."*

Question #5: With the Hermiston Community brand in mind (shown below, at left), which of the following answers best describe your opinion about CONCEPT #2 (shown below)?



- 58% A. Love it, it really compliments the Community brand well
- 37% B. There are things I like about it, it adequately compliments the Community brand
- 0% C. Feelings are neutral, not really sure how well it fits with the Community brand
- 0% D. There are things I don't like about it and it doesn't adequately compliment the Community brand
- 5% E. I don't like it at all and it doesn't compliment the Community brand



# Eastern Oregon Trade & Event Center Rebranding Survey Results

Question #6: What are your overall thoughts about CONCEPT #2, knowing the goals of this rebrand were to refresh the look while tying in the visual aesthetic of the established Hermiston Community brand?

## Positive/neutral responses

*"Cool, modern design, unique shape and elements from the Hermiston community logo."*

*"Better than #1. Like how the Sun is reversed from original to concept 2. Easier on the eyes to look at."*

*"Looks bright and fresh."*

*"Yes I do see a tie between the two of these."*

*"Seems to tie in, to the overall theming of keeping in brand with Hermiston."*

*"Ties in really well with the community Brand."*

*"I think concept too closely relates to the City brand and yet distinguishes the EOTEC brand."*

*"This looks very professional."*

*"This flows better with the Hermiston logo."*

*"I really like this one. I feel it is different from the city brand but the sunset and font being the same, tie it in with the city brand."*

*"I really like the incorporation of the Butte, and it ties in the City of Hermiston logo well! Good schematics and aesthetically pleasing."*

*"Much better. Appealing."*

*"Concept #2 looks more professional for EOTEC."*

*"Overall look and concept complement each other."*

*"I like it much better than concept #1. The butte and the sun tie it together."*

*"I prefer this one to #1. The white ties this in better."*

*"Much better, like the color and sun connection."*

## Negative/critical responses:

*"Would have used the sun to make the 'o' in Oregon."*

*"It looks too generic."*



Question #7: Do you believe CONCEPT #2 will resonate with the community, visitors and potential businesses?

**89%** A. YES

**11%** B. NO

Question #8-A: Do you have any concerns with Concept #2 overall?

**26%** A. YES

**74%** B. NO

Question #8-B: If YES, what are your concerns?

## Responses:

*"While this does seem on par with the current Hermiston branding overall, I worry that a simple logo change is not enough to affect community awareness. I wonder if something else could be done?"*

*"I would recommend increasing the font size of 'Center' to be closer/same size to 'Trade & Event'. Aside from this minor revision, I believe this is a great design."*

*"What if we added the watermelon seeds under 'center' to tie it all together?"*

*"Instead of the butte design (which symbolizes Hermiston), I suggest the following: it's the 'Eastern Oregon Trade and Event Center', so what about a circle pivot with crop design in center? Sun setting over crops or pivot?"*



# Eastern Oregon Trade & Event Center Rebranding Survey Results

Question #9: If I had to choose between these two brand concepts for the City of Hermiston to adopt, I'd choose:



5% A. Concept #1



95% B. Concept #2

Question #10: Any final comments on these Eastern Oregon Trade & Event Center concepts you'd like the City to take into consideration?

**Responses:**

*"Concept #1 looks more professional."*

*"I am excited to see what the city does with this facility."*

*"Great work on providing two impressive designs. Concept #2, to me, is the most representative of our community, and would be a great brand for EOTEC to take on. Well done!"*

*"Concept #2 looks professional and lively."*

*"Fits with community design well."*

*"Both are much better than current logo."*

