

Which font do you like better for our logo?

Posted by the.guard - 21 Dec 2011 12:19

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After months of working on perfecting our logo with professional artists and illustrators, we finally have the image we want - and we've narrowed it down to two possible fonts.

[See here](#) the two fonts together.

[See here](#) how font 1 looks on the new website.

[See here](#) how font 2 looks on the new website.

The cool script font (logo 1) is meant to look warm, friendly and cutting-edge. We want to express the idea that we don't take things "too seriously" and that we use modern, cutting-edge tools and psychological approaches to helping people (as opposed to the run-of-the-mill "be frummer" attitude). We thought that this font expresses these sentiments and adds a cool-edge to the logo-image.

The second font (logo 2) is much more conservative. It is elegant, simple and doesn't distract the user or call too much attention to itself.

We want to hear what you think.

Please vote above.

Thank you!

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Re: Which font do you like better for our logo?

Posted by gibbor120 - 21 Dec 2011 15:03

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I personally like more conservative in general, but I think you are right about the image you want to project, As you said, "warm, friendly, cutting edge". The second is too stiff.

Thanks for all your hard work!

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Re: Which font do you like better for our logo?

Posted by ur-a-jew - 21 Dec 2011 16:53

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I went with the "normal" one, as I am a "normal" wannabe. But let's talk about the reference to "shmutz" that appears right below it on the site. If we are trying to evoke images of shmutz, I would think a mud-color brown is more appropo.

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Re: Which font do you like better for our logo?

Posted by ZemirosShabbos - 21 Dec 2011 19:12

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i would suggest using the bold weight of the fold (Trajan) if you use the 2nd option so it stands out more and also contrasts to the light tagline

using a sans-serif font would possibly evoke a more friendly and modern look, as opposed to Trajan which is based on ancient Roman lettering (as the name implies) and has a very staid and proper look. a sans serif would also stand out more, as sans-serif's tend to have heavier font weights available.

whatever you do, you have my support and gratitude

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Re: Which font do you like better for our logo?

Posted by gibbor120 - 21 Dec 2011 20:10

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ZS clearly knows his stuff, so I'd ~~listen to~~ hire him!

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Re: Which font do you like better for our logo?

Posted by Me3 - 21 Dec 2011 20:17

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Myself, I'd go with wingdings

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Re: Which font do you like better for our logo?

Posted by ur-a-jew - 22 Dec 2011 20:04

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How about something along these lines: ???? ??????. It has soft strokes, and gives off a truck like image but at the same time conveys the psychological undertone of "so help you if you dare look."

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Re: Which font do you like better for our logo?

Posted by the.guard - 22 Dec 2011 20:16

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[ur-a-jew wrote on 22 Dec 2011 20:04:](#)

How about something along these lines: ???? ??????. It has soft strokes, and gives off a truck like image but at the same time conveys the psychological undertone of "so help you if you dare look."

Most amusing indeed. :

;D

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Re: Which font do you like better for our logo?  
Now vote >  
Posted by ur-a-jew - 22 Dec 2011 22:29

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[guardureyes wrote on 22 Dec 2011 20:16:](#)

;D

You mean I can vote twice?

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Re: Which font do you like better for our logo?  
Posted by Dov - 26 Dec 2011 19:59

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The script one looks nicer - while the print one looks like a command. That can turn people off right there, I feel.

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Re: Which font do you like better for our logo?  
Posted by gibbor120 - 27 Dec 2011 15:11

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Isn't calling one "the **cool** script one" leading the witness? ;D

Ah freilechen chanukah to everyone and a great chodesh!! (**one** day at a time, of course

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Re: Which font do you like better for our logo?  
Posted by tehillimzugger - 28 Dec 2011 12:08

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why the emphasis on "your" i think its distracting

p.s. YOU asked for our opinions, you know what they say, two jews = three opinions

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Re: Which font do you like better for our logo?  
Posted by Dov - 28 Dec 2011 16:44

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What do you mean two Jews, three opinions? I think it's four!

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Re: Which font do you like better for our logo?  
Posted by tehillimzugger - 28 Dec 2011 20:29

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[dov wrote on 28 Dec 2011 16:44:](#)

What do you mean two Jews, three opinions? I think it's four!

SO. you're disagreeing with me, huh?

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Re: Which font do you like better for our logo?

Posted by the.guard - 29 Dec 2011 19:52

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[dov wrote on 26 Dec 2011 19:59:](#)

The script one looks nicer - while the print one looks like a command. That can turn people off right there, I feel.

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We've gotten advice from many professionals... Some like the script better, some like the normal font better... But since me, my partner, and now Dov like better the script (and for the same reasons), I think the script one WINS!!

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