



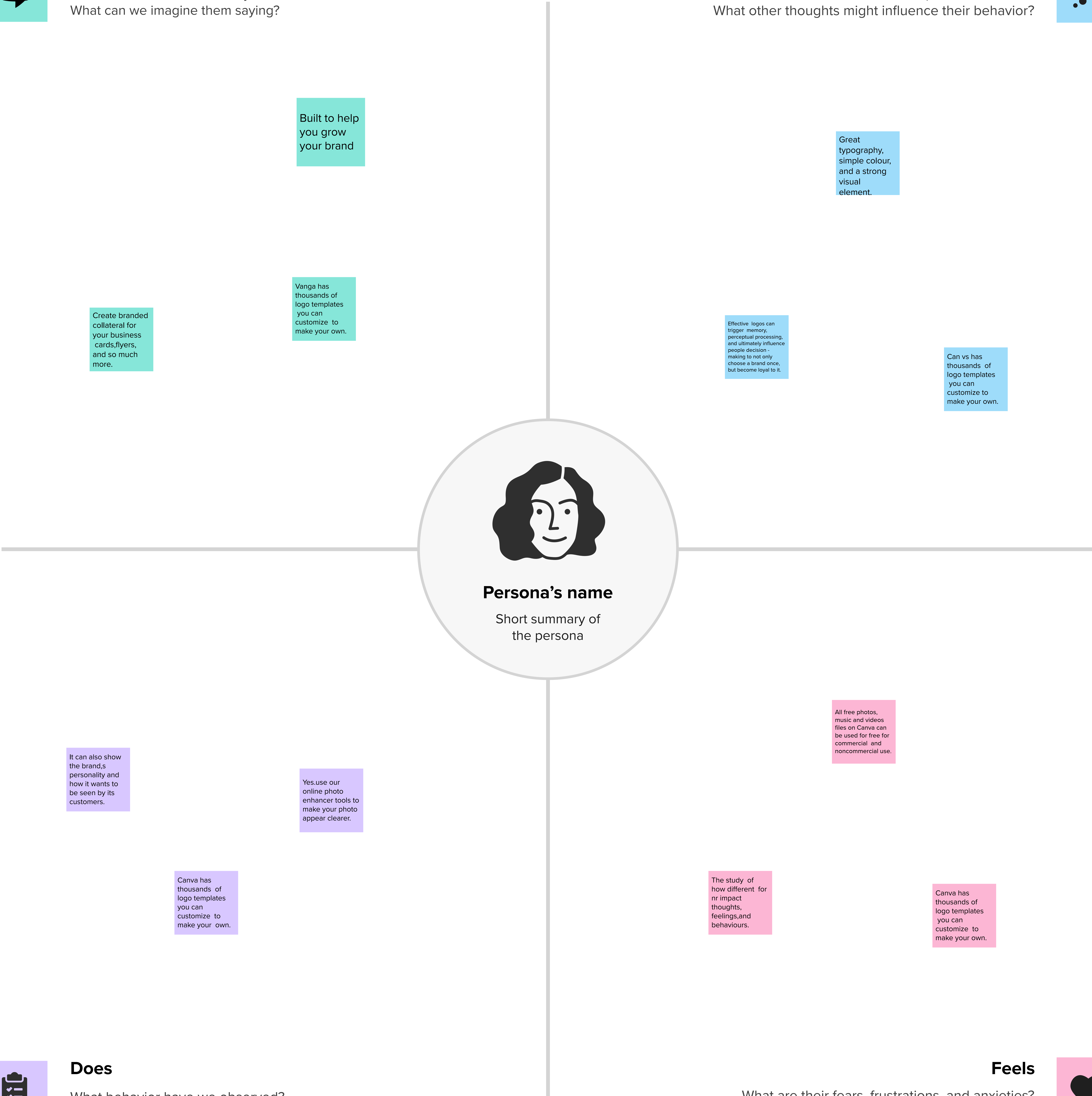
Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Built to help  
you grow  
your brand

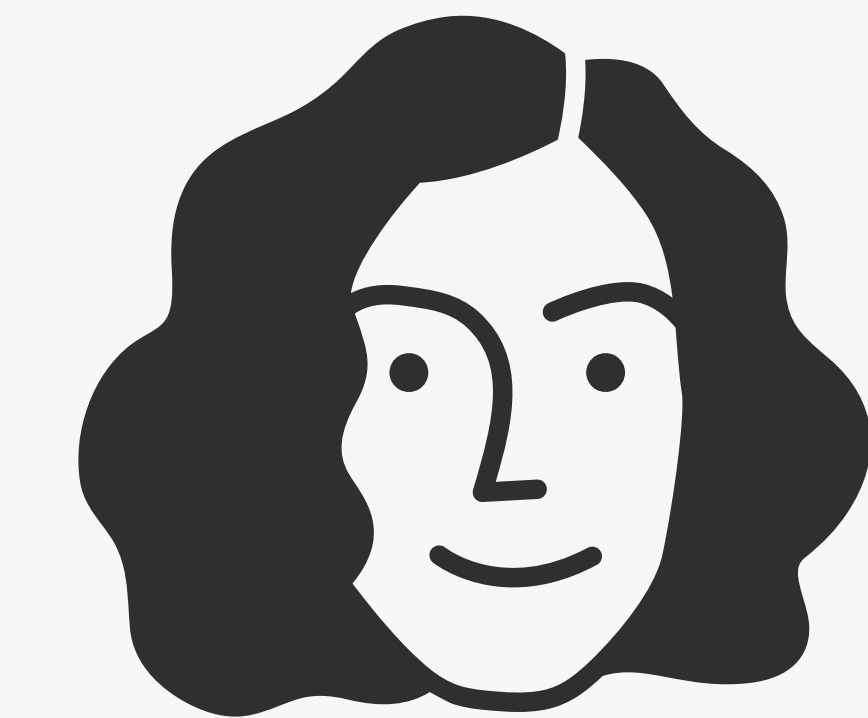
Great  
typography,  
simple colour,  
and a strong  
visual  
element.

Create branded  
collateral for  
your business  
cards,flyers,  
and so much  
more.

Vanga has  
thousands of  
logo templates  
you can  
customize to  
make your own.

Effective logos can  
trigger memory,  
perceptual processing,  
and ultimately influence  
people decision -  
making to not only  
choose a brand once,  
but become loyal to it.

Can vs has  
thousands of  
logo templates  
you can  
customize to  
make your own.



Persona's name  
Short summary of  
the persona

It can also show  
the brand,s  
personality and  
how it wants to  
be seen by its  
customers.

Yes.use our  
online photo  
enhancer tools to  
make your photo  
appear clearer.

All free photos,  
music and videos  
files on Canva can  
be used for free for  
commercial and  
noncommercial use.

Canva has  
thousands of  
logo templates  
you can  
customize to  
make your own.

The study of  
how different for  
nr impact  
thoughts,  
feelings,and  
behaviours.

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thousands of  
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customize to  
make your own.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?