



Says

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

Open Canva.  
Launch Canva  
and search for  
"Logo" to start  
creating your  
own.

Choose a professional  
template. Browse  
through Canva's  
massive library of logo  
templates to  
customize for your  
own. ...

Customize  
your logo  
design. ...

Thinks

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



Get creative  
with more  
design  
features. ...

Big brands. Big brands  
hire only the best (or  
at least, the most  
expensive) designers,  
so more often than  
not, they have some  
of the highest quality  
logos around. ...

Download,  
share and  
build your  
brand  
identity.

99designs  
Discover. ...  
Your own  
brand story. ...



Team 8  
Short summary of  
the persona

Seek  
inspiration

Define your  
brand  
identity

Determine  
logo style.

Choose a  
type.

Decide on a  
color  
scheme.

Pick a font

Outline a  
logo shape.  
Create a  
logo.

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?



See an example