



Says

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



Thinks

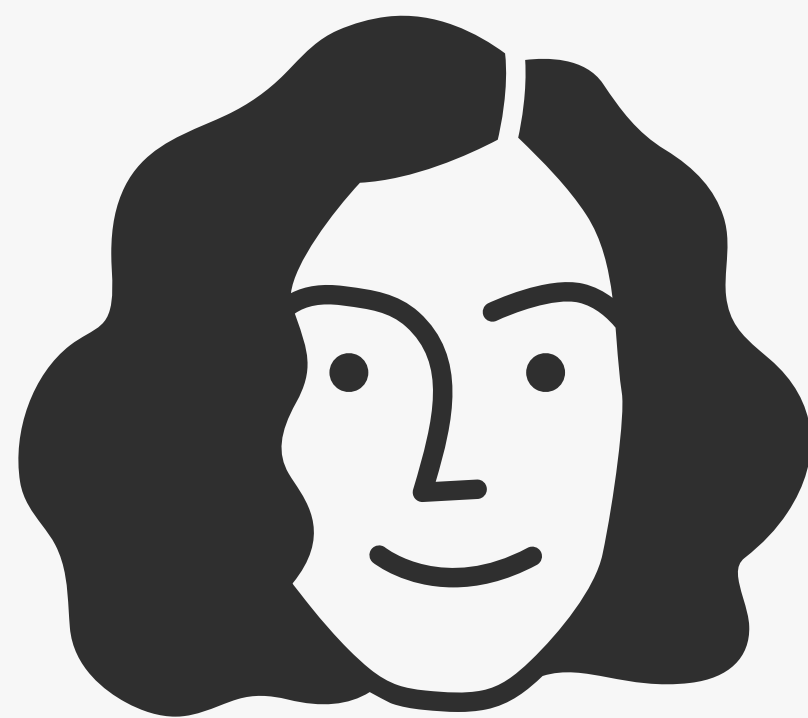
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Research  
and  
Inspiration

Create a new  
design project  
in Canva for  
your brand  
logo.

Create an image  
or illustration that  
represents your  
target audience  
persona

Experiment with  
different fonts  
and text styles to  
visualize how the  
brand name  
might look



How To Create Brand Name  
, Brand Mail And  
Brand Logo In Canva

Ensure that your  
logo design is  
consistent with  
the overall style  
and messaging of  
your brand name.

A clutter-free  
design and a clear  
brand name will  
make it easier for  
your audience to  
connect with your  
brand

Choose colors that  
align with your  
brand's personality  
and the emotions  
you want to evoke  
in your audience

Add text, icons,  
and shapes to  
experiment with  
different logo  
ideas.



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