



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?

Logo  
Creating

effective  
logo is a  
critical  
aspect

logo serves as  
a visual  
representation

we will explore  
the key  
principles and  
considerations  
involved in logo  
design.

The hallmark  
of a  
memorable  
logo is  
simplicity

A clean,  
uncluttered  
design is more  
likely to be  
recognizable  
and versatile.

Simple logos are  
easier for people to  
remember and are  
more adaptable for  
various applications,  
from business cards  
to billboards.

A logo should  
reflect the  
nature and  
purpose of  
your business.

It should  
communicate your  
core message and  
resonate with your  
target audience.

Excited

Nervous

Overwhelmed



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