



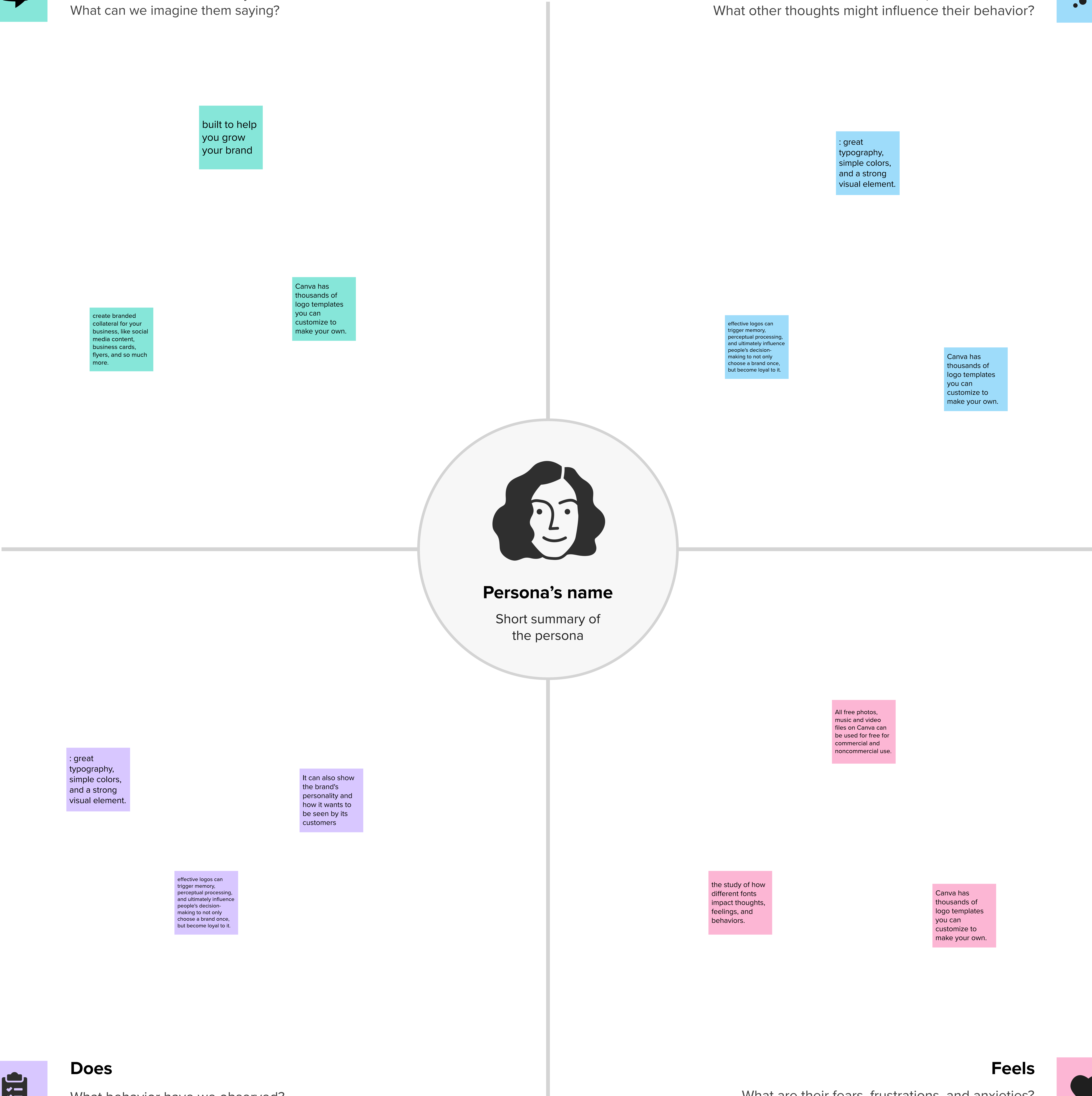
Says

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

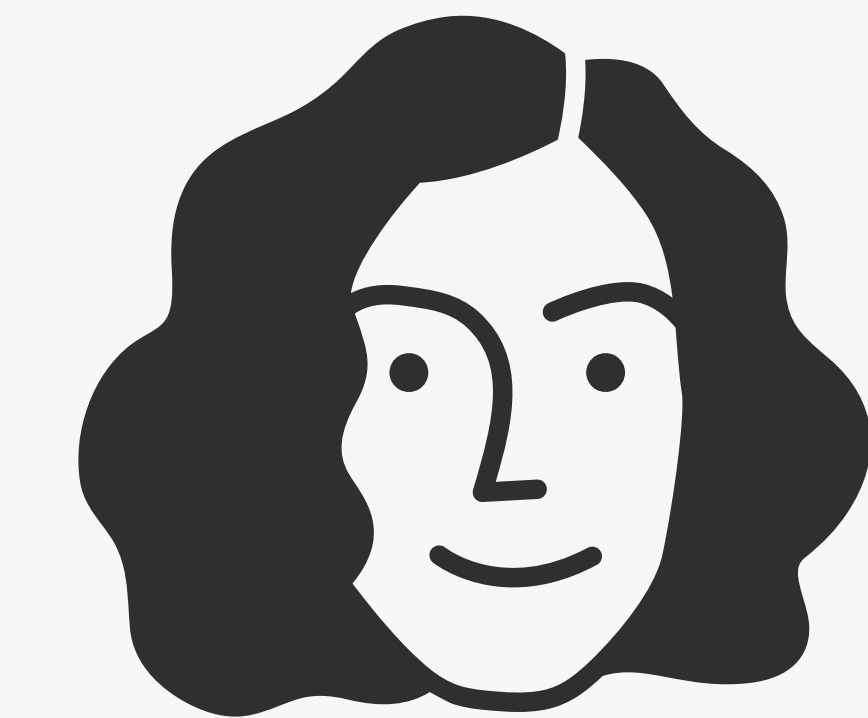
: great  
typography,  
simple colors,  
and a strong  
visual element.

create branded  
collateral for your  
business, like social  
media content,  
business cards,  
flyers, and so much  
more.

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

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

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thousands of  
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make your own.



Persona's name  
Short summary of  
the persona

: great  
typography,  
simple colors,  
and a strong  
visual element.

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

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

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

the study of how  
different fonts  
impact thoughts,  
feelings, and  
behaviors.

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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?