# DESIGING A LOGO WITH CANVA



## SAYS

I want a logo that represents modernity and innovation."

"It should reflect our commitment to sustainability." "The logo should convey trust and reliability."

"The logo needs to stand out and be memorable.

## **THINKS**

I hope this logo captures our brand's essence."

"Will this logo appeal to our target customers?"

"A great logo can help us differentiate from competitors."

"I wonder if the logo will look good on various marketing materials

#### FEELS

Our audience should feel a sense of trust and reliability."

feel excited and inspired by the logo."

"They should

"A welldesigned logo should evoke positive emotions."

"Our logo should make them proud to be associated with our brand."

### DOES

They compare our logo with competitors before making a choice." "They share our logo on social media if they find it appealing."

"They might make a purchase decision based on the logo's impression." "They provide feedback on the logo design if asked."