



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?

It's the  
Foundation  
of Your Brand  
Identity

It Separates  
You From  
Competition

It Makes a  
Strong First  
Impression

I don't have  
time for this

There's not  
enough info  
on the  
website

Keep things  
simple and  
memorable.



Designing a  
logo with  
canva

build your  
image

It will grab  
people's  
attention

thanks to a  
widespread  
neural  
network in the  
brain

Create an  
established  
image

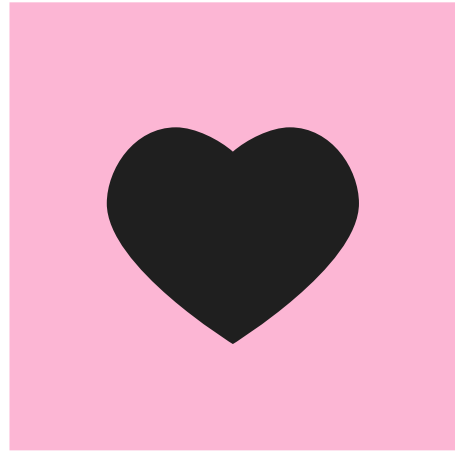
Develop Key  
Messaging.

Brand  
reinforcement



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?