

## 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?

A need for a logo that encapsulates the brand's values and mission.

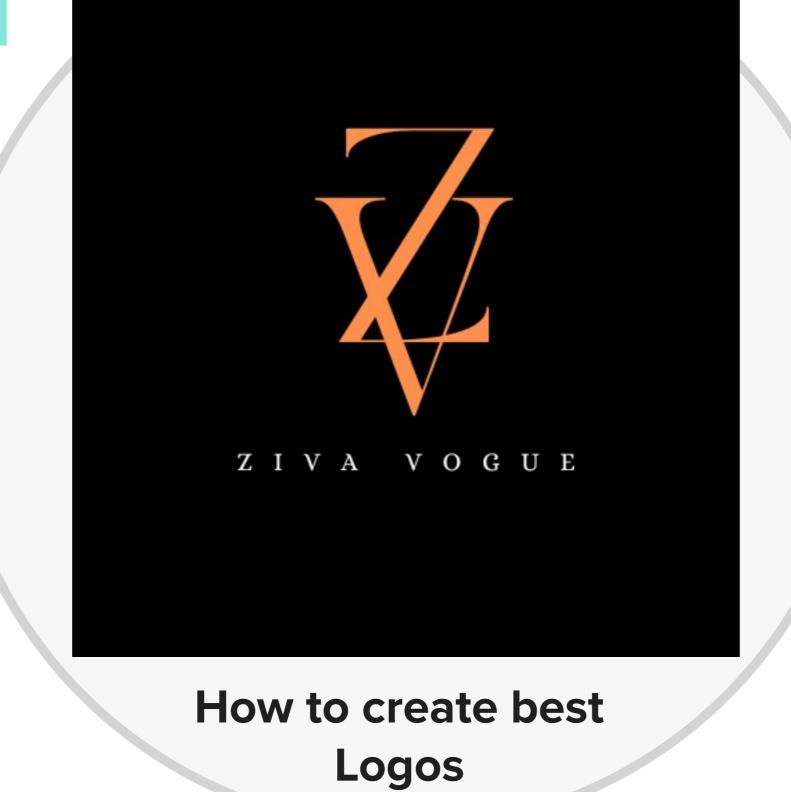
The logo's importance as a visual identifier and first impression of the brand.

The challenge of creating a timeless and adaptable logo.

"I want a logo that represents our brand identity".

"Simplicity is key-I prefer clean and uncluttered designs".

"Our logo needs to communicate what we stand for."



Research and analyse logos of competitors and industry leaders.

Seek inspiration from design trends, both within and outside the industry.

The potential for the logo that enhances brand recognition and customer trust.

Stories of successful logo redesigns and brand transformations.

Collaborate with designers , marketers and stakeholders in the logo design process.



WORLD SMILE DAY

## Does

What behavior have we observed? What can we imagine them doing?

Design
elements
trends
relevant to
their industry.



