



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?



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

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

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

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

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

The challenge of creating a timeless and adaptable logo.



How to create best Logos

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.

Design elements trends relevant to their industry.



BE THE REASON FOR A SMILE
WORLD SMILE DAY

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?



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See an example