



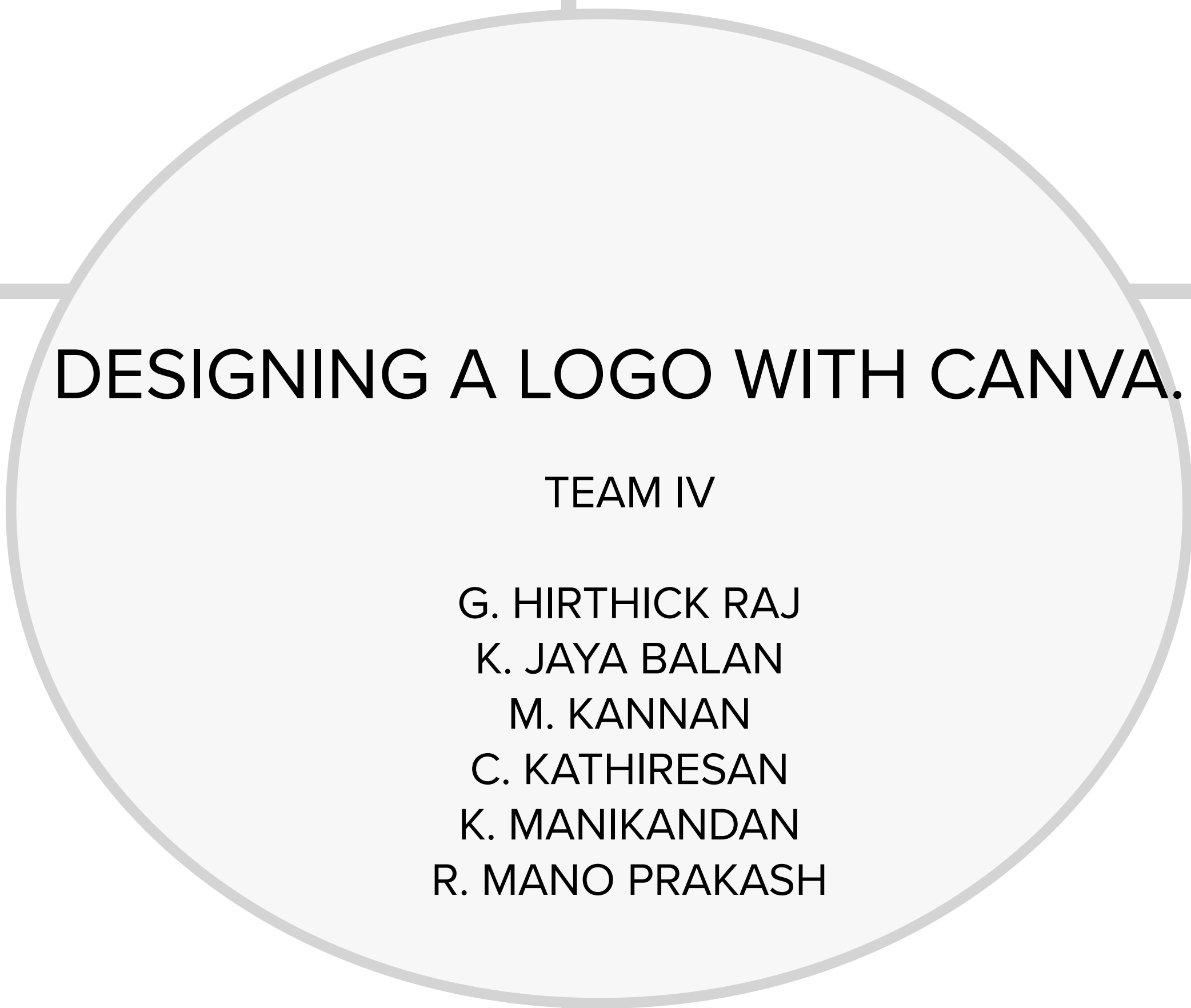
Says

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?



 [See an example](#)

FIND THE
RIGHT
TYPE OF
LOGO

DEFINE
YOUR
BRAND
IDENTITY

PICK THE
RIGHT
TYPOGRAPHY

IMMEDIATELY
RECOGNIZABLE

REFLECTS

BRANDS/MESSAGE

SCALABLE AND
TIMELESS AND
VERSATILE IN
ONLINE AND
PRINT
FORMATS

APPROPRIATE
AND
MEMORABLE

RECOGNIZABLE

REWORK
AND
REVISE

USE
SRONG
COLOURS

CREATE A
MODERN
IMAGE



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?