



Says

What have we heard them say?
What can we imagine them saying?



Thinks

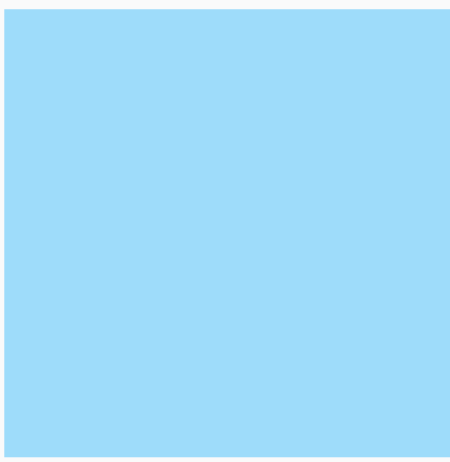
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



start with
your story

sketch
ideas based
on these
words

refine your
chosen
sketch



they're
asymbol use
to recognize
you brand
stan

a point of
identification

language of
graphics
oriendet

represent a given
organization or
company througha
visual image that
can peeasily
understood and
recognized

use of turtle
graphics

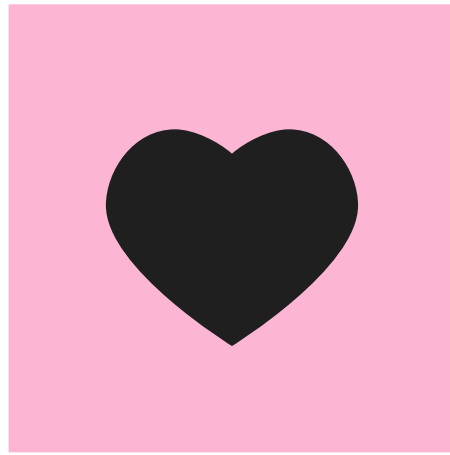
it should look good
in podh and white
and color . and it
should pe scalaple
to any size without
losing its impacd.

creading standards
regarding your prnds
logo, colors,
fonds,photography,and
wepside.



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?