



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

See an example



Logo is a critical aspect of branding and marketing for any business or organization

A logo serves as a visual representation

conveying its identity, values, and essence to your target audience

The hallmark of a memorable logo is simplicity

principles and considerations involved in logo design.

Ensure that your logo design does not infringe on any trademarks or copyrights

Consider the colors, shapes, and symbols that align with your industry and values.

It's essential to avoid clichés and generic elements that might dilute your brand's identity

A logo should work across different mediums and sizes.

fear

nervous

excited