



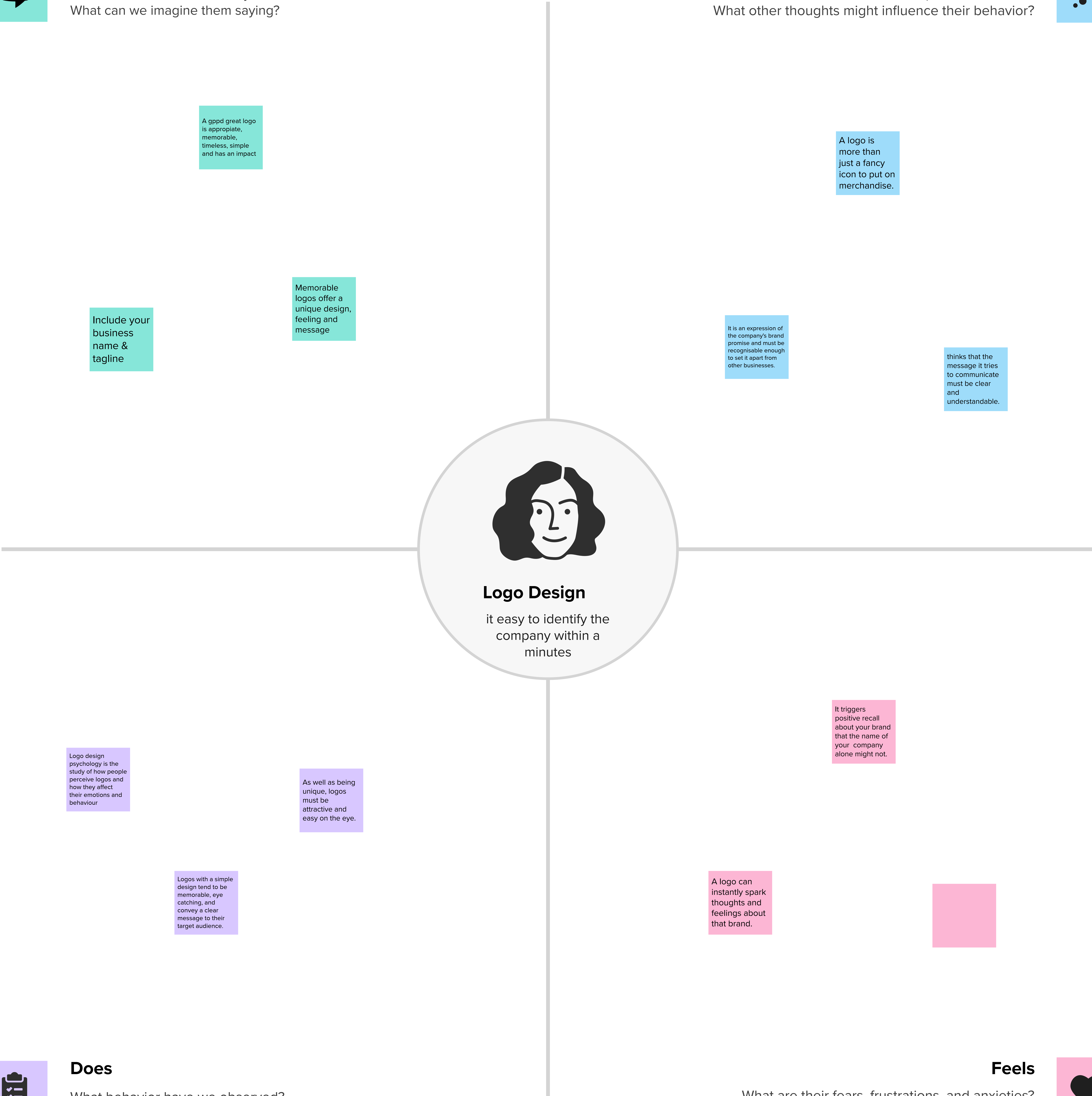
Says

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 gppd great logo is appropriate, memorable, timeless, simple and has an impact

A logo is more than just a fancy icon to put on merchandise.

Include your business name & tagline

Memorable logos offer a unique design, feeling and message

It is an expression of the company's brand promise and must be recognisable enough to set it apart from other businesses.

thinks that the message it tries to communicate must be clear and understandable.



Logo Design

it easy to identify the company within a minutes

Logo design psychology is the study of how people perceive logos and how they affect their emotions and behaviour

As well as being unique, logos must be attractive and easy on the eye.

Logos with a simple design tend to be memorable, eye catching, and convey a clear message to their target audience.

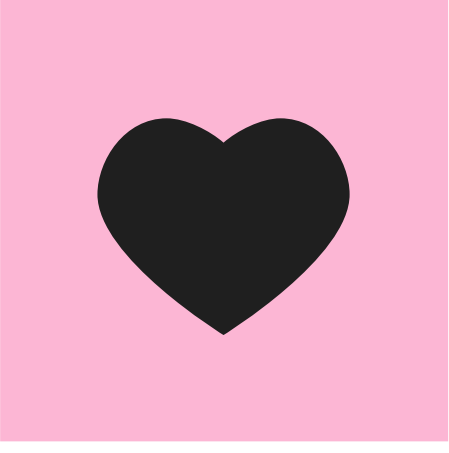
It triggers positive recall about your brand that the name of your company alone might not.

A logo can instantly spark thoughts and feelings about that brand.



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?