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?

what does the

logo make them

think about the

company or

brand



The logo
Should convey
a Senge of
nostalgia and
tradition

So cost is a concern

my budget is some what limited.

what is their first thought

what
message or
values to
they.

Discusses
her ideas
and
Preferences

Designing a logo

S. Vinayagamoorthi
S. Ramkumar

S. Nagaraj S. Mano

\* Aesthnetic appeal Do they find it visually Pleaging

searches for logo design in spiagation

visits other local bakerise and takes

Does it make them feel connected to the brand.

Happiness trust excitement or any other emotions.

**Feels** 



Does

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



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

