



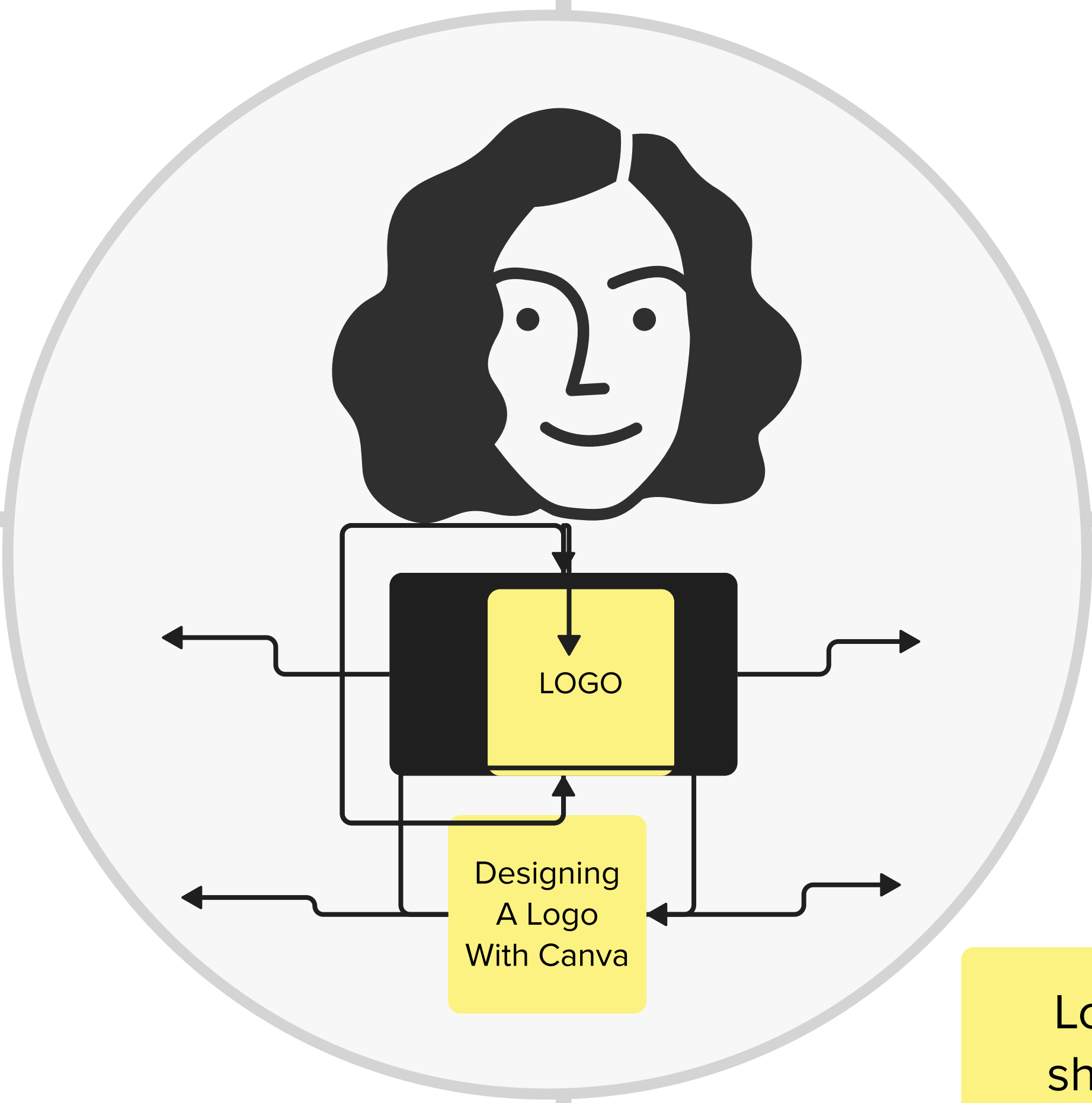
Says

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?



messages

ideas

concepts

thoughts

appropriate

memorable

timeless

simple

impact

brand identity

Fosters brand loyalty

Distinguishes you from competitors

customers to interact with your brand

which people can better remember you

Logos should stand out from others

Logos should be simple yet memorable

Logos should have personality

Logos should be easy to read

Logos should be versatile

Logos need to have their unique style

Logos shouldn't take up too much space



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?