

Says

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

Start With Your Story.

Test Your Top Sketches With Your Buyer Persona. Sketch
Ideas Based
on These
Words

Thinks

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



Brainstorm
Words That
Describe
Your Brand

Refine Your Chosen Sketch

1. Develop
Your Logo's
Layout on a
Free Design
Platform.



Vaishnavi

vimala, soundeshwari , anjalidevi, muthulaks hmi

a symbol or design used to identify a company or organization, as well as its products, services, employees,

a design that conveys your brand personality, a style choice consistent with your identity, your business name, and a relevant color

Develop your brand identity. It has its own innovation

Look for design inspiration

Unique design



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?

