



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?



Logos are a point of a indentification

An excellent logo template suitable for media, photography, technology,music production,app,mobile application, communication.

A good logo is immediately recognizable, reflects your brand message and makes you stand out.

Thoughts can trigger emotions and also serve as an appraisal of that emotion

Postures, movements, nonverbal and verbal behaviour all can be observed.

Be distinctive and unique, not to similar to other logos.

Our thoughts create our feelings and our feelings drive our behaviour.

Extreme fear of public speaking, meeting new people or drinking in public.



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?