



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 logo has a
major r
costomers will
perceive
yprimact on
how you brand

This is especially
important if your
if your business
has competition

But heow
do you gt
there?

So naturally
you want your
logo to be
outstanding

From defining
your brands
identity and
understanding
what makes a
great logo

before your
get a logo for
your business
want to
resarch

logo desing is all
about creating
the perfect
visuval brand
mark for a
company

Understandd
why you
need a logo

Very
important
logo

logos serve
many
functions

All pepole
attract logo

New
creativity
logo is
beautiful



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?

See an example