

Reflect on the topic



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?



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Creative design a
logo with canva

A logo helps to
identify and
distinguish a
brand from its
competitors

Logo can be
crucial for
building a
positive brand
image

A well
designed
logo is
memorable

A professional
logo can
convey a
sense of trust
and credibility

Logos often
convey a
message or
values associated
with a brand

Colors, shapes,
and imagery can
all communicate
specific ideas or
emotions

It often gives
clues about the
industry or the
field the business
operates in

Logos are used
consistently across
various marketing
materials ensuring
a cohesive visual
identity

Logos are used
across various
marketing
materials and
platforms

A logo makes the
brand recognizable
and conveying the
important message
about the brand to
its audience

A logo is a visual
shorthand for a brand
, encapsulating its
essence , values and
identity in a simple
and memorable
design

Logos can
reflect the core
values , mission
and vision of the
brand



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