



Says

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

It makes me
curious to
explore

It is stylish
and good
looking

It is an unique
logo thats
stands out from
competition

This logo
reflects their
commitment to
sustainability



Positive
responses

Engaging on
social media

Supporting
viewers

Feedbacks
and
recommendations



Does

What behavior have we observed?
What can we imagine them doing?

Thinks

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



We want a logo
and a brand
name that
resonate with our
target audience

We want a
logo that
represents our
brands core
values

We hope that our
logo and brand
name will set us
apart from
competitors

Our logo and
brand name will
be influenced by
naming trends in
industry

Public
support to
our brand

Knowledge
about
competitors

Realization of
public
likeness

Improvement
in our logo
design

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their
behavior?

