



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?



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?



the best inspiration comes from Within and often while you're in the throes of designing.

when it comes to designing logos, inspiration is going to be one of your most useful tools.

the research step gives you context inspiration and will help guide your logo design process.

finding inspiration is important for your logo design your research process.

canva can help you create an idea even when you don't feel inspired.

you can search the elements tab for graphics that might help communicate the ideas behind your brand/

the first thing to consider is what style will best match your brand aesthetic.

what ever logo your* designing start inspired with our range of professionally designed templates.

the logo is 5 types: pictograms, Wordmark, lettermark, combination mark, emblem.

the idea is that the symbol remains recognizable even without the text.

a wordmark logo is made using just text to spell your brand's name.

a great option for smaller placements and applications.

a combination logo combines.