



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?

INSPIRATION
IS
EVERYWHERE

FINDING
VISUAL
INSPIRATION

COMPANY
NAME

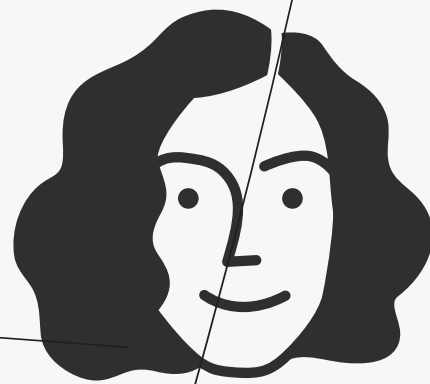
A PICTURE
PAINTS A
THOUSANDS
WORDS

LOGO
STYLE

KEEP IT
SIMPLE

BUSINESS
COMPANY

BRAND ON
AL YOUR
PLATFORM
S



M.KOWSALYA
P.MAHALAKSHMI
S.MASILA MANI
K.MEENACHI

COLOUR IS
KEY FOR
GOOD
DESIGN

USE SHAPES
TO THINK
INSIDE THE
BOX

STRENGTHEN
YOUR
MESSAGE

HELP A
COMPANY
STANDOUT
FROM IT IS
COMPETITION

BE LITERAL
WITH YOUR
LOGO

BE
AUTHORITATIVE
WITH YOUR LOGO

CONVEY KEY
INFORMATION
ABOUT THE
BRAND

BUILT BRAND
RECOGNITION



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](#)