



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?



The purpose of a brand is to identifuy

The purpose of a logo is to communicative.

symbolizes that brnd's value

grabbing people attention

Making you more memorable

Expressing your identify

logo connected with brand

fonts working

how to best and not best comments and change the mistakes

People feels is very happy

Immediately recognizable

Reflects brand's message



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?