



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?

LOGO IS  
CREATED  
FOR  
COLLEGES

COLLAGE  
SLOGAN  
WAS  
WRITTEN

COPY PASTE  
THE PICTURE  
FROM THE  
GOOGLE

HOW GOING  
TO CREATE  
A LOGO

WHAT ELSE  
AM I  
MISSING

FOR WHAT  
BRAND  
SHOULD  
CREATE A  
LOGO



MINIMALISTIC  
COLOUR  
WERE USED

COLLAGE  
INITIAL  
HIGHLITE IN  
THE LOGO

FEMALE  
SYMBOL IS  
USED

CURIOSITY

CHALLENGING

INTERESTING



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?