

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

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

ARTISTS,DESIGNERS  
AND ART STUDENTS  
CAN ALSO USE THE  
APP TO TEST AND  
IDEA QUICKLY  
,WITHOUT THE NEED  
FOR EXPENSIVE  
TOOLING.

DESIGN USED TO BE  
COMPLICATED AND  
HARD,BUT TODAY,MORE  
THAN 100 MILLION  
PEOPLE ARE USING  
CANVA EVERY MONTH  
TO UNLOCK THEIR  
CREATIVIITY AND  
ACHIEVE THEIR GOALS..

Says



TODAY,WE'RE  
THRILLED TO  
SHARE THAT YOUR  
OUR NEW IMAGE-  
GENERATING APP  
TEXT TO IMAGE IS  
NOT AVAILABLE FOR  
FREE IN CANVA..

NOW WHENEVER YOU  
CAN'T FIND THE  
PERFECT IMAGES,YOU  
ONLY NEED TO FIND  
THE RIGHT WORDS  
INSTEAD-THEN WATCH  
THEM MAGICALLY  
COME TO LIFE..

CONSUMER  
BEHAVIOUR CAN BE  
THOUGHT OF AS  
THECOMBINATION OF  
EFFORTS AND RESULTS  
RELATED TO THE  
CONSUMERS NEED TO  
SOLVE THE PROBLEM..

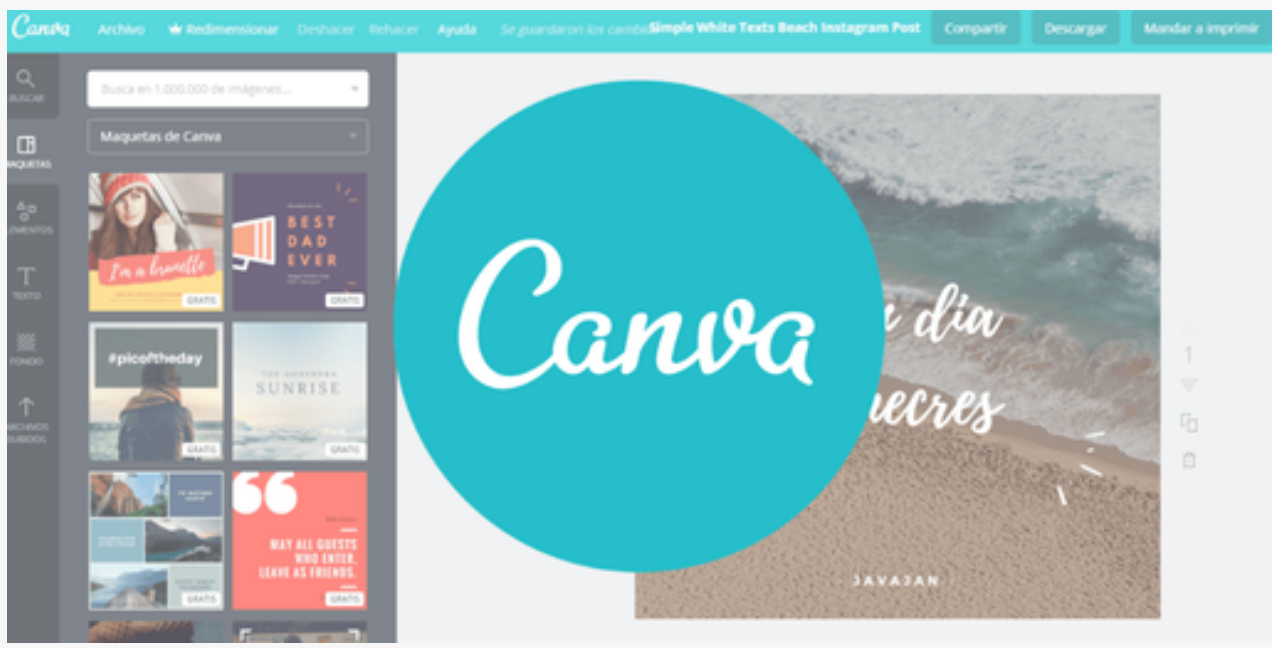
EFFECTIVE LOGOS CAN  
TRIGGER  
MEMORY.PERCEPTUAL  
PROCESSING AND  
ULTIMETELY INFLUENCE  
PEOPLE'S DECISION  
MAKING NOT ONLY  
CHOOSE A BRAND ONCE  
BUT BECOME LOYAL..

Thinks



LOGO DESIGN  
PSYCHOLOGY IS THE  
STUDY OF HOW  
PEOPLE PERCEIVE  
LOGOS AND HOW  
THEY AFFECT THEIR  
EMOTION AND  
BEHAVIOUR..

CONSUMER  
PROBLEM SOLVING  
HIS TRIGGERED BY  
THE  
IDENTIFICATION  
OF SOME UNMET  
NEED..



Persona's name  
DESINGING A LOGO  
WITH CANVA

GRAPHICS  
DESIGNERS WORK  
ON THE BOARD  
RANGE OF  
MARKETTING  
CAPMOAIGNS FOR  
BUSINESS..

LOGO DESIGN IS  
ONE MOST  
IMPORTANT  
ASPECT OF  
LAUNCHING A  
BUSINESS BRAND..

Does



GOOD LOGOS  
DELIEVER  
SOMETHING  
UNEXPECTED AND  
ARE UNIQUE  
WITHOUT BEING  
COMPLICATED..

YOUR LOGO NEEDS  
TO BE EASILY  
IDENTIFIABLE AT A  
GLANCE.ALLOW  
FOR CHANGE OF  
SIZE AND COLOUR.

IT JUST TOO EASY  
TO COMPLICATED  
THINGS AND  
CREATE A LOGO  
THAT'S FAR TOO  
INTRICATE TO BE  
MEMORABLE..

GREAT LOGOS  
REQUIRE OF  
THOUGHT,AND  
THE HELP OF AN  
EXPERIENCED  
DESIGNER.

Feels



THIS IS ONE OF  
THE MOST  
IMPORTANT  
ELEMENTS OF  
LOGO  
DESIGNS...

EMOTIONAL DESIGN  
HAS BEEN  
EXPLORED IN DETAIL  
BY RESEARCHER,  
DONALD NORMAN IN  
A BOOK BY THE  
NAME AS WELL AS..

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

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

