

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..

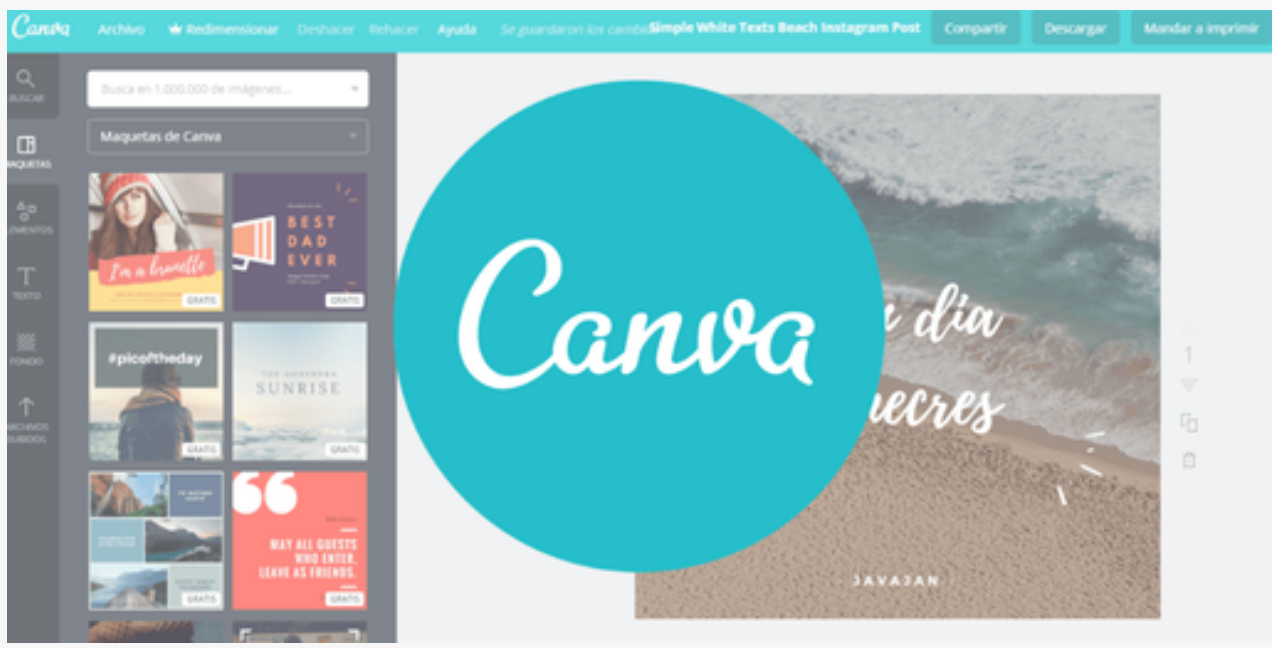
EFFECTIVE LOGOS CAN
TRIGGER
MEMORY.PERCEPTUAL
PROCESSING AND
ULTIMETELY INFLUENCE
PEOPLE'S DECISION
MAKING NOT ONLY
CHOOSE A BRAND ONCE
BUT BECOME LOYAL..

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?

