



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?

ARTISTS, DESIGNERS and ART STUDENTS can also use the app to text and idea quickly, without the need for expensive tooling.

Design used to be complicated and hurd, but today, more than 100 MILLION PEOPLE are using CANVA every month to unlock their creativity and achieve their goals

SAYS

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.

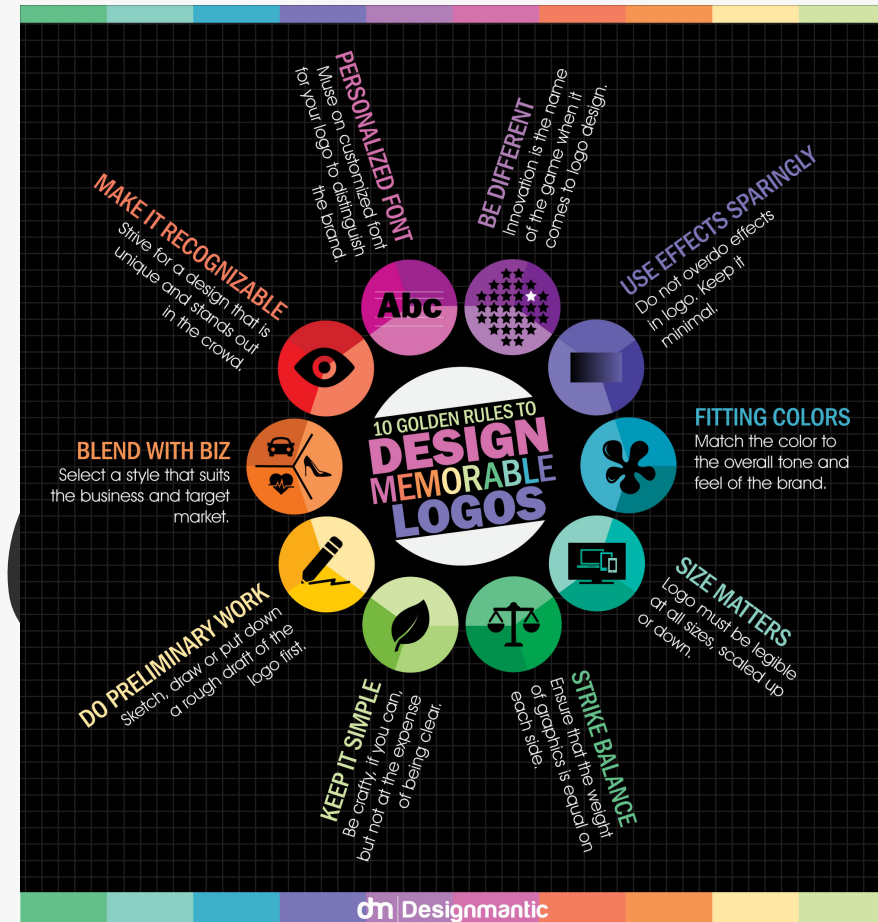
Today, we're thrilled to share that your our new IMAGE-GENERATING app text to image is noe available for free in canva.

Effective logos can trigger MEMORY, perceptual PROCESSING, and ultimately influence PEOPLE'S DECISION-MAKING to not only choose a brand once, but become loyal.

THINKS

Consumer problem solving is triggered by the identification of some unmet need.

LOGO DESIGN PSYCHOLOGY is the study of how people perceive logos and how they affect their emotion and behaviour.



M.Sharmila

DESIGNING A LOGO WITH CANVA

Your logo needs to be easily identifiable at a glance. Allow for changes of SIZE and COLOR.

Great logos recquire RESEARCH, PLENTY OF THOUGHT, and the help of an experienced designer.

GRAPHIC desiners work on a broad work range of marketing capmoaigns for businesses.

DOES

Good logos deliver something unexpected and are unique without being complicated.

This is one of the most elements of logo design.

FEELS

It's just too easy to complicate THINGS and CREATE A LOGO that's fat too intricate to be memorable.

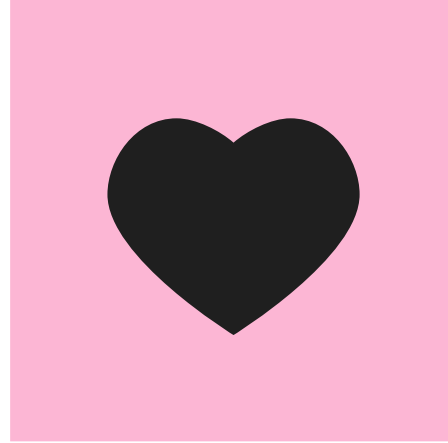
Logo design most imoportant aspects of launching a BUSINESS'S BRAND.

Emotional design has been explored in detail by researcher, DONALD NORMAN in a book by the name AS WELL AS.



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?