



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?

Be eye
catchin
g

Work well
large or
small

Be
memorable

Be time
less

A picture
paints a
thousand
words

Encompass
your brand
vibe



logo designing

Ideas to create a
logo design

Use empty
space to
keep your
logo clean

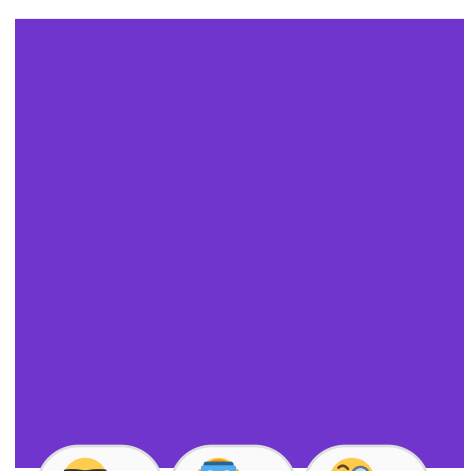
Colour is
key for
good
design

Use shapes
to think
inside the
box

Imagine
your logo in
situation

Be literal
with your
logo

Create visual
salience with
pop of
colour



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?

[See an example](#)