What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Be eye catching

Be memorable

Be time less

Work well large or small

Apicture paints a thousand words

Encompass your brand vibe

Use empty space to keep your logo clean logo designing Ideas to create a logo design

Colour is key for good design

Use shapes to think inside the box

Imagine your logo in situaton

Be literal with your logo

Create visual salience with pop of colour

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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?



