



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?

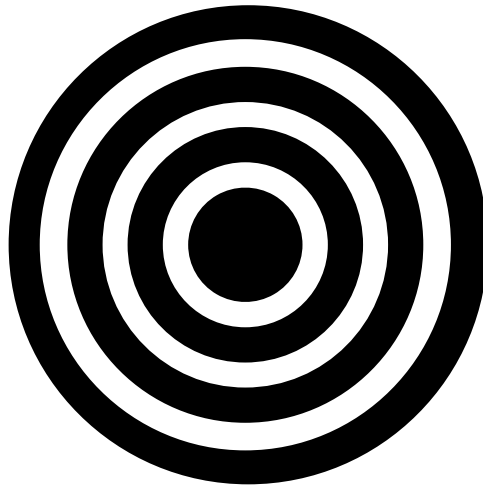
About  
company's  
history



About  
company's  
Values

About  
company's  
Personality

Distinctive  
Meaningful



Appropriate  
Practical

Graphic and  
simple



**Logo**  
A printed  
design or  
symbol of a  
organization

Stick to the  
content

Stick to  
colour  
contrast

Stick to  
creativity

Builds  
Trust

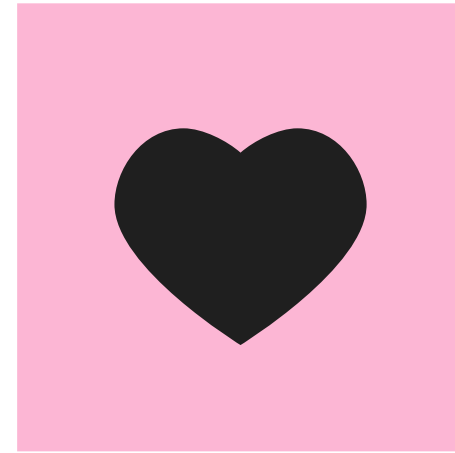
Validate  
Professionalism

customer  
loyalty



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](#)