



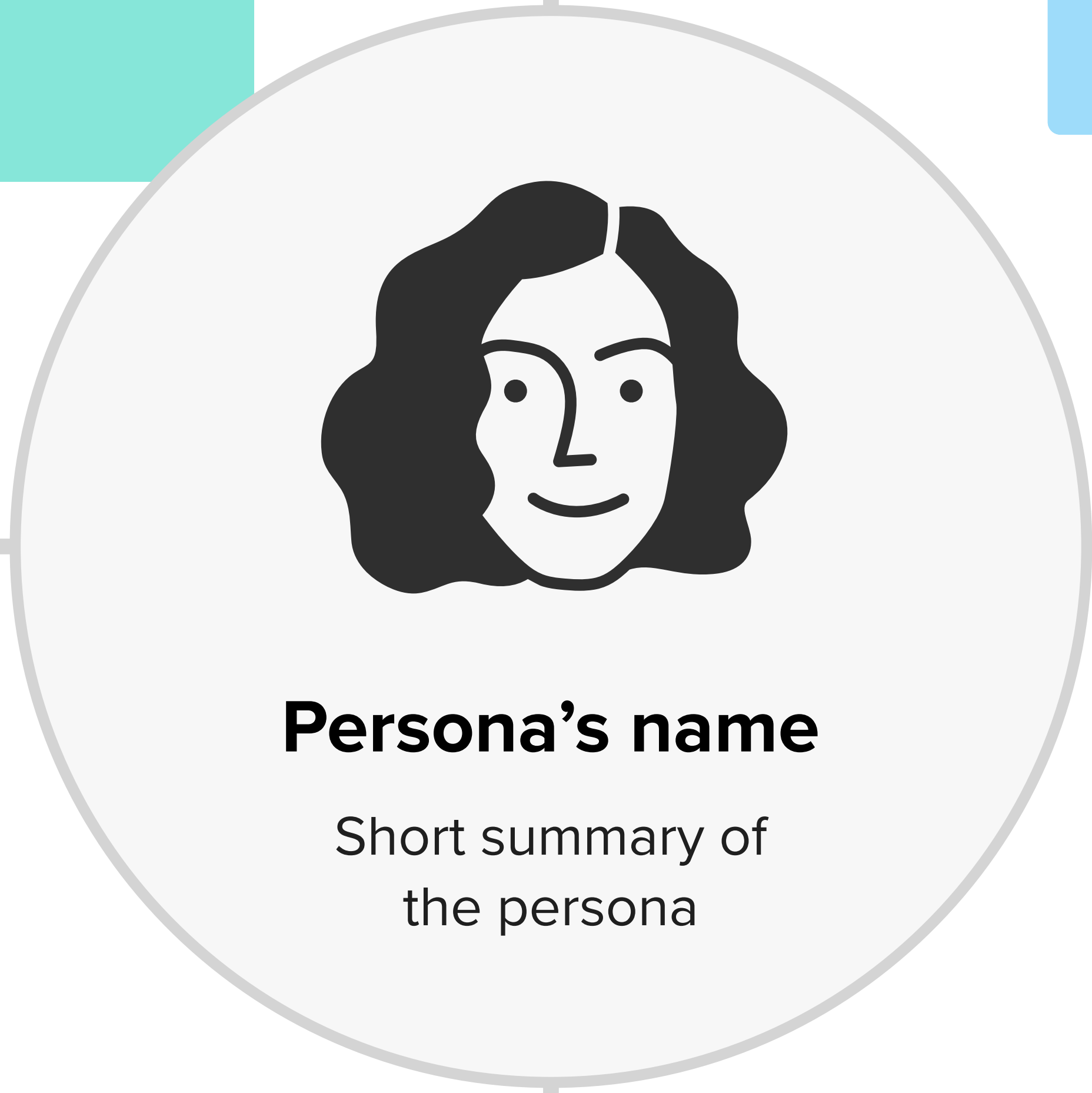
Says

What have we heard them say?
What can we imagine them saying?

Choose
your shape
and size

Add your
logo and
other
graphics

Choose your
typography
and pick
designer



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Define your
brand identity
and choose
your desing
style

Pay
attention to
color

Integrate
your logo
design into
your brand

Make the text
part of your
logo super
clear and
readable

Simple
colours

Have
something
visual and
memorabile

It makes a
strong first
impression

Its
memorable

It fosters
brand
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](#)