



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

How to Create Brand Name, Brand Mail and Brand Logo in Canva

Brand Name:

- List what visual elements or words they might associate with your brand name.
- Consider their perception of your name's aesthetics, font, and color.

Brand Name:

- What do they think about your brand based on the name alone?

Business Email:

- Describe what kind of email address they expect from a reputable business.
- Consider elements like the domain, professionalism, and format.

Logo:

- Note what visual elements or symbols they associate with your logo.
- Think about their interpretation of logo colors, style, and design.

Business Email:

- What judgments do they make about your business based on the email address?

Logo:

- What do they think about your business based on the logo?

Brand Name:

- How do they talk about your brand name? Do they recommend it to others?
- What actions do they take based on the name?

Logo:

- What emotions does your logo trigger? Does it make them feel safe, excited, or intrigued?

Brand Name:

- How do they talk about your brand name? Do they recommend it to others?
- What actions do they take based on the name?

Logo:

- How do they describe your logo to others?
- Do they engage with your business more because of the logo?

Brand Name:

- Consider the emotions your brand name evokes. Is it trustworthy, friendly, modern, or traditional?

Business Email:

- How does your business email make them feel about your professionalism and credibility?