How Brands Can Use Research to Hone a Design or Logo

The role of research in the logo design process can be a contentious issue. At its best, research reveals customers' broader relationship with the brand, its strengths and gaps, possibilities and permissions. At its worst, it's a cross between a beauty pageant and the shock jock banter of sports radio. Research does, and should, play… https://www.adweek.com/creativity/how-brands-can-use-research-to-hone-a-design-or-logo/