Project Development Phase

No.of functional features included in the solution:

A brand logo is a visual representation of a company or brand. It is a symbol that helps consumers identify and remember the brand. A well-designed logo can be a powerful marketing tool, helping to build trust and credibility with consumers. There are a number of functional features that can be included in a brand logo solution. These features can help to make the logo more effective in communicating the brand's message and identity.

➢ **Color:**

Color is one of the most important functional features of a brand logo. Color can be used to evoke emotions, convey meaning, and create a sense of recognition. For example, the red color of the Coca-Cola logo is associated with excitement and energy, while the blue color of the IBM logo is associated with trust and reliability.

➢ **Shape:**

The shape of a brand logo can also be used to communicate meaning and identity. For example, the rounded shape of the Apple logo is associated with friendliness and approachability, while the sharp angles of the Nike logo are associated with speed and performance.

➢ **Font:**

The font used in a brand logo can also play a role in communicating meaning and identity. For example, a serif font can be used to convey a sense of tradition and sophistication, while a sans-serif font can be used to convey a sense of modernity and simplicity.

➢ Symbolism:

Symbolism can be used to add depth and meaning to a brand logo. For example, the Nike logo features a swoosh, which symbolizes movement and speed. The Apple logo features a bitten apple, which symbolizes knowledge and enlightenment.

➢ Layout:

The layout of a brand logo is also important. The elements of the logo should be arranged in a way that is visually appealing and easy to read. The logo should also be scalable so that it can be used in a variety of sizes and applications.