

# PROJECT REPORT LOGO DESIGNING

## 1. INTRODUCTIONS

### 1.1. Overview

#### Designing professional logo

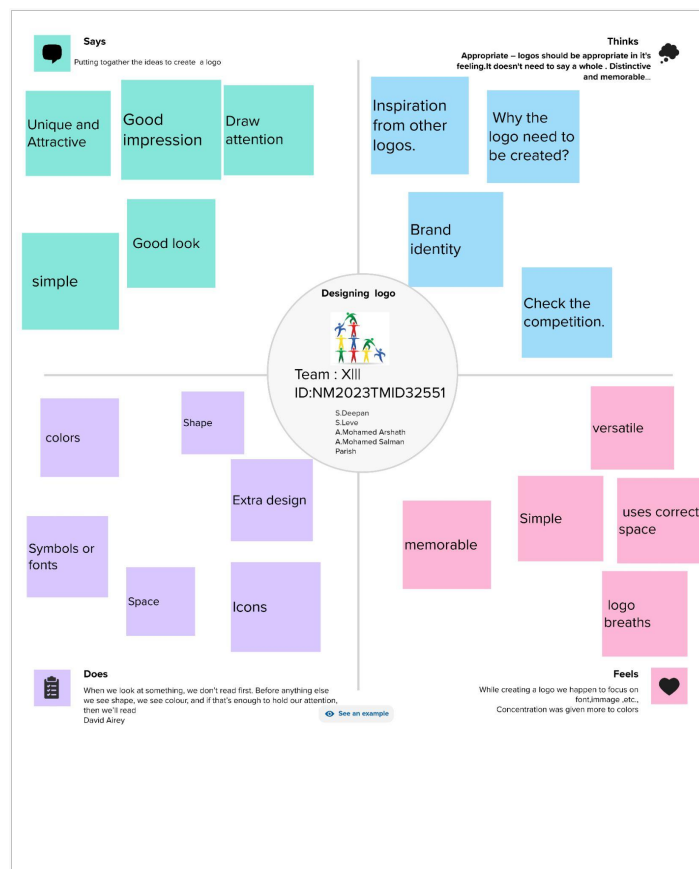
Creating a logo is more than just drawing a picture. It's about capturing the heart of what something stands for. In this project report, we'll take you through the journey of making a logo, focusing on how we turned ideas into a symbol that really means something. We'll talk about the creative part, the design choices, and the steps we took to make sure the logo connects with the people it's meant for. By the end of this report, you'll understand how we made a logo that's not only easy to remember but also tells a story.

### 1.2 Purpose

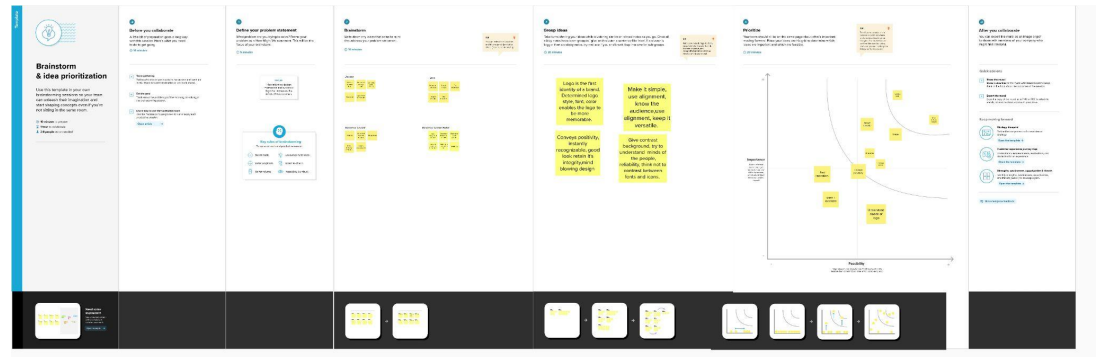
- Recognition: To be easily recognized.
- Identity: Reflect brand values.
- Memorable: Easy to remember.
- Connect: Engage with the audience.
- Professional: Convey professionalism.

## 2. Problem Definition & Design Thinking

### 2.1. Empathy map



## 2.2. Ideation and Brainstorm Map



## 3. RESULT



## 4. ADVANTAGES AND DISADVANTAGES

- **Advantages**
  - Canva is very simple to use and user friendly
  - Canva provides social media templates
  - Canva offers a professional look
  - Team access
  - As well as million of image
- **Disadvantages**
  - The free version is limited
  - Unique elements cannot be created
  - Limited export settings
  - Alignment concerns
  - Unable to move one design to another design

## 5. APPLICATIONS

- ★ We created a free canva account.
- ★ We took a look at our company and the design the card needs.
- ★ We searched for the appropriate business card template.
- ★ We made essential changes like font, logos, and names.
- ★ We added photos to make it attractive

- ★ We made our business card.
- ★ Finally we downloaded our design.

## **6. CONCLUSION**

Our logo is more than just a picture; it's a symbol that tells our story. It's about connecting with people and leaving a mark. We've explained how we made this logo with care, and it now represents our values and dreams. Canva is an essential tool for most businesses .It is easy to use, offers a wide range of templates, it's affordable, customizable and helps businesses with their branding.