When we are purposing (designing) the logo, we prefer using the applications of photoshop and adobe illustrator since these applications that allows us to do whatever we imagine are very strong.If our creditor choosed another application to create this logo, it would be Corel draw.When we were creating and designing the logo , we focused on some features like catchy color and being simplicity. The color was designed as dark blue and light red by our creditor.We choosed red since it draw attention and indicates how powerful it is.At the same time, the font seems effective due to flutter type which brings innovation.We issued the social media side that is prepared as innonative and images.We choosed all the materials that are necessary and applied them in our designs.Also we prepared a part of video which is contained in application.This video have an impact on the simlicity and inonativeness of the application.Finalcut was used as a program for video. Final cut includes a very powerful library and up to date interface due to this reason the application video was created with variable options.