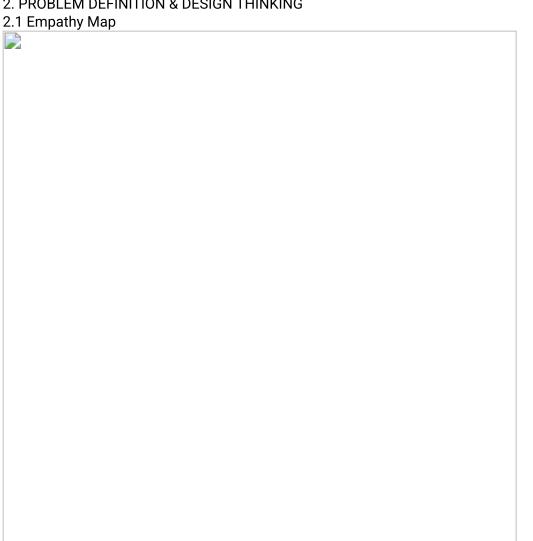# 1. INTRODUCTION

1.1 overview

The "Crafting Memorable Logos with Canva" project focuses on creating distinctive and impactful logos using Canva, a versatile graphic design tool. A well-designed logo serves as the visual cornerstone of a brand's identity, representing its values, personality, and mission.
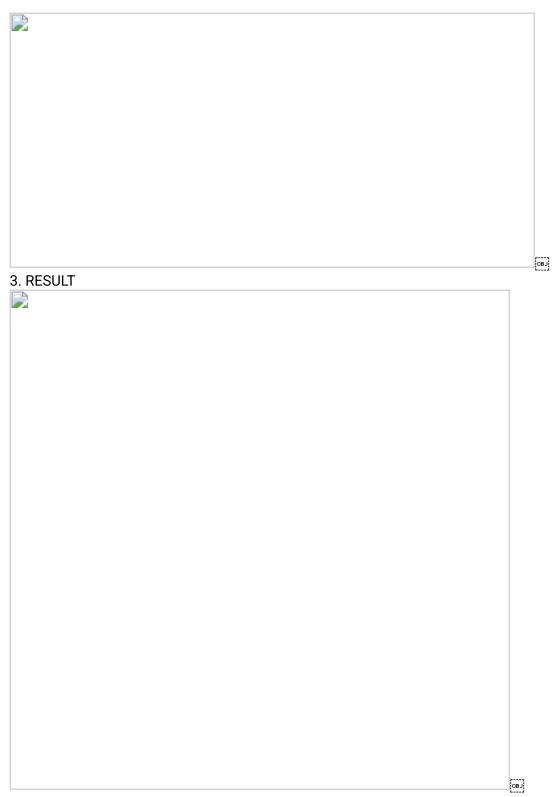
1.2 Purpose

Logos are a point of identification; they're the symbol that customers use to recognize your brand.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3. RESULT

4. ADVANTAGES & DISADVANTAGES
Advantages:
1.It Grabs Attention.
2.It Makes a Strong First Impression.
3.It's the Foundation of Your Brand Identity.
Disadvantages:
1.Challenges with Brand Differentiation.
2.Looks Less Professional.
3.Create Confusion amongst Customers.

5. APPLICATION

Canva is so user friendly. The drag-and-drop editor makes it easy to switch and change things in an instant. It's intuitive, fast, and doesn't overwhelm users with features which is exactly what's needed from a tool like this.

6. CONCLUSION

canva was very easy to work with. The typography was very nice. canva was very nice app for design a logo.