

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

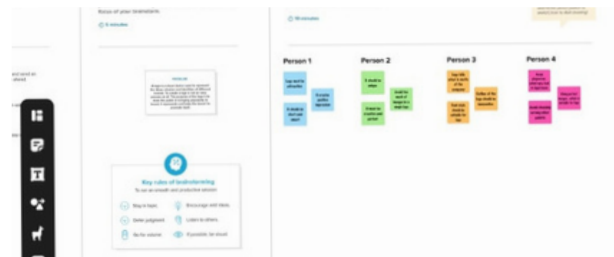
It is a point of identification .

2 Problem Definition & Design Thinking

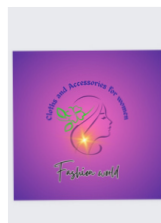
2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3 RESULT



4 ADVANTAGES & DISADVANTAGES

It grabs the attention of people very easily.
Its disadvantage is that, it create confusion amongst customers

5 APPLICATIONS

It makes a strong first impression ,is the foundation of
company's brand identity .

6 CONCLUSION

We learn more about creating a logo easily and effectively.