

Project Design Phase-I Solution Architecture

Date	04 November 2023
Team ID	NM2023TMID04234
Project Name	Project – Logo for personal care products
Maximum Marks	4 Marks

Solution Architecture:

1. **Reflecting the Essence of Personal Care:** The logo should encapsulate the essence of personal care and well-being, conveying a sense of trust, comfort, and quality associated with personal care products.
2. **Distinctive Visual Identity:** The logo should be unique and easily distinguishable, making it stand out in a competitive market. It should represent the project's distinct approach and offerings.
3. **Emotional Connection:** The logo should connect with the target audience on an emotional level, evoking feelings of self-care, confidence, and the desire for a healthy lifestyle.
4. **Conveying Values:** It should communicate the values of the project, such as natural ingredients, sustainability, and a commitment to customer satisfaction, through visual elements and design choices.

Example - Solution Architecture Diagram:



Figure 1: Architecture for logo in Canva

Reference:

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DwVrEelmyg_E&psig=AOvVaw36NdvWTShh4_jGApClf7K2&ust=1699192907511000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCODt5v3AqoIDFQAAAAAdAAAAABAE