Project Report Template:
1. INTRODUCTION:
    1.1 overview
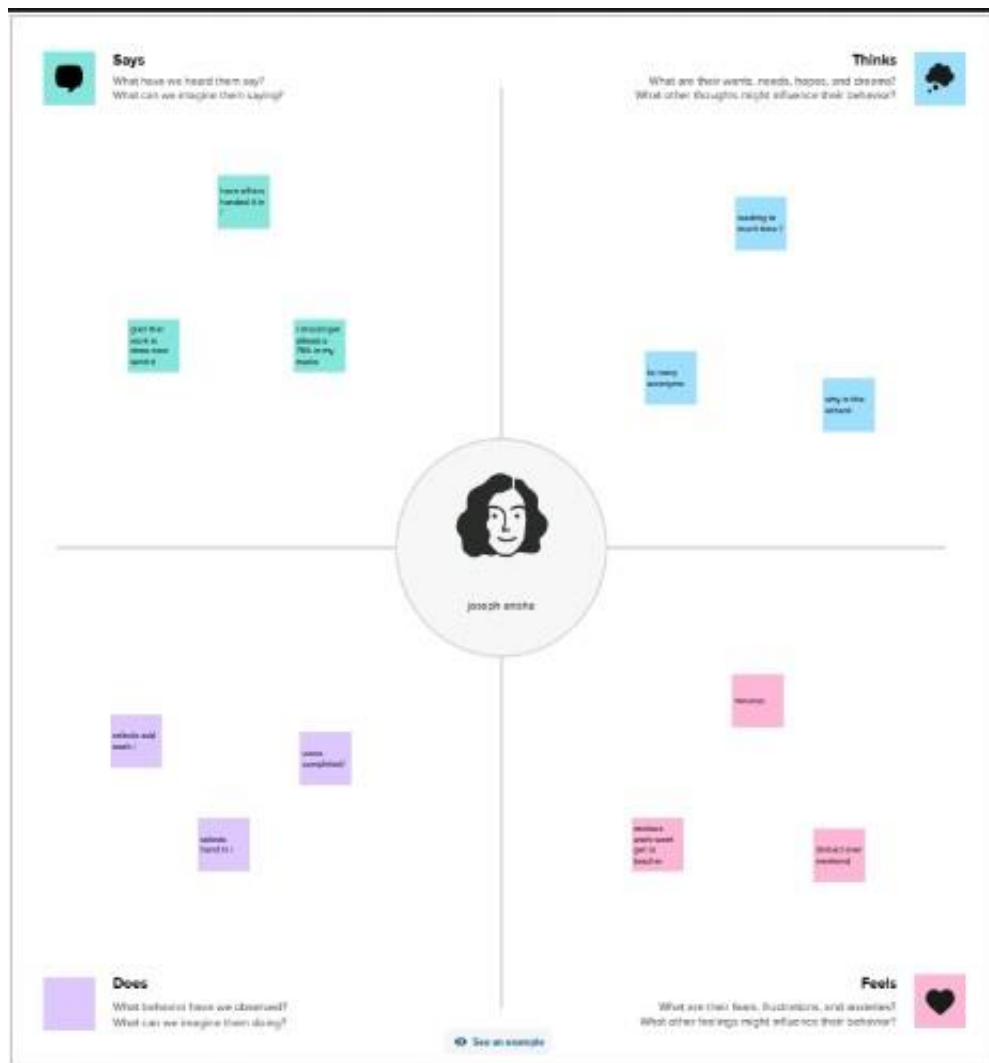   A logo serves as a self explanatory image that people can use to connect our brand.
    1.2 Purpose
        Logo grabs attention of the people. It tells people the name of the company and it creates a visual symbol that represents your business.
2. PROBLEM DEFINITION AND DESIGN THINKING:
    2.1 Empathy map

2.2 Ideation and Brainstorming map

3.RESULT:

4.   ADVANTAGES AND DISADVANTAGES:
      ADVANTAGES:

- It Makes a Strong First Impression.
- It's the Foundation of Your Brand Identity.

      DISADVANTAGES:

- Inaccurate Branding.
- Create Confusion amongst Customers.

5.   APPLICATION:

- Business cards.
- Product packaging.

6.   CONCLUSION:

A creative logo design is an essential element in creating a unique brand identity for your brand. No matter what sector you are in, a professional brand logo design is crucial to get attention in the market.

7.   FUTURE SCOPE:

Simple and minimalist logos.