

Project Report Template:

1. INTRODUCTION:

1.1 overview

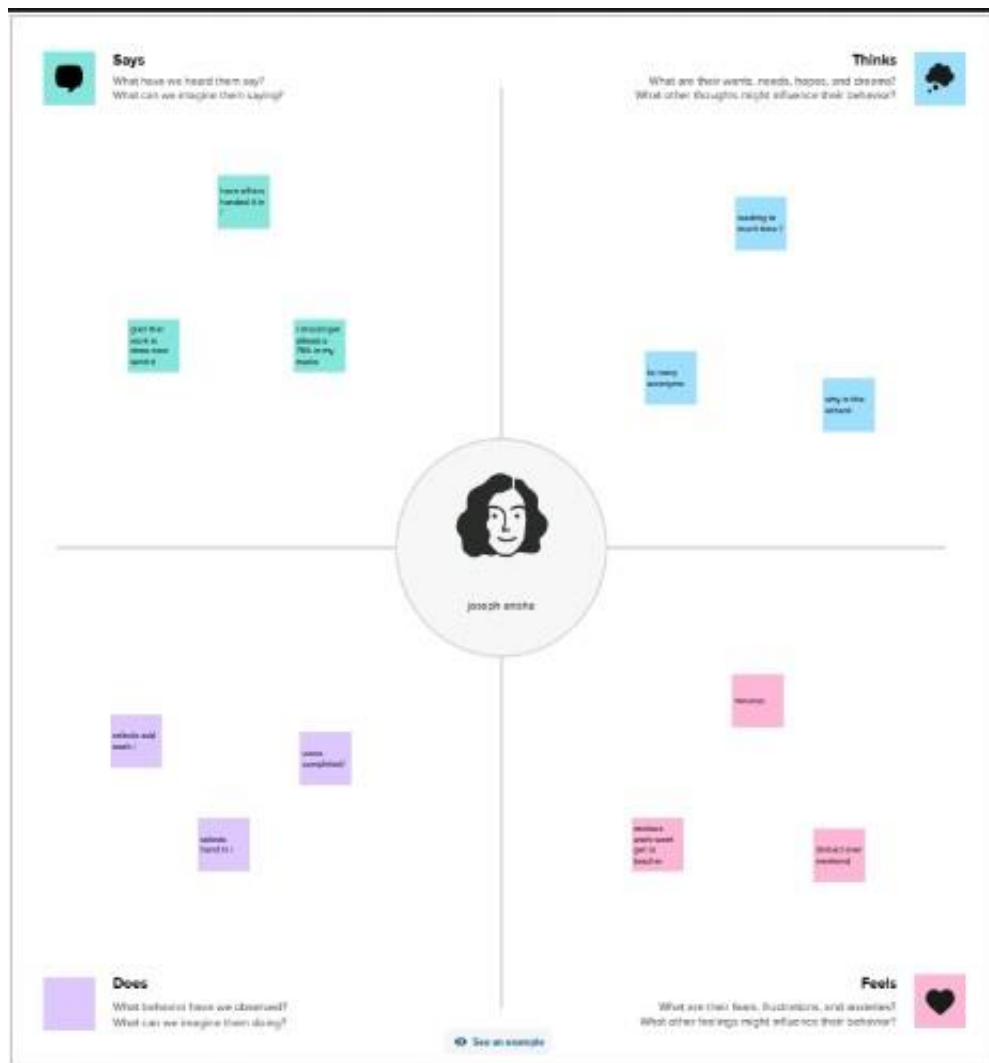
A logo serves as a self explanatory image that people can use to connect our brand.

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.