

Project Design Phase-I
Proposed Solution Template

Date	03 November 2023
Team ID	7CD840C8BB5F763A4F54FF7099E5EF2D
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	A logo that not only reflects our industry and business values but also stands out in a competitive market. The logo should be versatile, scalable, and suitable for use in both digital and print media. To create a creative and professional design that will enhance our brand recognition and help us establish a strong visual identity in the marketplace
2.	Idea / Solution description	This logo design solution captures the essence of providing a powerful visual representation of our brand identity that will enhance recognition and resonate with our target audience.
3.	Novelty / Uniqueness	Uniqueness is important; the logo should also be relevant to your brand and resonate with your target audience. Striking the right balance between novelty and relevance is key to a successful logo design.
4.	Social Impact / Customer Satisfaction	By incorporating social impact and customer satisfaction into our logo design process, our logo that not only represents our brand but also aligns with the values and preferences of our target audience, contributing to a positive customer experience and making a difference in society.
5.	Business Model (Revenue Model)	Remember to consider your target market, competition, and the value you offer when determining the appropriate revenue model for your logo design business. Additionally, ensure that your pricing is competitive and reflective of your skill and expertise in logo design.

6.	Scalability of the Solution	Scalability is crucial for the long-term success of our logo design business. It allows you to meet increasing demand while maintaining quality and customer satisfaction. By implementing efficient processes, building a skilled workforce, and leveraging technology, you can scale your logo design solution effectively.
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