# PROJECT REPORT TEMPLATE



#### 1 INTRODUCTION

#### 1.1 Overview

# **Designing A Logo With Canva**

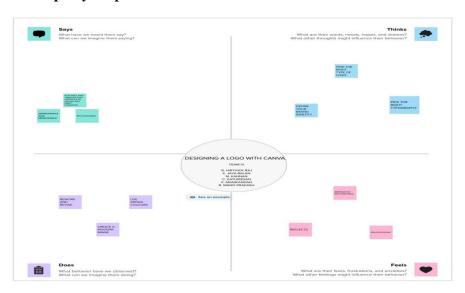
The "Crafting Memorable Logos with Canva" project focuses on creating distinctive and impactful logos using Canva, a versatile graphic design tool. A well-designed logo serves as the visual cornerstone of a brand's identity, representing its values, personality, and mission.

# 1.2 Purpose

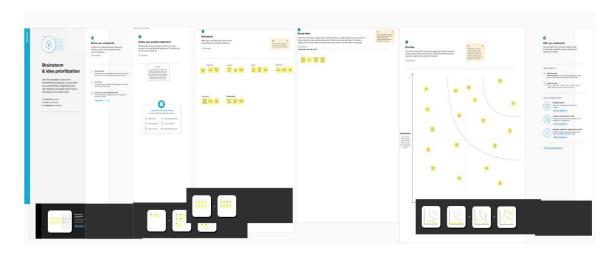
- ✓ Show That Your Business is Unique
- ✓ logo not only represents your business, but also a commitment to the customer
- ✓ logo needs to speak for the personality of the brand.
- ✓ Logos Increase Recognition
- ✓ Influence Our Decision Making

# 2 Problem Definition & Design Thinking

# 2.1 Empathy Map



# 2.2 Ideation & Brainstorming Map



#### 3 RESULT



## **Designing A Logo With Canva**

### 4 ADVANTAGES & DISADVANTAGES

### **Advantages**

- ✓ Having a good logo design is an asset to your business.
- ✓ Great for Marketing and Promotion
- ✓ Being Unique
- ✓ Grabs the Attention of Customers
- ✓ Building Block for the Brand Identity

# Disadvandage

- ✓ Designing a logo is easier said than done. It doesn't come easy for some businesses and that's okay.
- ✓ Create Confusion amongst Customers
- ✓ Looks Less Professional
- ✓ Inaccurate Branding
- ✓ Challenges with Brand Differentiation

### 5 APPLICATIONS

- We open a canva account
- We choose professional templates
- Customize our design
- Added templates and elements
- Downloaded our Logo design

#### 6 CONCLUSION

Business logo design is an important tool when it comes to promoting a company's products or services. But the logo must have a unique design that incorporates a design concept and colors etc. elements in a special way. Such a logo makes a lasting positive impression on the potential customers.