



### 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

#### Disadvantage

- ✓ 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.