

Project report template

1. Introduction:

1.1 overview:

Designing a logo with canva

Logo, a visual communication tool to help you get your message across to the audience.

1.2 purpose

Logo are a point of identification they're the symbol that customers use to recognise your brand

2. Problem definition and design thinking:

2.1 Empathy map:



2.2 Ideation & Brainstorming map :

Template

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your business.

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- Issue: Define single objective. Working in pairs or small groups to maximize engagement.
- Team gathering: Define who should participate in the session at home. Share relevant information or provide it.
- Set the goal: Think about the problem you'll be focusing on during the brainstorming session.
- Leave feedback on the facilitation tools: Use the facilitation tools provided for a happy production session.

Key rules of brainstorming

To run an smooth and productive session:

- Encourage active participation in the room.
- Listen to others.
- Don't judge.
- If possible, be visual.
- Be positive.

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-6 people recommended

1 Brainstorm

Before you collaborate

10 minutes

10 minutes

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is larger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

3 Prioritize

Your team should all sit on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

Tip: Participants can contribute to the sticky notes on the grid. The facilitator can moderate this activity by clicking on the 'lock' icon on the legend.

Importance: Your ideas have varying levels of importance. You can rate a sticky note and its place (business value) next to it according to the following scale:

- Highly important
- Important
- Medium importance
- Low importance
- Not important

Feasibility: Importance of your ideas varies across different teams and stakeholders. You can rate a sticky note and its place (technical feasibility) next to it according to the following scale:

- Highly feasible
- Feasible
- Medium feasibility
- Low feasibility
- Not feasible

Make it clear: Logically sharp attention seeker alignment with the present simple and memorable colours according to the needs avoid extra design create a unique logo find inspiration keep it versatile do not make the logo complicated understand the purpose of creating a logo

After you collaborate

You can export the visual as an image or pdf to share with members of your company who might find it helpful.

Quick edit-ons

Share the visual

Share a view link to the visual with stakeholders to keep them in the loop about the outcome of the session.

Export the visual

Export a copy of the visual as a PDF or PPT to attach to emails, include in slides, or save for future use.

Keep moving forward

Strategy blueprint

Define the company's overall strategy.

[Open the template →](#)

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

Strengths, weaknesses, opportunities & threats (SWOT)

Identify strengths, weaknesses, opportunities and threats (SWOT) to develop a plan.

[Open the template →](#)

Share template feedback

3.Result:



4.Advantages and Disadvantages:

Advantages:

- Even a non-designer can become designer using canva
- Templates can be Altered to be more custom
- Canva canva offer a professional look

Disadvantages:

- The free version is limited
- Unique element cannot be created

5.Application:

- We create a canva account choose our template
- Background image and we use different fonts
- We add some elements and slogan
- We create a logo
- Finally we downloaded a design.

6.Conclusion:

Logo design is an essential component of any business's branding strategy.