

# **DESIGNING A LOGO WITH** **CANVA**

## **Introduction:**

*Designing a logo is one of the most important steps in developing a brand. Your logo is your business' most visible asset. It goes on your website, social media, business cards, product packaging – everywhere your customers are looking for your product.*

## **USAGE:**

*A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It's how your company is recognized and remembered among others. It also functions as the face of your business.*

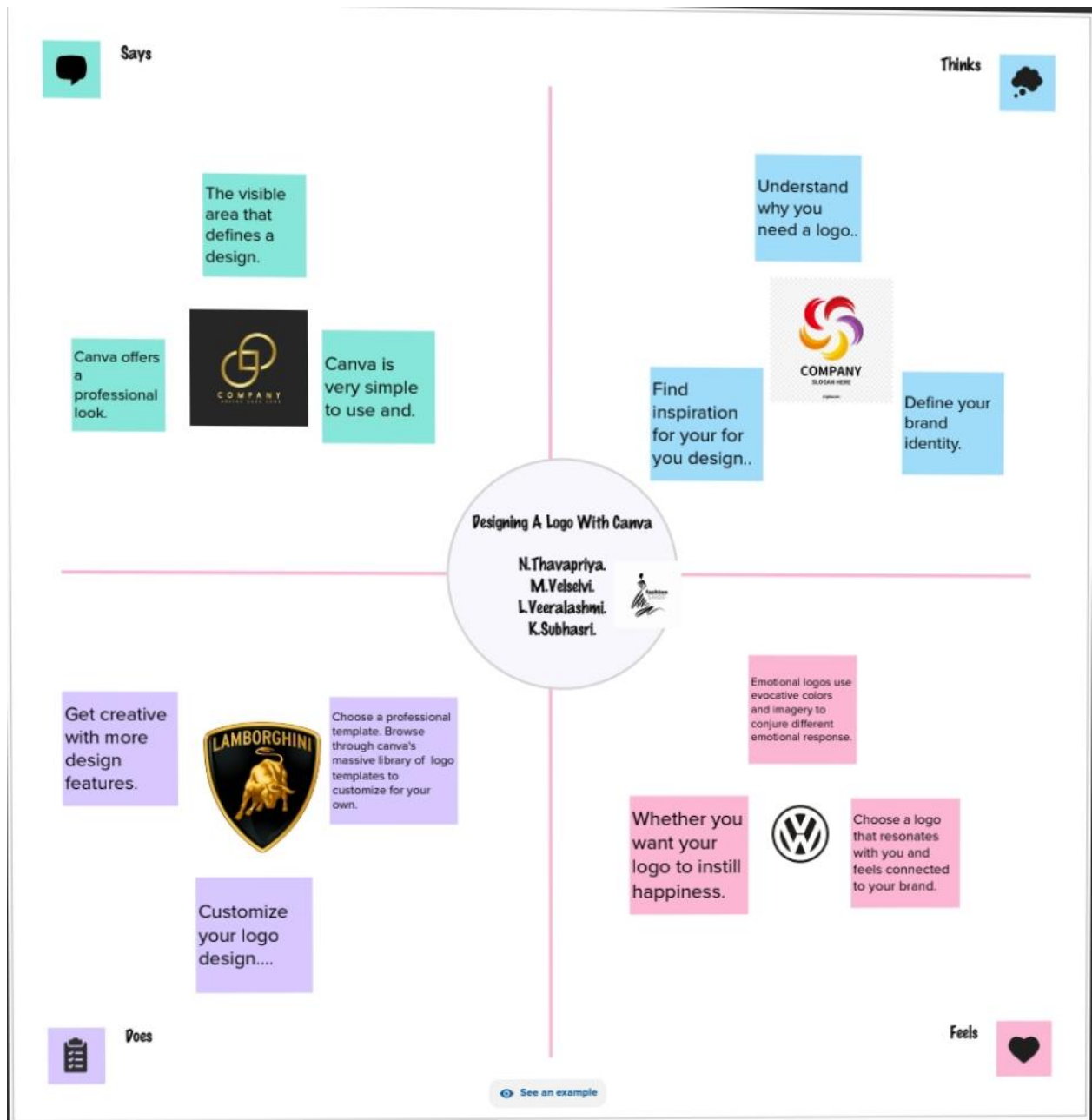
## **IMPORTANCE:**

*The Importance of a Business Logo ,As you can see, there are some real benefits to having a business logo.*

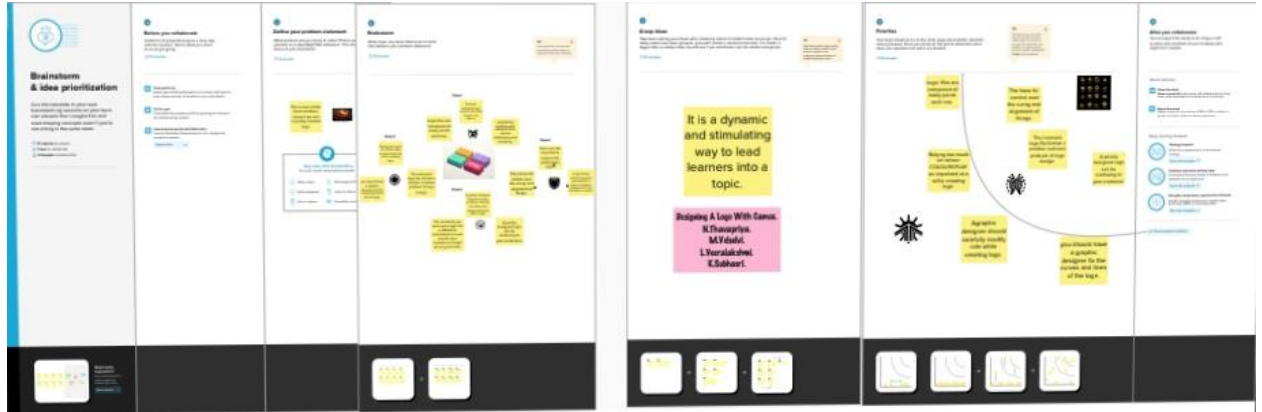
*Having a logo makes your company instantly recognizable, improving your marketing efforts. But it doesn't stop there. A logo also helps to improve your relationship with your clients. They will see you as a more professional company, and can even start to build attachments to your brand.*

Check out our guide for everything you need to know about logos. We cover colors, typography, and images to help you make the perfect logo for your business.

## Embathy map:



# Brainstorming map:



## Types of logo:

*Monogram logs*

*Pictorial mark logos*

*Abstract logo marks*

*Mascot logos*

*The combination mark*

*The emblem*

## Monogram logs:

*Monogram logos or are logos that consist of letters, usually brand initials. They're the initialisms of a few famous businesses with rather lengthy names.*

## Pictorial mark logos:

*Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. Think Visa and Coca-Cola. Wordmark logos work really well when a company has a succinct and distinct name. Google's logo is a great example.*

## **Abstract logo mark :**

*Pictorial mark (sometimes called brand mark or logo symbol) is an icon—or graphic-based logo. It's probably the image that comes to mind when you think "logo": the iconic Apple logo, the Twitter bird, the Target bullseye. Each of these companies' logos is so emblematic, and each brand so established, that the mark alone is instantly recognizable*

## **Mascot logs:**

*Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand*

## **The combination mark:**

*Combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark,*

*abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image.*

## **The emblem:**

*Emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies.*

## **The scope of future logo designing:**

*The Scope Of Logo Designing. Employees in design-intensive industries in India, such as advertising, electronic media, packaging, marketing firms, etc., may expect to earn a competitive salary for their efforts. The paid position of layout designer at well-known publications attracts a lot of applicants.*

**Thankyou !**