# PROJECTREPORT

## GRAPHICS DESIGN USING CANVA

**1.INTRODUCTION**

1.1.Overview

Creating an effective logo is a critical aspect of branding and marketing for any business or organization. A logo serves as a visual representation of your brand, conveying its identity, values, and essence to your target audience.

1.2.Purpose

we will explore the key principles and considerations involved in logo design.

**2. PROBLEM DEFINTION**

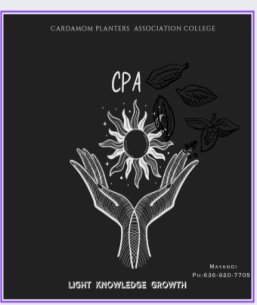
2.1.Empathy Map

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2.2.Brainstorming Map

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**3. RESULT**



**4. ADVANTAGES & DISADVANTAGES**

i)Grabs the Attention i)looks less professional

ii)being unique ii)inaccurate branding

**5. APPLICATIONS**

We use CANVA application to desing a logo

**6. CONCLUSION**

In conclusion, logo design is a multifaceted process that requires careful consideration of various elements. A well-designed logo is an investment in your brand's identity and can have a significant impact on how your audience perceives your business.