

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. Ideation & Brainstorming map:



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.