

PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1 OVERVIEW

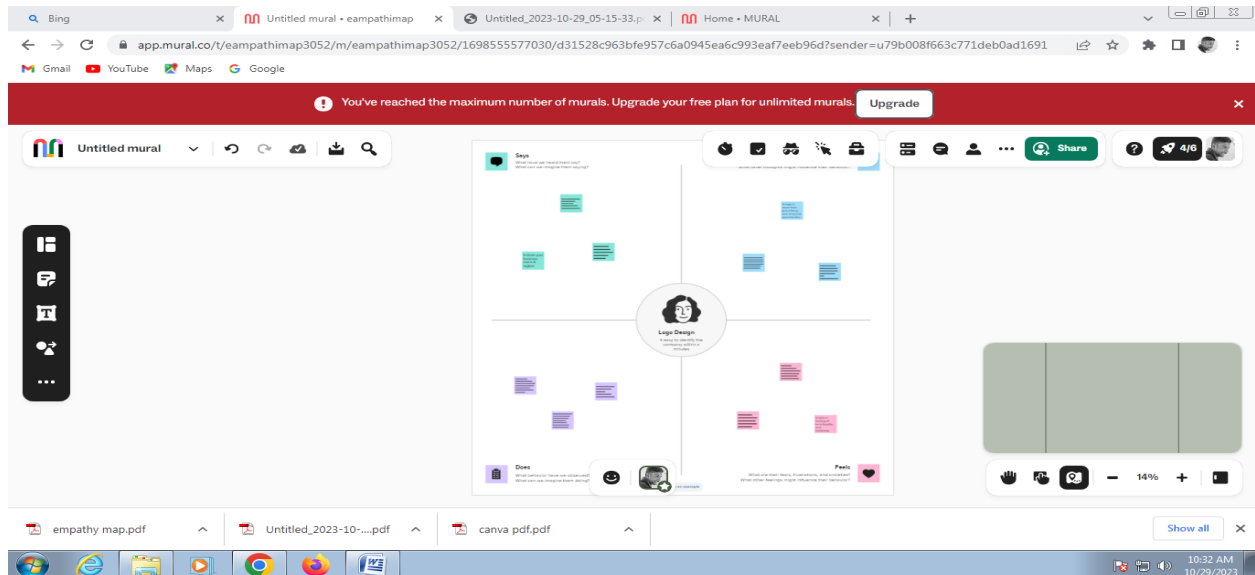
My project name is , DESINGNG A LOGO WITH CANVA. In Canva we use the tools like font , templates, photos and graphics This integration enhances their overall business efficiency and contributes to their success in the interior design industry.

1.2 PURPOSE

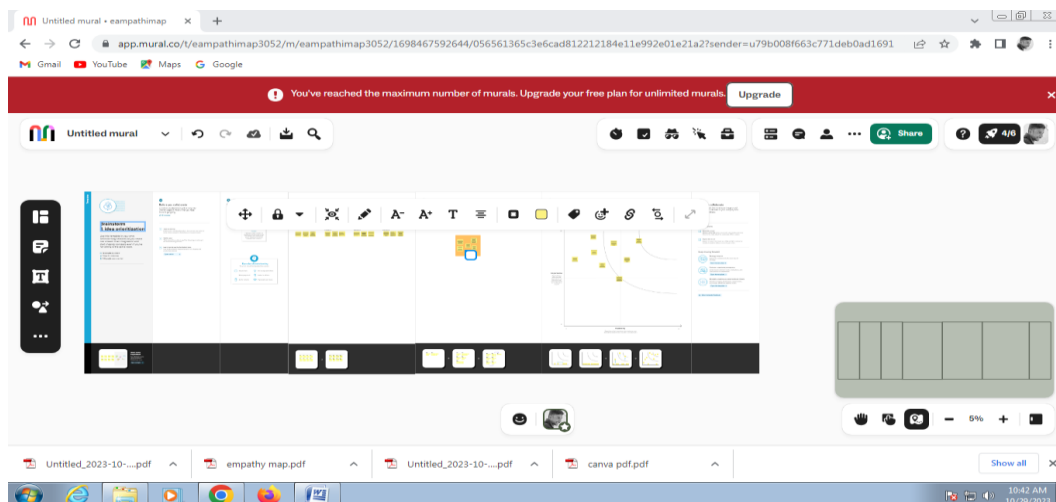
A logo is the visual entity signifying an organization, logo design is an important area of interest . A logo is the central element of a complex identification system that must be functionally extended to all communications of an organization. Therefore, the design of logos and their incorporation in a visual identity system is one of the most difficult and important areas of graphic design. Logos fall into three classifications (which can be combined). Ideographs, are completely abstract forms; pictographs are iconic, representational designs; logotypes (or wordmarks) depict the name or company initials.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstroming map



3.RESULT



facebook





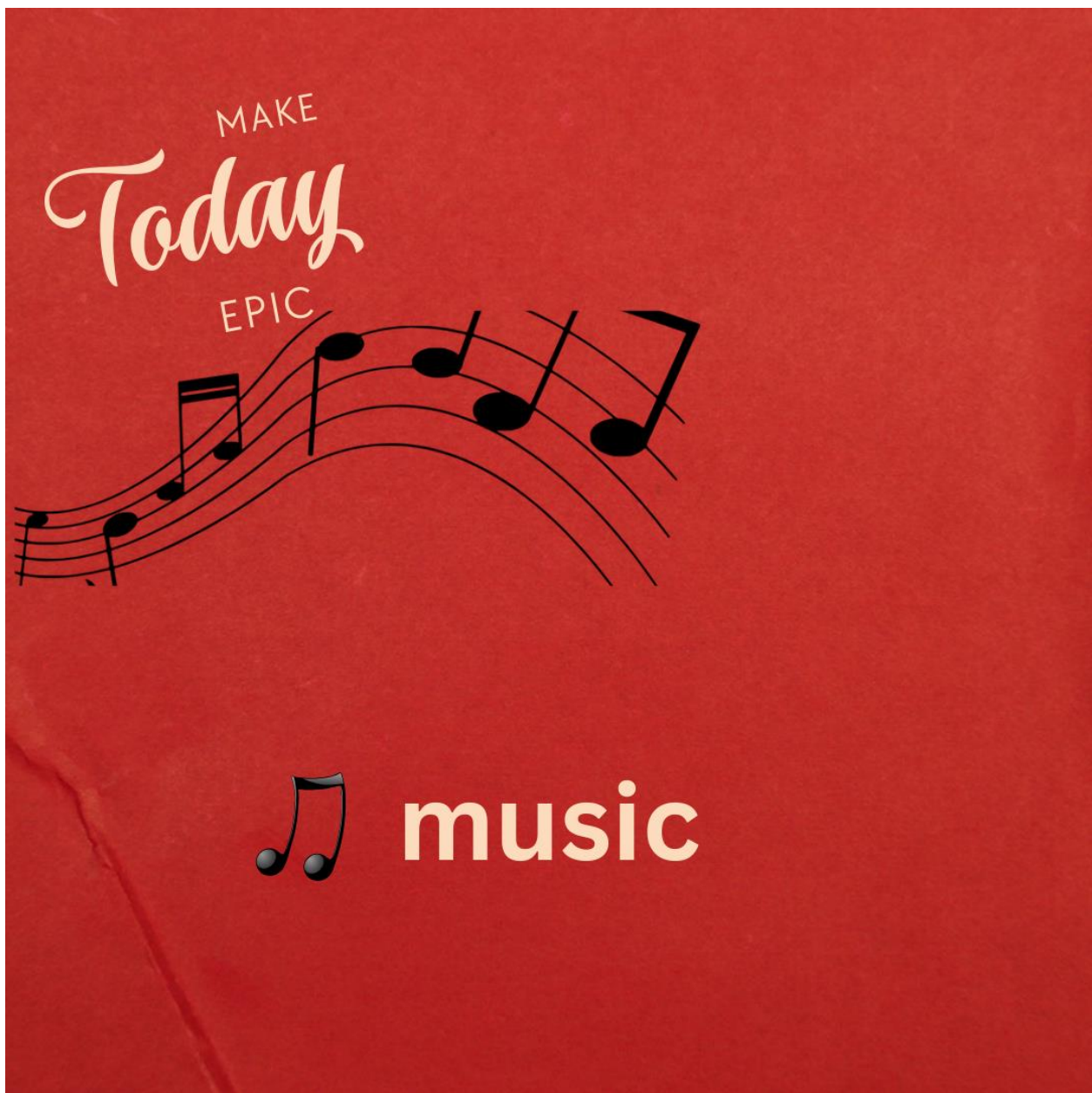
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4. ADVANTAGES & DISADVANTAGES

Advantages:

A typeface can add value to **logo design** by giving it a personality. You might have seen the logos of rock music bands. They have very big typefaces in larger fonts, which signify the loud and bold music. Take the example of the Coca-Cola logo. It has a classic and handwritten typeface, which defines the cold drink brand. It gives the company's soft drink business a vintage and historical personality. So, a typeface lets your audience know your brand personality.

Disadvantages:

But when your business has evolved and you want to enhance your reach in a market, a popular symbol may actually be harming your business prospects. This is because a different set of customers may not react well to your logo or simply ignore it. Such a symbol may not be able to evoke any meaningful response from the viewers as it has lost its novelty value. That is a huge drawback for a company that wants to compete hard in a market.

So, make efforts to create a symbol of your own that is contemporary and unique. People may find it somewhat different but they will ultimately get used to it. Later on,

they will relate with that symbol as they use your products or services.

5. APPLICATIONS

GIT HUB ,CANVA AND MURAL are used to applied the solution.

6. CONCLUSION

the job of an LOGO design firm is a unique one – it has to stitch together to bring about a final product that everyone feels their own

7. FUTURE SCOPE

The future of logo design will depend on how graphic design evolves in the coming years. “In 10–15 years, the separation between technologically-driven graphic design and graphic nostalgia will broaden,” says Richardson, creative director of Laundry. “Books, posters and signage will still exist with unusual new twists.”.