

Project report templates

1.INTRODUCTION

1.1overview

Designing a logo with canva

Logo,a visual communication tool to help you get you message across to the audience 's

1.2purposes

Logo are apoint identification they're the symbol that customer use to recognise your brand

2.problem definion and design thinking

Empathy map



Says

What have we heard them say?
What can we imagine them saying?

Mind and
Thought
Bubbles

Heart-
Centered
Design

Faces and
Emotions

Puzzle
Pieces

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Connecting
Lines

Compass or
Map
Symbols

Abstract Art

Gradient
Colors

Disinging logo
Team:23

Team ID:NM2023TMD32685
team members:
N.SHAKILKANNAN
S.RANJITHKUMAR
P.VIJAYKUMAR
M. RAJESH
S. SACHINKUMAR

Short summary of
the persona

Leave extra
design

Make it lively

Represent
the brand

Typography

Icons and
Symbols

Geometric
Shapes

Visual
Storytelling

[See an example](#)



Does

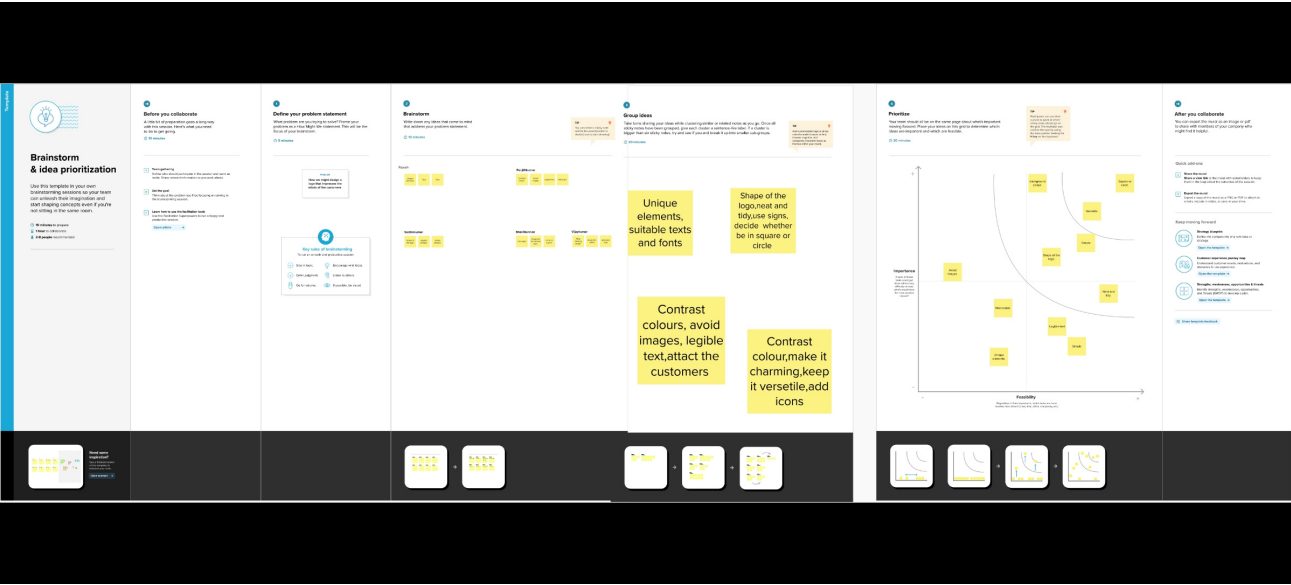
What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



ideation & Brainstorming map:



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 part of any business's branding strategy.