

Project Report Template

DESIGNING A LOGO WITH CANVA

1.INTRODUCTION

Overview

A logo from Ancient Greek word, speech, and mark, is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or to include the text of the name that it represents as in a wordmark.

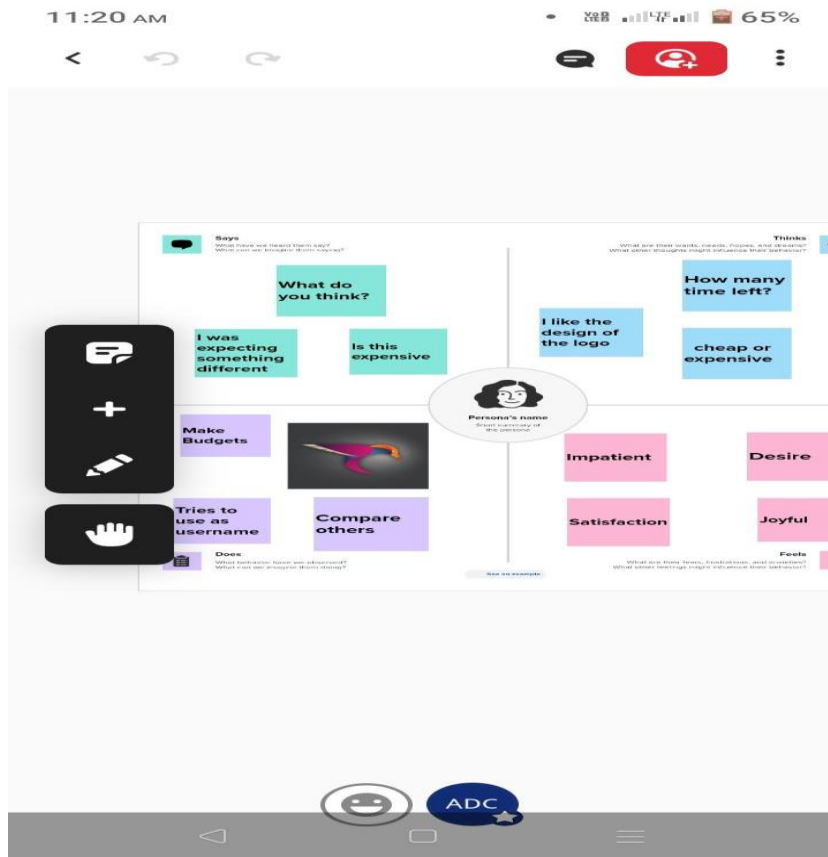
In the days of hot metal typesetting, a logotype was one word cast as a single piece of type as opposed to a ligature, which is two or more letters joined, but not forming a word. By extension, the term was also used for a uniquely set and arranged typeface or colophon. At the level of mass communication and in common usage, a company's logo is today often synonymous with its trademark or brand.

PURPOSE

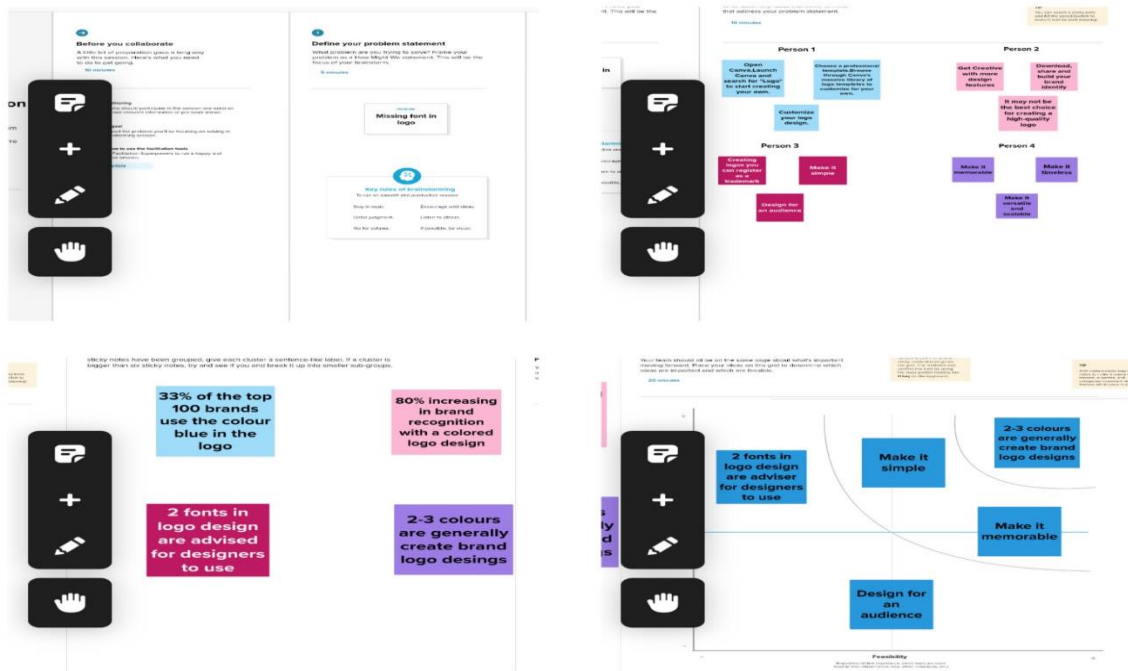
A logo is a [picture](#) or [drawing](#) that is used by a person, group, or [company](#) to mark who they are. A wordmark, or 'logotype', is a logo made entirely of a word or words. It is usually the name of a product or organization. A company or group can use a 'logo' on the things that they make, like on the things they sell, on [letters](#), and in [advertisements](#). When a person sees the logo picture, that person knows that the thing they see the logo on came from that company. Logos can have letters and [words](#) in them. Many logos have the name of the company or group in them. Most logos are very simple drawings with only a small number of [colors](#). Some logos are only in black and white. In many [countries](#), companies and groups should tell their country's [government](#) about the logo they are using. If they do this, the government can help stop a different company or group from using the same logo, so that every one can be sure that the logo is only used by the people who used it first. This is sometimes called a 'trade mark'. Logos are not used only by companies. Many schools have logos. Some cities have logos. Clubs can have logo even people can have their own logos if they want. The [heraldic badge](#) is probably the oldest form of logo in the world.

2.PROBLEM DEFINITION & DESIGN THINKING

Empathy Map



Ideation Brainstorming Map



3.RESULT

Output



4.ADVANTAGES & DISADVANTAGES

Logos are the first things that potential customers see on products or services before buying. But **an impressive logo design can lure people toward a company's business, while a badly created logo can**

build a wrong impression about an enterprise. So, ensure that your logo is a creative and memorable design.

5. APPLICATIONS

You'll need to consider visibility and adaptability whether you're creating a smartphone application or if you already have one and want to aim higher. The market is becoming incredibly crowded, with millions of apps available on Google Play and the Apple App Store. You need a fantastic app logo if you want your app to stand out in a stylish way, attract attention, and start generating income. The free logo maker from LOGO.com can help you quickly and easily design and customize your ideal application logo design to stand out in search results, encourage more downloads, and attract more customers for your company.

6. CONCLUSION

A logo plays a defining role when comes to business growth. A fantastic logo creates a powerful impression on its very first interaction with potential customers. It provides the brand with a distinguished identity that evokes positive emotions, especially amongst the recurring customers. It depicts the core values of the company at a glance, which attracts the targeted demographics. Logos are also effective in augmenting brand loyalty and strengthening an organization's credibility and professionalism. All of these advantages work towards helping you grow your business sustainably and effectively.

7. FUTURE SCOPE



The modern web development is profoundly influenced by the graphic design services, which are also used for the logo design purposes in the majority of the cases in the present day marketplace. According to the IBIS World research report, the graphic design market size of the USA only stands at

about \$13 billion, with over \$3 billion associated with the logo design domain. It is growing at about over 1.7% consistently. The scope of logo design in the developing countries like India, China, Brazil, Indonesia, and other Asian, African and Latin American will become huge the ten years to come. Both online advertisement and digital marketing help your business to reach out to the targeted audience, but a good impact and an emotional connection can only be achieved through excellent user experience, meaningful logo, and quality content.

8. APPENDIX

Source Code

