

## INTRODUCTION:

### 1.1 Overview

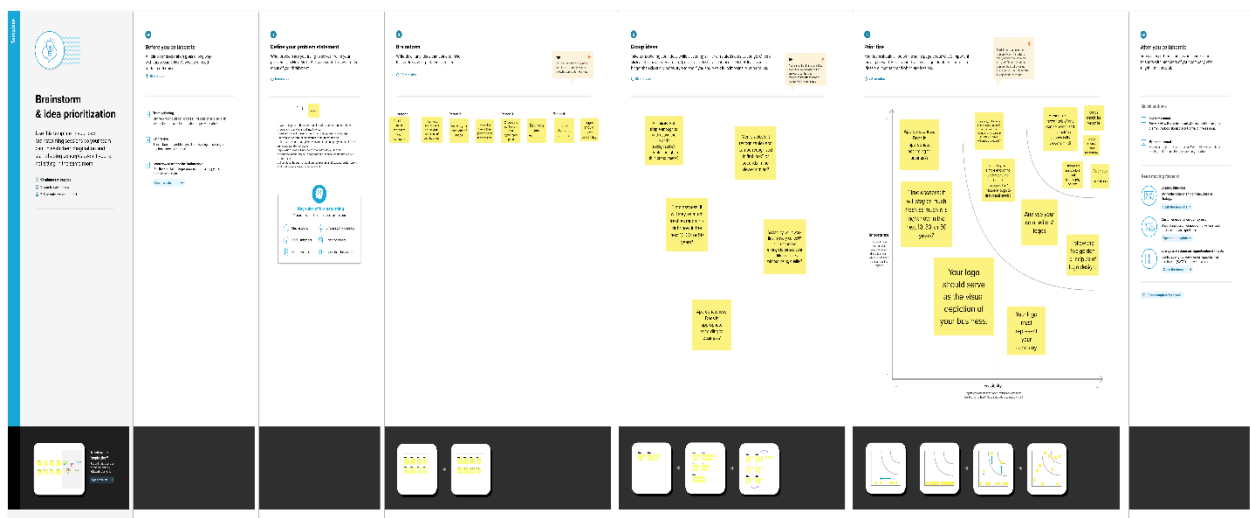
while Canva offers a convenient and user-friendly way to design logos, logo design is a crucial aspect of your brand's identity, and it should reflect your brand's values and uniqueness. Therefore, if you have specific design requirements or if you're looking for a highly customized and original logo, you might consider working with a professional graphic designer who can create a logo tailored to your brand's needs. Canva is a great tool for quick and simple logo design, but it may not provide the same level of customization and originality as a professional designer can offer.

### 1.2 Purpose

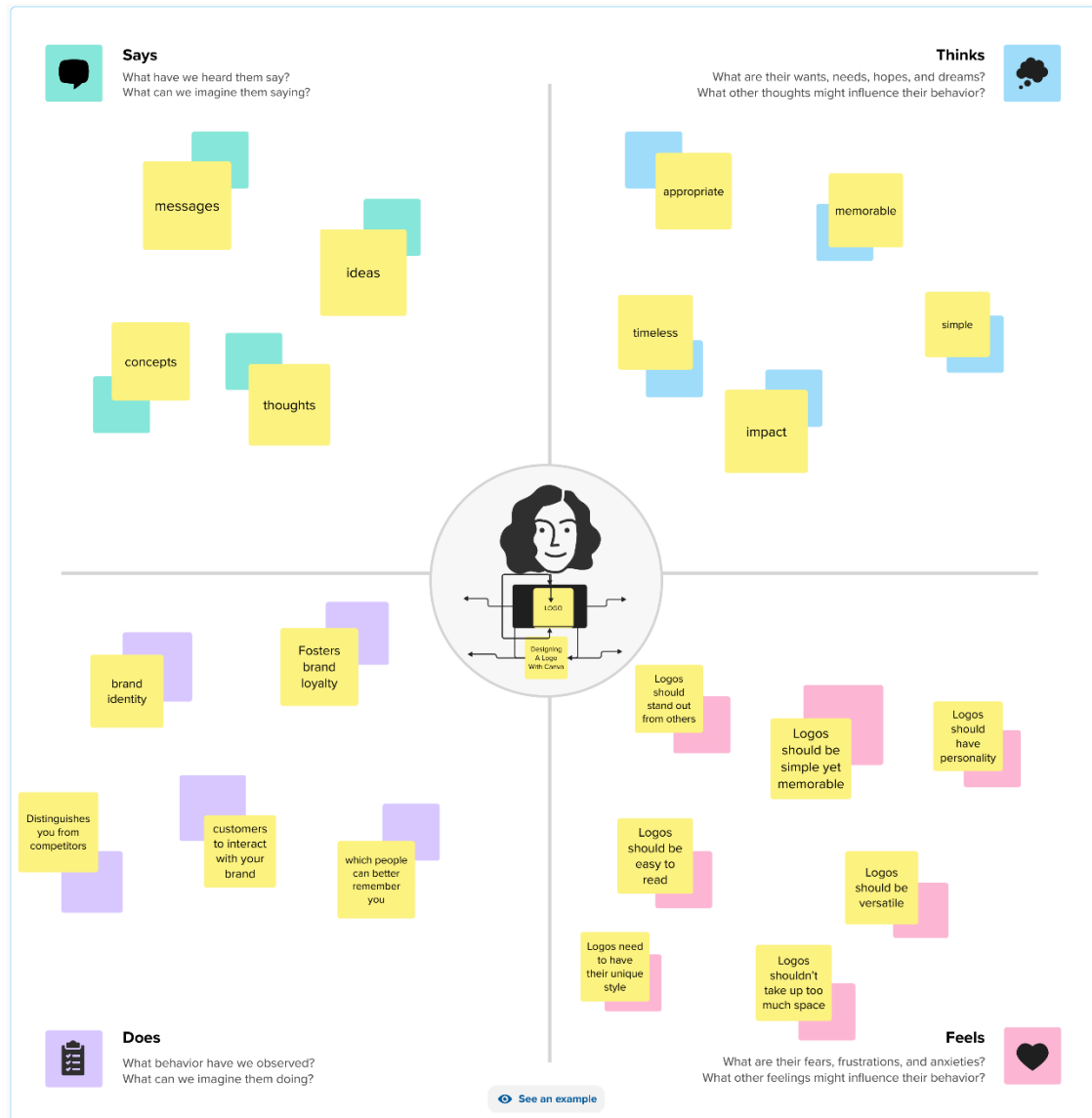
a logo is a visual representation of a brand's identity, values, and purpose. It plays a crucial role in branding, marketing, and establishing a brand's reputation and recognition in the market. As such, designing a logo is a strategic and creative process that requires careful consideration of a brand's objectives and target audience.

## 2. Problem Definition & Design Thinking

### 2.1 Brain Storming Map



## 2.2 Empathy Map



### 3.RESULT



#### 4. ADVANTAGES AND DISADVANTAGES

##### ADVANTAGES:

- Easy to use
- Graphics library
- versatility
- Cost – efficiency
- Templates

##### DISADVANTAGES:

- Lack of uniqueness
- Limited customization
- Legal and copyright issues
- Scalability
- Brand consistency
- Professionalism

#### CONCLUSION

I easily finished my projects logo. Canva is the most useful and best app for the fresher. Because, that has many templates that easy to use.