

Project Report Template

1: INTRODUCTION:

1.1 Overview

Designing a logo with canva

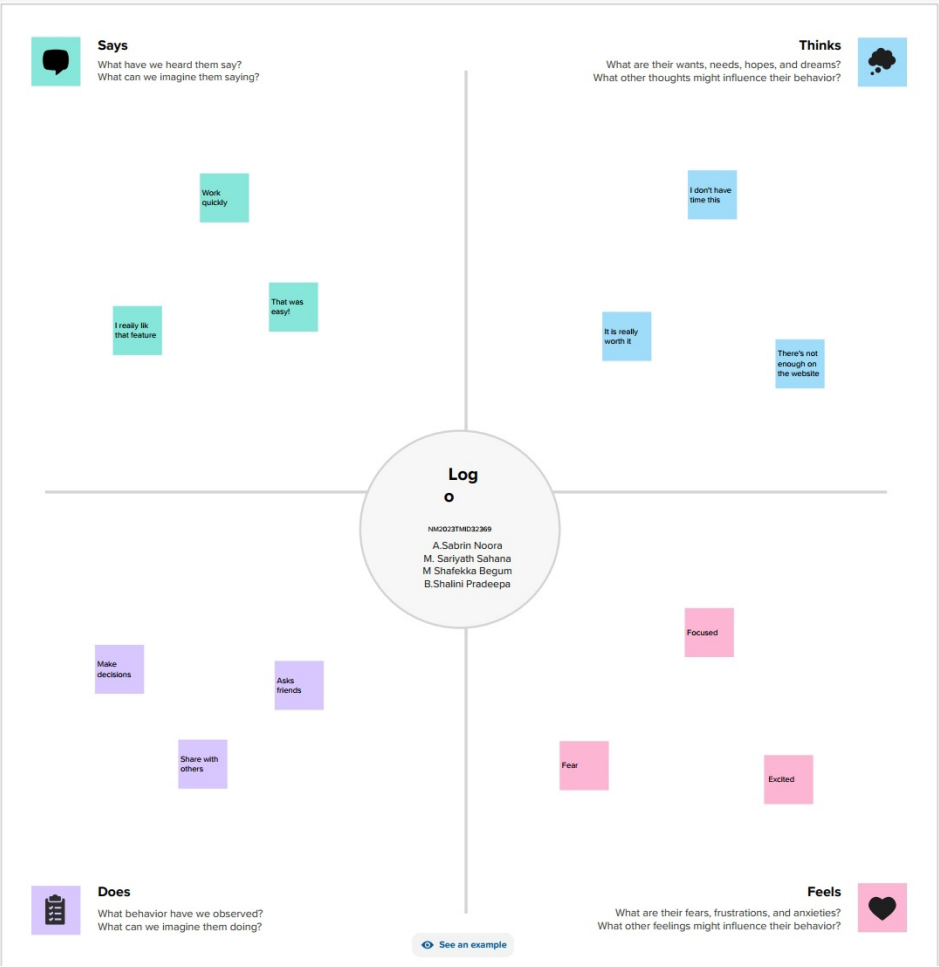
The "Designing a logo for Effective Networking" project focuses on creating visually appealing and impactful logos that leave a lasting impression and facilitate meaningful connections in the business world. A well-designed logo is an essential tool for networking, showcasing professionalism, and conveying key information succinctly. Our team has created the logo with the help of Canva for that we have used many tools like elements, fonts, text, colours, to create an excellent business card. We downloaded this project with the help of all these tools in Canva.

1.2 Purpose

- Provide quality.
- Fashionable products to people.
- Branded items.
- Different religions and increase a brand's popularity.

2. Problem definition and design thinking:

2.1 Empathy map:



2.2 Ideation & Brainstorming map:



3.Result:



4.Advantages and Disadvantages:

Advantages:

- Canva is budget - friendly.
- Canva offers a professional look.
- It provides social media and templates.
- It is very simple to use and user friendly.

Disadvantage:

- Free version is limited.

- Limitation and the number of templates.
- Export setting are limited.
- It doesn't have local file storage.

5.Application:

- We create a canva account.
- Choose our template.
- Add background colour.
- Use different fonts.
- Add some elements and slogans.
- We create a logo.
- Lastly, we download the design.

6.Conclusion:

The logo acts as a badge of identification,as a mark of quality and as a way to increase a company's reputation.