

# PROJECT REPORT TEMPLATE

## 1 INTRODUCTION

### 1. Overview

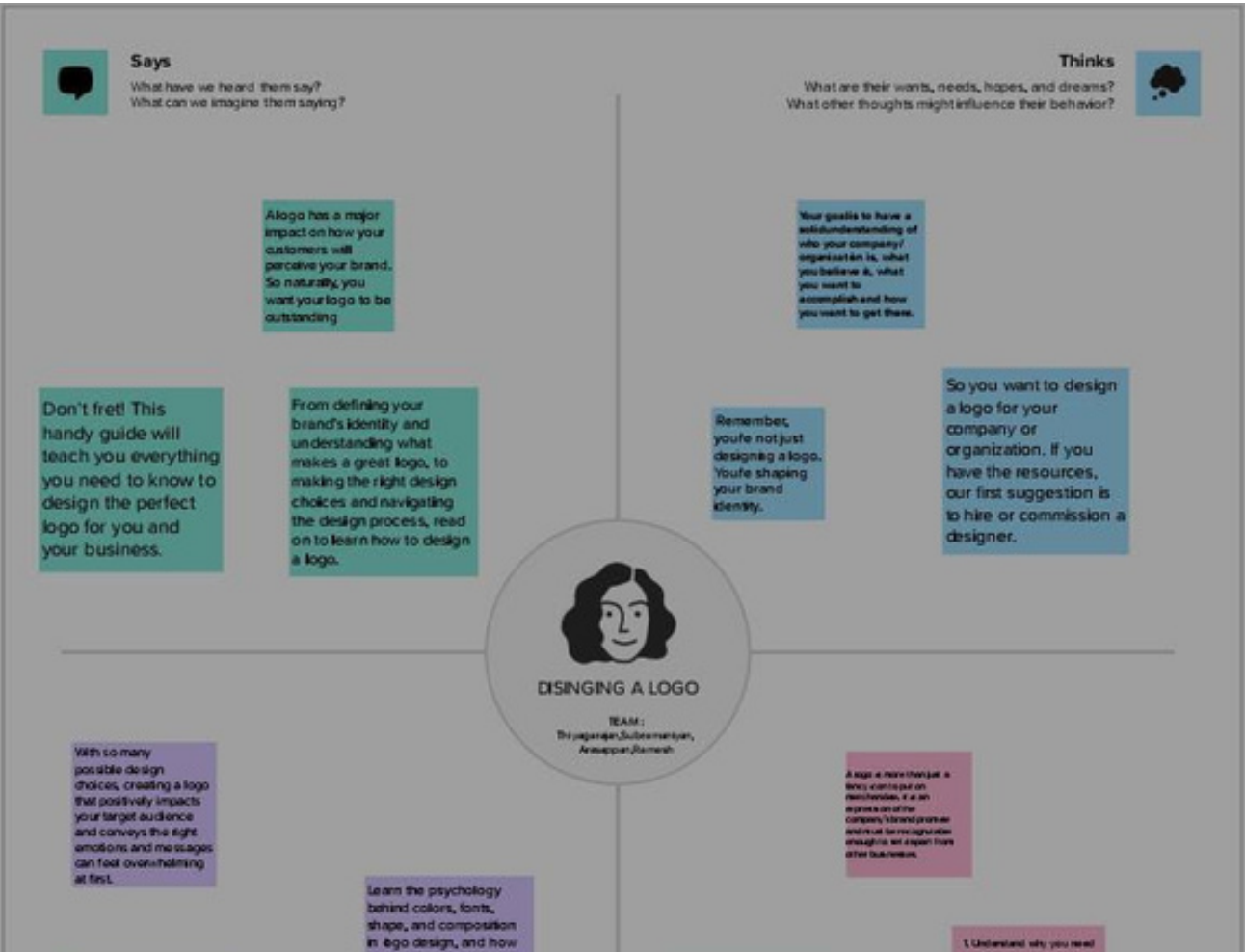
Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text or both. Logos are often created by a graphic artist in consultation with a company and marketing experts.

### 1. Purpose

Logos are a point of identification; they're the symbol that customers use to recognize your brand

## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map







#### 4. ADVANTAGES & DISADVANTAGES

##### Advantages:

A strong first impression, is the foundation of your brand identity, is memorable, separates you from competition, fosters brand loyalty, and is expected by your audience.

##### Disadvantages:

Inaccurate Branding. Every business must have a strong brand identity.

Challenges with Brand Differentiation.

Logos work best when they are remembered.

Look Less Professional.

Create Confusion amongst Customers.

#### 5. APPLICATIONS

It is valuable.

#### 6. CONCLUSION

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