

# **Project report template**

## **1.Introduction:**

### **1.1 overview:**

#### **Designing a logo with canva**

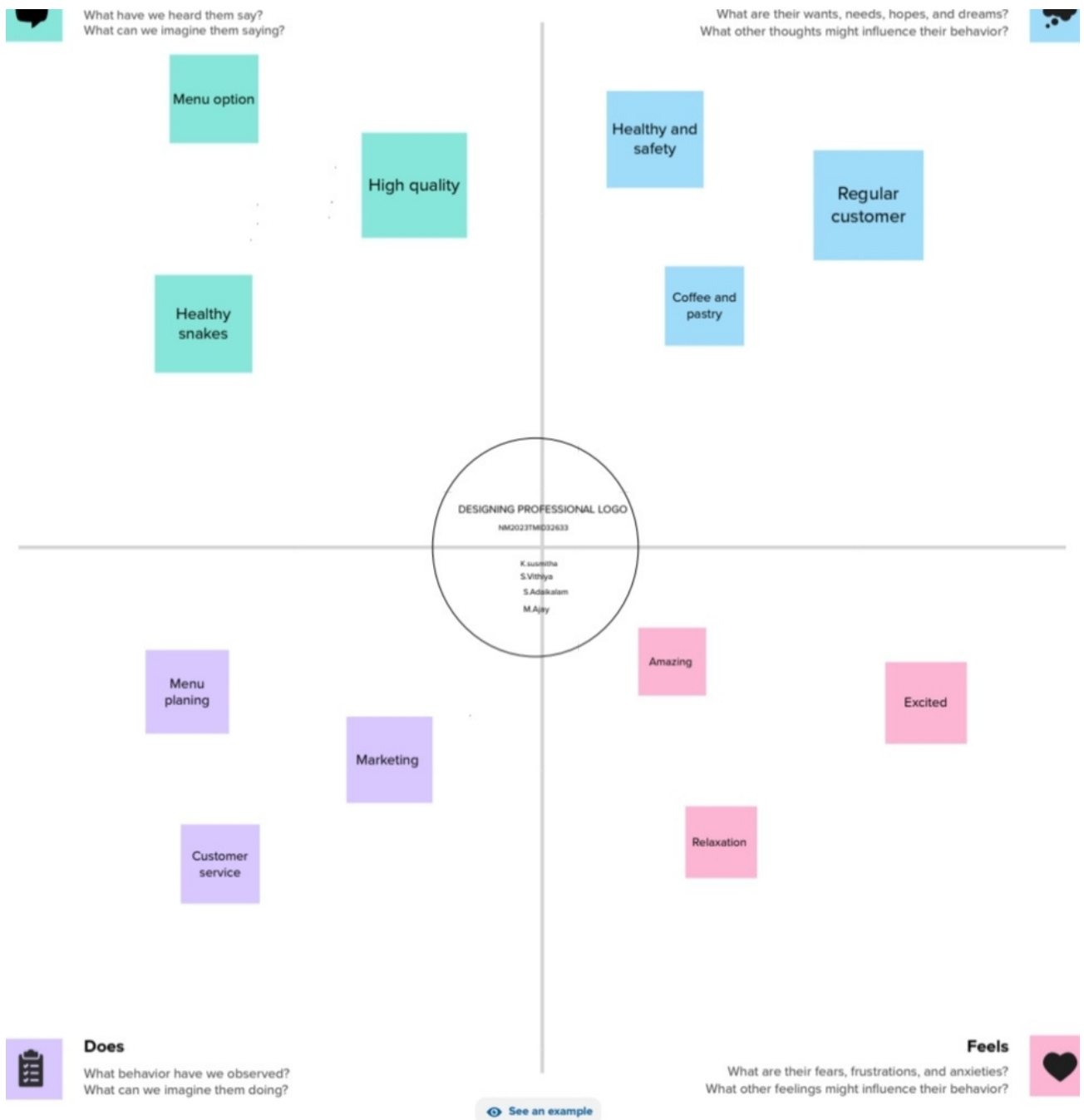
**Logo, a visual communication tool to help you get your message across to the audience.**

### **1.2 purpose**

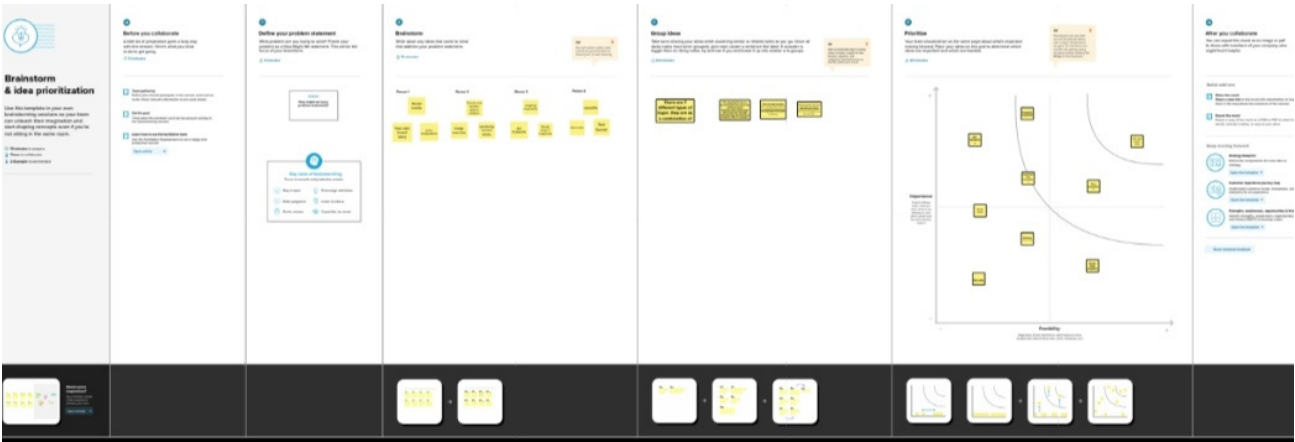
**Logo are a point of identification they're the symbol that customers use to recognise your brand**

## **2.Problem definition and design thinking:**

### **2.1 Empathy map**



## 2. Ideation & Brainstroming map:



3.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 component of any business's branding strategy.**