

Ideation Phase
Define the problem statement

Date	1.11.2023
Team ID	NM2023TMID08660
Project Name	Create brand name, brand mail and brand using canva

PROBLEM STATEMENT :

The problem we are facing is the absence of a suitable and unique brand logo that embodies our company's identity and resonates with our target audience. This logo should effectively convey our brand message, build trust, and differentiate us in a competitive market.