**Ideation Phase**

**Define the problem statement**

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| --- | --- |
| 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.