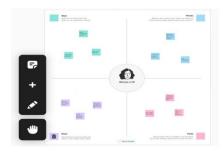# Project Report

1 INTRODUCTION

1.1 Overview

Logo serve to represent a given organization or company through a visual image that can be easily understood and recognized logos are often created by a graphic artist in consultation with a company and marketing experts.

1.2 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

2.2 Ideation & Brainstorming Map

2   RESULT

3   ADVANTAGES & DISADVANTAGES

1.   *It Makes a Strong First Impression*

2.   This is because a different set of customers may not react well to your **logo** simply ignore it.

4   APPLICATIONS

Such a symbol may not be able to evoke any meaningful response from the viewers as it has lost its novelty value.

5   CONCLUSION

This is very useful to me. I learned about canva. This is useful to my future self employment.