



Unlock your creative potential
& build unforgettable brand
identities



| 2025

SKILL DEVELOPMENT

Logo Design & Branding Mastery with Canva



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Course Objectives

- Understand the fundamentals of logo design
- Learn to use Canva from beginner to expert level
- Create platform-specific logo/artwork/posters for YouTube, Instagram, Twitter, Websites, and Print
- Export logos in industry-standard formats
- Learn branding consultation essentials and the web development logo needs



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Module 1

Introduction to Logo Design

A **logo** is a **symbol**, **mark**, or **design** used by organizations, companies, or individuals to **identify and distinguish their brand** from others. It is a key part of a brand's identity and is often used on websites, packaging, products, social media, and advertising.

Key Characteristics of a Logo:

- Visual Identity: Represents the brand's values, mission, and personality.
- Memorability: Designed to be simple and easy to recognize.
- Versatility: Works well in different sizes and formats (print, digital, monochrome, etc.).
- Timelessness: A good logo remains effective for years.

Types of Logos:

1. Wordmark – text-only (e.g., Google)
2. Lettermark – initials (e.g., IBM)
3. Icon/Symbol – graphic symbol (e.g., Apple)
4. Combination Mark – text + symbol (e.g., Adidas)
5. Emblem – text inside a symbol or icon (e.g., Starbucks)

Importance of Logo in Branding

A logo plays a critical role in branding because it's often the first impression a customer has with a business. It's not just a design — it's a visual representation of the brand's identity, values, and promise.

Why a Logo is Important:

1. Brand Recognition: A well-designed logo makes your brand instantly recognizable.
2. Professionalism: Establishes credibility and trust with customers.
3. Consistency: Used across all brand materials (website, packaging, ads), ensuring uniform communication.
4. Emotional Connection: Good logos trigger feelings and memories related to the brand.
5. Differentiation: Helps stand out in a crowded market.

Importance of Logo in Branding

Role of Color, Typography, and Shape in Logo Design

1. Color

- Communicates Emotion and Meaning
 - Red: Energy, passion, urgency (e.g., Coca-Cola)
 - Blue: Trust, calm, professionalism (e.g., Facebook)
 - Green: Growth, health, nature (e.g., Starbucks)
- Color Psychology plays a major role in how a brand is perceived.
- Must work well in both color and black & white formats.

2. Typography

- Defines the tone and voice of the brand.
 - Serif Fonts (e.g., Times New Roman): Traditional, trustworthy
 - Sans-serif Fonts (e.g., Helvetica): Modern, clean, straightforward
 - Script Fonts: Elegant, personal
- Typography should be readable and consistent with brand identity.

3. Shape

- Shapes influence perception subconsciously.
 - Circles: Unity, community, protection
 - Squares & Rectangles: Stability, strength, reliability
 - Triangles: Power, innovation, direction
- Shapes create visual structure and affect how a logo is interpreted.

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Module 2

Canva Basics

Creating a Free Canva Account

1. Visit www.canva.com
2. Click on Sign Up using your email, Google, or Facebook account.
3. Choose the Free Plan to get started (you can upgrade later if needed).
4. After signing in, you'll be taken to your Canva dashboard — your design workspace.

Exploring the Canva Interface

Templates

- Pre-designed layouts for various purposes (logos, posters, social posts, etc.)
- Customize templates to fit your brand style and purpose.

Elements

- Access to shapes, icons, illustrations, lines, frames, and charts. Use elements to decorate or build design structure.

Text

- Add Headings, Subheadings, or Body text.
- Customize font, size, color, spacing, alignment, and effects like shadow or curve.

Uploads

- Upload your own images, videos, or logos.
- Useful for maintaining brand consistency across your projects.

Saving and Organizing Your Brand Assets

- Use the Brand Kit (Pro feature) or create folders (free) to organize:
 - Brand colors
 - Logos
 - Fonts
- Name your files clearly and organize them into folders for easy access.
- Save designs automatically (Canva autosaves) and download in different formats (PNG, JPG, PDF).

Module 3

Creating a Basic Logo

Choosing a template or starting from scratch

- **Templates:** Ideal for quick designs. Choose one that fits your purpose (e.g., logo, poster, Instagram post).
- Go to the search bar and type "logo," "YouTube banner," etc.

Start from Scratch:

- Click "**Create a Design**" and choose custom dimensions or a blank canvas.
- Gives you full creative control.

Selecting Brand Colors

- Use your brand's primary and secondary colors for consistency.
- Click any element → Click the color tile → Choose a preset or enter a hex code (e.g., #FF5733).
- Save frequent colors to your document color palette for easy reuse.

Using Free Icons and Shapes

- Go to “Elements” on the left panel.
- Search for icons (e.g., “star,” “phone,” “leaf”) or shapes (circle, square).
- Choose free items (those without the crown symbol).
- Resize, recolor, rotate, or layer them to enhance your design.

Adding and Styling Text

- Click “Text” → Choose from Heading, Subheading, or Body text.
- Customize:
 - Font style (choose one that reflects your brand’s tone)
 - Size, Bold/Italic, Letter spacing
 - Text color (align with brand colors)
 - Effects: Shadow, outline, curve, or background highlight

Export Formats in Canva

PNG (Portable Network Graphics)

- Use for: High-quality digital use (web, presentations, videos)
- Transparent Background (Pro users only): Ideal for logos without white boxes
- Best for: Websites, social media, watermarking

JPG (Joint Photographic Experts Group)

- Use for: Quick previews, small file sizes
- No transparency
- Best for: Email attachments, previews, basic image sharing

PDF (Portable Document Format)

- Use for: Print-ready designs
- PDF Print: High-resolution with crop marks & bleed (ideal for professional printing)
- Best for: Flyers, business cards, brand guides

Module 4

Social Media Logo Formats & Sizes

📱 Platform-wise Logo Export Guide

Platform	Recommended Size (px)	Format
YouTube	800 x 800	PNG
Instagram	110 x 110	PNG
Twitter (X)	400 x 400	PNG
Facebook	170 x 170	PNG
LinkedIn	400 x 400	PNG
WhatsApp DP	500 x 500	JPG/PNG

Tips:

- Use PNG for high quality and transparent backgrounds.
- Make sure logos are centered and well-cropped within the square.
- Keep important elements away from the edges to avoid cropping.

Module 5

Poster, Banner, & Art Design

Design Size Guide

Design Type	Recommended Size (px)	Notes
A4 Poster	2480 x 3508	Standard print size (300 DPI)
YouTube Banner	2560 x 1440	Entire banner size
	1546 x 423	<input checked="" type="checkbox"/> Safe Area (visible on all devices)
Instagram Post	1080 x 1080	Square format for feed
Twitter Header	1500 x 500	Ensure text is centered

Additional Notes:

- For print (like A4), export as PDF (Print) or high-res PNG.
- For digital, stick to PNG for clarity and JPG for faster load times.

Module 6

Logo for Web Development

🌐 Website Logo Usage Guide

Placement	Size (px)	Format	Notes
Favicon	32 x 32	ICO / PNG	Keep it simple; used in browser tabs & bookmarks
Site Header Logo	~250 x 100 (or smaller)	Transparent PNG	Ensure clarity on both light & dark backgrounds
Responsive Logos	Scalable (vector)	SVG	Best for responsiveness & crisp scaling

Performance & Design Tips:

- **SVG Format**
 - Lightweight, resolution-independent, and easy to style with CSS
 - Ideal for responsive web design and retina displays
- **Transparent Background**
 - Use PNG or SVG with transparency for flexible placement
- **Optimize for Loading Time**
 - Compress image files (use tools like TinyPNG or SVGOMG)
 - Lazy load larger assets when possible
- **Color Theme Integration**
 - Design logos to complement your website's light or dark theme
 - Maintain strong contrast and visibility

Module 7

Company & Client Requirements

Preparing a Brand Identity Kit:

1. Core Components

- Logo Variations
 - Full-color, black, white, and icon-only versions
- Color Codes
 - HEX, RGB, CMYK values for each brand color
- Fonts
 - Primary & secondary typefaces with usage rules
- Brand Guidelines PDF (optional but highly professional)
 - How and where to use logos, fonts, and colors

2. Understanding Client Briefs

- Ask for:
 - Brand mission, tone, and values
 - Target audience and industry
 - Preferred styles, colors, competitors
- Clarify output formats, usage scenarios, and delivery deadlines

3. Export Formats

Format	Purpose
PNG	Transparent background for web use
PDF	Print-ready and documentation
SVG	Scalable for web, apps, and responsive UI
AI	Source file editable in Adobe Illustrator

4. Naming Conventions

Use consistent, descriptive names:

- BrandName_Logo_FullColor.png
- BrandName_Logo_White.svg
- BrandName_ColorPalette.pdf
- BrandName_Fonts_Usage.pdf

5. Folder Structure Example

```
mathematica
Brand_Kit/
└── Logos/
    ├── PNG/
    ├── SVG/
    ├── PDF/
    └── AI/
└── Fonts/
└── Color_Codes.txt
└── Brand_Guidelines.pdf
└── ReadMe.txt
```

Module 8

Freelance and Consultation Skills

How to Discuss Branding Needs with Clients

1. Start with a Discovery Conversation

- Build trust by understanding their business goals, values, and mission.
- Ask open-ended questions that uncover not just “what” they want, but why they want it.

2. Ask the Right Questions

Area	Sample Questions
 Target Audience	Who are you trying to reach? What demographics do they fall into?
 Logo Usage	Where will the logo be used? (website, social media, print, packaging, signage)
 Style Preference	Do you have a mood, style, or competitor you admire? Minimal, bold, classic, fun?
 Existing Brand	Do you already have colors, fonts, or materials to include?
 Inspiration	Any designs or references that reflect your taste or values?

Quoting and Licensing Your Logo Work

Quoting

- Base your quote on:
 - Time & complexity
 - Number of concepts and revisions
 - Deliverables (formats, brand kit, guidelines)
- Offer clear tiers or packages (e.g., Basic, Pro, Premium)

Licensing

- Define usage rights in writing:
 - Exclusive rights (client owns it fully)
 - Limited license (for specific platforms or timeframes)
 - Clarify whether source files (AI/PSD) are included
- Use a contract or agreement for clarity on ownership and future edits

Final Project

- Design a full brand kit for a fictional or real business
 - Deliver: Logo (Light/Dark), Banner, Instagram Post, Favicon



Why Learn This Skill?

- Essential for entrepreneurs, freelancers, marketers, content creators
- Helps save cost on branding
- Increases digital presentation skills
- Highly in-demand freelance job



Sales & Promotions

Sales and promotions refer to the strategic activities that drive customer purchases and brand awareness. This includes discounts, limited-time offers, bundling, and other incentives to attract buyers.

Key Elements:

- Product positioning
- Marketing channels (online, offline)
- Promotional materials (flyers, social media creatives, emails)

Direct Sales Project

A direct sales project involves selling products or services directly to customers, bypassing retailers or third parties. It often includes face-to-face selling, calls, or digital outreach.

Examples:

- Selling branding packages directly to small businesses
- Offering customized logo designs through social media or webinars

Internal Sales Force

An internal sales force is a team employed within the organization to handle sales. Unlike third-party agents, they are trained to understand the brand, products, and services in-depth.

Benefits:

- Brand alignment
- Personalized customer interaction
- Easier performance tracking



SKILL
Development

Logo Design & Branding Mastery with Canva

Join us on a creative journey to master logo design, develop powerful visual identities, and build brand assets that stand out. Whether you're a student, freelancer, or entrepreneur — this course equips you with the tools and skills to design with confidence.

**EMPOWERING
CREATORS |
BUILDING BRANDS
| INSPIRING
DESIGN**

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