

PROJECT REPORT TEMPLATE

1. INTRODUCTION

1.10 OVER VIEW

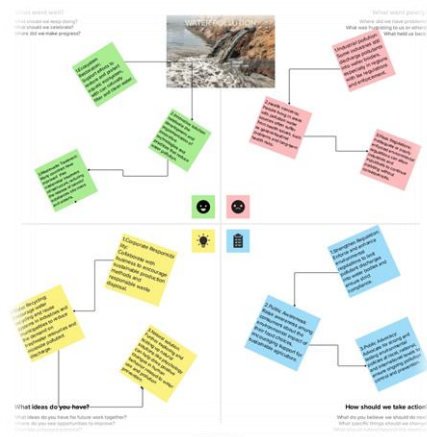
- The “Crafting Memorable logos with Canva” project focuses on creating distinctive and impactful logos using Canva, a versatile graphic design tool. A well-designed logo serves as the visual cornerstone of a brand’s identity, representing its values, personality, and mission.

1.2PURPOSE

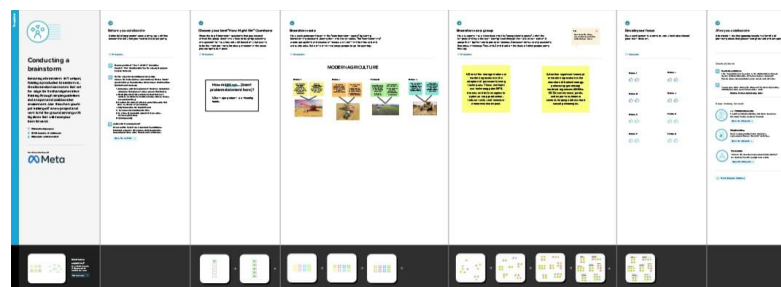
- Purpose of logo creation is establish a unique and easily recognizable visual representation of a brand, business, or organization. Logos serves several key functions.
- Logos help create a strong brand brand identity by conveying the core values, mission, and personality of a company.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 BRAIN STROM



3. RESULT



4. ADVANTAGE & DISADVANTAGE

4.1 ADVANTAGE

- A well designed logo builds trust by validating your professionalism and gets people to stick around. It tells potential clients who you are, what you do, and how that benefits them. It communicates to people with no prior knowledge or experience with your business that you so great work.

4.2 DISADVANTAGE

- One disadvantage of a logo is that if it's poorly designed or not memorable, it may not effectively represent a brand and could fail to leave a lasting impression on customers.
- Designing a professional logo can be expensive, especially for small businesses with limited budgets.

5. APPLICATIONS

- Logos serve as a visual representative for a brand. They help customers recognize and remember the brand, which is crucial for building brand identity.
- A well-designed logo can convey professionalism and trustworthiness, which can be essential for gaining the confidence of potential customers and partners.

6. CONCLUSION

- **Logos are powerful tools for businesses and organizations.**
- **Both in the physical and digital realms, to create the strong brand identity.**
- **Logos can be invaluable assets in the world of branding and marketing.**