

DESIGNING A LOGO WITH CANVA

1. Introduction

1.1 Overview

Logos are images, texts, shapes, or a combination of the three that depict the name and purpose of a business – to put it simply. However, a logo can and should be more than a symbol of identification. If designed well, it also tells a company's story, by conveying your brand message.

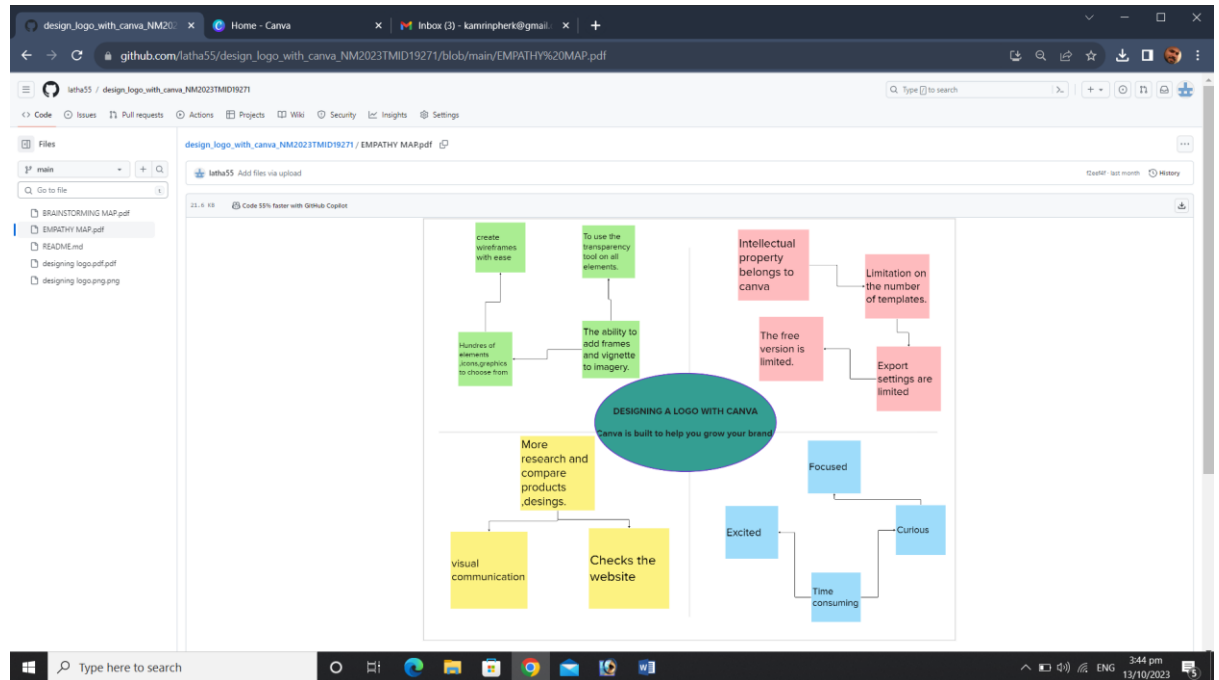
1.2 Purpose

The Beauty Salon business is competitive space and you can stand out with a great brand. Make it easier for your customers to find you and separate yourself from the competition with an amazing Beauty Salon business logo.

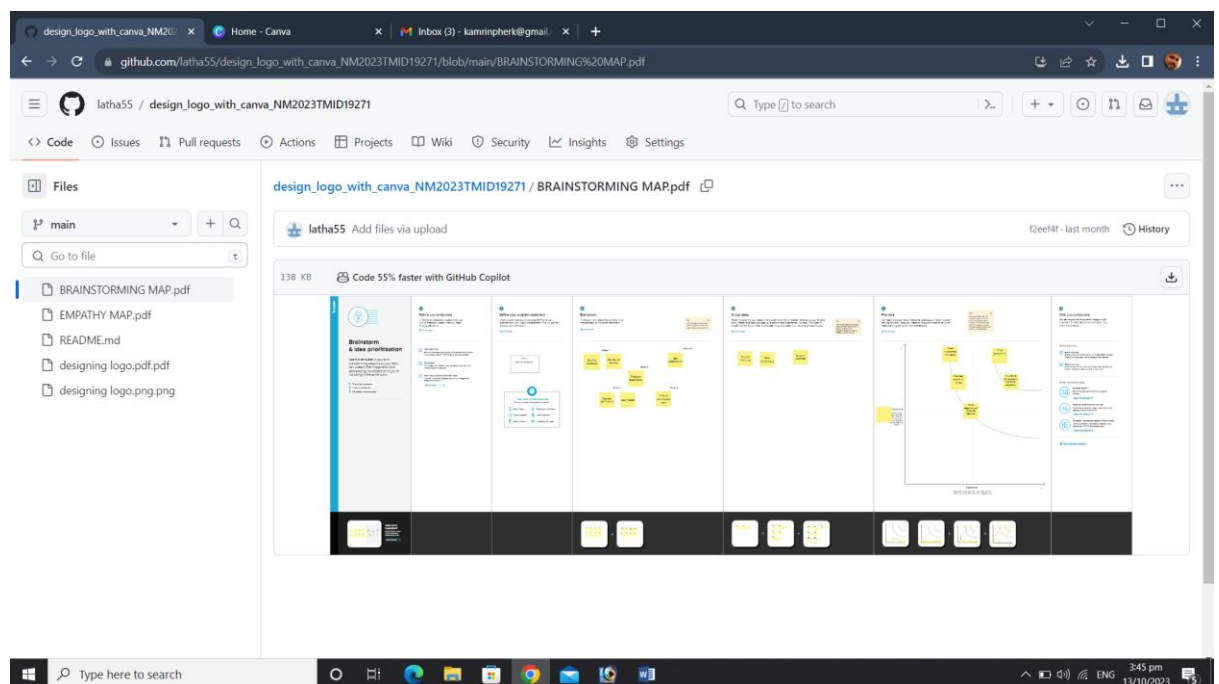
Logos are a point of identification; they're the symbol that customers use to recognize your brand. Ideally, you'll want people to instantly connect the sight of your logo with the memory of what your company does – and, more importantly, how it makes them feel.

2.Problem Definition & Design Thinking

2.1Empathy map



2.2 Ideation & Brainstorming map



3.Result



4.Advantages & Disadvantages

- Grabs the Attention of Customers. The logo is an integral component for your business.
- Building Block for the Brand Identity.
- Being Unique.
- Great for Marketing and Promotion.
- Inaccurate Branding.
- Challenges with Brand Differentiation.
- Looks Less Professional.
- Create Confusion amongst Customers.

5. Applications

The first and most important role a logo plays in your company's life is identification. They help your audience recognize, identify, and select your business before anyone else's. At the end of the day, all the other stuff behind a logo is just white noise in comparison to this one role

- With the use of canva I have created well-structured logo.
- Canva provides lot of templates. So that I can able to create good logo.

6.Conclusion

Canva is the great platform for the students. With the use of canva I have enriched my technical skill. Specifically create a Logo. So that now I have created professional Logo. This would be very useful for my future career.

In this project I have designed logo which is used for Beauty parlour.