

# Designing a Logo

## 1.Introduction

### 1.1 Overview

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values . Logo design is all about creating the perfect visual brand mark for a company.

### 1.2 Purpose

Logo 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 logo with the memory of what your company does- and' more importantly how it makes them feel.

## 2.problem Definition and Design Thinking

### 2.1 Empathy Map

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## 2.2 Ideation and Brainstorming Map



## 3.Result



and

## 4. Advantages and Disadvantages

### 4.1 Advantages

- It Grabs Attention . Attention spans are short these days- especially consumers'. ....
- It Makes a strong First Impression . ...
- It's the Foundation of your Brand Identity. ...

### 4.2 Disadvantages

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This is because a different set of customers may not react well to customers may not react well to your logo or simply ignore it. Such a symbol may not be able to evoke any meaningful response from the viewers as it has lost its novelty value.

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