

INTRODUCTION

1.1 OVER VIEW

PROJECT DESCRIPTION;

If you're looking to create a logo for your business, then you're in the market for a strong logo design brief.

Whether you create your logo on your own, use a [logo generator](#) (like us!) or work with a designer, having a thorough logo design brief will make sure you come out with a logo that accurately represents your business.

As you're creating your brief, try to think about what your business stands for and the values that drive it. You need a design that will encompass these traits, using size, color, feel, etc.

So, with that in mind, let's take a look at how to create a logo design brief that will help you get the perfect logo for your business!

1.2 PURPOSE;

For wellness product companies, the purpose of a logo is to give your company an **identity** so you can grow your business. You can capture new clients by having a memorable logo that speaks to them. Your business will then retain customers who trust [the brand](#) behind your logo.

Your business must have a face.

McDonalds has the "M", Starbucks has the Mermaid, Nike has the swoosh. What does your company have? How are you going to **separate yourself from the competition?**

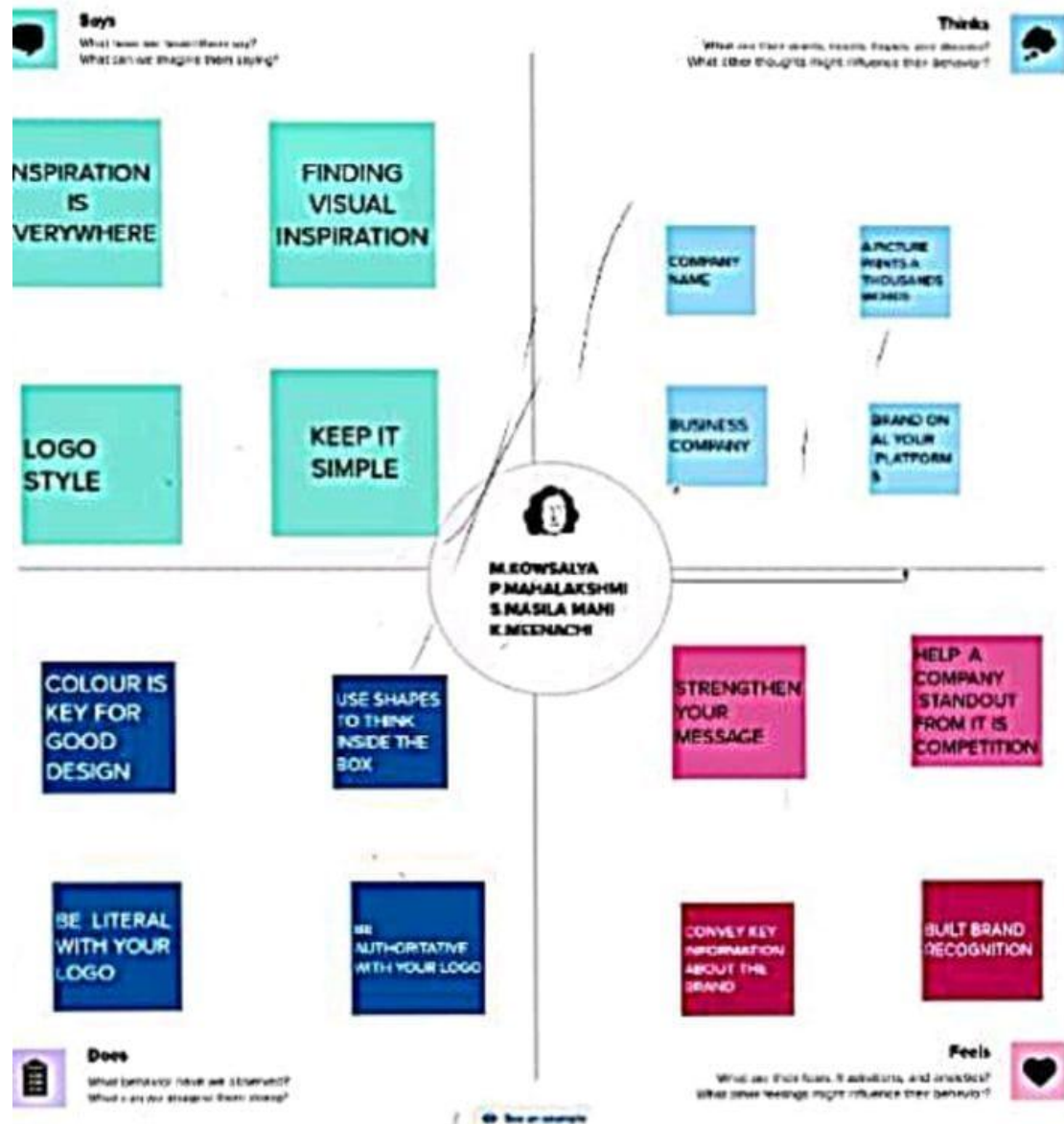
Even if your company is going to have a typography logo (a logo that doesn't rely on a symbol), it still has to be unique and memorable like Coca-Cola, Google, or FedEx, to name a few.

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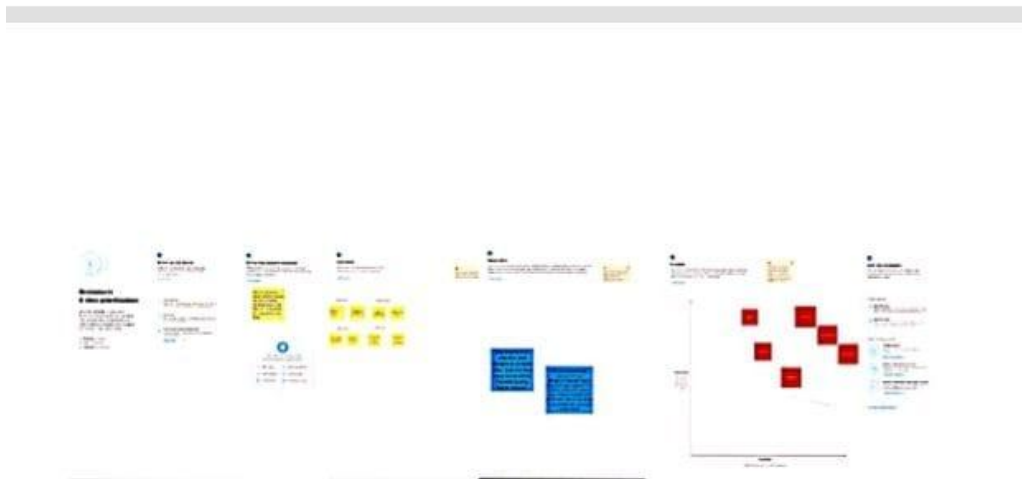
2. PROBLEM DEFINITION AND DESIGNING THINGS

2.2 BRAINSTORM :

2.1 EMPATHY MAP



2.2 BRAINSTORM :



3. RESULT :



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4. ADVANTAGES & DISADVANTAGE

4.1 ADVANTAGE :

- *It Makes a Strong First Impression.
- *It's the Foundation of Your Brand Identity.
- *It's Memorable.
- *It Separates You From Competition.
- *It Fosters Brand Loyalty.
- *Your Audience Expects it.

4.2 DISADVANTAGE :

- * Inaccurate Branding. Every business must have a strong brand identity.
- * Challenges with Brand Differentiation. Logos work best when they are remembered. ...
- * Looks Less Professional. ...
- * Create Confusion amongst Customers.

5.APPLICATION :

- * It Makes a Strong First Impression. ...
- * It's the Foundation of Your Brand Identity. ...
- * It's Memorable. ...
- * It Separates You From Competition. ...
- * It Fosters Brand Loyalty. ...
- * Your Audience Expects it.

CUNCLUSION :

Through this logo design ,was learnd the canva tool and also it make to think clitically on proplem logo and solve my problem. This project helped my job application ideas.