

PROJECT REPORT TEMPLATE

INTRODUCTION

OVERVIEW:

Designing A Logo is one of the most important steps in developing a brand. Your logo is your business' most visible asset. It goes on your website, SOCIAL MEDIA, BUSINESS CARDS, PRODUCT PACKAGING – everywhere your customers are looking for your product.

PURPOSE:

Canva's logo templates are customizable and can be used by anyone. This means that your rights to the logo are non-exclusive and you can't register it as a trademark.

1.Open Canva. Launch Canva and search for “Logo” to start crating your own.

2.Choose a professional template. Browse through Canva's massive library of logo templates to customize for you own.

3.Customize your logo design....

4. Get creative with more design features....

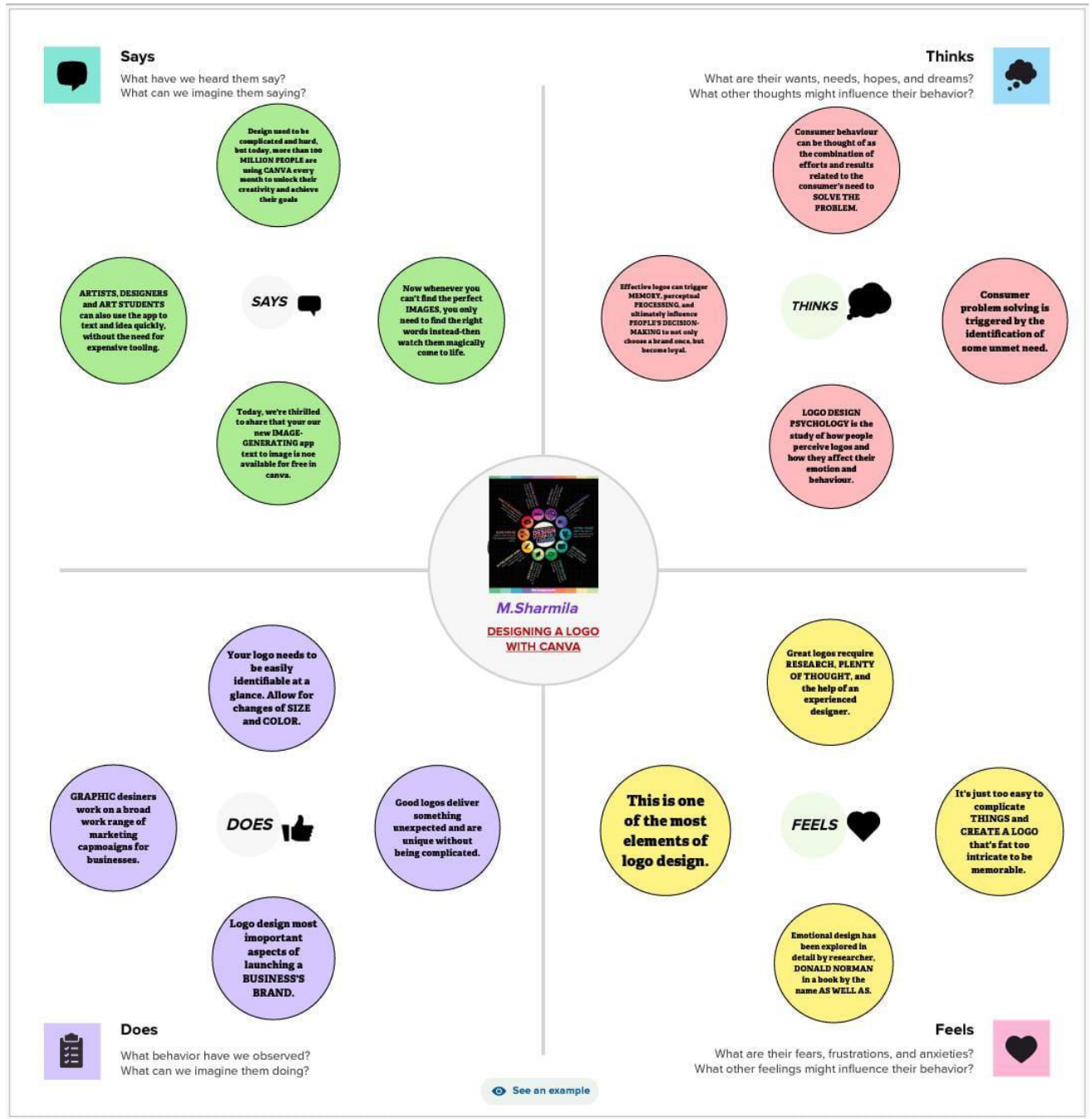
5.Download, share and build your brand identity.

RESULT:

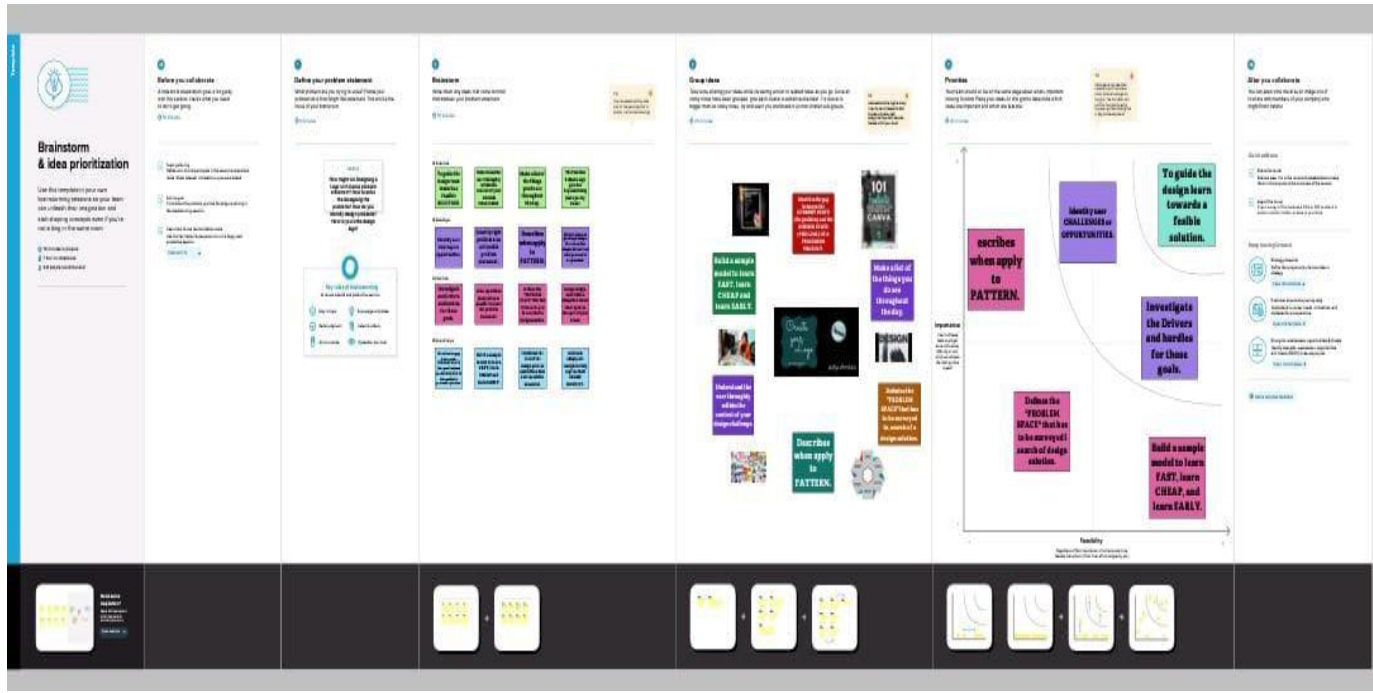


**“A LOGO IS THE POINT OF ENTRY TO THE
BRAND”**

EMOATHY MAP:



BRAINSTROM:



ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- ❖ You've probably just seen the name and logo of rockers group. They use bigger fonts in bigger sizes to represent powerful and strong music.
- ❖ Customers could simply connect to famous fonts, and it's among the benefits of employing thest to design a logo.

- ❖ People may come to a flim judgement after viewing one of these designs.

DISADVANTAGES:

- ❖ Trendy hues have certain drawbacks as well. Trough these colors, a logo might appear to just be a standard style that you've encountered previously.
- ❖ In order to enhance your usage of color pops up, all you have to do is consider the tones.
- ❖ This is how you can create your logo to stand out and don't forget you have an option of logo design services.

APPLICATION:

Adobe illustrator is ideal for any logo, icon, or graphic design project. Use vector graphics to scale your logo design from business card size to billboard size with no loss of quality – guaranteeing the best presentation in every situation.

CONCLUSION:

A logo should act as a visual representation that conveys information about the company and should be designed to evoke a sense of significance about the organization or its industry.

