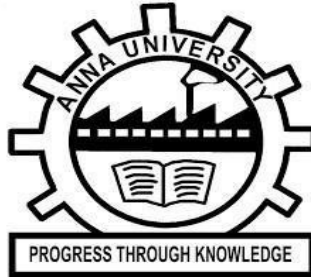


**UNIVERSITY COLLEGE OF ENGINEERING ARNI**

**(A Constituent College of Anna University Chennai)**

**THATCHUR , ARNI - 632301**



**A PROJECT REPORT**

**HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO**

**(ELECTRONICS AND COMMUNICATION ENGINEERING)**

Faculty Mentor(s) Name

**Mr.C. Venkatnarayanan.,M.E., (Ph.D.)**

Submitted by

YAMINI N - 513320106052

ARUNA A - 513320106003

NIVETHA R - 513320106032

JAYASRI B - 513320106016

# **1. Introduction**

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## INTRODUCTION

### Project Overview:

Start by defining your brand's unique value proposition, target audience, and core values. This will help you brainstorm relevant brand name ideas. Once you have your brand name, choose a domain name for your email. It should ideally match your brand name. Consider hiring a professional graphic designer. They can create a unique and professional logo that represents your brand.

### Purpose:

#### Brand Name:

**Define Your Brand's Purpose:** Clearly articulate your brand's mission, vision, and values. Understand what your brand aims to achieve and the impact it wants to make.

**Reflect Your Purpose:** Your brand name should reflect the essence of your purpose. Consider names that evoke the mission and values you've defined.

**Connect with Your Audience:** Ensure that the name resonates with your target audience and communicates the purpose effectively.

**Legal Considerations:** Check for trademark availability and make sure the name aligns with your industry and purpose.

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#### Brand Email :

**Align with Brand Values:** Choose an email address that aligns with your brand's purpose and values. For example, if your brand's purpose is environmental sustainability, consider an email like

[Stylehaven1010@gmail.com](mailto:Stylehaven1010@gmail.com)

**Effective Communication:** Use your brand email to effectively communicate your purpose, whether it's through the email signature, automated responses, or the content of your emails.

**Secure and Professional:** Ensure that your brand email is secure, professional, and consistent with your brand's purpose. Use strong passwords and encryption if necessary.

## **Brand Logo:**

**Symbolize Your Purpose:** Work closely with a designer to create a logo that symbolizes your brand's purpose. The colors, shapes, and elements should all convey the intended message.

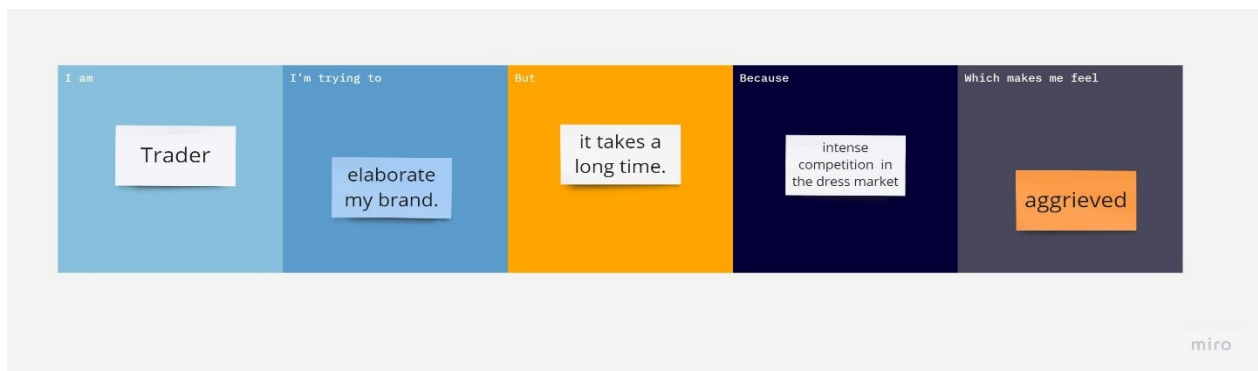
**Storytelling:** Your logo can tell a visual story about your purpose. Discuss with your designer how the logo can represent the brand's journey and mission.

**Consistency:** Ensure that the logo is consistent with your brand's purpose across all platforms and materials, from your website to marketing materials.

## **IDEATION & DESIGN THINKING**

### **Problem Statement Definition:**

A problem statement is a concise description of an issue or challenge that needs to be addressed or solved. It identifies the gap or discrepancy between the current situation and the desired state, and explains why the problem is important and what impact it has on the stakeholders or the organization.



## Empathy Map Canvas:

Present an empathy map canvas, which helps understand the target users, their needs, and pain points.



Template

## Brainstorm many ideas

It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

⌚ 30 minutes to prepare

👥 1 hour to collaborate

👤 4-10 people recommended

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### Generate as many ideas as possible

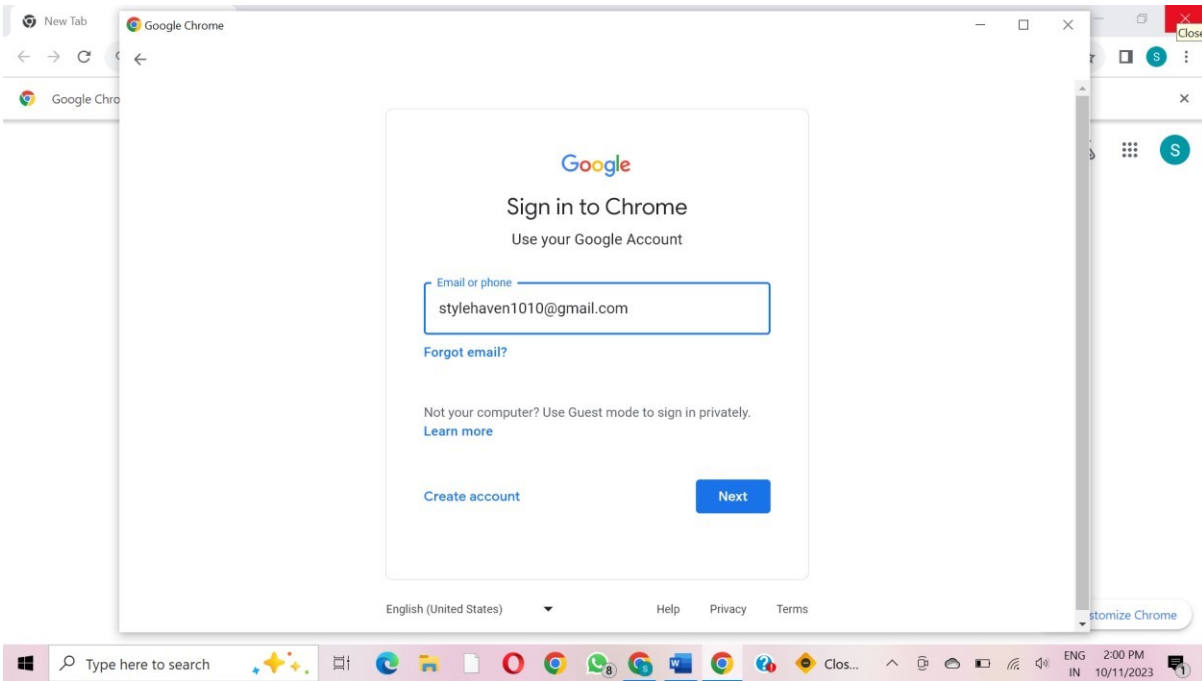
Quickly introduce people to the columns and rows. Working silently and individually, move around the matrix and come up with ideas as inspired by the intersection of a row and column. Move to a different intersection if you get stuck.

⌚ 30 minutes

OVERALL TOPIC	How might we rethink our client advisory services?	How might we help our clients have a true relationship with our financial advisors?	How might we ensure advisors have a true relationship with their team?	How might we have 100% client retention every year?
People & partnerships	<p><b>Team Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Guest's share a general idea to form a team or a group of people to form a team.</b></p> <p><b>Tip</b> Double click the person to add a new idea.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>
Places & spaces	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>
Digital interactions	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>
Surprise & delight	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>
Wildcard	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>	<p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p> <p><b>Brainstorming</b></p> <p>Brainstorm as an entire team, sharing out ideas to combine.</p>

### STEP 1: Creating a Brand name: **“STYLE HAVEN”**

## STEP 2: Creating a Brand mail- Sign into google



### STEP 3: Creating the logo



## ADVANTAGES AND DISADVANTGES

### Advantages:

**Recognition:** A strong brand name can lead to recognition and recall among customers.

**Cohesive Identity:** It helps in establishing a cohesive brand identity that is memorable and easy to promote

**Professionalism:** Custom brand email addresses (e.g., [Stylehaven1010@gmail.com](mailto:Stylehaven1010@gmail.com) ) convey professionalism and trust to customers.

**Brand Consistency:** It helps maintain brand consistency in communication.

**Visual Representation:** A logo provides a visual representation of your brand, aiding recognition and recall.

**Differentiation:** It sets you apart from competitors and helps you stand out in the market.

### Disadvantages:

**Limitations:** Choosing a restrictive name can limit your business's future expansion or product offerings.

**Trademark Issues:** It can be challenging to find a unique name that is not already trademarked.

**Cost:** Setting up and maintaining custom email addresses may incur additional costs compared to free or generic email services.

**Technical Challenges:** Managing a custom email system can be technically complex and may require.



## **APPLICATIONS**

### **Thesaurus and Dictionary Apps:**

Tools like Thesaurus.com and dictionary apps can help you explore synonyms, related words, and meanings to brainstorm brand name ideas.

### **Domain Name Registrars:**

Domain registrars like GoDaddy, Namecheap, or Google Domains help you check domain name availability and register your chosen domain.

### **Trademark Search Databases:**

Websites such as the United States Patent and Trademark Office (USPTO) or the World Intellectual Property Organization (WIPO) allow you to search for existing trademarks and ensure your brand name isn't infringing.

### **Email Hosting Services:**

Providers like Google Workspace (formerly G Suite) and Microsoft 365 offer professional email hosting with custom domain support.

### **Email Clients:**

Email clients like Microsoft Outlook, Mozilla Thunderbird, or Apple Mail can be used to manage and access your custom brand email.

### **Webmail Services:**

Most domain registrars also offer webmail services to set up and manage your brand email.

## **Graphic Design Software:**

Applications like Adobe Illustrator, Adobe Photoshop, CorelDRAW, or Inkscape are popular choices for designing logos.

## **Logo Design Services:**

Online logo design services like Canva, LogoMakr, Looka (formerly Logojoy), and Designhill offer templates and design tools for creating logos, even if you're not a professional designer.

## **Hire a Designer:**

Platforms like Upwork, Fiverr, or 99designs connect you with professional logo designers who can create a custom logo based on your brief.

## **CONCLUSION**

In conclusion, creating a brand name, brand email, and brand logo is a vital process in establishing a strong and memorable brand identity.

The advantages of this process include improved recognition, brand consistency, and the potential to build trust with your audience. However, challenges may arise, such as the need for legal and trademark checks, design costs, and potential limitations in choosing a brand name. By following a well-thought-out process and utilizing relevant tools and applications, you can create a brand identity that effectively communicates your brand's mission and resonates with your customers, ultimately contributing to your brand's success.

