

**Project Title:How To Create Brand Name, Brand  
Mail And Brand Logo In Canva**

Project Report Submitted by

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# 1.

# INTRODUCTION

## 1.1 OVERVIEW:

In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

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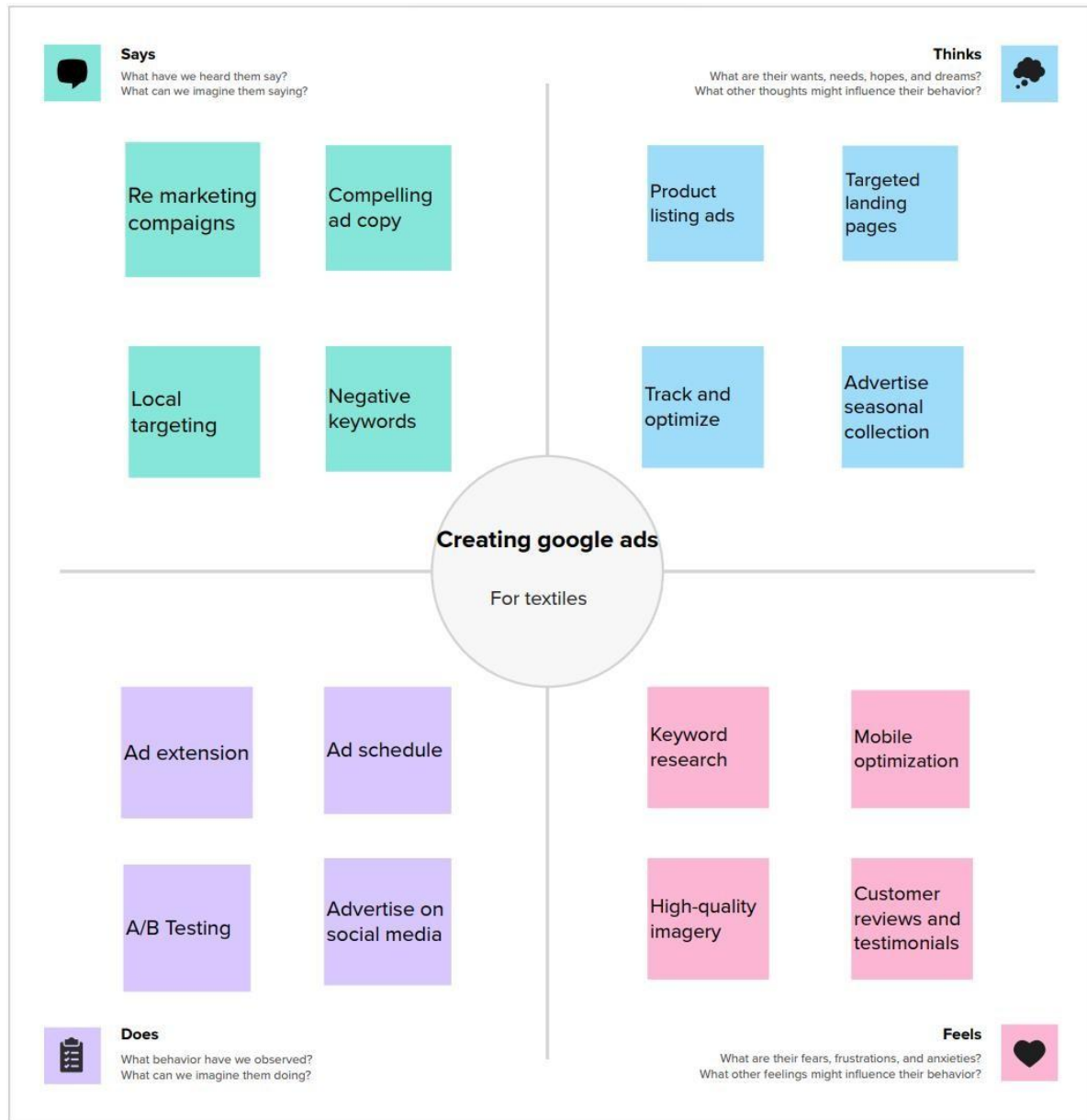
## 1.2 PURPOSE

- **Brainstorm and Decide:** Begin by brainstorming words, concepts, or ideas that represent your brand. Consider the message you want to convey, your target audience, and the uniqueness of the name.
- **Check Availability:** Ensure the brand name you choose is available for use and not already trademarked or in use by another entity.
- **Use Canva:** While Canva is primarily a design tool, it can be helpful in the branding process by creating visual representations of your brand name. You can use Canva to design mockups, social media graphics, or business cards featuring your chosen brand name.
- **Brand Mail:**
- **Choosing an Email Service:** Determine whether you want a custom domain email (e.g., yourname@yourbrand.com) or if you'll use a free email service (e.g., Gmail).
- **Domain Registration:** If you decide on a custom domain email, register a domain through a domain registrar or web hosting service.
- **Setting up Email Service:** You can usually set up email services directly through your domain registrar or web hosting service.
- **Using Canva:** Canva can be used to create an email signature that includes your brand logo, name, and other information. Go to Canva and design a professional and branded email signature for your emails.
- **Brand Logo:**
- **Conceptualize Your Logo:** Consider the values, services, or products your brand represents. Draft some ideas for the logo, including colors, symbols, and typography that resonate with your brand's identity.
- **Use Canva's Logo Maker:** Canva has a built-in logo maker with

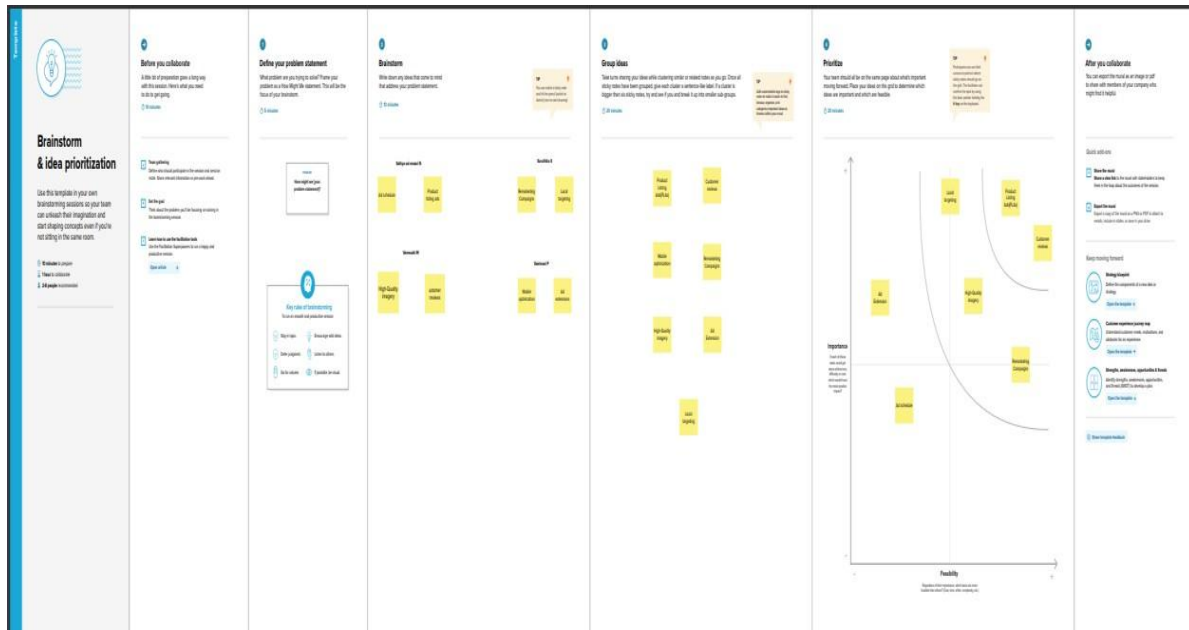
various templates, icons, and design elements. You can either start from scratch or use a pre-made template and customize it to fit your brand's style.

- **Design Process:** Choose shapes, fonts, colors, and symbols that reflect your brand's personality. Experiment with layouts until you find a design that resonates with your brand.
  - **Customization:** Edit, adjust, and customize your selected logo template to match your brand's colors, fonts, and style. Ensure the logo looks good both in color and black and white as it might be used in various contexts.
  - **Download and Use:** Once satisfied with your logo, download it in the appropriate format (PNG, JPEG, or transparent background) to use on various platforms, from social media profiles to business cards.
- PROBLEM DEFINITION & DESIGN THINKING**

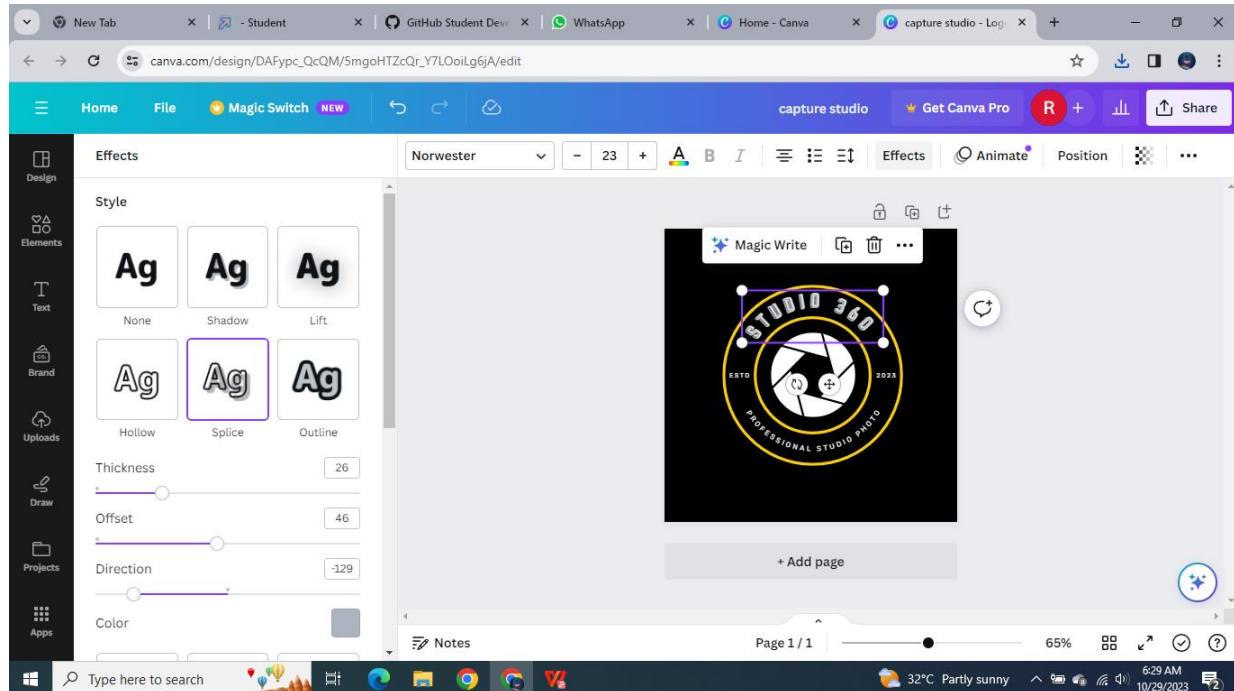
# 1.1 EMPATHY MAP



# 1.2 IDEATION AND BRAINSTORMING MAP



## 2.RESULT





### 3.ADVANTAGES & DISADVANTGES

#### **ADVANTAGES:**

##### 1.Brand Name:

- **Market Research:** Canva allows you to create mood boards and visual elements that can help you brainstorm and narrow down potential brand names.
- **Typography and Logo Suggestions:** Canva's design tools can help you experiment with different fonts and styles for your brand name, making it easier to visualize how it will look in various contexts.
- **Collaboration:** Canva offers collaboration features, making it easy to share and discuss potential brand names with your team or partners.

##### 2. Brand Email:

- **Professional Look:** Canva can be used to design email signatures, which can make your brand emails look more professional and consistent.
- **Templates:** Canva has email signature templates that you can customize with your brand colors, logo, and contact information.
- **Easy Export:** Once you've designed your email signature, you can easily export it and add it to your email client.

##### 3. Brand Logo:

- **Templates:** Canva offers a wide range of logo templates that you can customize to fit your brand's style and color scheme.
- **Drag-and-Drop Design:** Canva's drag-and-drop interface makes it easy to create a logo even if you have no graphic design experience.

## **DISADVANTAGES:**

- **Limited Customization:** Canva's templates are great for beginners, but they can be limiting if you have specific, unique design requirements. You may not have as much control over the design elements compared to professional graphic design software.
- **Not Ideal for Complex Projects:** Canva is best suited for relatively simple design tasks. If you have a complex branding project or need intricate, custom designs, you may find Canva's capabilities inadequate.
- **Watermarked Free Versions:** While Canva offers a free version, many of the high-quality elements and features are only available with a paid subscription. The free version often includes watermarked designs, which may not be suitable for professional use.
- **Branding Consistency:** Canva does offer branding features for its paid subscribers, but it may not provide the level of control and consistency that a large or highly detail-oriented business requires for maintaining a strong brand identity across all materials.
- **Ownership and Licensing:** Using Canva's templates and elements may come with restrictions on how you can use the final designs, especially in commercial or branding contexts. It's important to review Canva's terms of use and licensing agreements to ensure compliance.
- **File Format Limitations:** Canva may not provide the same level of flexibility in terms of file formats and resolutions that professional designers might require for various branding materials.
- **Online Dependency:** Canva is a web-based platform, which means you need a stable internet connection to use it. If you're in an area with unreliable internet access, this can be a drawback.

## 4.APPLICATIONS

- **Adobe Illustrator:** Adobe Illustrator is a professional vector graphic design software widely used for creating logos, icons, and brand identity materials. It offers extensive customization and design control, making it a powerful tool for creating intricate designs.
- **Adobe Photoshop:** Photoshop is another Adobe product known for its image editing and manipulation capabilities. It's great for working with raster graphics and creating various visual elements for your brand.
- **CorelDRAW:** CorelDRAW is a vector graphic design software that's popular among professional designers. It's an alternative to Adobe Illustrator and offers a range of design tools for logos and branding.
- **Inkscape:** Inkscape is a free, open-source vector graphics editor that is suitable for creating logos, illustrations, and other brand-related designs. It's a good choice for those on a budget.

## 5.CONCLUSION

In conclusion, creating a brand name, brand email, and brand logo is a crucial step in establishing your brand identity. Canva offers several advantages for this purpose, including user-friendliness, cost-effectiveness, design resources, and collaboration features. It can be a valuable tool for individuals and small businesses looking to create professional designs without extensive graphic design experience.

However, Canva also has its limitations, including limited customization, not being ideal for complex projects, watermarked designs in the free version, and potential restrictions on usage rights. For more advanced and highly customized branding needs, professional graphic design software like Adobe Illustrator, CorelDRAW, or Affinity Designer may be more suitable.

## VIDEO DEMONSTRATION:

<https://drive.google.com/drive/folders/1oD8NYJ6-UFcGiHXkDugohU6f8SAt7WR?usp=sharing>