CREATING A BRAND NAME BRAND EMAIL AND BRAND LOGO USING CANVA

1. INTRODUCTION

1.1 Brand Name: SMARTZZ INFO TECH

1.2 Category: IT consulting services

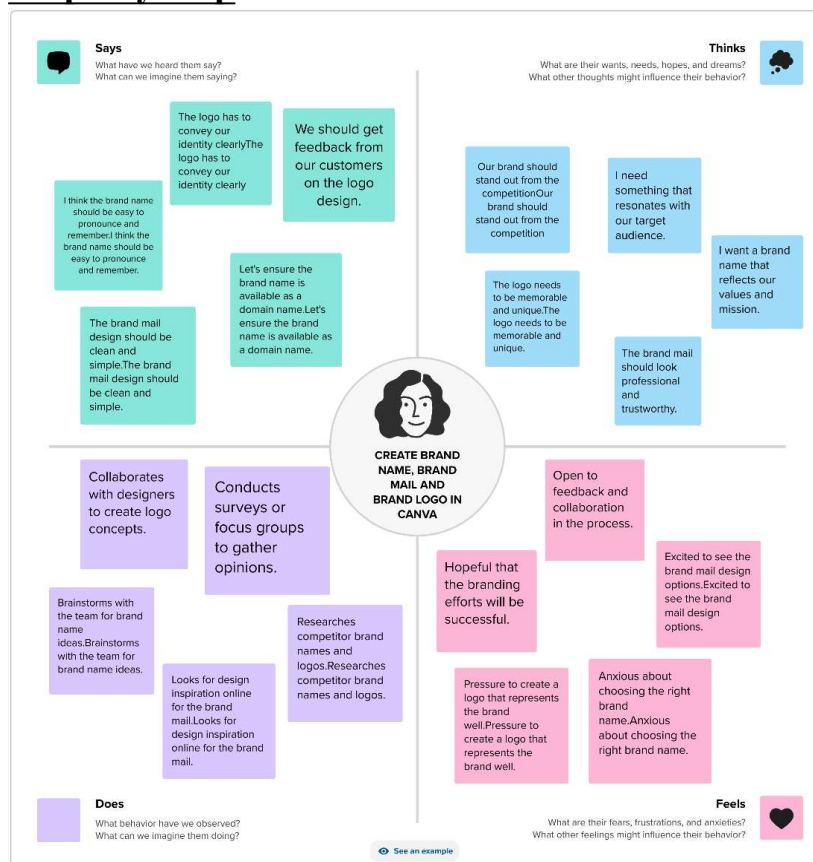**1.3 Brand Email:** smartzzinfotech@gmail.com

1.4 Overview

In this project ,is going to be creating Brand Name, Brand Email and Brand Logo using Canva. After publish it is going to be uploaded in Github.
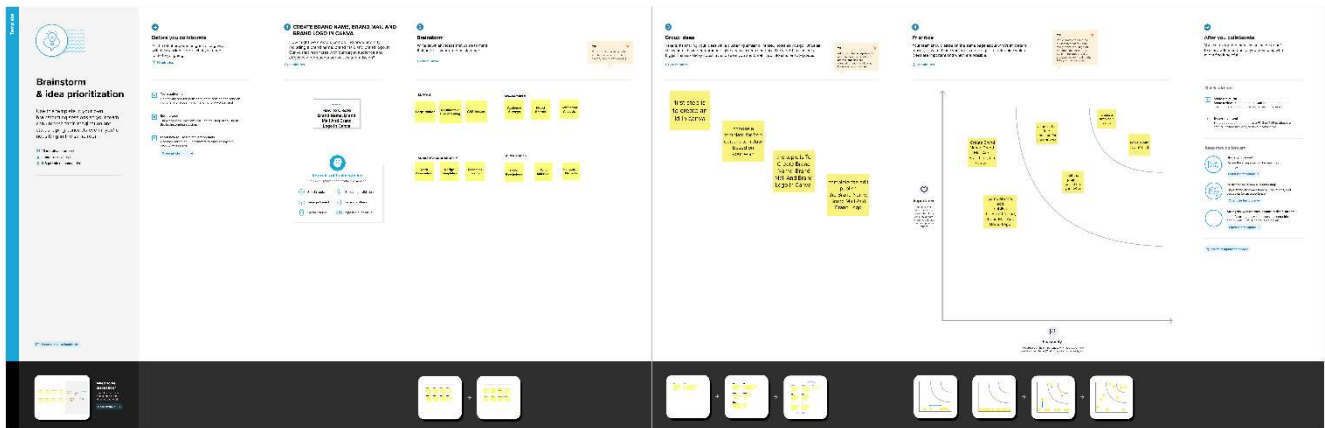
1.5 Purpose

The purpose of the project is learn how to create a Brand Name, Brand Email and Brand Logo using Canva for digital marketing. Because Canva is a easy platform to create a logo and edit it.

2. PROBLEM DEFINITION AND DESIGN THINKING
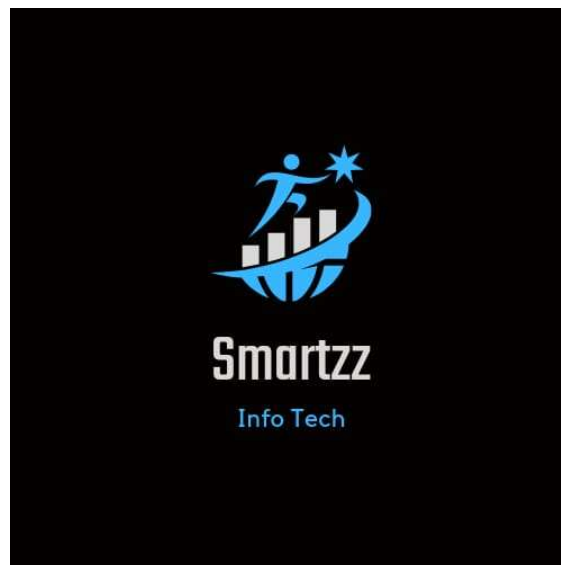
2.1 Empathy map

2.2   Ideation & Brainstormimg

3.   RESULT

LOGO:

4. ADVANTAGES

1   Canva is budget-friendly.

    2   Canva offers a professional look.
    3   Canva is a customize template.
    4   Canva is collaboration design projects.

5. <u>DISADVANTAGES</u>

    1   Alignment concerns
    2   Unique elements cannot be created.
    3   Internet connection required.
    4   Subscription cost.

6. <u>APPLICATION</u>

For digital marketing this brand name ,brand email and brand logo will be more useful to promote their service and sale the products etc.

7. <u>CONCLUSION</u>

In this we learnt to how to use Canva tool to create website and publish the service and sale the product, it is a very easy and eco-friendly tool.