

# PROJECT REPORT

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<b>Project title</b>	Digital Marketing (Creating Brand Name, Brand Mail, and Brand Logo using Canva.)
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## **INTRODUCTION:**

### **OVERVIEW:**

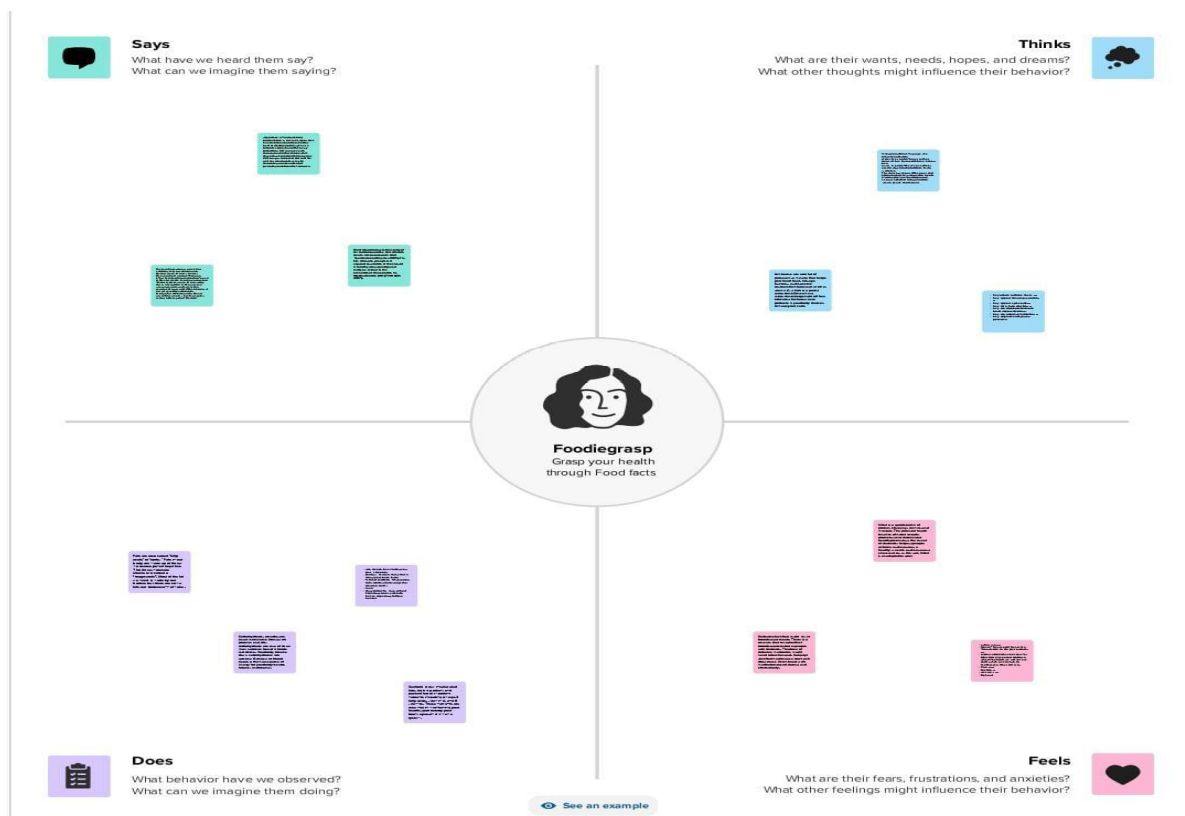
- The main objective of this project is to establish a unique and memorable identity that reflects the company's values, mission, and products/services, making it easily recognizable to the target audience.
- To design a visually appealing and distinctive logo that complements the brand name, effectively communicates the brand's essence, and can be easily associated with the company.
- To create professional and consistent email communication that aligns with the brand's image, fostering trust, recognition, and engagement with customers and stakeholders.

## PURPOSE:

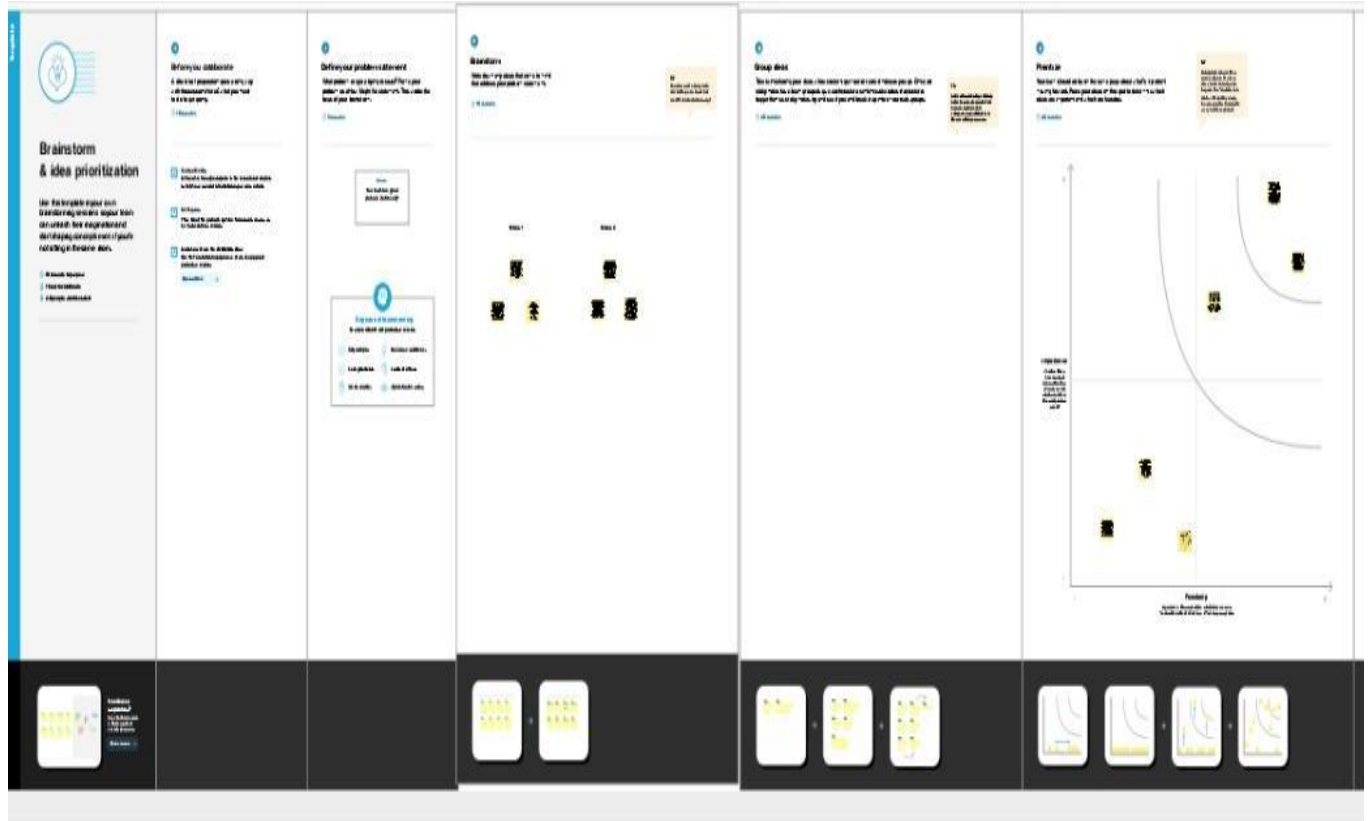
- Establishes brand identity.
- Conveys mission, values, and personality.
- Creates recognition and differentiation.
- Provides a visual representation of the brand.
- Enhances brand memorability.
- Distinguishes the brand from competitors.
- Adds professionalism to communication.
- Builds credibility.
- Facilitates brand-related correspondence management.

## PROBLEM DEFINITION AND DESIGN THINKING:

### Empathy Map:



# BRAINSTORMING & IDEATION MAP :

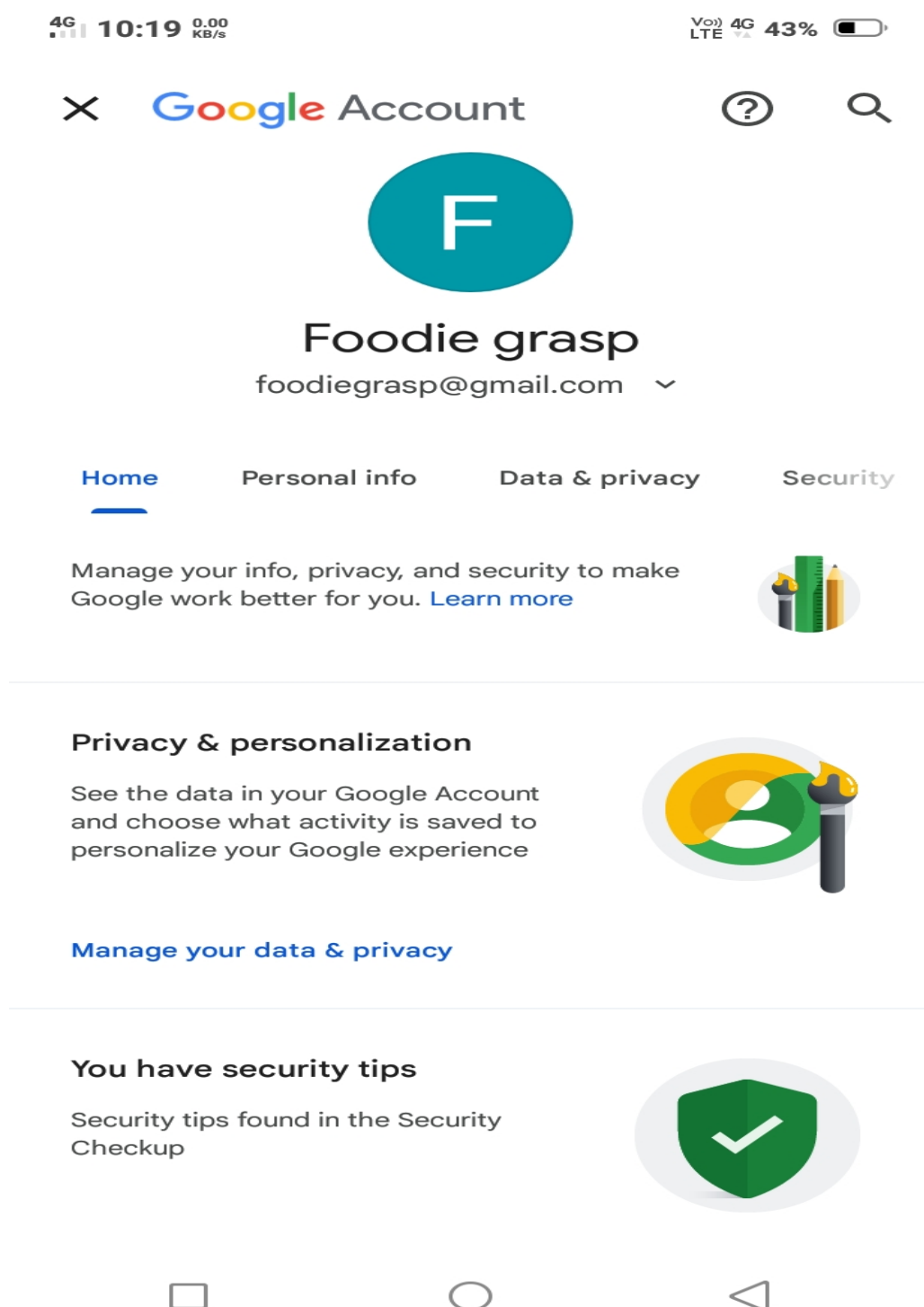


## RESULT:

**Brand Name :**



## Brand Mail :



**Brand logo :**



## **Conclusion :**

In conclusion, the process of creating a brand mail, brand logo, and brand name is a crucial step in establishing a strong and memorable brand identity.

These elements collectively communicate my brand's essence and values to my audience. A well-thought-out brand mail ensures consistent messaging, a captivating brand logo creates a visual representation of my brand, and a memorable brand name ties it all together. Investing time and effort in this creative and strategic process can set my brand on the path to success and recognition in the market. Remember that a well-crafted brand identity will resonate with my target audience and leave a lasting impression, helping my business stand out in a competitive landscape.

**Thankyou**