HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

A PROJECT REPORT

Submitted by

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for

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We are thankful to the Industrial mentor   **MR. ABDUL MALICK** for the valuable suggestions, which helped us to improve the quality of this project work.

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INTRODUCTION

1.1 OVERVIEW:

This project is based on the process of creating a brand name, a brand logo and a brand mail for the purposes of marketing digitally.
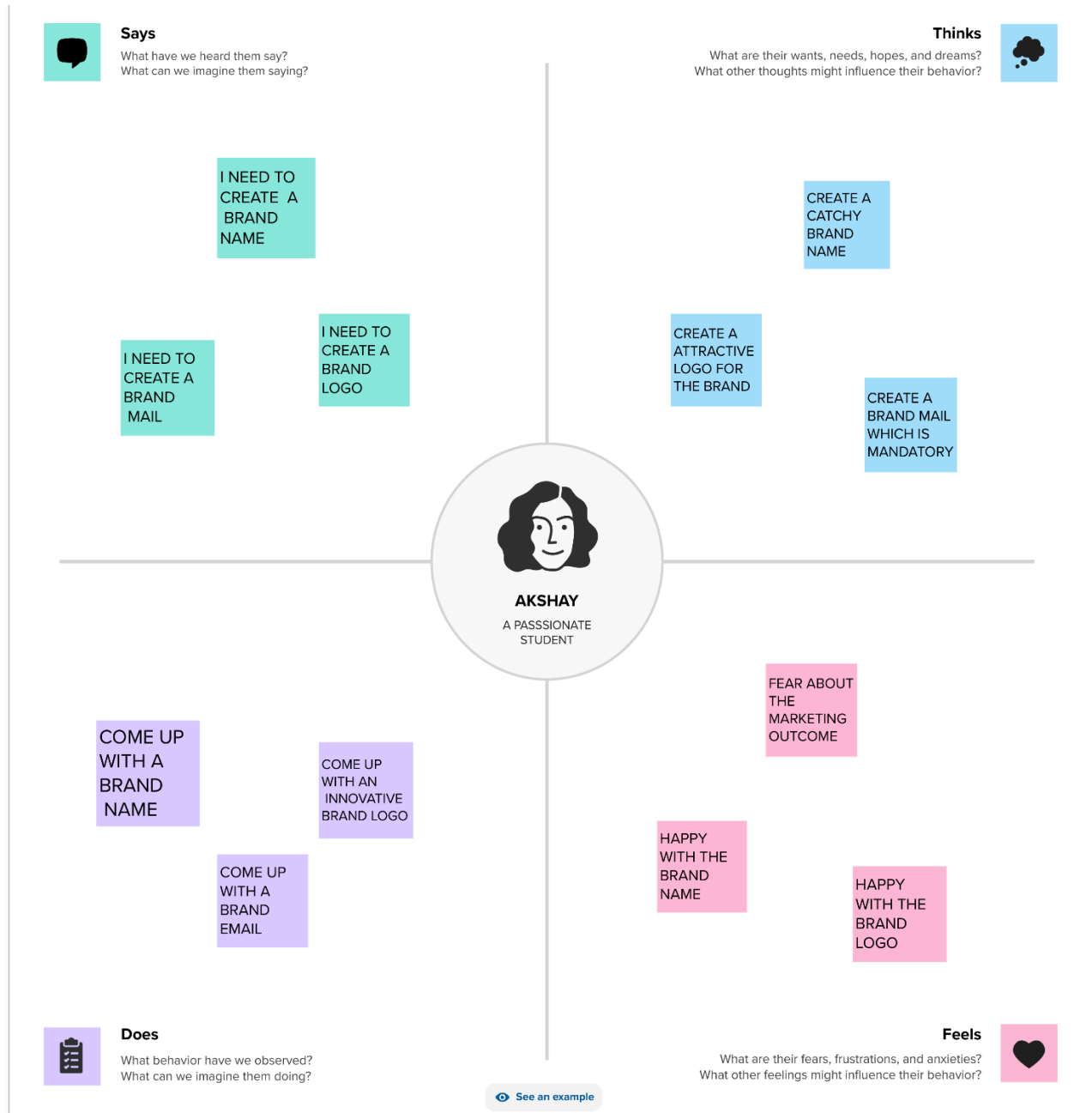
1.2 PURPOSE:

The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- To effectively market the brand
- To increase brand awareness
- To reach targeted audience in a cost effective and measureable way
- To spread brand message
- To get people interested in the brand
- To reach a wider online audience
- To get access to global market

CHAPTER-2

PROBLEM DEFINITIONS AND DESIGN THINKING

2.1 EMPATHY MAP

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I NEED TO CREATE A BRAND NAME

CREATE A CATCHY BRAND NAME

I NEED TO CREATE A BRAND LOGO

CREATE A ATTRACTIVE LOGO FOR THE BRAND

I NEED TO CREATE A BRAND MAIL

CREATE A BRAND MAIL WHICH IS MANDATORY

AKSHAY
A PASSSIONATE STUDENT

FEAR ABOUT THE MARKETING OUTCOME

COME UP WITH A BRAND NAME

COME UP WITH AN INNOVATIVE BRAND LOGO

HAPPY WITH THE BRAND NAME

COME UP WITH A BRAND EMAIL

HAPPY WITH THE BRAND LOGO

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

👁 See an example

2.2 IDEATION AND BRAINSTORMING MAP

CHAPTER-3

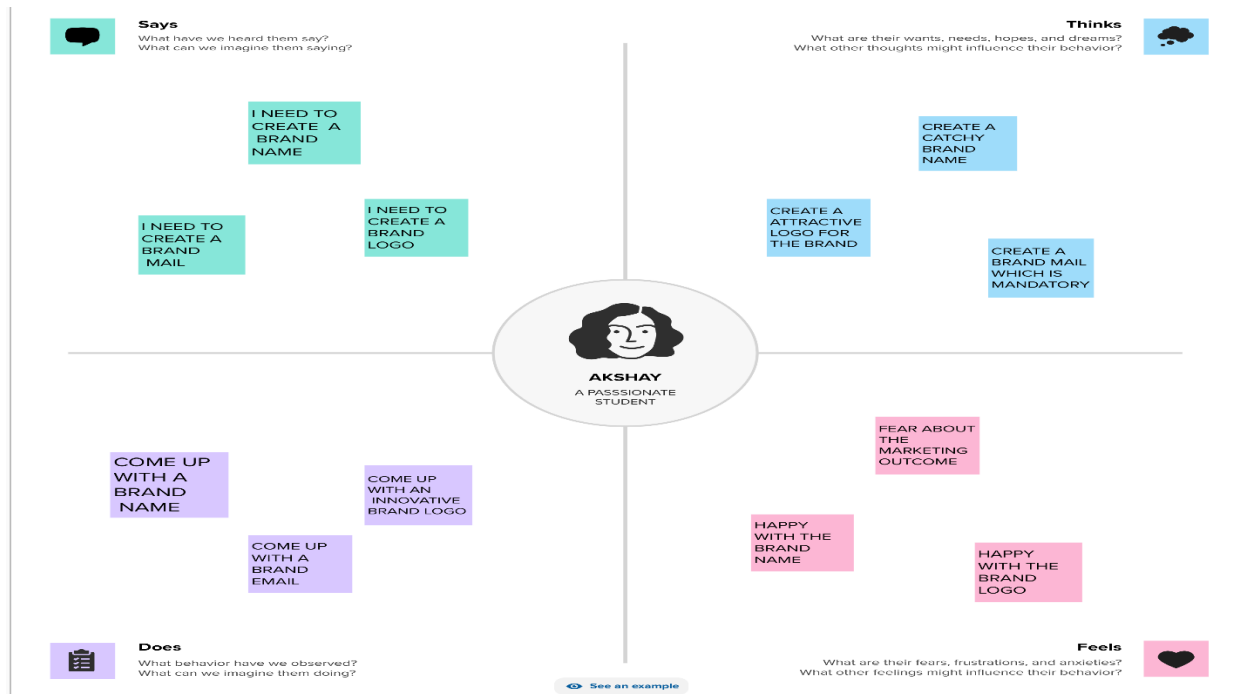# RESULT

The outputs of this project are presented below:

Brand name: AkDream Photography

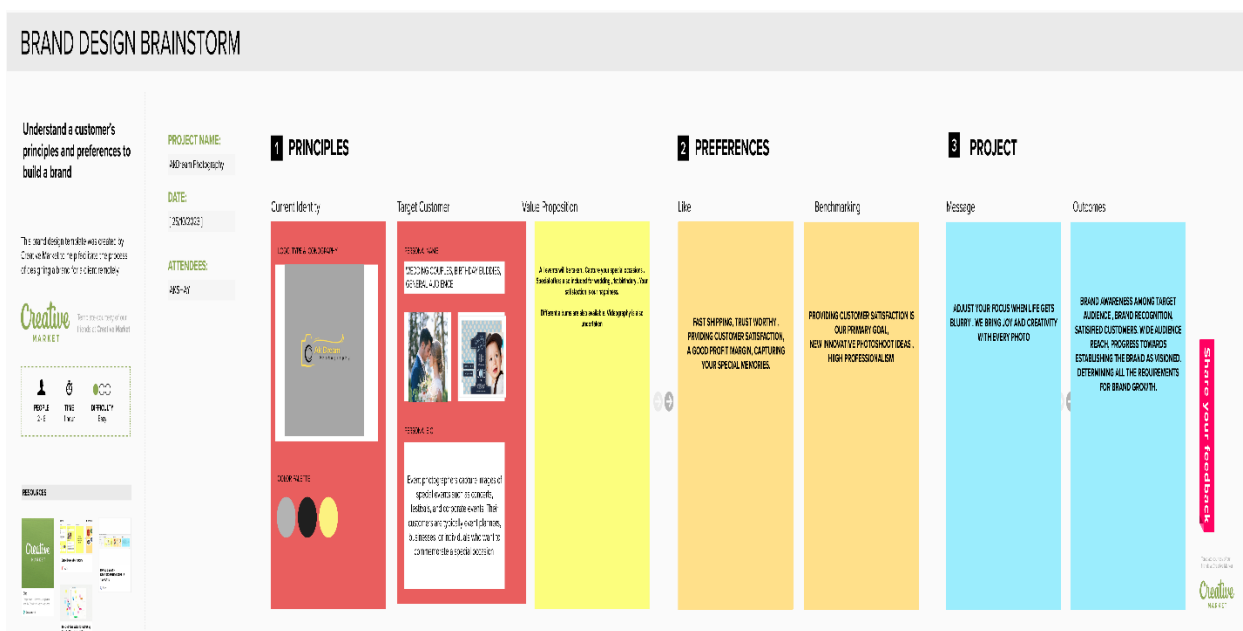**Brand mail:** akdreamphotography7@gmail.com

Brand logo:

Empathy map:

Brainstorm map:

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ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Some of the advantages of this project are listed below:

- Being your own boss
- Flexible schedule
- Profitable career
- Providing Customer satisfaction
- Building brand trust
- Capturing memories
- Can travel and explore new places and gain new clients
- Business growth and expansion

DISADVANTAGES:

Some of the disadvantages of this project are listed below:

- Huge cost on advertising and publicity
- One mistake can tarnish reputation
- To meet the client's expectations
- Maintaining consistency among competitors
- To create innovative ideas for photoshoot
- Equipments to be handled carefully
- Some occasions occurs at weekends

CHAPTER-5

APPLICATIONS

This project has various uses in various scenarios. Some of them are presented below:

- A well-designed logo can help establish a professional image for your businesss or brand.
- A logo can help customers recognize your brand and distinguish it from competitors.
- Connects your values to like-minded audience.
- A logo can be used in various marketing materials, such as business cards, flyers, brochures and websites
- A logo can be used as a profile picture on social media platforms, such as Facebook, Twitter and Instagram
- Canva's logo maker is free to use, which makes it a cost-effective option for smart business or individuals who want to create a professional-looking logo.

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CONCLUSION

Through this project a brand name, brand logo and brand mail are created and executed. All these are very essential in creating a brand and for marketing purposes.

With the help of this project I understood the importance of a brand name and logo which can be created using Canva with ease. A well-designed logo can help establish a professional image for your businesss or brand. Good marketing can bring up value, recognition, customer attraction of the brand.

Therefore creating a logo for AkDream Photography made me realize the importance of target audience and significance of this project.