

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

A PROJECT REPORT

Submitted by

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DIGITAL MARKETING

For

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CHAPTER-1

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:

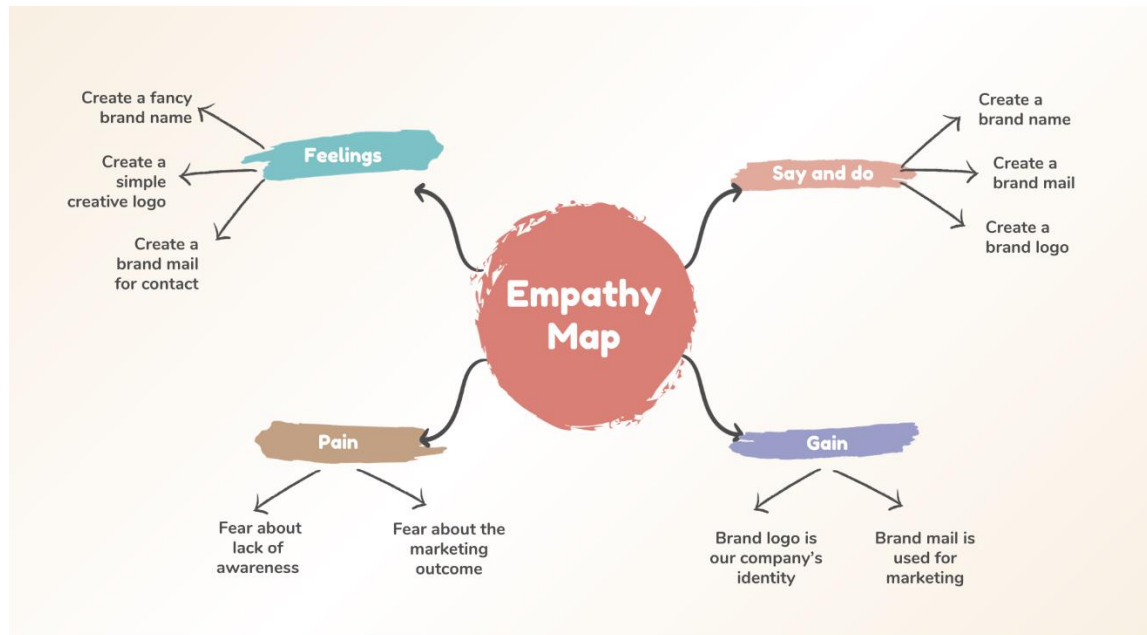
The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- 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

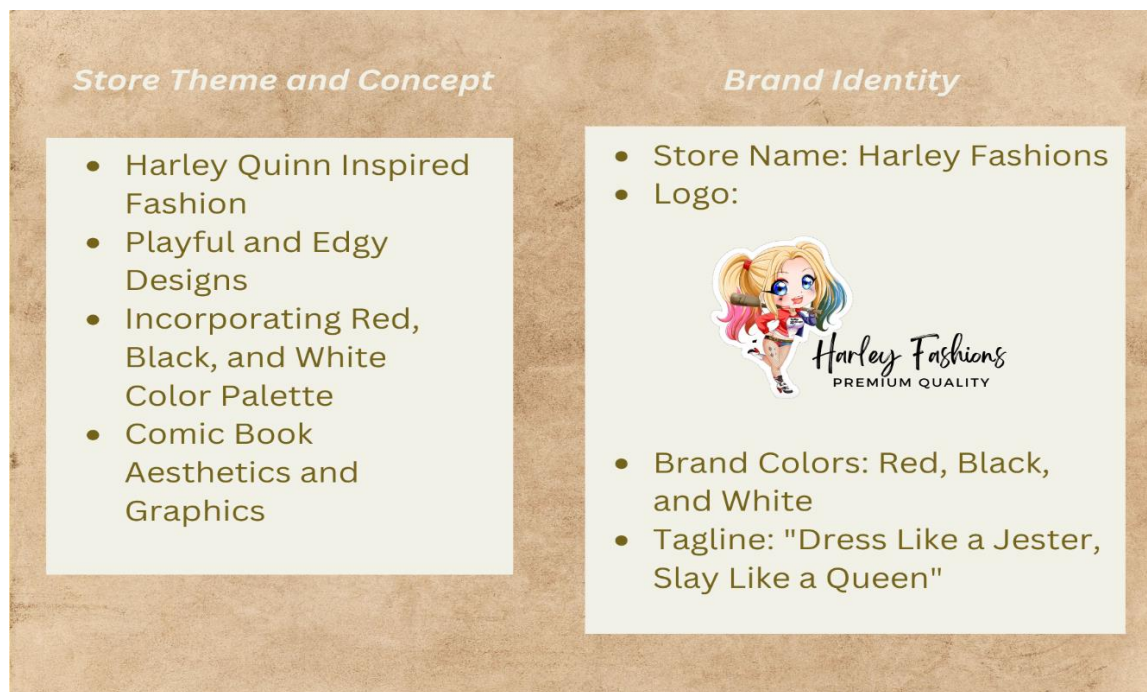
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PROBLEM DEFINITIONS AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP



Product Offerings

- Harley Quinn Costumes and Cosplay Outfits
- Everyday Wear with Harley Quinn Inspired Prints
- Accessories: Baseball Bats, Puddin' Chokers, Themed Jewelry
- Footwear: Sneakers with Harley Quinn Artwork
- Limited Edition Comic Book Cover Apparel

Customer Experience

- Cosplay Events and Competitions
- Makeup Artists for Harley Quinn Inspired Makeup Sessions
- Themed Fashion Shows with Harley Quinn Cosplayers
- Exclusive Merchandise Launch Parties
- Harley Quinn Movie Nights (Screenings of Movies and TV Shows)

Sustainability and Ethical Practices

- Eco-Friendly Packaging for Online Orders with Harley Quinn Prints
- Promotion of Body Positivity and Inclusivity in Fashion
- Collaboration with Ethical and Fair Trade Suppliers
- Charity Events: Donations to Mental Health Organizations (Inspired by Harley Quinn's Character)

Expansion and Future Plans

- Pop-Up Stores at Comic Conventions and Geek Culture Events
- Collaboration with DC Comics for Official Merchandise
- International Shipping for Harley Quinn Fans Worldwide
- Expansion into Harley Home Decor and Collectibles
- Launch of Harley Quinn Fashions Mobile App for Exclusive Offers

CHAPTER-3

RESULT

The outputs of this project are presented below:

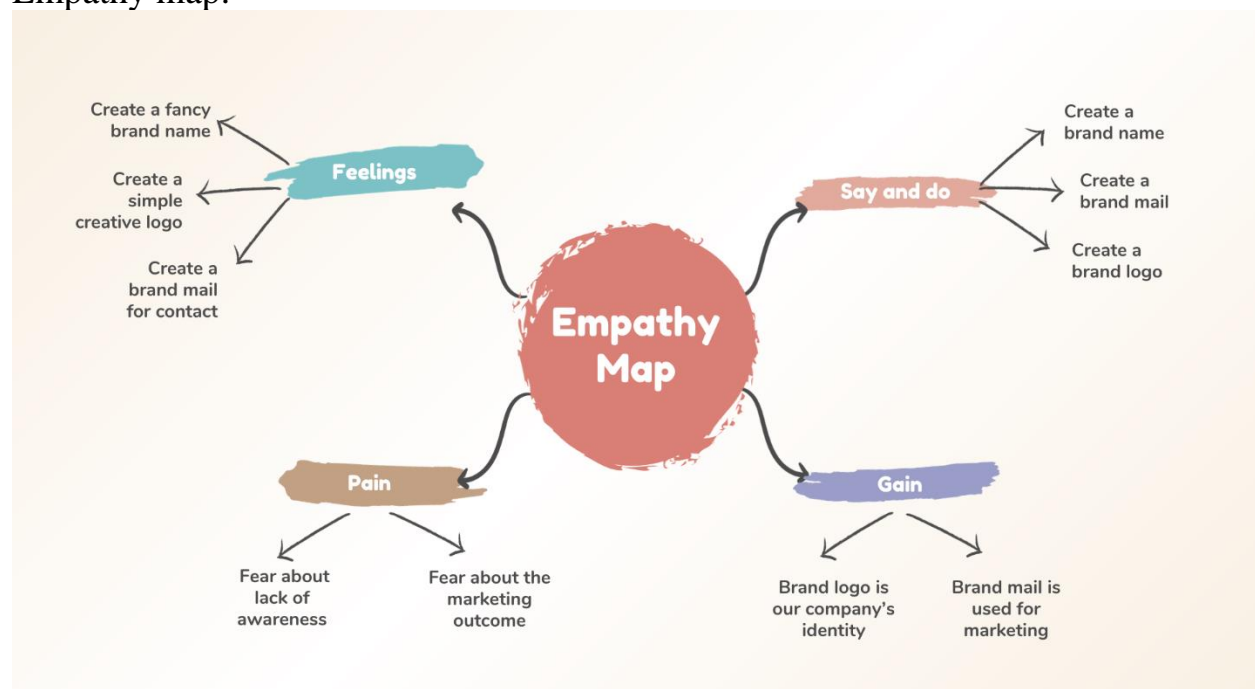
Brand name: Harley Fashions

Brand mail: harleyfashions878@gmail.com

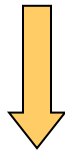
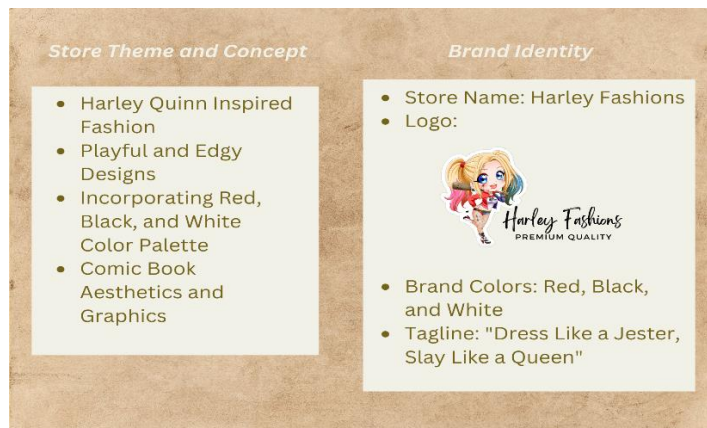
Brand logo:



Empathy map:



Brainstorm map:



CHAPTER-4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Some of the advantages of this project are listed below:

- Building brand trust
- Increased marketing impact
- Customer recognition
- Attract appreciative customers
- Improves brand values
- Makes a strong first impression
- Business growth and expansion
- Emotional connection with the brand
- Makes the brand memorable
- Stay ahead of competitors
- Brand equity
- Customer loyalty

DISADVANTAGES:

Some of the disadvantages of this project are listed below:

- Huge cost on advertising and publicity
- One mistake can tarnish reputation
- High expectations on the brand
- Limited flexibility
- Maintaining consistency

CHAPTER-5

APPLICATIONS

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

- Identification of a brand, product or a service
- Connects your values to like-minded audience
- Customers connect with the brand emotionally
- Brand logo creates a visual symbol for the brand
- Increases brand recognition
- Creates strong brand identity
- Communicates competitive advantages

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CONCLUSION

Through this project process of creating brand name, brand logo and brand mail are observed and executed. All of these elements play a vital role in the process of branding and marketing successfully. The brand name represents the business verbally. The brand logo serves as a visual symbol and communicates the type of brand and its products. The brand mail serves as the main form of communication customers and others can use to communicate with the brand. Good marketing can bring up value, recognition, customer attraction of the brand.