

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

A PROJECT REPORT

Submitted by

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in partial fulfillment for the course of

DIGITAL MARKETING

For

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DEPARTMENT OF APPLIED SCIENCE AND TECHNOLOGY

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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:

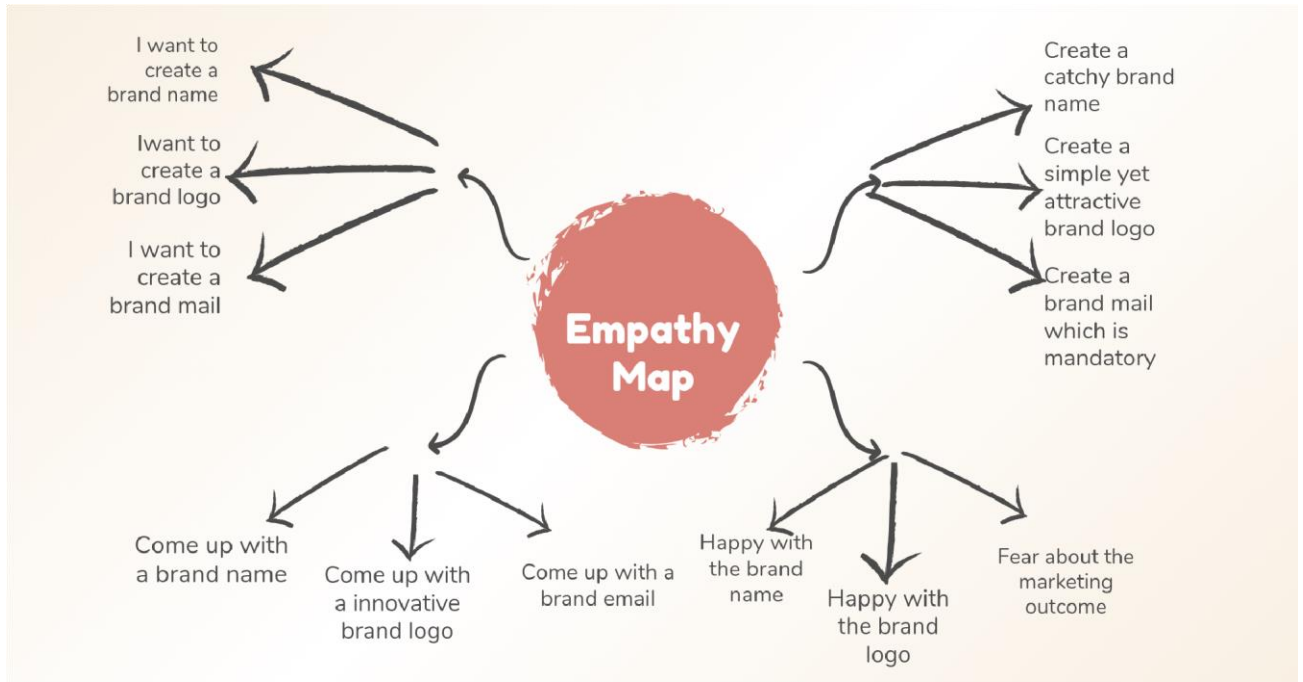
The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- To effectively market the brand
- To increase brand awareness
- To reach targeted audience in a cost effective and measurable 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



2.2 IDEATION AND BRAINSTORMING MAP

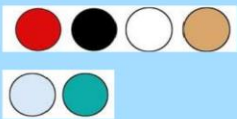
Brand Design Brainstorm

Current Identity

logo type & iconography



Color palette



Target Customer

persona name

Biryani lovers, Nonveg
addictors, Foodies



persona bio

Biryani is one of the most liked
dish for kids to adults, and also
very tasty.

Value proposition

- Biryani is a dish which tickles the taste buds and is composed of a variety of mixed spices, rice, meats, and vegetables
- Doctors prescribe Biryani to patients for its nutritious ingredients and safe cooking style. Biryani is a very popular dish, allowing many variants. The vegetable version would be recommended over the mutton/lamb-based Biryani, mainly for the lower overall energy value

Likes

- One serving of chicken biryani contains protein, carbohydrates as well as fats. Protein comes from chicken meat and cashew nut, carbohydrate comes from the rice and the fat from the oil used. Biryani also helps in smooth functioning of heart, kidney and liver. Chicken biryani assists weight reduction.

Dislikes

- unreliable delivery services, issues in customer handling and customer service, issue with quality control, issue with supply chains, issue with improper handling of products during transmit while delivering, e commerce website glitches, poor marketing strategies,

Message

- "Biryani is not just a dish, it's an emotion that brings people together "

CHAPTER-3

RESULT

The outputs of this project are presented below:

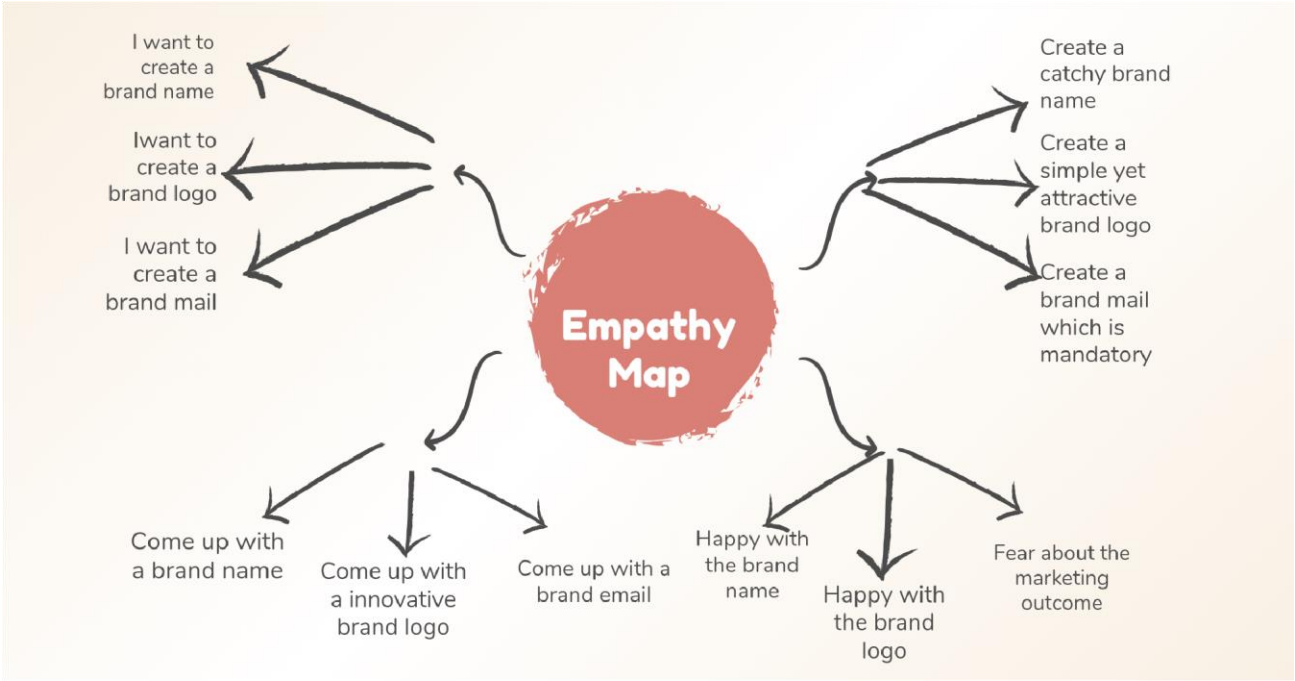
Brand name: Taste Meats Brand

Mail: tastemeats@gmail.com

Brand logo



Empathy map:



Brainstorm map:

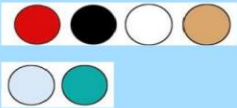
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CHAPTER-4

ADVANTAGES &

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

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

APPLICATION

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

CHAPTER-6

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.