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

A PROJECT REPORT

Submitted by

M.PADMAJA (2020311032)

in partial fulfillment for the course

of

DIGITAL MARKETING

For

NAAN MUDHALVAN

B. TECH-PETROLEUM ENGINEERING AND TECHNOLOGY

7th SEMESTER

DEPARTMENT OF APPLIED SCIENCE AND TECHNOLOGY

ALAGAPPA COLLEGE OF TECHNOLOGY

ANNA UNIVERSITY: CHENNAI 600025

ACKNOWLEDGEMENTS

First and foremost, we would like to express our deep sense of gratitude to our faculty mentor **Dr. M. YUVARANI**, Department of Applied Science and Technology, Anna University, for her excellent guidance, counsel, continuous support and patience.

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.

	TABLE OF CONTENTS	
CHAPTER.NO	**TITLE**	**PAGE NO**
1	**INTRODUCTION**	**1**
	1.1 OVERVIEW	**1**
	1.2 PURPOSE	**1**
2	**PROBLEM DEFINITIONS AND DESIGN THINKING**	**2**
	2.1 EMPATHY MAP	**2**
	2.2 IDEATION AND BRAINSTORMING MAP	**2**
3	**RESULT**	**3**
4	**ADVANTAGES AND DISADVANTAGES**	**5**
5	**APPLICATIONS**	**6**
6	**CONCLUSION**	**6**

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:

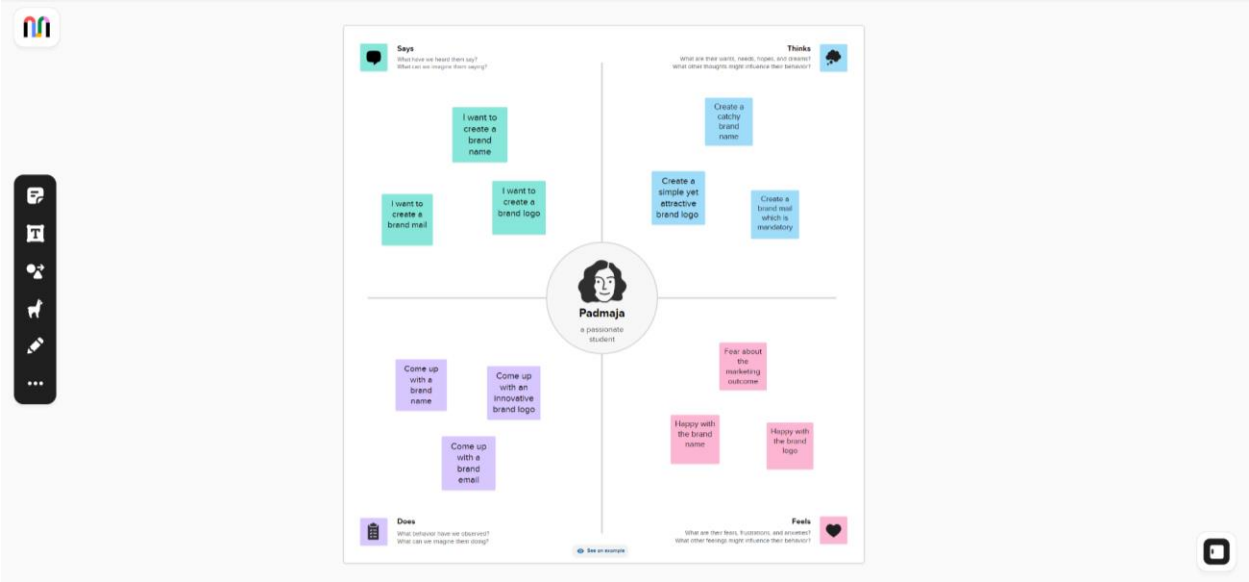
The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- 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

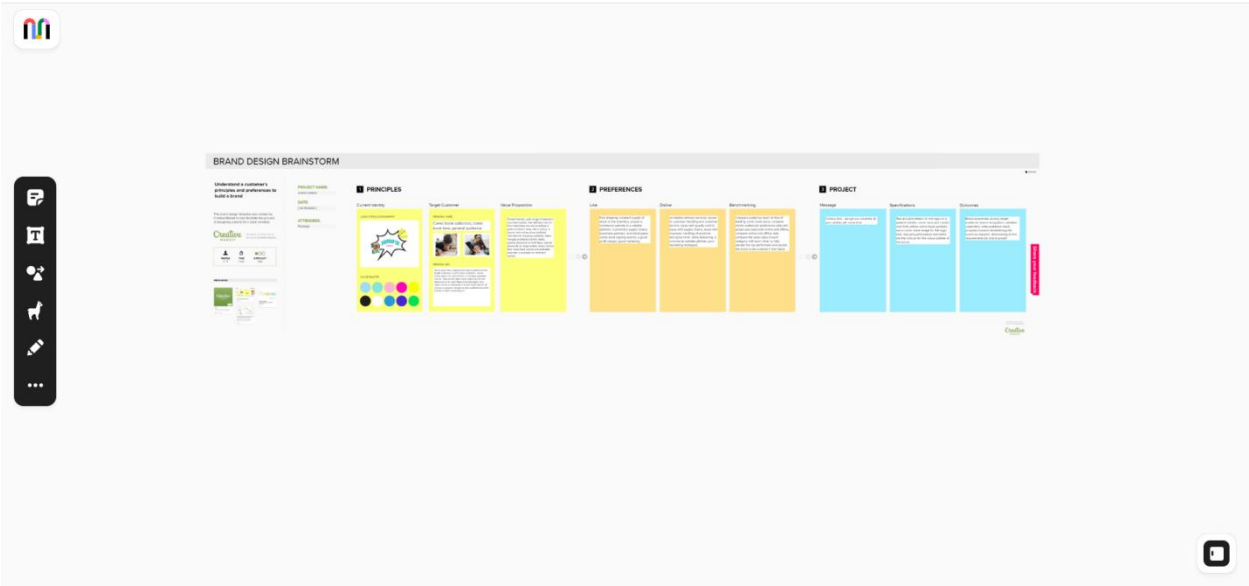
CHAPTER-2

PROBLEM DEFINITIONS AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP



CHAPTER-3

RESULT

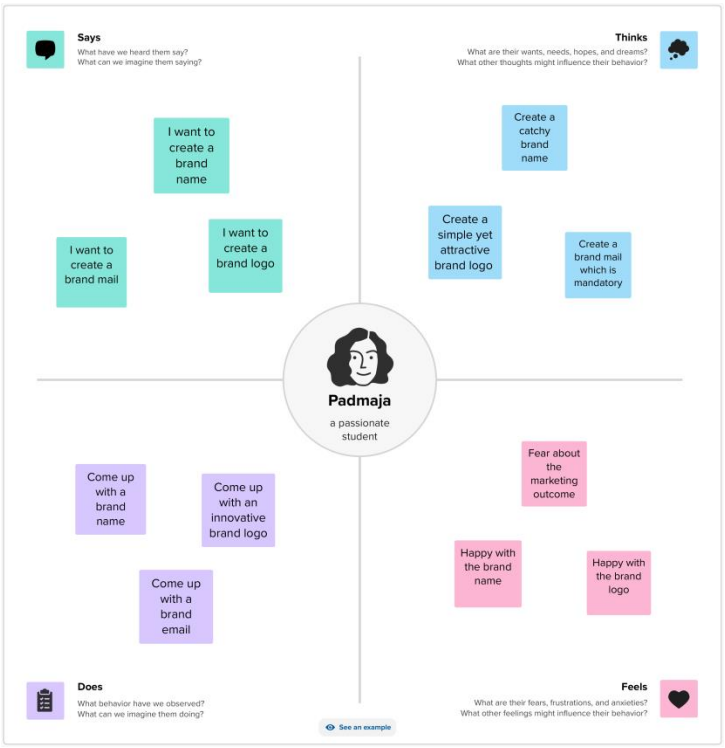
The outputs of this project are presented below:

Brand name: Juno's Comics

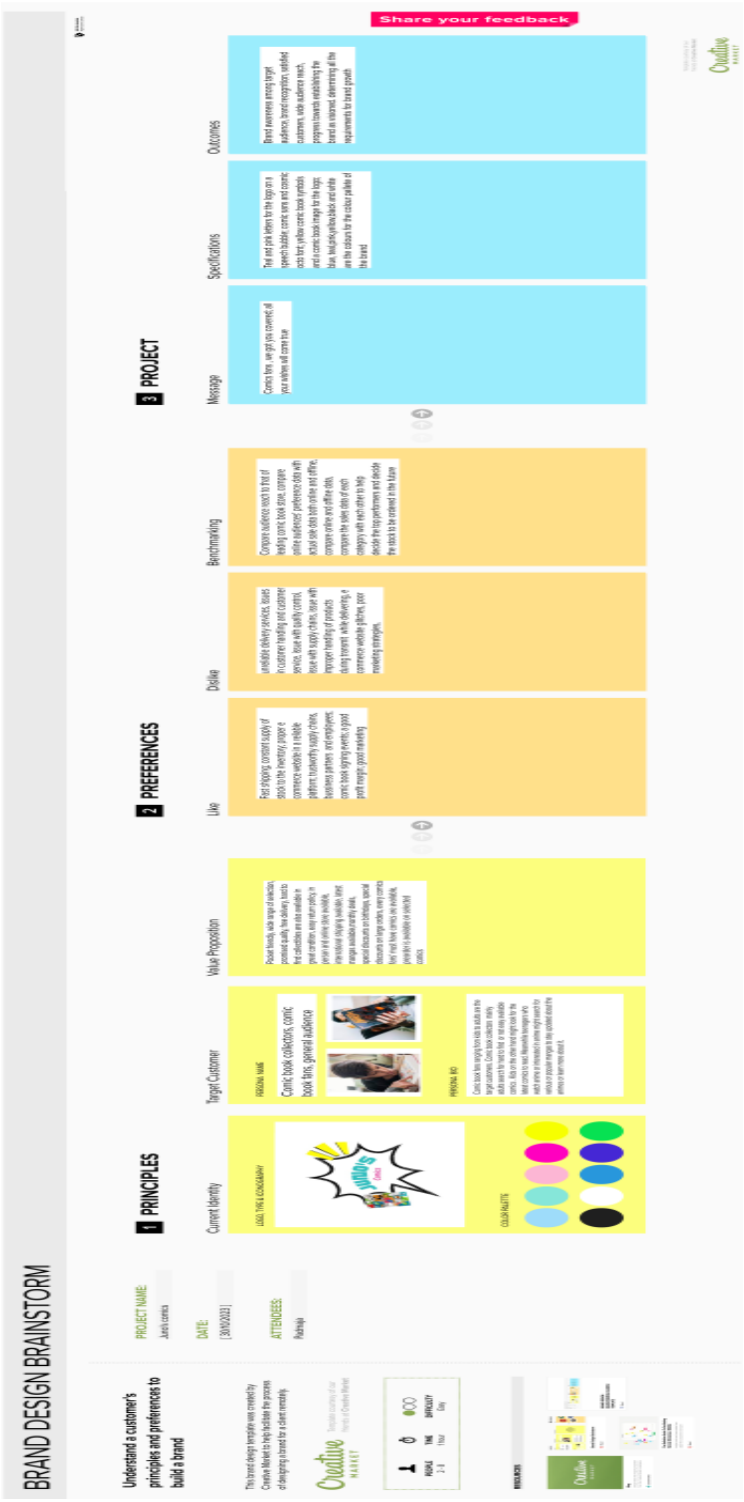
Brand mail: junoscomics@gmail.com

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

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.