

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

A PROJECT REPORT

Submitted by

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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:

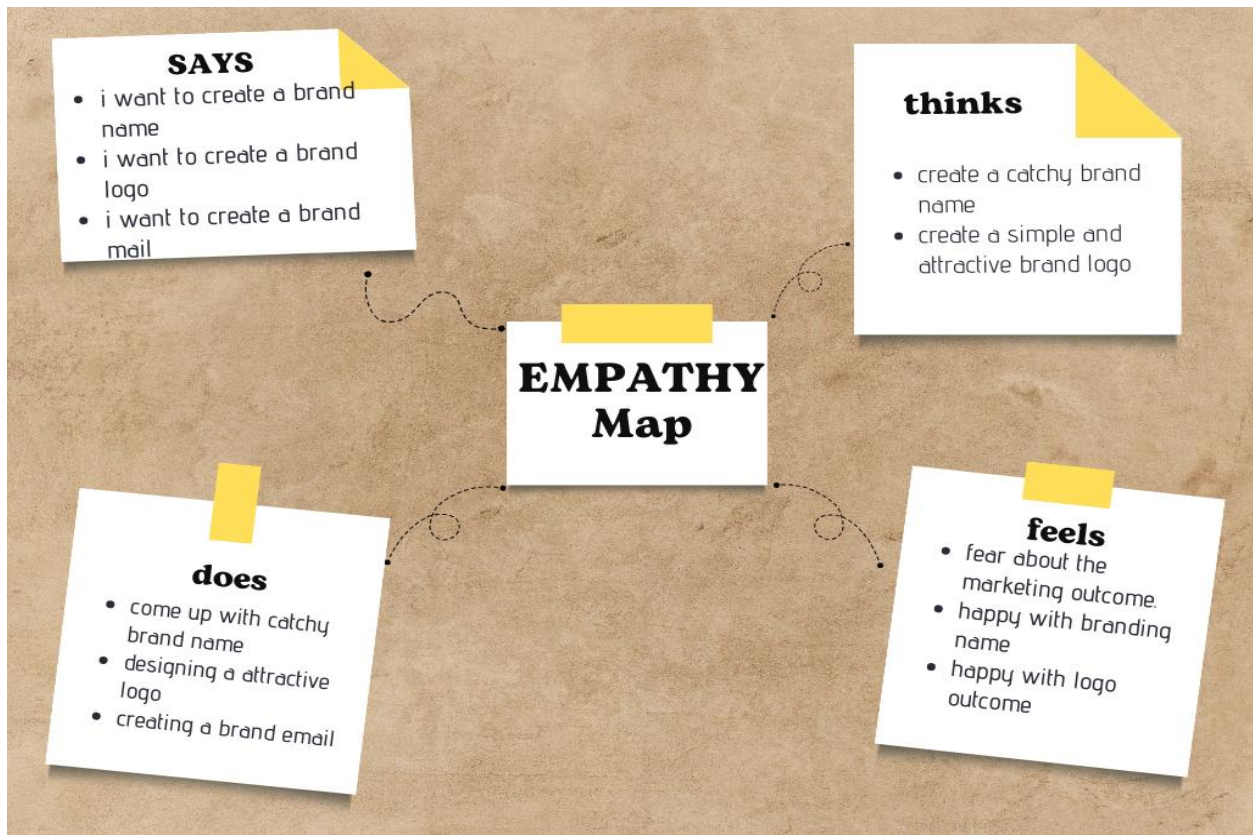
The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- 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




CHAPTER-2

PROBLEM DEFINITIONS AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP

<p>current identity</p> <p>logo, type and iconography</p>  <p>color palette</p> 	<p>target customer</p> <p>persona name</p> <p>pet lovers, people need of veterinarian, people love to improve their pet exposure</p>  <p>persona bio</p> <p>pet lovers and people need for a good veterinarian are the main target customers, now a days people were very concern about choosing different kind of breeds and also cared much about their pets healthy life.</p>	<p>value proposition</p> <p>healthy and quality pets at various breeds at affordable prices are available. it can be free shipped all over idea at good packing, all breeds with larger numbers also can be arranged, there will be discount based on quantity and a good trained veterinarian is available with new technology medic equipments. 3 months free veterinarian for pets bought at our shop. everybody will be satisfied with our work and care.</p>
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<p>Online Store: Establish an online presence to sell pet products and schedule appointments for grooming or vet services.</p> <p>Unique Pet Selection: Offer a variety of pets, including dogs, cats, reptiles, birds, and small mammals, to cater to different pet lovers.</p> <p>Pet Supplies: Stock a wide range of pet supplies, from food and toys to bedding and accessories.</p> <p>Professional Pet Advice: Employ knowledgeable staff who can provide expert advice on pet care and product recommendations.</p> <p>Eco-Friendly Products: Embrace eco-conscious trends by offering sustainable and environmentally friendly pet products.</p>	<p>likes</p> <p>Providing customers with advice on pet care, behavior, and nutrition can be highly appreciated, especially by first-time pet owners.</p> <p>An online store or website for booking appointments, ordering products, and accessing resources can cater to tech-savvy customers.</p> <p>Customers appreciate pet shops that offer a diverse selection of pets, including dogs, cats, birds, reptiles, fish, and small mammals.</p> <p>Collaborating with a veterinarian or offering basic health checkups can reassure customers about the well-being of the animals.</p>	<p>message</p> <p>We're more than just a pet shop; we're a haven for all things furry, feathery, and finned. Our commitment to your pets' well-being is unwavering, and we strive to offer the best for your beloved companions.</p> <p>Our furry friends are waiting to find their forever homes. With our adoption program, you can make a lifelong connection with a rescue pet in need.</p> <p>Our pet experts are here to assist you with everything from pet nutrition to grooming tips, ensuring your pet lives a happy and healthy life.</p>
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CHAPTER-3

RESULT

The outputs of this project are presented below:

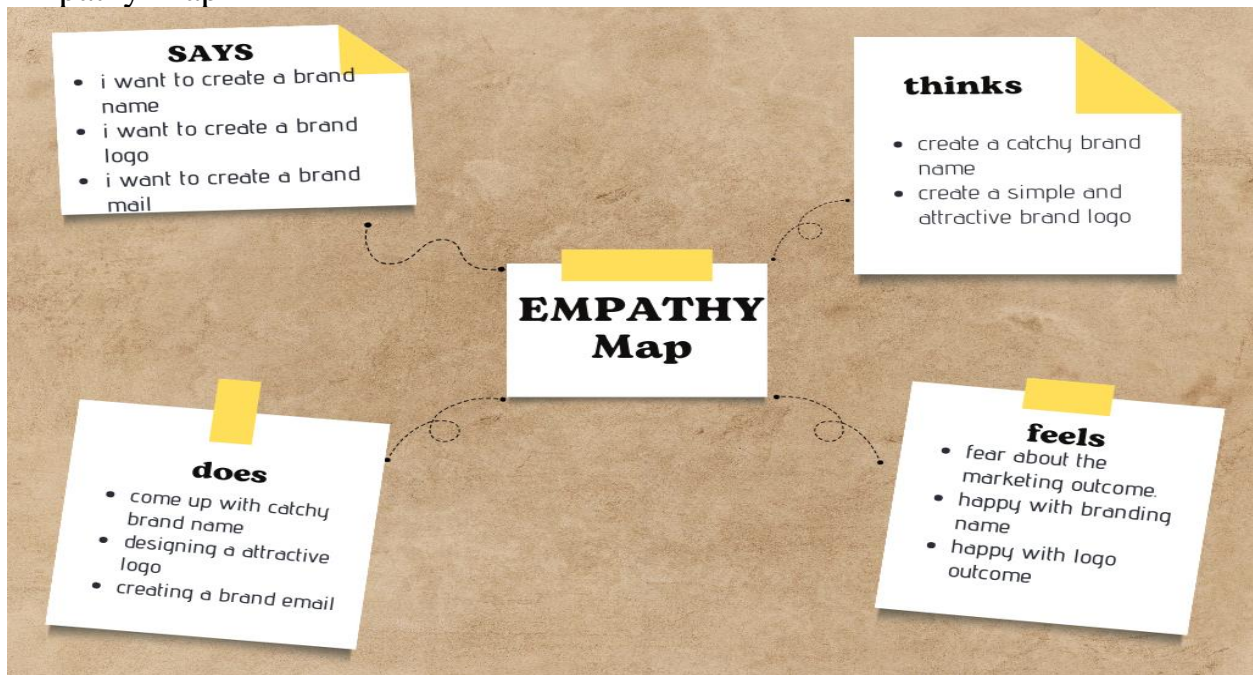
Brand name: RAJI PET GALAXY

Brand mail: rajipetgalaxyshop@gmail.com

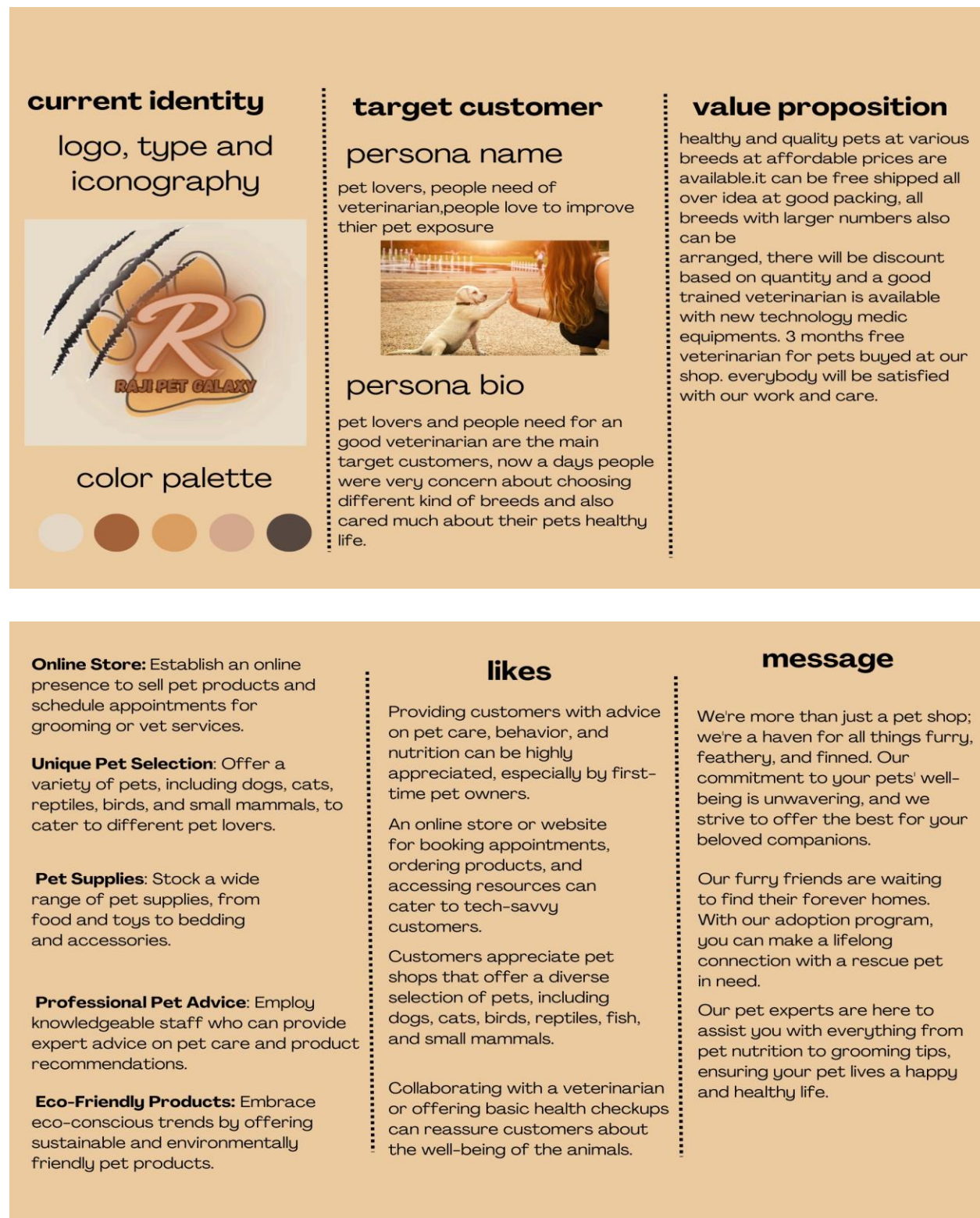
Brand logo:



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.