

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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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:

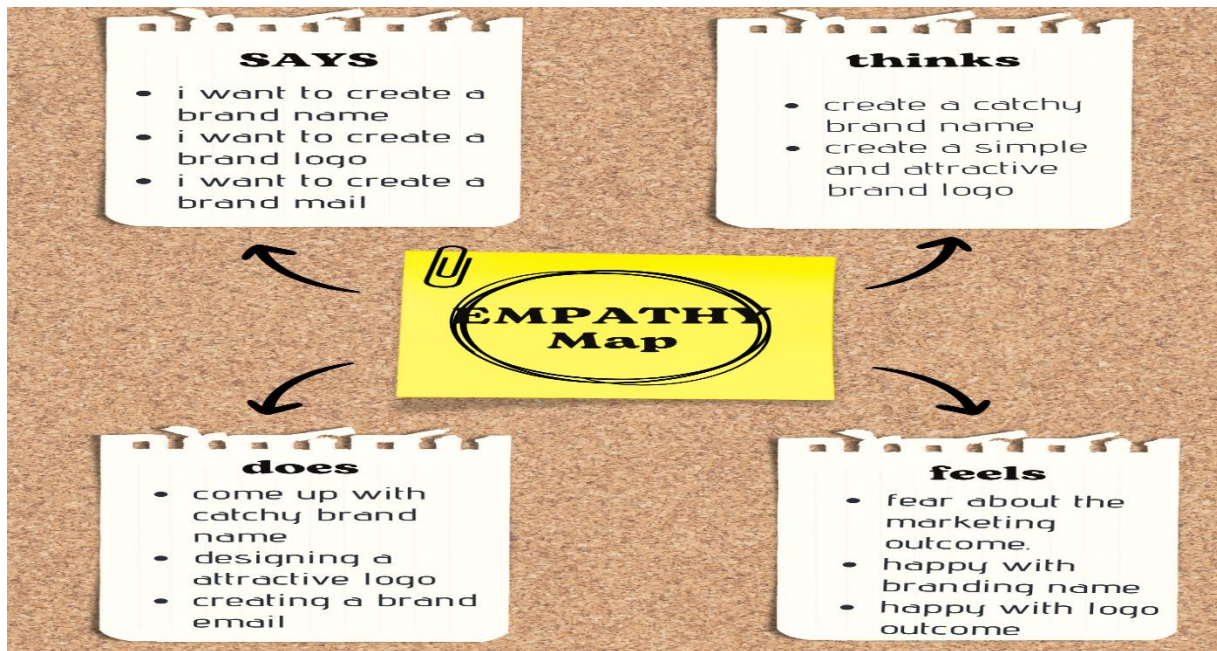
The purpose of this project is to determine a way to create a brand name, a brand logo and a brand mail for the following purposes:

- 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>children, youngsters and martialarts lover, fitness freaks.</p>  <p>our target customers are person who love to get into the marital world and getting being disciplined (children, adults, beginners, enthusiasts). Provide classes tailored for different age groups, including children, teens, and adults, to ensure age-appropriate instruction.</p>	<p>value proposition</p> <p>Offer a range of martial arts disciplines such as karate, Brazilian jiu-jitsu, taekwondo, or Muay Thai, allowing members to choose the style that suits them best. Provide classes tailored for different age groups, including children, teens, and adults, to ensure age-appropriate instruction. Hire skilled and certified instructors with a strong background in martial arts, fostering a safe and effective learning environment.</p>
<p>likes</p> <p>Equipment Sales: Sell martial arts gear and equipment, including uniforms, protective gear, and training equipment.</p> <p>Private Lessons: Provide one-on-one training sessions for personalized coaching and accelerated progress.</p> <p>Women's Self-Defense Classes: Offer specialized self-defense classes for women to empower them with the knowledge and skills to protect themselves</p> <p>Beginner to Advanced Levels: Cater to all skill levels, from beginners looking to learn self-defense to advanced practitioners seeking competitive training.</p> <p>Fitness and Conditioning: Include fitness and conditioning classes that incorporate martial arts movements for those interested in physical fitness and flexibility.</p> <p>Focus on character-building aspects of martial arts, including discipline, respect, and mental resilience.</p> <p>Online Presence: Maintain a website and social media accounts for club updates, schedules, and resources.</p> <p>Self-Defense Programs: Emphasize practical self-defense techniques and personal safety for those interested in real-world applications of martial arts.</p>		<p>message</p> <p>Dear Martial Arts Enthusiasts,</p> <p>At lee martials arts club we're not just about punches and kicks; we're about empowerment, discipline, and the journey to becoming your best self.</p> <p>Beyond the physical aspects, we emphasize mental strength, respect, and personal growth. Join us in developing not only your physical prowess but also your character.</p> <p>Join a community of like-minded individuals who share your passion for martial arts. The camaraderie, support, and friendships formed here are as important as the skills you acquire.</p>

CHAPTER-3 RESULT

The outputs of this project are presented below:

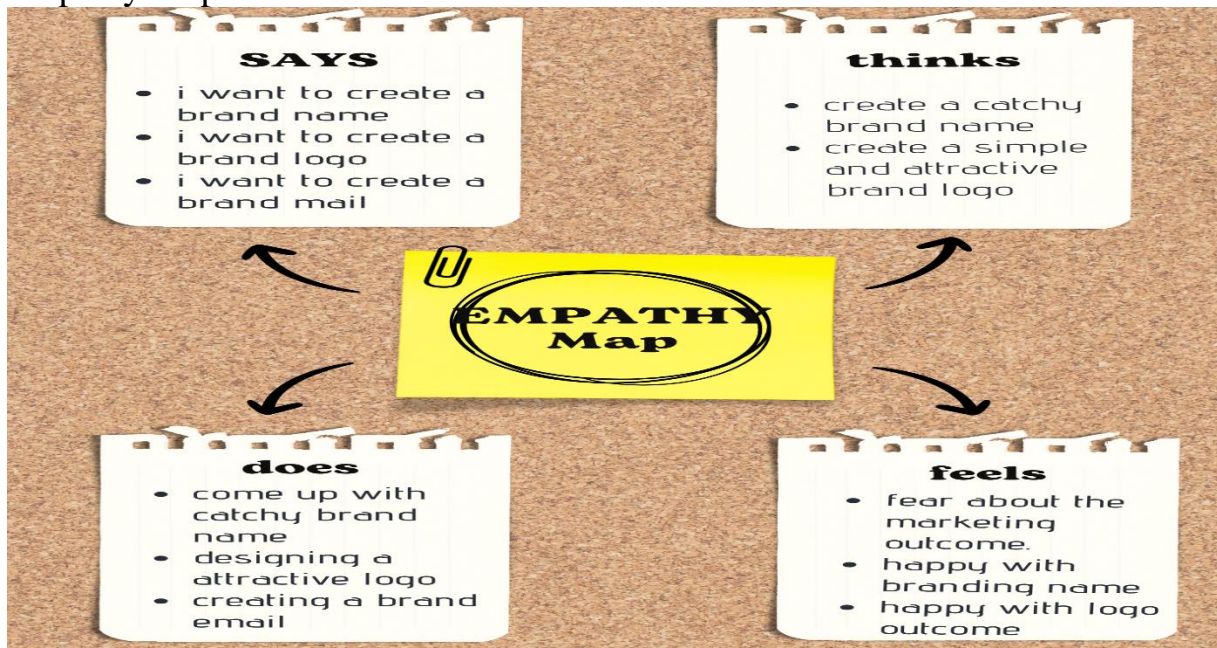
Brand name: LEE MARTIALARTS CLUB

Brand mail: leesmartialartclub@gmail.com

Brand logo:



Empathy Map



Brainstorm map

current identity

logo, type and iconography



color palette



target customer

persona name

children, youngsters and martial arts lover, fitness freaks.



our target customers are person who love to get into the martial world and getting being disciplined (children, adults, beginners, enthusiasts). Provide classes tailored for different age groups, including children, teens, and adults, to ensure age-appropriate instruction.

value proposition

Offer a range of martial arts disciplines such as karate, Brazilian jiu-jitsu, taekwondo, or Muay Thai, allowing members to choose the style that suits them best. Provide classes tailored for different age groups, including children, teens, and adults, to ensure age-appropriate instruction. Hire skilled and certified instructors with a strong background in martial arts, fostering a safe and effective learning environment.

likes

Equipment Sales: Sell martial arts gear and equipment, including uniforms, protective gear, and training equipment.

Private Lessons: Provide one-on-one training sessions for personalized coaching and accelerated progress.

Women's Self-Defense Classes: Offer specialized self-defense classes for women to empower them with the knowledge and skills to protect themselves.

Beginner to Advanced Levels: Cater to all skill levels, from beginners looking to learn self-defense to advanced practitioners seeking competitive training.

Fitness and Conditioning: Include fitness and conditioning classes that incorporate martial arts movements for those interested in physical fitness and flexibility.

Focus on character—building aspects of martial arts, including discipline, respect, and mental resilience.

Online Presence: Maintain a website and social media accounts for club updates, schedules, and resources.

Self-Defense Programs: Emphasize practical self-defense techniques and personal safety for those interested in real-world applications of martial arts.

message

Dear Martial Arts Enthusiasts,

At Lee martial arts club we're not just about punches and kicks; we're about empowerment, discipline, and the journey to becoming your best self.

Beyond the physical aspects, we emphasize mental strength, respect, and personal growth. Join us in developing not only your physical prowess but also your character.

Join a community of like-minded individuals who share your passion for martial arts. The camaraderie, support, and friendships formed here are as important as the skills you acquire.

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.