

PROJECT FINAL REPORT

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

Date	20 Oct 2023
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Project Name	How to create brand name , brand mail and brand logo in canva

IDENTIFYING TARGET AUDIENCE:

- our main target is selling perfumes with premium quality. So our target audiences will be 25-55 female with a moderate to high income because demographic data shows that above 40% of females using perfumes.
- There is millions of dollars have been gained from india that other global perfume companies selling perfumes in india.

BRAND PERSONALTY:

- Our brand products are customer friendly. Even it will give you an aura of elegant and sophistication.
- We ensures that our product will be relevant and desired over time. So our brand will give timeless appeal.
- Our brand have the separate customer service to support customers with queries and desires.
- Our brand products are eco friendly,so it will not arise any side effects or hazards to customers.

BRAND NAME LIST:

- After the target audience and brand personality are get decided we have to develop the brand name based on the product and Targeted people.
- We decided to sell perfume and targeted audience is female so we developed list of brand name based on it.
- The list of brand names:
 1. Elysian Aromas
 2. Scent Symphony
 3. Elysian Scentoria
 4. Opulent Essences
 5. Aurora Blooms
 6. Mystique Aura

NARROW THE LIST:

- After conducting polls and surveys, we've narrowed down our list of potential brand names to three finalists:
 1. Scent Symphony
 2. Elysian Scentoria
 3. Mystique Aura
- These names resonated the most with our audience and encapsulate the essence we want to convey. We'll now proceed to carefully evaluate and choose the most suitable name for our brand."
- "Elysian Scentoria" is a fictional brand name created for this context. It doesn't have a specific meaning in the real world. "Elysian" typically refers to something beautiful, divine, or heavenly, while "Scentoria" is a combination of "scent" and a creative suffix, which could imply a place or entity related to enchanting fragrances. The name is designed to evoke a sense of luxury and captivating scents, making it suitable for a perfume brand.
- After brainstorming and checked of availability in media "Our brand name, 'Elysian Scentoria,' has been checked and is confirmed to be a unique and original name. It is not in use by any other businesses or entities, ensuring its exclusivity

and distinctiveness in the market."

SURVEY:

Which brand name is potentially best and suitable for our perfume business?

Select one or more

☐ Mystique Aura 1

☐ Elsiayan Scentoria 7

☒ Scent Sympony 1

☐ Aurora Blossoms 0

12:14 PM ✓

[View votes](#)

Cancel

which brand name is potential best?

☐ 3. Elysian Scentoria 2

☒ 2. Scent Symphony

☐ 1. Elysian Aromas

☐ 4. Opulent Essences

☐ 5. Aurora Blooms

☐ 6. Mystique Aura

☐ Add Option

[Submit](#)

BRAND EMAIL:

- Step1: Visit the Gmail Website.
- Step2: Click "Create Account."
- Step3: Fill the as name (Name= Elysian Scentoria).

Google

Create a Google Account

Enter your name

First name
Elysian

Surname (optional)

Next

English (United Kingdom) Help Privacy Terms

- Step4: Fill the as email([Email=Elysianscentoria@gmail.com](mailto:Elysianscentoria@gmail.com))

Google

Choose your Gmail address

Pick a Gmail address or create your own

☐ e08729281@gmail.com

☐ e78904773@gmail.com

☒ Create your own Gmail address

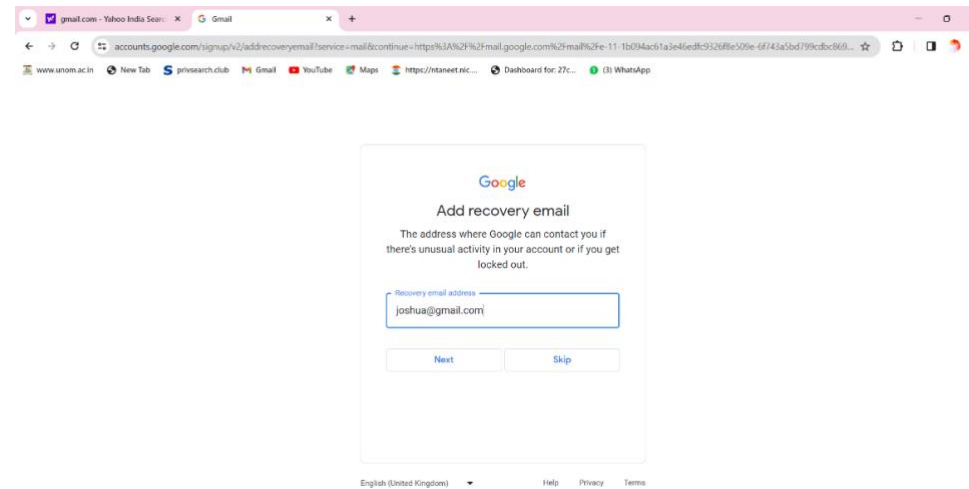
Create a Gmail address
Elysianscentoria@gmail.com

You can use letters, numbers and full stops

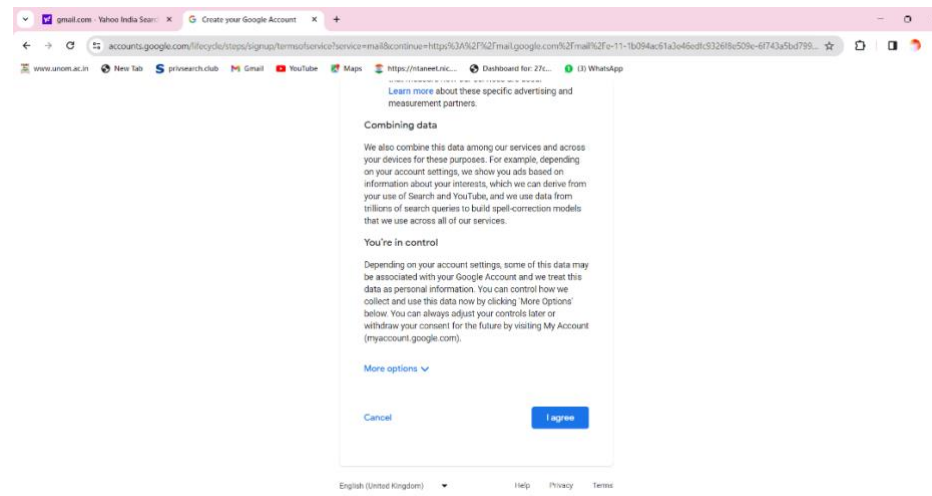
Next

English (United Kingdom) Help Privacy Terms

- Step5: Setup the password
- Step6: Set Up Recovery Options.



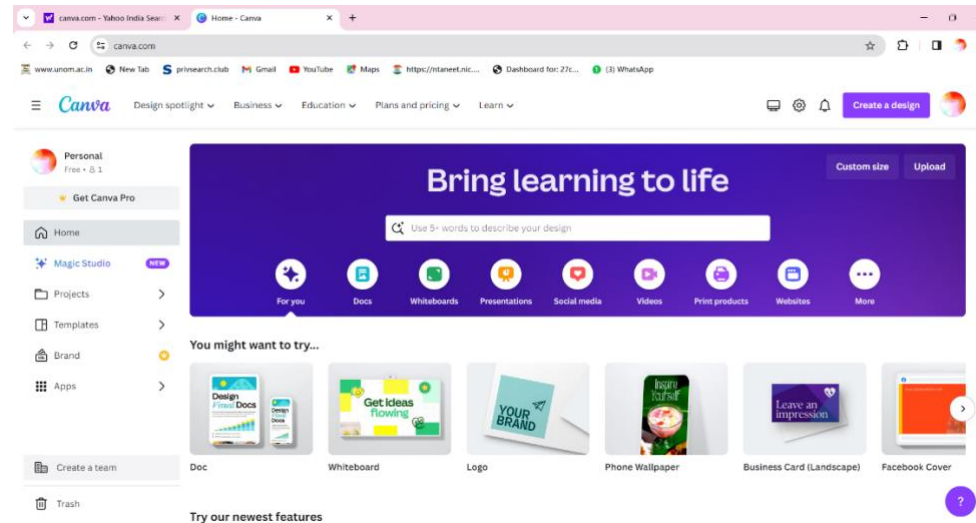
- Step7: Agree to Terms.



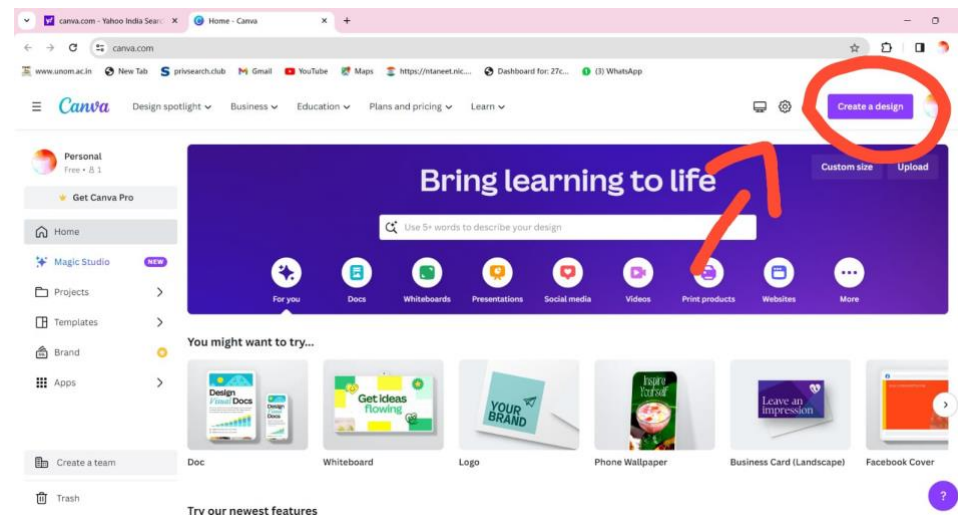
- Step8: Brand email is created.

BRAND LOGO:

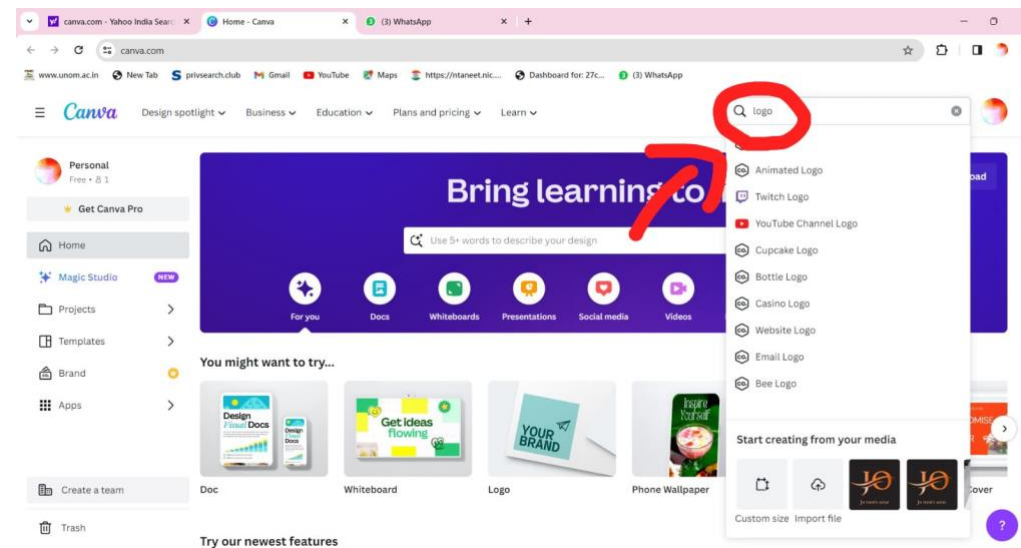
- Step1: Visit www.canva.com Website.



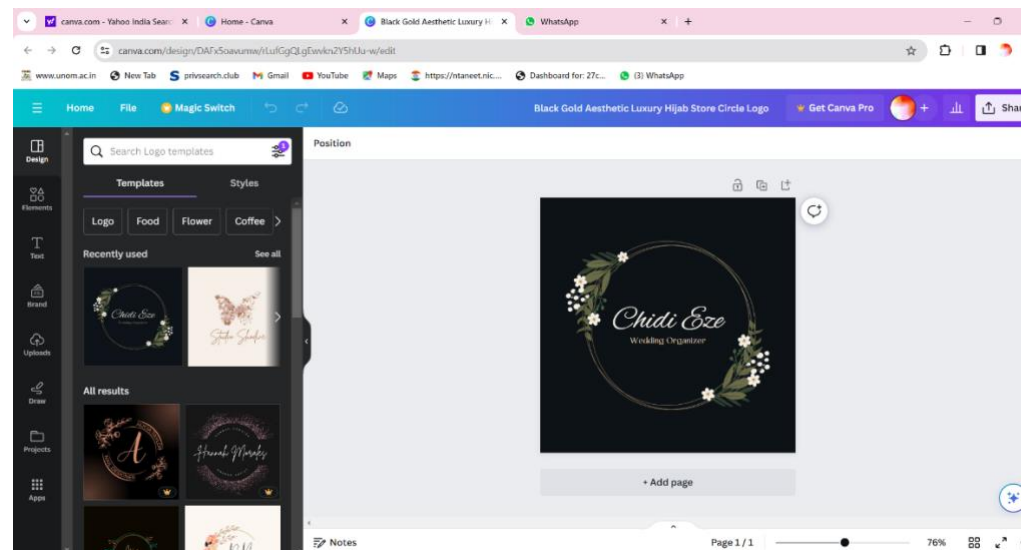
- Step2: Click “Create a design”.



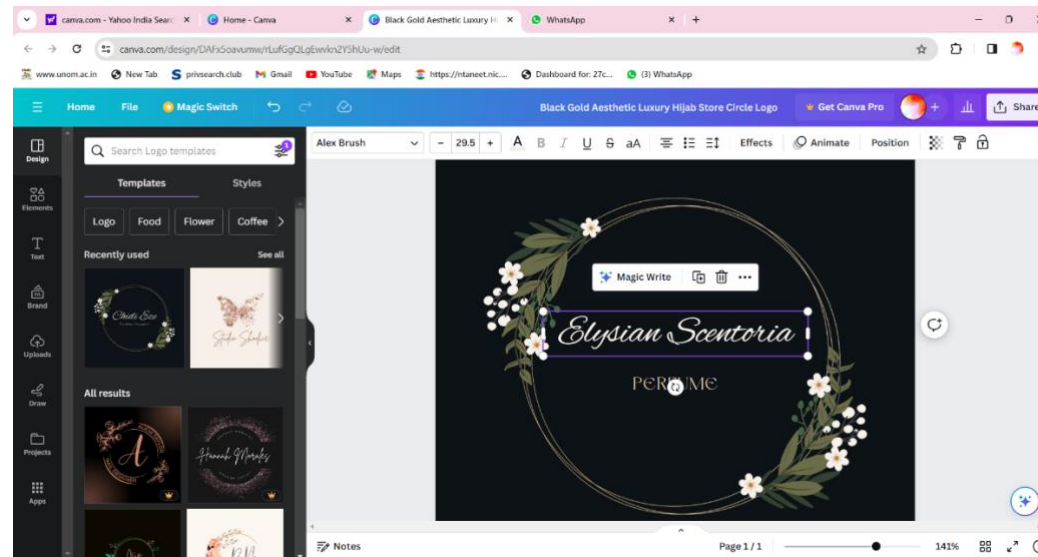
- Step3: Enter “logo 500x500”



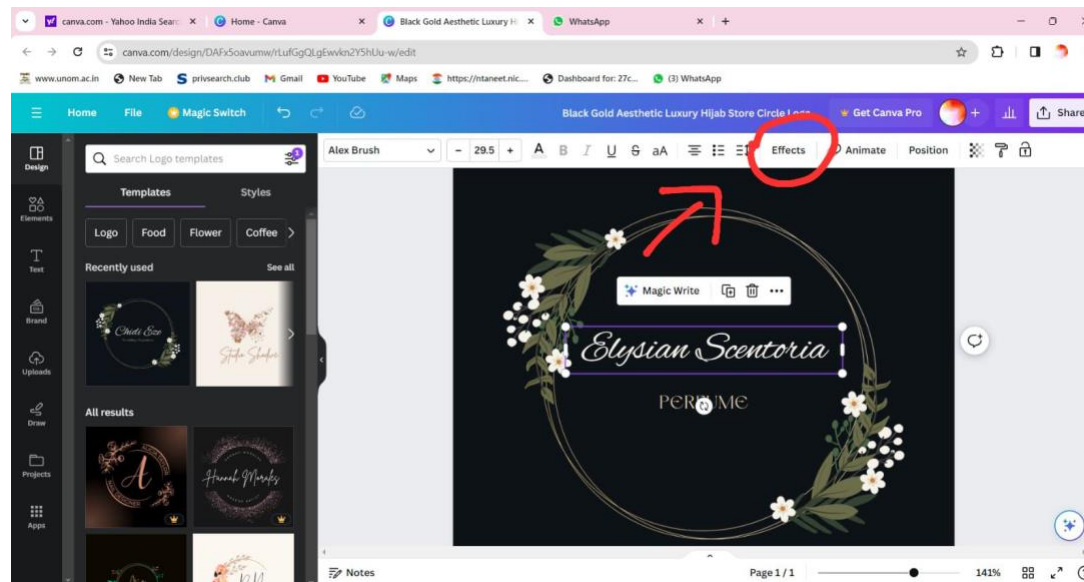
- Step4: Select the template



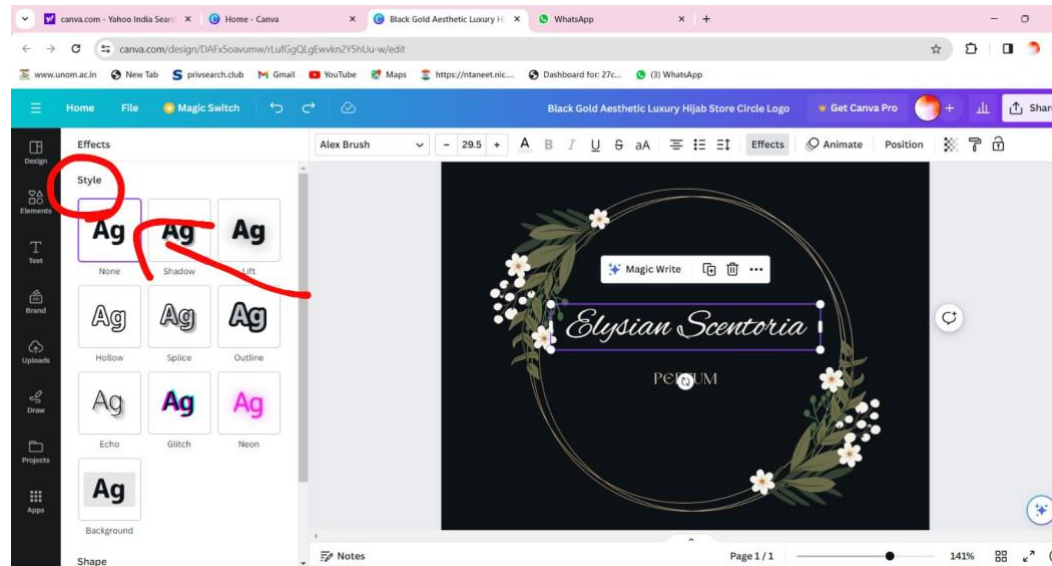
- Step5: Edit the contents.



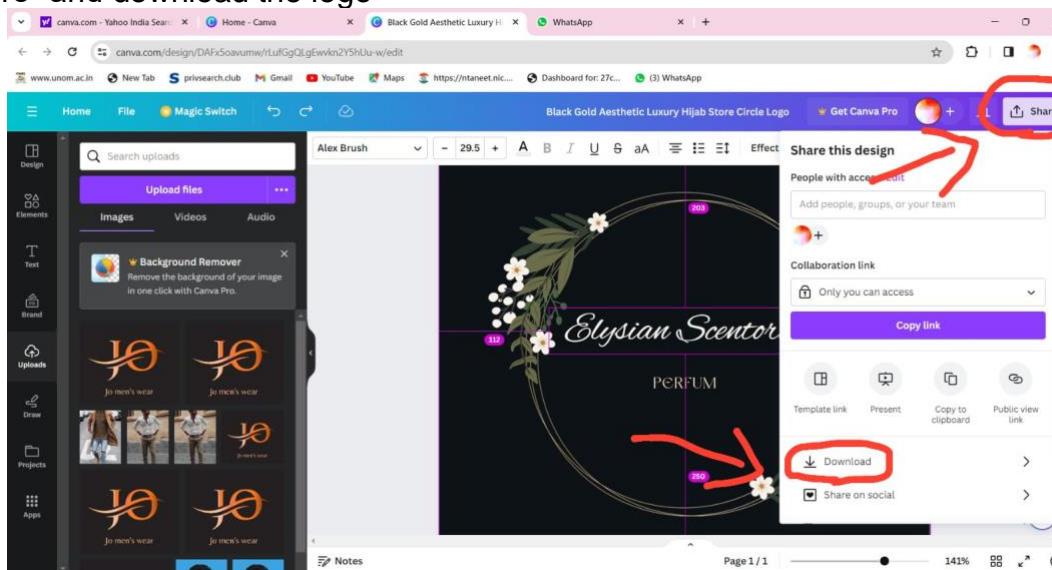
- Step6: Click “Effect”.



- Step7: Select the effect you want.
- Step8: Select different style.



- Step9: Click "Share" and download the logo



Brand Name: Elysian Scentoria

Category: Perfumes

Email: elysianscentoria@gmail.com

Brand logo:

