

PROJECT REPORT

Project Title	Building a website using canva.
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INTRODUCTION:

OVERVIEW:

The combination of pomegranate and cheese is a delightful fusion that brings together the contrasting flavors and textures of sweet, tangy pomegranate seeds with the creamy, savory richness of various types of cheese. This pairing has gained popularity in various culinary circles, offering a balance that tantalizes the taste buds and adds an element of sophistication to different dishes. The combination of pomegranate and cheese is a delightful fusion that brings together the contrasting flavors and textures of sweet, tangy pomegranate seeds with the creamy, savory richness of various types of cheese. This pairing has gained popularity in various culinary circles, offering a balance that tantalizes the taste buds and adds an element of sophistication to different dishes.

PURPOSE:

Brand Name:

- Identity and Recognition
- Market Positioning
- Legal Protection

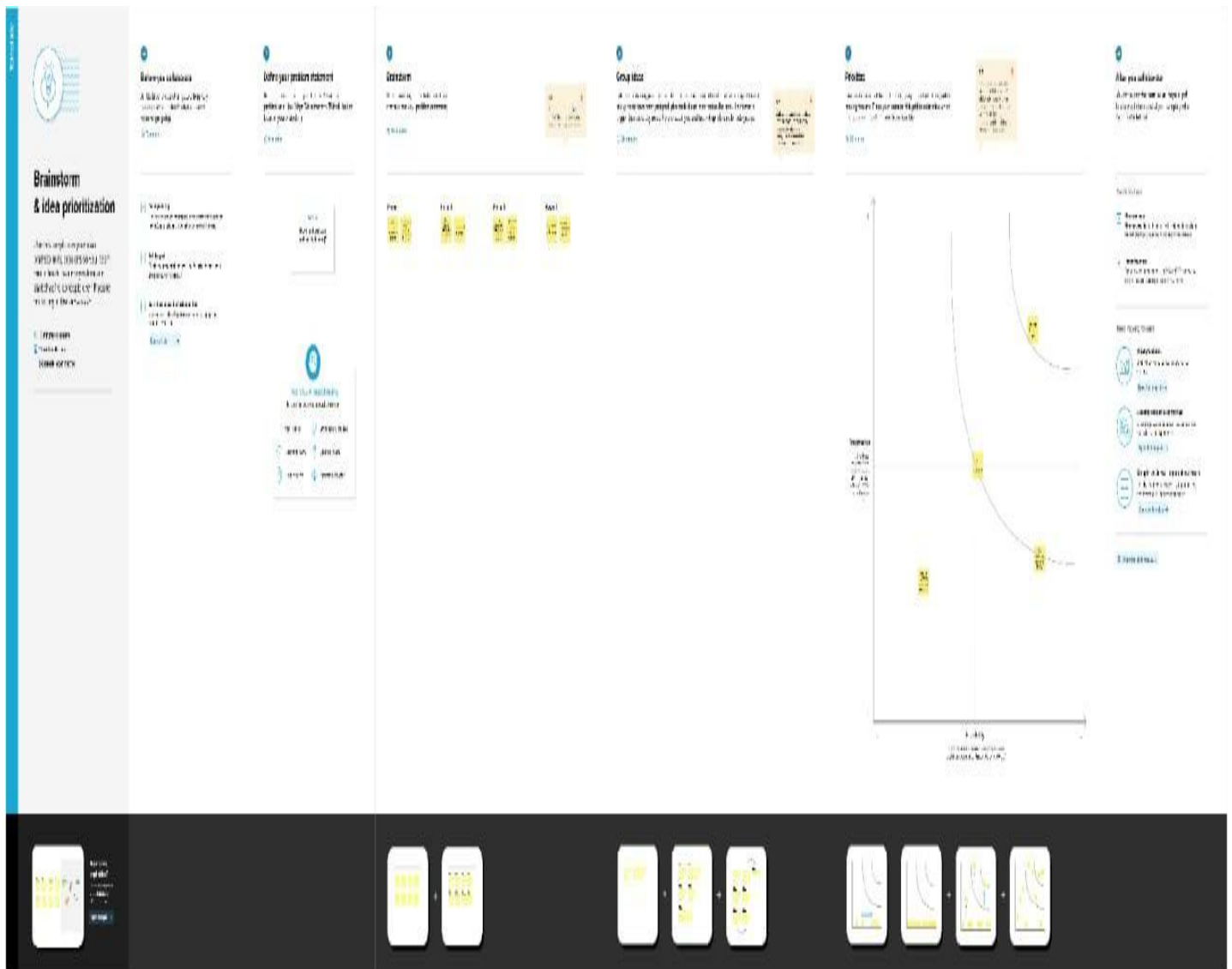
Brand website :

- Business
- Consistency
- Trust and Recognition

Brand Logo:

- Visual Identity
- Credibility
- Marketing and Advertising

BRAINSTORM & IDEATION MAP & EMPATHY MAP:





Says

What have we heard them say?
What can we imagine them saying?

I Expected something different

what do you think?

I am looking for something reliable

what size would best suit me?

where should I look for?

what are the most popular brands?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



May be this isn't the best

Shouldn't this be easier?

They probably think I don't know

I want something awesome

What else am I missing

Wasting too much time



SS PRODUCTS

Hesitate to make big decisions

Inquire friends

Does more research

lists pros and cons

Make small decisions

visits the website

Fear

Overwhelmed

Anxious

Unsure who to trust

Excited



Does

What behavior have we observed?
What can we imagine them doing?

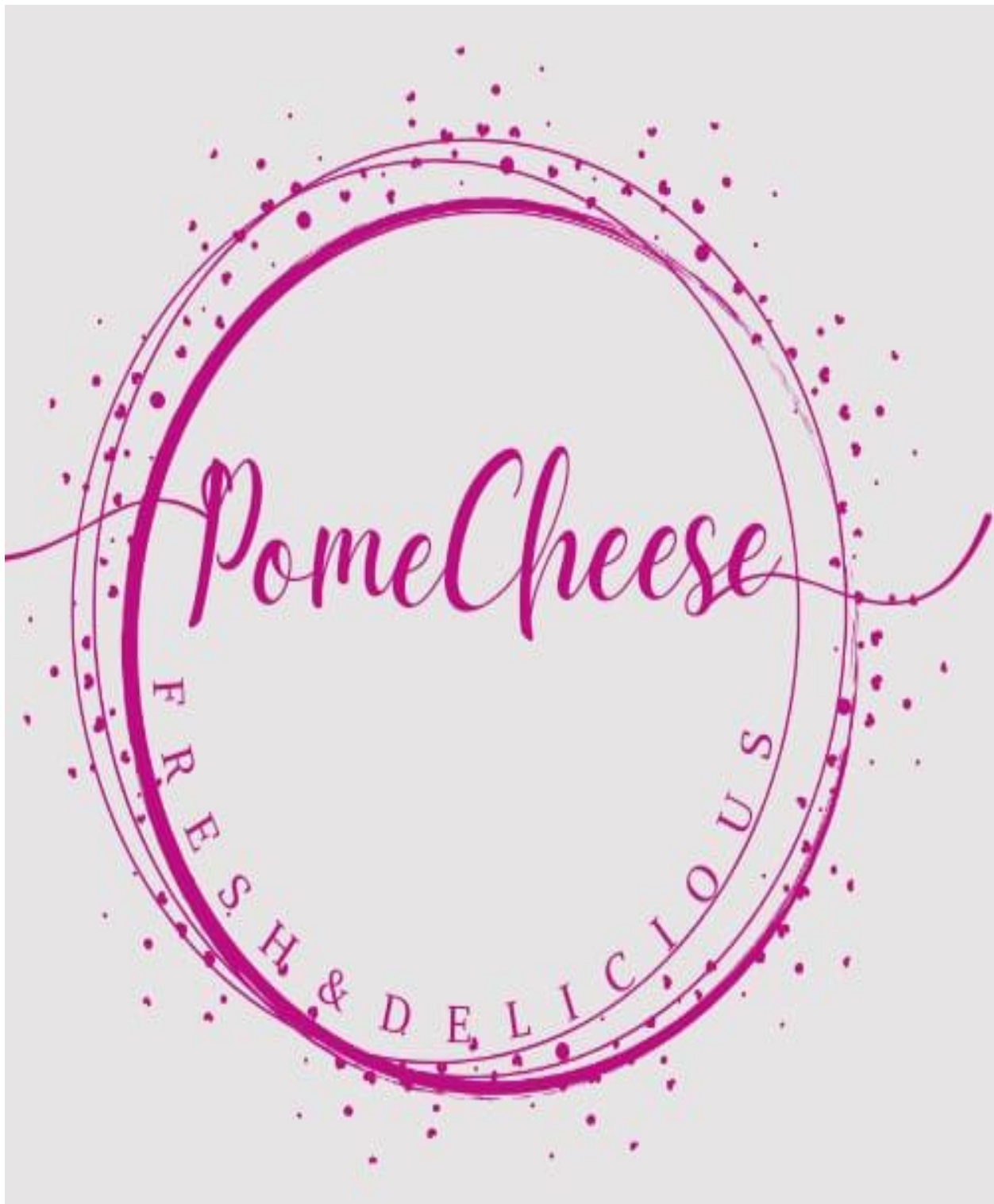
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)

BRAND LOGO:



NEWSLETTER :

ROBUST ANARDANA POWDER CHEESE



#1 – Healthy Eating

Plant-Based Diet You Can Start to Try

You know what?

Dried pomegranate seeds also called Anardana are ground into a fine powder used as a flavour enhancer for a wide variety of dishes from salads, meats, smoothies, and yogurt to hot and cold beverages.

Health benefits

- 1 - Improve cardiac health
- 2 - Aids for digestive health
- 3- Dental hygiene protection
- 4- Elevates the level of hemoglobin

Monthly Food Newsletter | October

#2 – Recipes&Ingredient

Ingredients

Dried pomegranate seeds, anti caking agents, milk, salt , starter culture, rennet

Recipe

Start with fresh warm milk acidity the milk

Add coagulant test for gel firmness

Cut the curd and pomegranate

Take a pomegranate seeds powder

Stir Cook & wash the curd

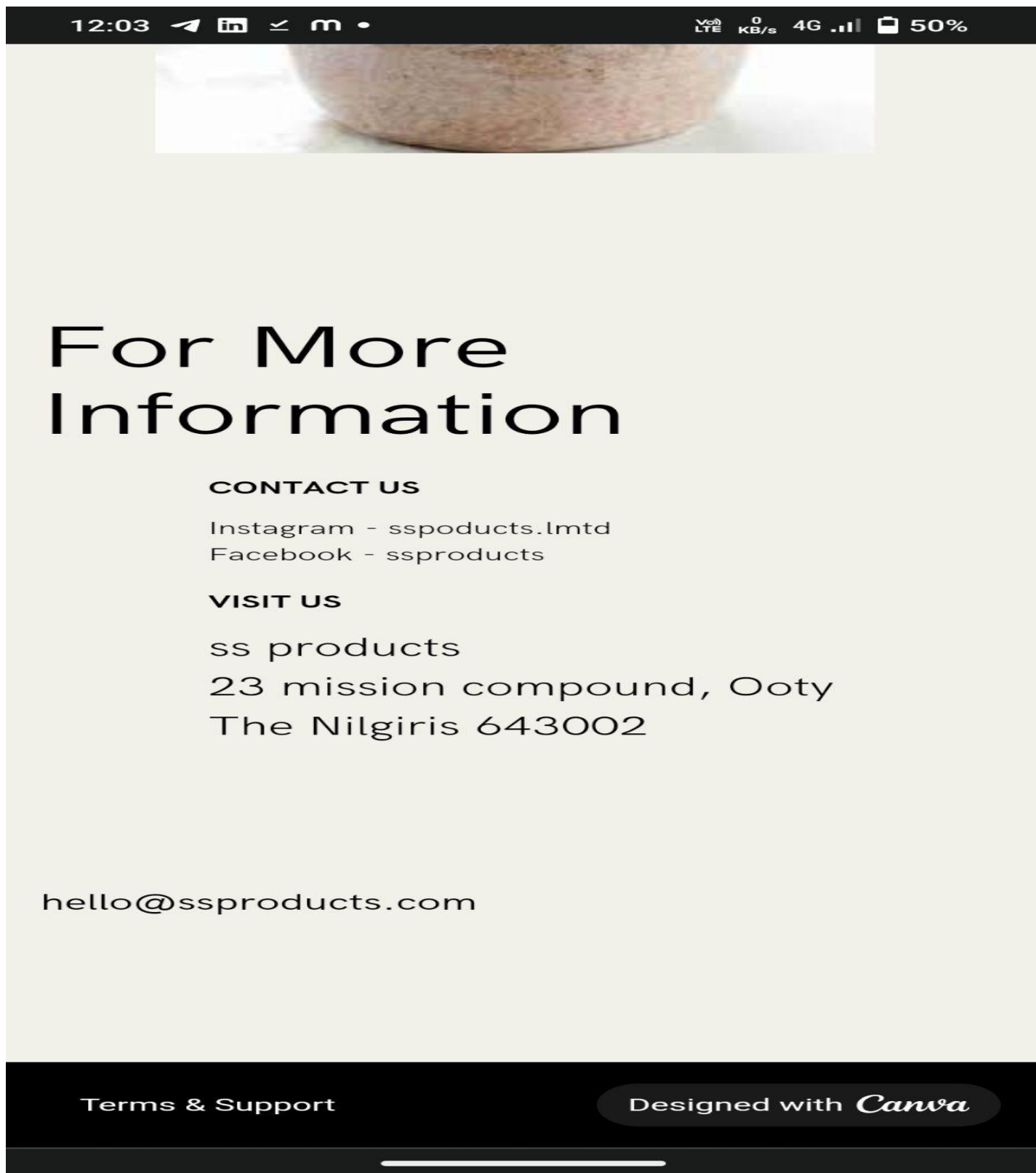
Sufficient salt will be added

Finally its come out the perfect anardana cheese

2023

OUTPUT:

1.BRAND WEBSITE:



12:03

VoLTE 0.11 KB/s 4G 50%



roducts.my.canva.site



SS PRODUCTS



Pomecheese
Healthy & Delicious



English

Tamil



ADVANTAGES:

- Professional expertise.
- Personalized services.
- Relaxation and pampering.
- Time saving.
- Social interaction.
- Boost in confidence.
- Education and advice.
- Specialized treatments.

DISADVANTAGES:

- High cost.
- Time consuming.
- Inconsistent quality.
- Dependency on professionals.
- Hygiene concerns.
- Limited availability.
- Environmental impact.
- Overuse of chemicals.

APPLICATIONS:

Brand Name:

To create a brand name, you don't typically design it in Canva, but you can use Canva for brainstorming sessions and visualizing the branding elements. Canva can help you design marketing materials, such as business cards and banners, featuring your brand name and logo.

Brand Mail (Email Signature):

In Canva, you can design a professional email signature that includes your brand's logo, your name, title, contact information, and links to your website and social media profiles. Use Canva's templates and customization tools to create an email signature that aligns with your brand's style, colors, and fonts. Download the email signature as an image or create an HTML version for your email client.

Brand Logo:

Canva provides a dedicated logo maker that allows you to create a brand logo from scratch or modify existing templates to suit your brand's identity. Start by selecting "Create a design" and choose the "Logo" option to access Canva's extensive library of logo templates, icons, and fonts. Customize the selected template or create a logo from a blank canvas, adjusting colors, fonts, and shapes to match your brand's aesthetic.

Download your logo in various file formats suitable for web and print use.

Brand Website:

Log into your canva account and then canva offers a variety of templates .you can search for “website” in the search bar to find templates specifically designed for web content .Then modify the template to suit your preferences. You can change text, colors, fonts, and add your own images. once you’re satisfied with your design, you can download it in a suitable format (PNG or JPG) that can be uploaded to your website.

CONCLUSION:

The successful creation of our brand website using Canva represents a significant milestone in our project.

These foundational elements now stand as a powerful representation of our identity and purpose. They not only capture the essence of our brand but also lay a strong foundation for our digital presence and communication.

As we move forward, these assets will serve as cornerstones in our journey to establish a distinct and memorable presence in our market. Canva's user-friendly platform played a pivotal role in bringing our creative vision to life efficiently and effectively.

The choice of Canva as our creative platform proved instrumental, facilitating a user-friendly and cost-effective approach to brand development, demonstrating our commitment to efficiency and innovation in our branding endeavors.