



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE-638316



ELECTRICAL & ELECTRONICS ENGINEERING

NAAN MUDHALVAN

SB8040- Professional Readiness for Innovation Employability and Entrepreneurship

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: CREATING BRAND NAME, MAIL AND LOGO

BRAND NAME: CUTE CAKE

CATEGORY: DESSERT

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BONAFIDE CERTIFICATE

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW:

Creating a brand identity involves the development of a compelling brand name, a visually impactful brand logo, and a professional brand email address. The project will encompass thorough market research to ensure the brand name resonates with the target audience and aligns with the brand's values and positioning. Simultaneously, the design of the brand logo will be carefully crafted to visually represent the brand's identity, leveraging colour psychology and graphic elements for maximum impact. Lastly, the creation of a brand email address will ensure a consistent and professional communication channel, reinforcing the brand's legitimacy and trustworthiness. This holistic approach aims to establish a strong and memorable brand identity that effectively communicates the brand's essence to its customers and stakeholders.

1.2 PURPOSE:

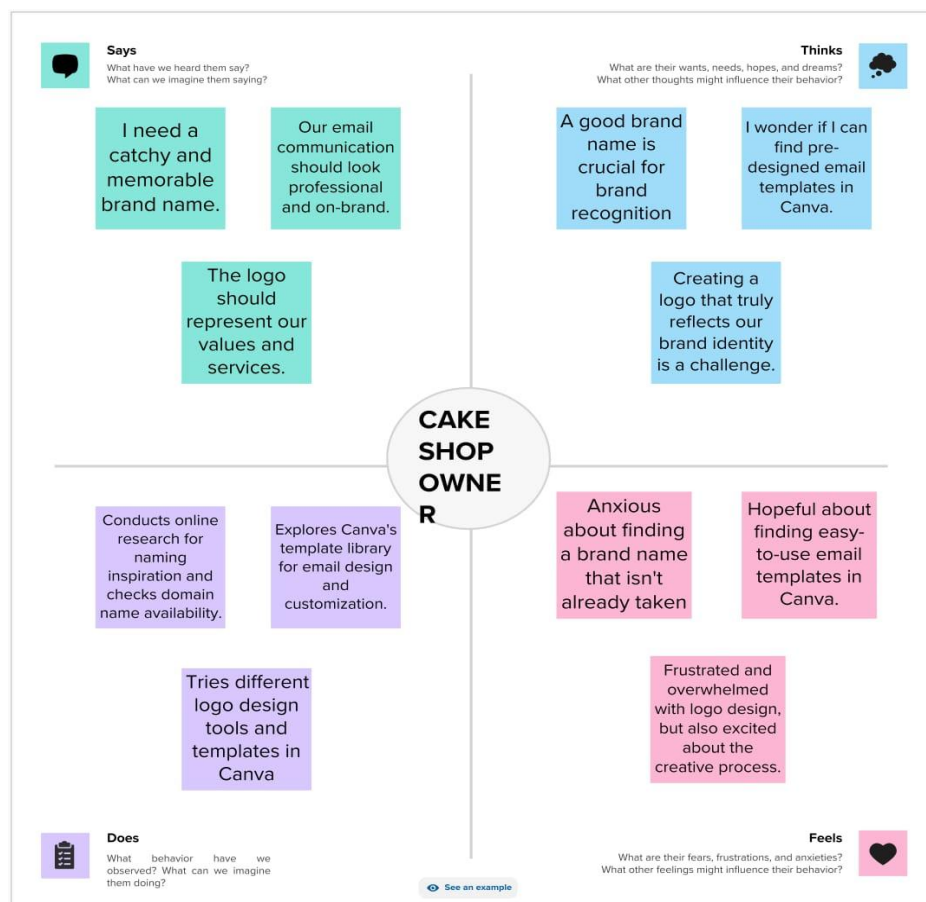
The purpose of this project is multifaceted, encompassing the creation of a strong and recognizable brand identity through the development of a unique brand name, visually striking logo, and professional email address. It aims to establish credibility and trust among customers, foster engagement with the target audience, differentiate the brand from competitors, ensure consistency in branding, build long-term customer relationships, and enhance marketing efficiency. By achieving these objectives, the project ultimately contributes to the brand's overall success, facilitating market recognition, growth, and a competitive edge in an increasingly competitive business landscape.

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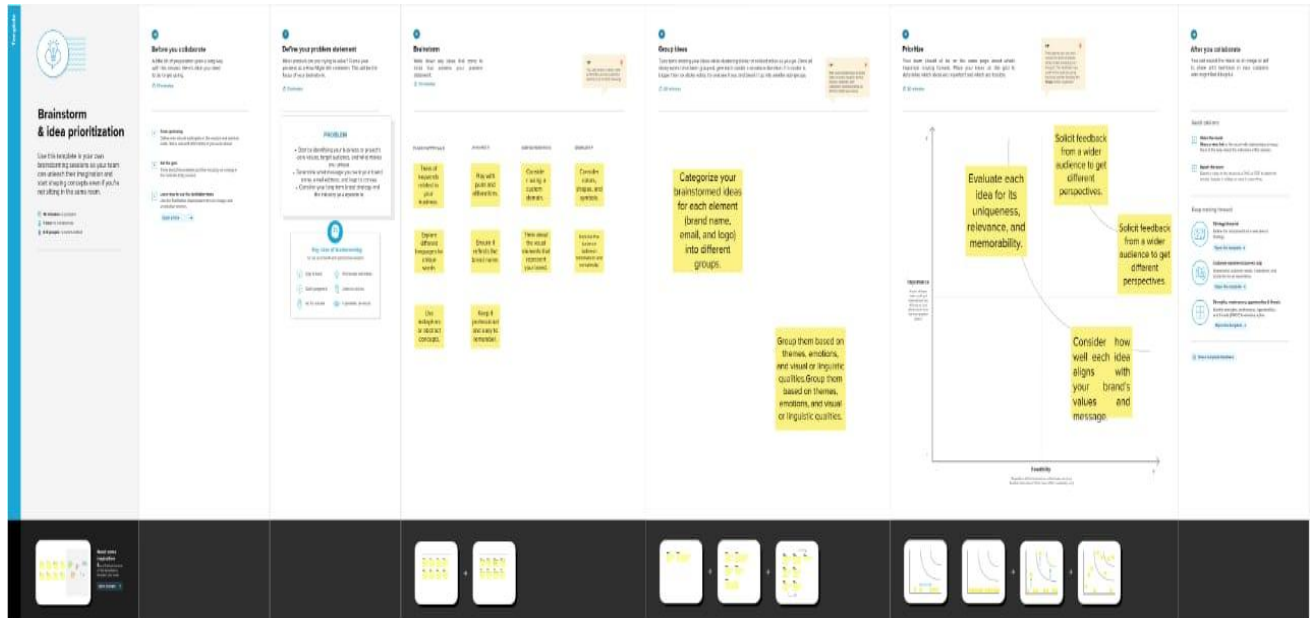
CHAPTER 2

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP:



2.2 IDEATION AND BRAINSTORMING MAP



CHAPTER 3

RESULT

CREATING BRAND MAIL

Pick a Gmail address or create your own


☐ cakec8679@gmail.com


☐ ccake2405@gmail.com

☒ Create your own Gmail address

Create a Gmail address

cutecakeerode@gmail.com

 That username is taken. Try another.



Next

Google

Create a Google Account

Enter your name

First name

Cute


Last name (optional)

Cake

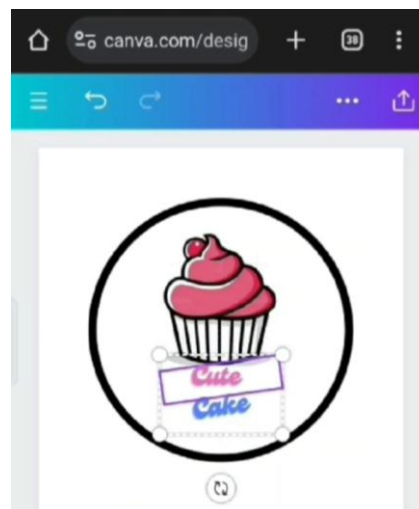
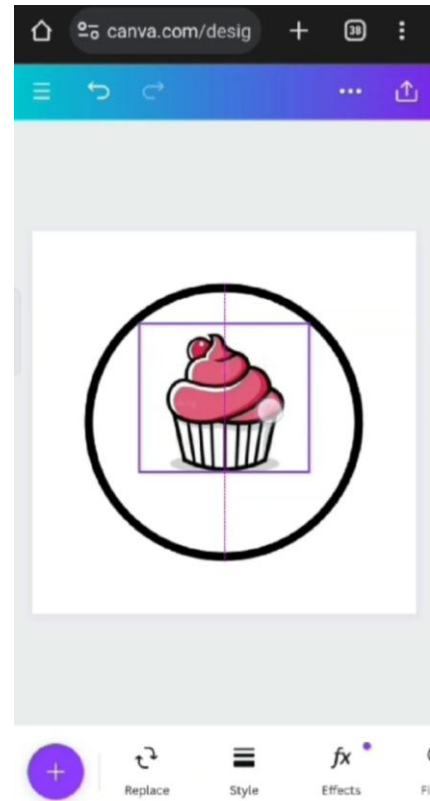
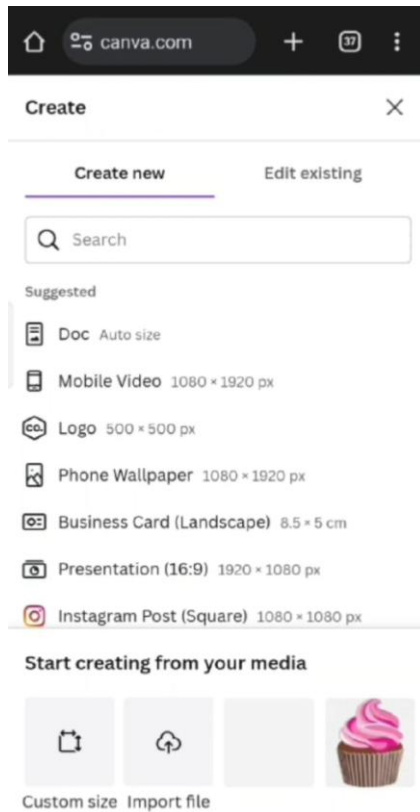
Google

Review your account info

You can use this email address to sign in later

 Cute Cake
cutecakeerode@gmail.com

CREATING BRAND LOGO AND BRAND NAME





Saving profile picture...

← Google Account ⋮

Profile picture

A picture helps people recognize you and lets you know when you're signed in to your account

🌐 Visible to anyone >

Your birthday is coming up
Let people know it's time to celebrate by making your birthday visible



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CHAPTER 4

ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES:

Brand Recognition: A strong brand identity with a unique name and logo increases recognition, making the brand stand out in a crowded market.

Targeted Appeal: The project ensures the brand's name and logo are designed to resonate with the specific target audience, improving customer engagement.

Competitive Edge: A well-crafted brand identity can give a competitive advantage by differentiating the brand from competitors.

Consistency: A consistent brand identity across all platforms and communications strengthens the brand's image and message.

Long-Term Value: A strong brand identity can lead to brand loyalty and long-term customer relationships.

Marketing Efficiency: An effective brand identity simplifies marketing efforts, making it easier to convey the brand's message and values.

Financial Growth: Ultimately, a well-defined brand identity can lead to increased sales and revenue as customers are drawn to the brand.

4.2 DISADVANTAGES:

Cost: Developing a unique brand name, logo, and email address can be expensive, especially if professional design services are required.

Time-Consuming: The project can be time-intensive, delaying the launch or rebranding of a business.

Risk of Misalignment: If not executed carefully, the brand identity may not resonate with the target audience, leading to wasted resources.

Overemphasis on Aesthetics: Focusing too much on the visual elements may overshadow other crucial aspects of the business, such as product quality or customer service.

Rebranding Challenges: If a brand identity is altered later, it can confuse existing customers and require additional marketing efforts to reestablish the brand.

Unrealized Expectations: High expectations for the project's success may not always be met, potentially leading to disappointment.

Legal Issues: Choosing a brand name that infringes on existing trademarks or copyrights can result in legal disputes.

Market Saturation: In highly competitive markets, it may be difficult to create a truly unique brand identity that stands out.

CHAPTER 5

APPLICATION

Startups: Creating a strong brand identity helps new businesses establish themselves in the market and compete effectively.

Rebranding: Existing businesses looking to refresh their image or target a new audience can use this project to redefine their brand.

E-commerce: E-commerce businesses rely heavily on branding to build trust and recognition in a digital space.

Nonprofits: Nonprofit organizations use brand identity to convey their mission and values, attracting donors and supporters.

Small Businesses: Local businesses can benefit from a distinctive brand identity to stand out in their community.

Corporate Entities: Large corporations use brand identity to maintain a consistent image across diverse product lines and divisions.

Personal Branding: Individuals, such as influencers, celebrities, and professionals, use branding to establish their unique online presence.

CHAPTER 6

CONCLUSION

In conclusion, the brand identity project is a strategic endeavor that holds the potential to transform businesses and organizations. By carefully crafting a unique brand name, an impactful logo, and a professional email address, this project not only fosters recognition and trust but also communicates the core values and essence of the brand to the target audience. The advantages of such an initiative, including increased brand recognition, credibility, and competitive edge, are compelling. However, it's vital to be mindful of the potential disadvantages and plan the project meticulously. Ultimately, a well-executed brand identity project can serve as a cornerstone for long-term success, fostering customer loyalty, differentiation in the market, and sustained growth.