

PROJECT REPORT

Course: Digital Marketing

Project Title: Create a Brand Name, Brand Email and Brand Poster using Canva

Project Link: https://youtu.be/4xtBuQl02zw?si=744nt_EZsLDEcEQ9

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1.INTRODUCTION:

In today's digital age, creating a strong brand identity is essential for any business or individual looking to establish a memorable and trustworthy online presence. One of the foundational elements of this identity is a well-crafted brand name, a distinctive brand email address, and an eye-catching brand logo. These elements serve as the face of brand, making it instantly recognizable and leaving a lasting impression on target audience. Here, we will explore how to create a brand name, brand email, and brand logo using the user-friendly design platform Canva. With its versatile tools and templates, Canva empowers you to bring your brand vision to life and set the stage for a successful online journey.

1.1 Overview:

Creating a brand name, brand email, and brand logo using Canva is a straightforward process that involves careful planning and design. Choose a brand name that reflects brand's identity and is memorable. It should be unique and not infringe on any trademarks. Use Canva to design a stylish and readable name logo. Web can also use Canva's text tools and templates to experiment with different fonts and styles. Setting up a professional brand email is essential for credibility. Designing a memorable and unique logo is crucial. Creating a brand name, brand email, and logo using Canva is a cost-effective and accessible way to establish your brand's visual identity. Remember that branding is an ongoing process, so be prepared to adapt and refine your brand as your business evolves.

1.2 Purpose

1.Identity and Recognition: A brand name, logo, and email address help establish a unique identity for your business. They make your business easily recognizable and memorable to customers and stakeholders.

2.Credibility and Professionalism: A well-designed logo, a professional brand email address (e.g., yourname@yourbrand.com), and a well-thought-out brand name can convey credibility and professionalism. This is especially important for building trust with potential customers and partners.

3.Differentiation: In a competitive market, a distinctive brand name and logo can help your business stand out from the competition. It sets you apart and allows customers to differentiate your products or services from others.

4.Marketing and Advertising: A strong brand name and logo are essential for marketing and advertising efforts. They can be used in promotional materials, social media profiles, and advertisements, helping to attract and engage your target audience.

6.Consistency: Using a consistent brand name, logo, and email address across all communications and touchpoints helps in creating a cohesive and professional image for your business. This consistency is vital for building a strong brand over time.

2.PROBLEM DEFINITION & DESIGN THINKING:

Problem Statement:


An Organization is seeking to establish a strong brand identity in the market. We are looking to create a brand name, brand email domain, and a distinctive brand logo to effectively represent our business and its values. The current absence of a coherent brand identity has hindered our ability to stand out in a competitive landscape and connect with our target audience. To address this issue, we need to develop a brand name that reflects our identity, a brand email domain that exudes professionalism, and a brand logo that visually communicates our unique offerings and values.

2.1 Empathy Map






2.2 Ideation & Brainstorming Map

Template




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.


 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended


[Share template feedback](#)




Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.


 10 minutes

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**Learn how to use the facilitation tools**


Use the Facilitation Superpowers to run a faster and productive session.

[Open article](#)




Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes


Problem Statement


How do we make our users feel like they're in control of their own lives? How do we make our users feel like they're in control of their own lives? How do we make our users feel like they're in control of their own lives?





Key rules of brainstorming


To run an smooth and productive session:


 Stay on topic


 Encourage wild ideas

 Defer judgment

 Listen to others

 Go for volume

 If possible, be visual



Need some inspiration?
See a filtered version of this template to inspire your work.

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2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the arrow button to start drawing.

Person 1

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

"Welcome to [Brand Name] - where individual ideas evolve into collective brilliance. Join our community of innovators as we explore, refine, and amplify ideas together. In this collaborative space, every voice matters, and every idea contributes to a greater whole. Unleash the power of group ideation with [Brand Name]."

Design a poster that communicates the brand message. Choose a color palette that conveys creativity and cooperation.

Person 2

Utilize Canva's elements, photos, and text tools to create your logo.

Open Canva and select "Create a design."

Choose "Custom dimensions" to input your preferred logo size.

Person 3

Import or create one lightbulb and bubble pieces. Import and compose your logo.

Incorporate thought bubbles or lightbulbs to represent the generation of ideas.

Choose a poster template on Canva.

Person 4

Guide drivers to empty parking spots once an empty spot is identified.

Experiment with fonts and sizes for a visually appealing layout.

Remember to save your designs and export them in the appropriate format for your intended use. Canva provides options to download your creations as images or PDFs.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

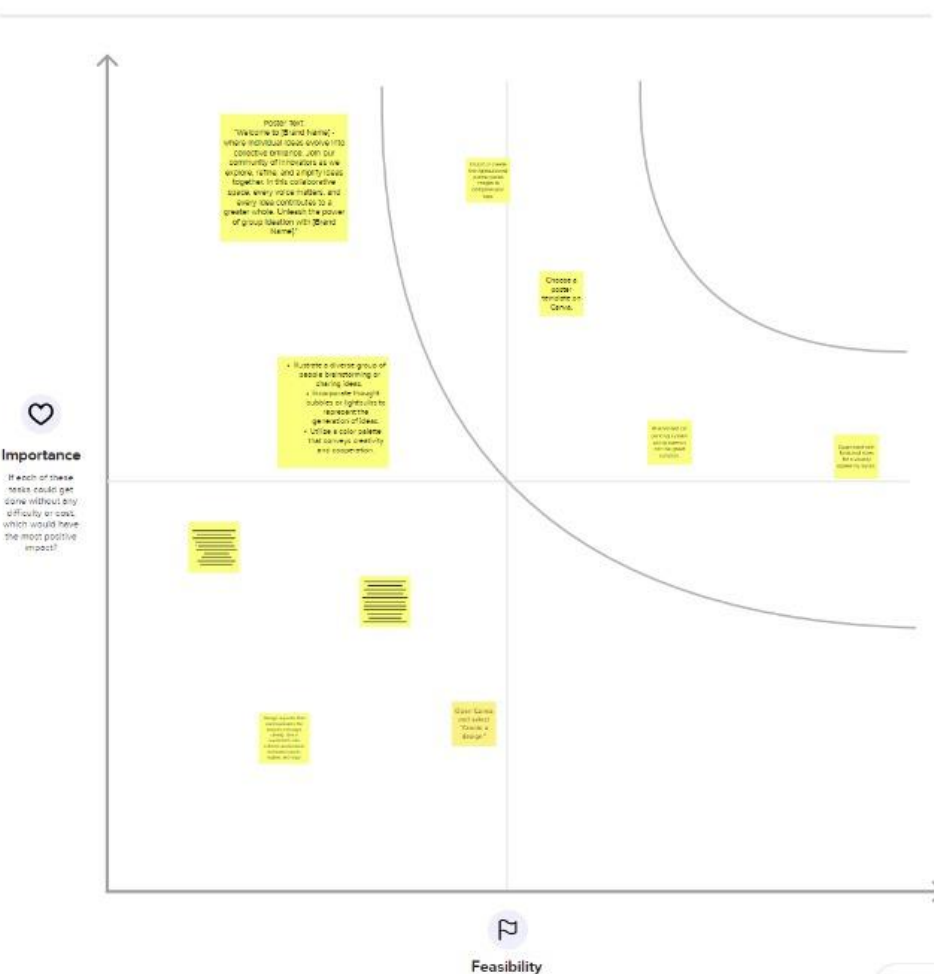
20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, organize, organize, and categorize important ideas as they flow within your mural.

Poster Text:
"Welcome to [Brand Name] - where individual ideas evolve into collective brilliance. Join our community of innovators as we explore, refine, and amplify ideas together. In this collaborative space, every voice matters, and every idea contributes to a greater whole. Unleash the power of group ideation with [Brand Name]."

- Illustrate a diverse group of people brainstorming or sharing ideas.
- Incorporate thought bubbles or lightbulbs to represent the generation of ideas.
- Utilize a color palette that conveys creativity and cooperation.



Quick add-ons

A Share the mural!
Share a view link them in the loop

R Export the mural!
Export a copy of the emails, include in

Keep moving for

- Strategy**
Define the strategy.
Open the strategy.
- Custom**
Understand the obstacle.
Open the obstacle.
- Strength**
Identify the strength.
Open the strength.

Share template for



3.RESULT

Brand Name: Leather World

Brand Email: leatherworld2468@gmail.com

Brand Logo:



Brand Poster:



4.ADVANTAGES AND DISADVANTAGES

4.1 Advantages:

- 1.Recognition and Recall: A unique and memorable brand name can help customers recognize and remember your business, making it easier for them to return and refer others.
- 2.Credibility: A well-chosen brand name can convey professionalism and trust, which can attract customers and partners.
- 3.Legal Protection: You can trademark your brand name, which provides legal protection against others using it for their businesses.
- 4.Versatility: A strong brand name can be used across various product or service lines, allowing for brand expansion.

Brand Email:

- 1.Professionalism: A branded email (e.g., yourname@yourcompany.com) conveys professionalism and trustworthiness.
- 2.Consistency: It ensures that all your communication with customers, partners, and suppliers is consistent with your brand.
- 3.Credibility: It reduces the likelihood of your emails being mistaken for spam or phishing attempts.
- 4.Branding Opportunities: You can include your brand logo and tagline in your email signature for increased brand exposure.

Brand Logo:

- 1.Visual Identity: A brand logo is a visual representation of your brand, helping customers easily recognize and remember your business.
- 2.Brand Recognition: Over time, a well-designed logo can become synonymous with your brand, increasing brand recognition.
- 3.Versatility: Logos can be used on various marketing materials, from business cards to billboards.
- 4.Emotional Connection: A good logo can evoke emotions and create a connection with your audience.

4.2 Disadvantages:

Brand Name:

- 1.Challenging to Create: It can be difficult to come up with a unique, meaningful, and available brand name.
- 2.Misinterpretation: The meaning or intention of the brand name may not always be clear to everyone, leading to misunderstandings.
- 3.Changing It Is Costly: If you decide to change your brand name later on, it can be expensive and time-consuming.

Brand Name:

- 1.Cost: Setting up branded email addresses may involve additional costs for domain registration and email hosting.
- 2.Technical Maintenance: You need to manage and maintain the email system, which can be a hassle for small businesses without IT expertise.
- 3.Limited Flexibility: If your brand name changes, updating branded email addresses can be cumbersome and may result in lost emails.

Brand Logo:

- 1.Design Complexity: Designing a logo that effectively represents your brand can be challenging and may require professional help.
- 2.Rebranding Challenges: Changing a logo after it's been associated with your brand can be tricky and may confuse customers.
- 3.Trademark Issues: You must ensure that your logo doesn't infringe on other trademarks, and you need to protect your own logo with trademark registration.

5. APPLICATIONS

1.Brand Recognition: A well-crafted brand name, logo, and email address help your business stand out in the market. It's the first step in building recognition and recall among your target audience.

2.Professionalism: A brand name, email, and logo project professionalism. This can be crucial in gaining trust among potential customers, partners, and investors.

3.Marketing and Advertising: These elements are used in all your marketing materials, such as business cards, websites, social media profiles, and advertisements. A memorable brand name and logo can help attract and retain customers.

4.Online Presence: A brand email is essential for official communication and building an online presence. Having a professional email address like "yourname@yourbrand.com" lends credibility and helps avoid the spam folder.

5.Legal Protection: Registering your brand name and logo can provide legal protection against competitors using similar branding. This prevents brand confusion and potential infringement issues.

6.Brand Differentiation: A unique name and logo help differentiate your brand from competitors, making it easier for customers to identify and choose your products or services.

7.Customer Loyalty: A strong brand identity can foster a sense of loyalty among your customers. People tend to trust and prefer brands they recognize and relate to.

8.Consistency: Having a consistent brand name, email, and logo across all platforms and communication materials is key to establishing trust and credibility.

9.Customer Service: A brand email address, like support@yourbrand.com, can be used for customer inquiries, feedback, and support, making it easier for customers to reach you.

10.Expansion and Franchising: If you plan to expand or franchise your business, a strong brand identity is vital for maintaining consistency and recognition across different locations.

11.Merchandising: A well-designed logo can be used on branded merchandise, such as t-shirts, mugs, and promotional items, which can serve as an additional revenue stream and help with marketing.

12.Partnerships and Alliances: A strong brand identity can make your business more attractive to potential partners and collaborators.

13.Trust and Credibility: A professional brand identity instils trust and credibility in your business, making it easier to attract investors and secure financing.

14.Recruitment: A strong brand can attract top talent to your company, as potential employees may be more inclined to work for a recognized and reputable organization.

6.CONCLUSION

In conclusion, brand name, brand email, and brand logo are the cornerstones of online identity. By harnessing the creative power of Canva, we can develop a cohesive and appealing brand image that resonates with your audience. Remember that a strong brand identity not only sets you apart in a crowded digital landscape but also instils trust and credibility. So, seize the opportunity to create an identity that truly reflects values and resonates with audience. With Canva as we creative ally, we are well-equipped to embark on a branding journey that will leave a lasting mark in the digital realm. Start our branding adventure today and watch as our brand name, brand email, and brand logo become integral parts of our success story.