PROJECT REPORT

Project Title	How to create a Brand name,Brand Mail and Brand Logo in Canva
Naan Mudhalvan Id	1682F68E7290BF99E7D4786F60BA2145
Team Members	Aflah .H -724020218002 Hilmi Faliha .Y – 724020218019 Safuvana .M.T – 724020218036 Shifa Shaji - 724020218039

INTRODUCTION

Overview

To create a Brand name,Brand Mail and Brand Logo in Canva

Purpose :

Creating a brand name, logo, and email icon for our coffee shop, to establish a strong brand identity and create a memorable, visually appealing representation of our business.

1. Brand Name :

-Identification

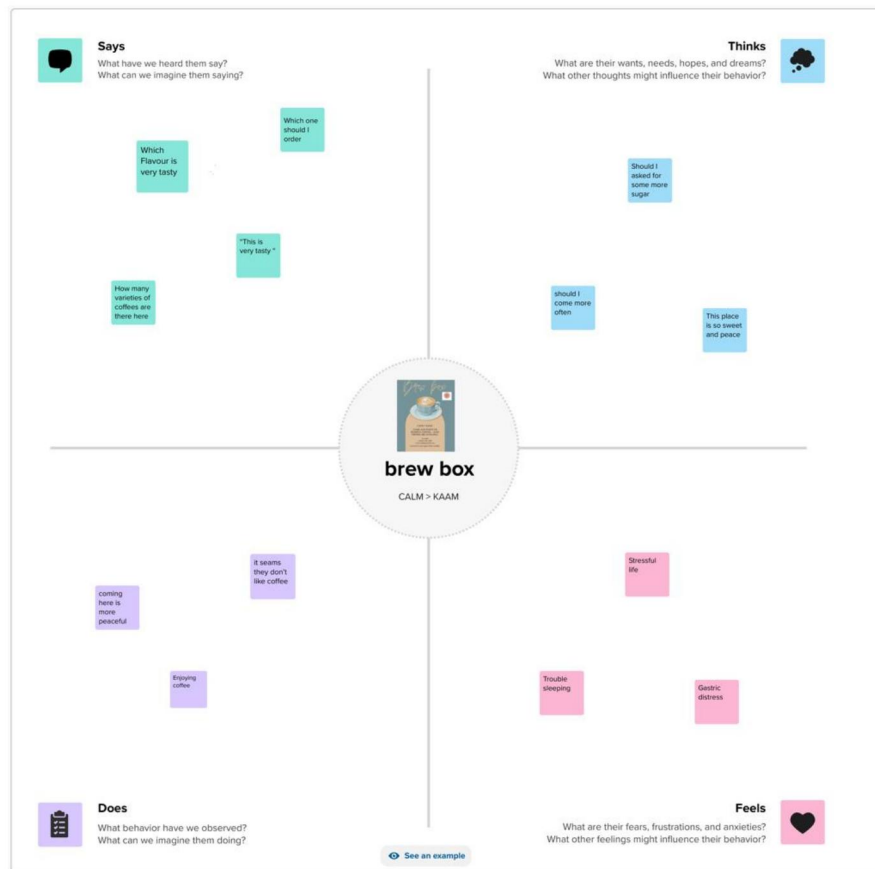-Differentiation

2. **Logo** :
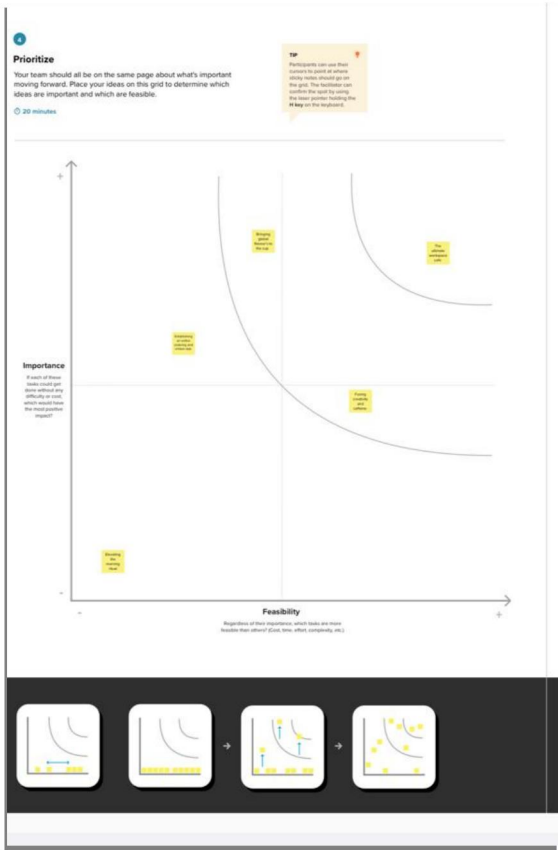
- Visual Representation
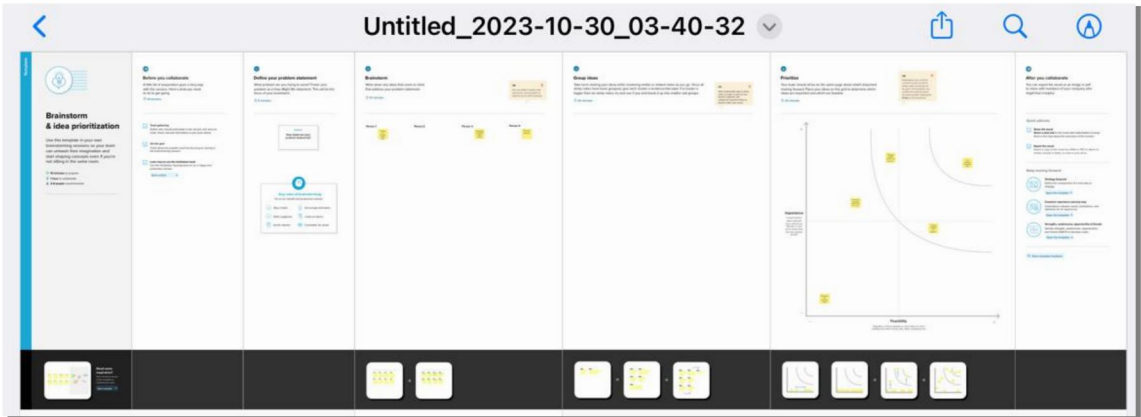
- Memorability.

3. **Email Icon** :

  - Professionalism

  - Consistency

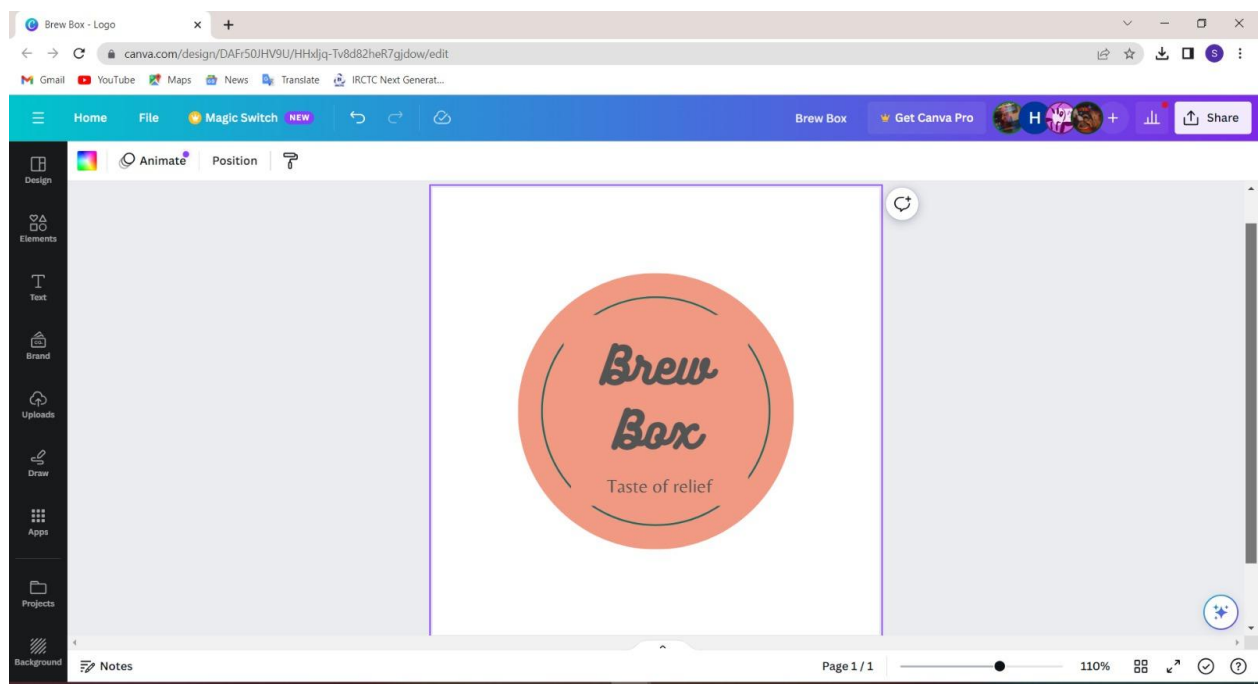## PROBLEM DEFINITION & DESIGN THINKING
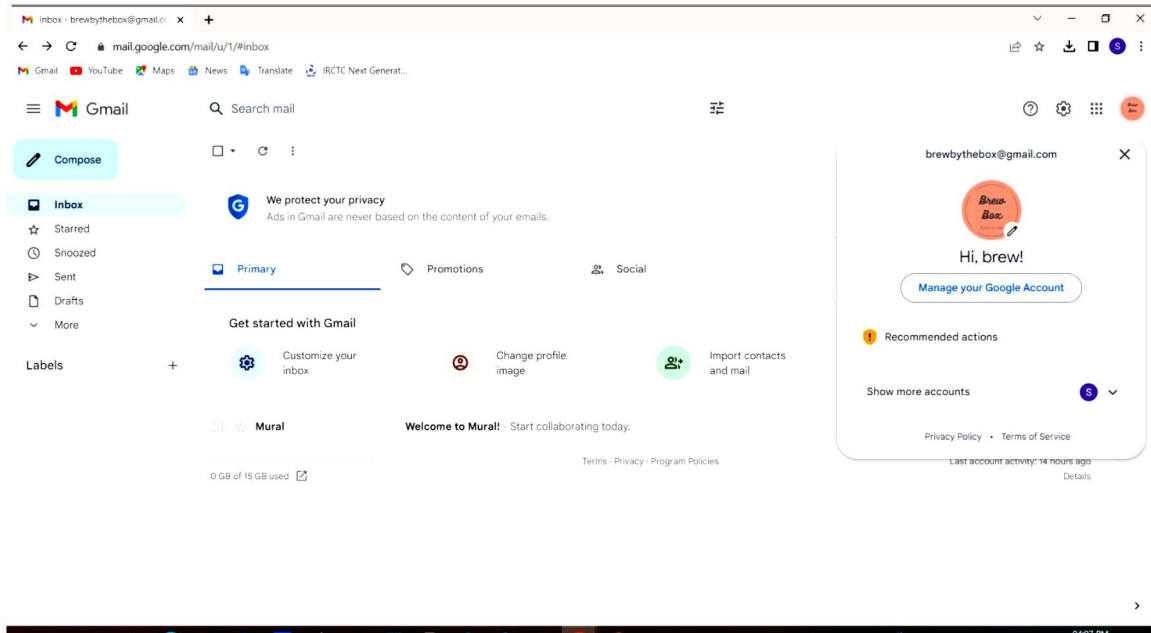
2.1 EMPATHY MAP

2.2 IDEATION AND BRAINSTORM

BRAND NAME AND BRAND LOGO :

BRAND EMAIL ID

Advantages:

1. Ease of use: Canva provides a user-friendly interface with drag-and-drop functionality, making it accessible for beginners.

2. Customization options: Canva offers a wide range of templates, fonts, and design elements, allowing you to personalize your brand name and logo.

3. Cost-effective: Canva offers a free version with many features, making it a budget-friendly option for small businesses and individuals.

4. Time-saving: With pre-designed templates and a straightforward editing process, Canva can help you create a brand name and logo quickly.

Disadvantages:

1. Limited uniqueness: Since Canva is widely used, there is a chance that your brand name and logo may resemble others created using the same platform.

2. Lack of professional touch: While Canva provides great design options, it may not offer the same level of customization and professional expertise as a graphic designer.

Application

Canva is a useful platform that provides a user-friendly interface with a wide range of templates, fonts, and design elements. we can easily customize and personalize our brand name and logo to reflect our unique style and vision. It's a creative and efficient way to establish a strong visual identity for our brand.

CONCLUSION

Upon completing the project involving the creation of a brand name, brand mail ID, and brand logo, a cohesive and impactful brand identity has been established for our coffee shop. The brand name resonates with our target audience, making our coffee shop easily memorable and identifiable. The professional and personalized brand mail ID ensures consistent and reliable communication with customers, partners, and stakeholders.

Additionally, the thoughtfully designed brand logo serves as a visual representation of our coffee shop's values, ambiance, and unique offerings. It encapsulates the essence of your brand, making it instantly recognizable and leaving a lasting impression on customers.