

Ideation phase

Brainstorm & Idea Prioritization Template

Team ID	NM2023TMID03435
Project Name	Create a Brand Name ,Brand Mail And Brand Logo in Canva

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
 1-2 people recommended

Need some inspiration?
 This template is a guide to help you brainstorm ideas for your project. It's not a checklist, but a starting point. Feel free to adapt it to your needs.

1 Define your problem statement

We are undertaking a major mission project and are seeking a talented and creative graphic designer to craft a unique and impactful logo that encapsulates our company's essence.

10 minutes
 1-2 people recommended

Key takeaways of brainstorming:
 Brainstorming is a creative process that involves generating a large number of ideas for solving a problem or addressing a challenge. It is a collaborative effort that encourages team members to share their thoughts and build on each other's ideas.

Stay focused
 Stay to the point
 Stay to the point
 Stay to the point

2 Brainstorm

Kaviya S

discuss the brand name

choose the Brand name

understand your brand name

research look at competitors logos and industry standards

login with canva for create brand logo

Choose the logo template for you brand

Typography: Experiment with different fonts and lettering styles.

Color: Research color psychology to choose colors that evoke the right emotion.

Varshini B

Word Association: Write down words, phrases, or keywords related to your brand.

Sketch: Design with rough sketches to visualize your ideas.

Symbols: Explore symbols or icons that relate to your brand's identity.

Color: Research color psychology to choose colors that evoke the right emotion.

Vino priyadharshini C

Digital Design: Use design software to create a digital version of your logo.

Uniqueness: Strive for a distinctive and original design.

TEST: Test your logo in different contexts, such as business cards, websites, and merchandise.

Finalize: Once you're satisfied, finalize your logo and save it in various formats (PNG, SVG, etc.).

Tuslima nasreen S

discuss the brand name for create brand logo

choose the template and font color etc.

Word Association: List words and phrases that describe the brand. Use these as a basis for creating a logo.

Symbols: Explore cultural symbols, icons, or historical references that relate to the brand's mission or industry.

Color Psychology: Study the psychology of colors and their impact on emotions and perceptions. Choose colors that align with the brand's values and message.

Prototyping: Create several logo variations for the group to review and compare. This could be variations in color, size, and style.

3 Group ideas

discuss the brand name for create brand logo

choose the template and font color etc.

Word Association: List words and phrases that describe the brand. Use these as a basis for creating a logo.

Symbols: Explore cultural symbols, icons, or historical references that relate to the brand's mission or industry.

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4 Prioritize

finalize

Finalize the top 10 logo concepts and present them to a target group for feedback and selection.

Timelessness: Avoid trendy design elements that may quickly become outdated. A timeless logo will have a longer lifespan.

Relevance: Your logo should be relevant to your brand and industry. It should convey the essence of your business.

Simplicity: Keep the design simple and clean. A cluttered logo can be confusing and less memorable.

Memorability: A good logo is easily remembered. Aim for a unique and distinctive design.

Uniqueness: Stand out from the competition. A unique logo helps your brand differentiate itself in the market.

Testing: Get feedback from potential customers or focus groups to gauge their impressions of your logo.

Legal Considerations: Check for trademarks, availability, and ensure your logo doesn't infringe on any existing trademarks.

Finalize: Once you've selected the top 10 logo concepts, present them to a target group for feedback and selection.