DIGITAL MARKETING

PROJECT TITLE:

HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA.

.

PROJECT GROUP NAME:

Howtocreatebrandname86GP

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ENGINEERING COLLEGE.IRUMBEDU-
632317,ARNI, THIRUVANNAMALAI DT.

PROJECT REPORT:

Brand Name: SDS Food Service

Category: Food logos

Target Audience: All (Men, Women and Kids)

Brand Email : sdsfoodservice@gmail.com

Logo Theme : Related to food –black and red

Logo tag line: The Foodie's Fantasy

Brand logo:

STEPS INVOLVED IN THIS PROJECT:

TARGET AUDIENCE: All (Men, Women and Kids).

BRAND PERSONALITY:

Our brand "SDS Food Service" are

Friendly: It aims to create a warm and inviting atmosphere for customers.

Innovative : It may embrace technology, modern cooking techniques and creative menu options.

Sustainable: It prioritizes eco-friendly such as responsible sourcing, reducing food waste, and environmentally friendly packaging.

Elegant: It emphasizes gourment ingredients, fine dining experiences, & refined presentation.

Health conscious: It emphasizes nutritious, balanced menu options and may promote fitness and well-being.

Reliable& trustworthy: It focuses on consistency, dependability and quality assurance. Customers can trust that they will receive the same high-quality experience each visit.

Adventurous: It encourages customers to explore and try new flavors, cuisines & food pairings.

Customer- centric: It aims to provide exceptional service & meet customer expectations.

LIST OF BRAND NAME IDEAS:

1. Flavour frenzy.

2. Taste fusion.

3. SDS Food Service.

4. Food faction.

5. Sizzling kitchen.

6. Comfort Food Kitchen.

7. Spice Kitchen.

8. Quick Delivery Service.

9. Fresh & Fast Delivery.

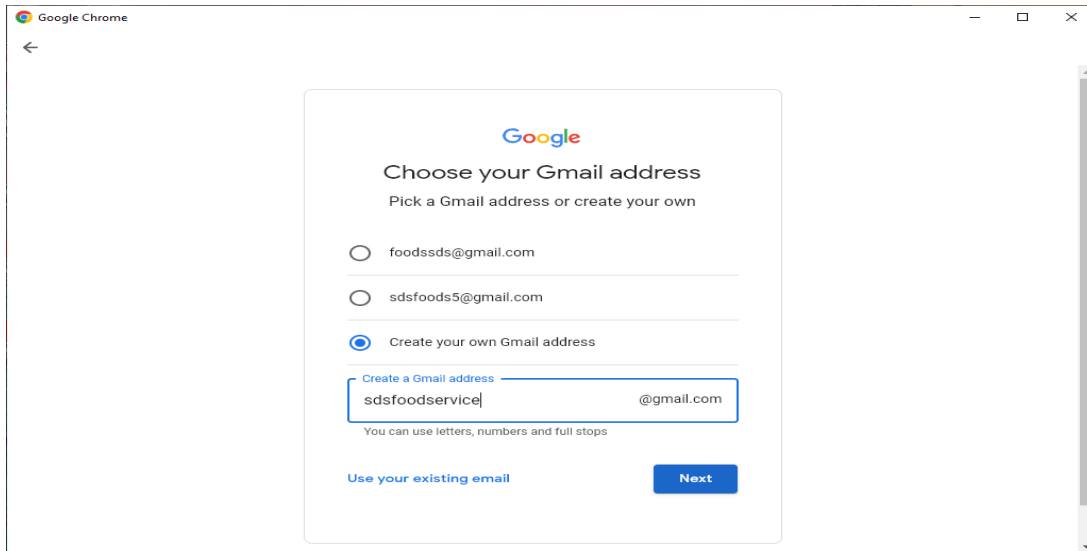 10. Food Expressions Delivery Service.

NARROW THE LIST:

1. SDS Food Service.

2. Food faction.

3. Sizzling kitchen.

4. Fresh & Fast Delivery.

5. Food Expressions Delivery Service.

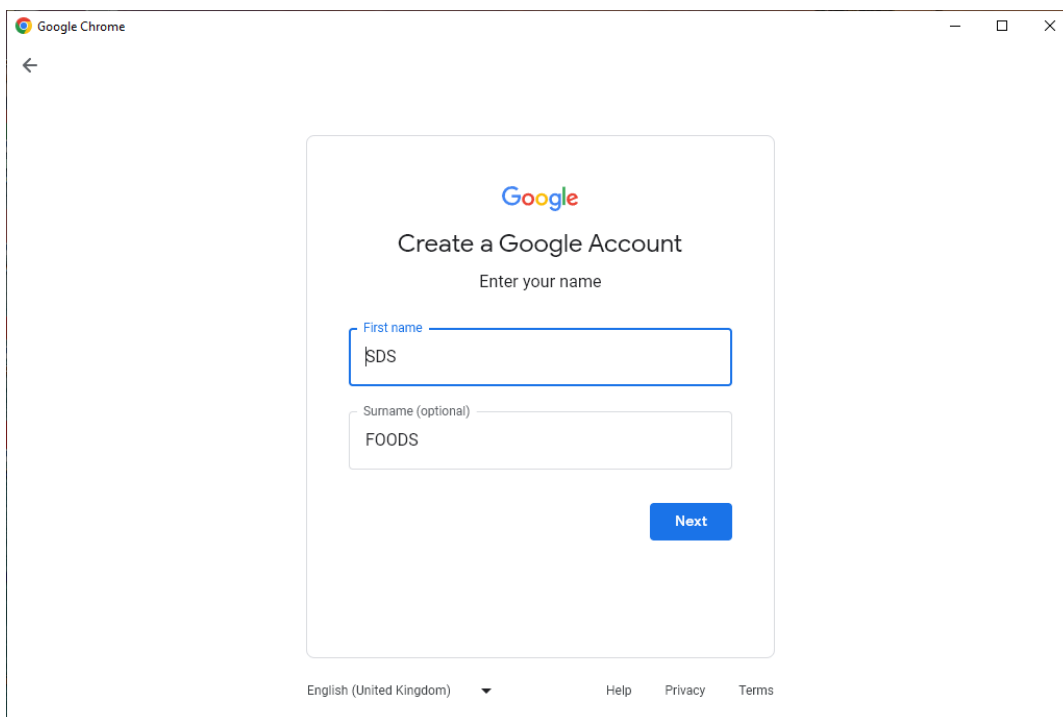# OUR BRAND NAME: SDS Food Service.

CHECK FOR AVAILABILITY: Morning 8am to night 10 pm.

CREATE A EMAIL ID BASED ON BRAND NAME:

STEP1: Creation of Brand Email Id.

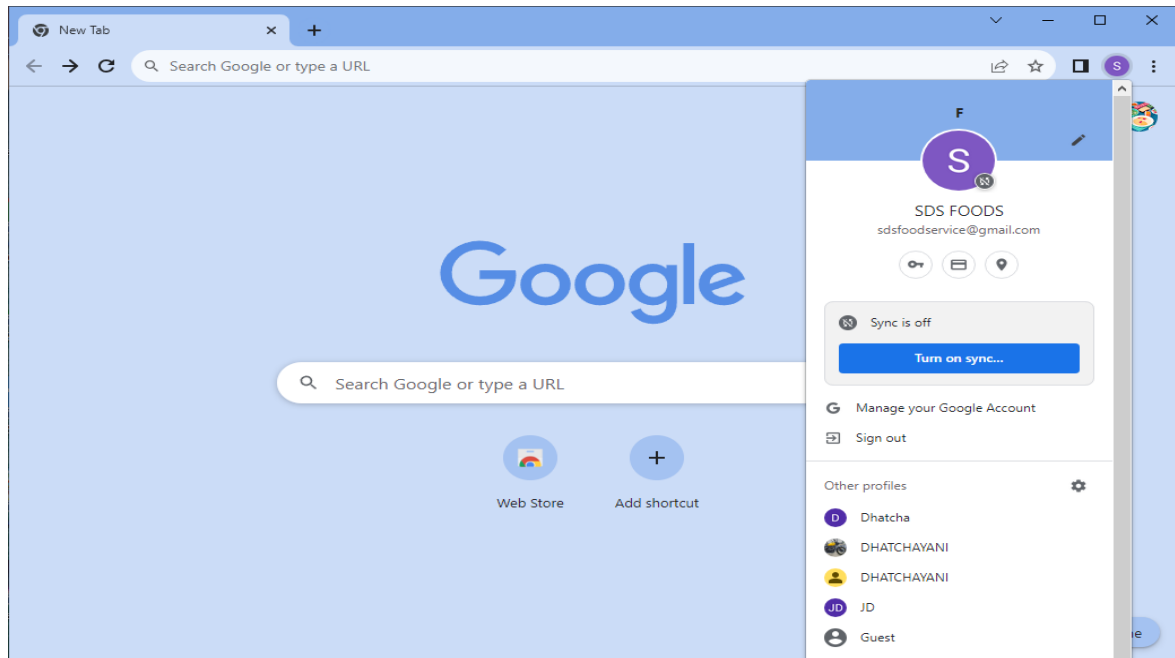## STEP2: Give first name and surname for our brand mail id.

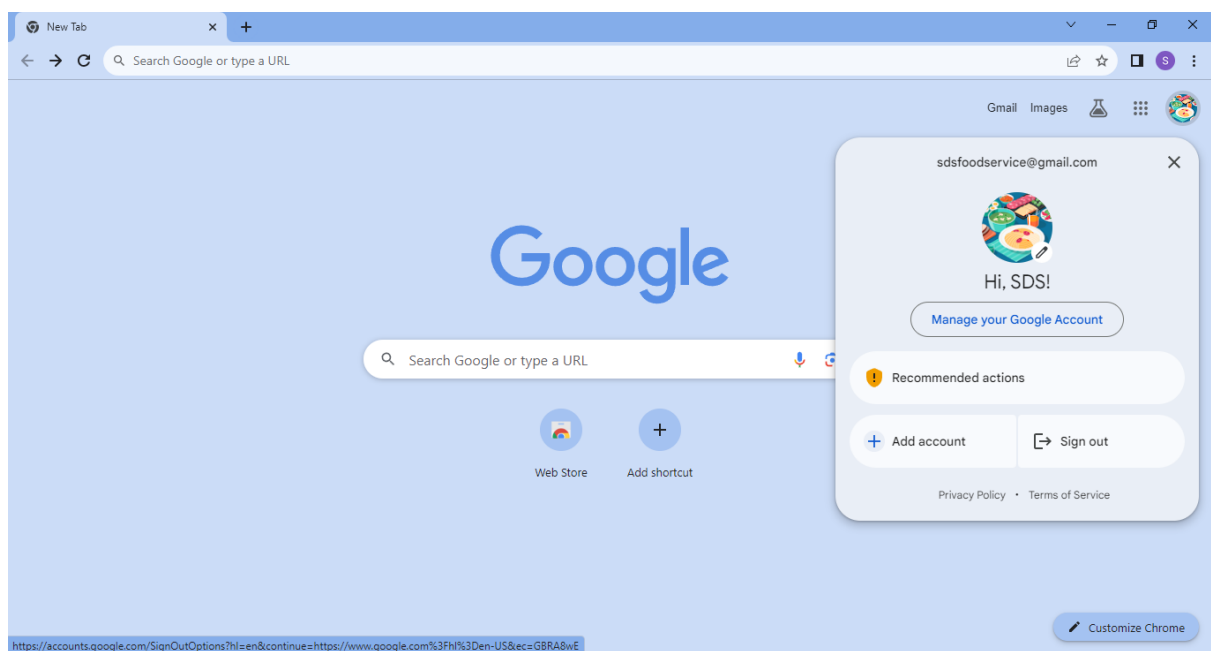**STEP3:** Finally, our brand email ID creation is done.
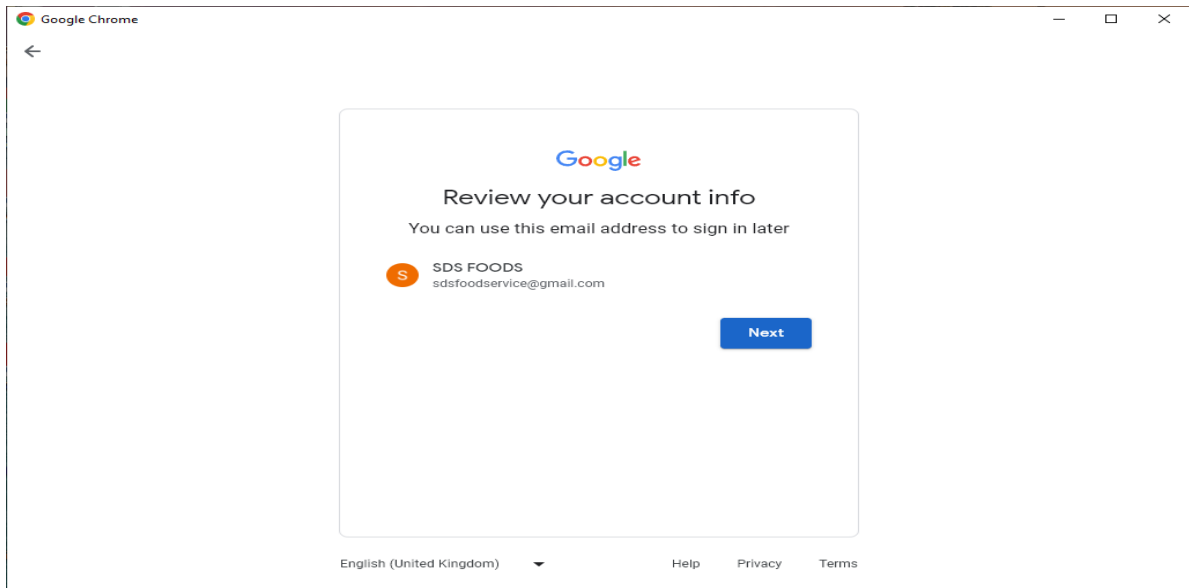
STEP4: Sign in to chrome with our brand email id.
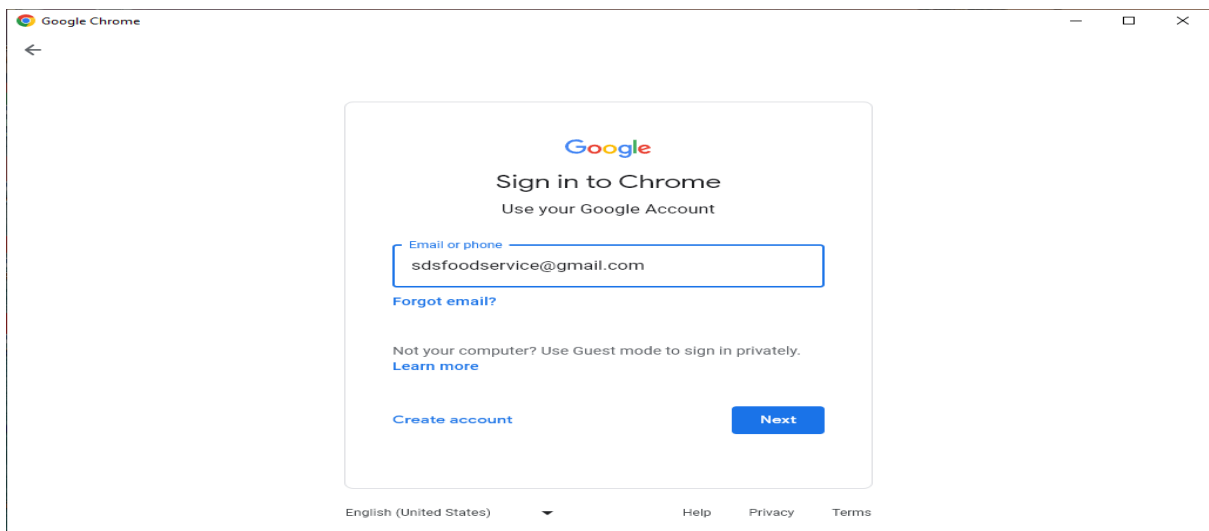
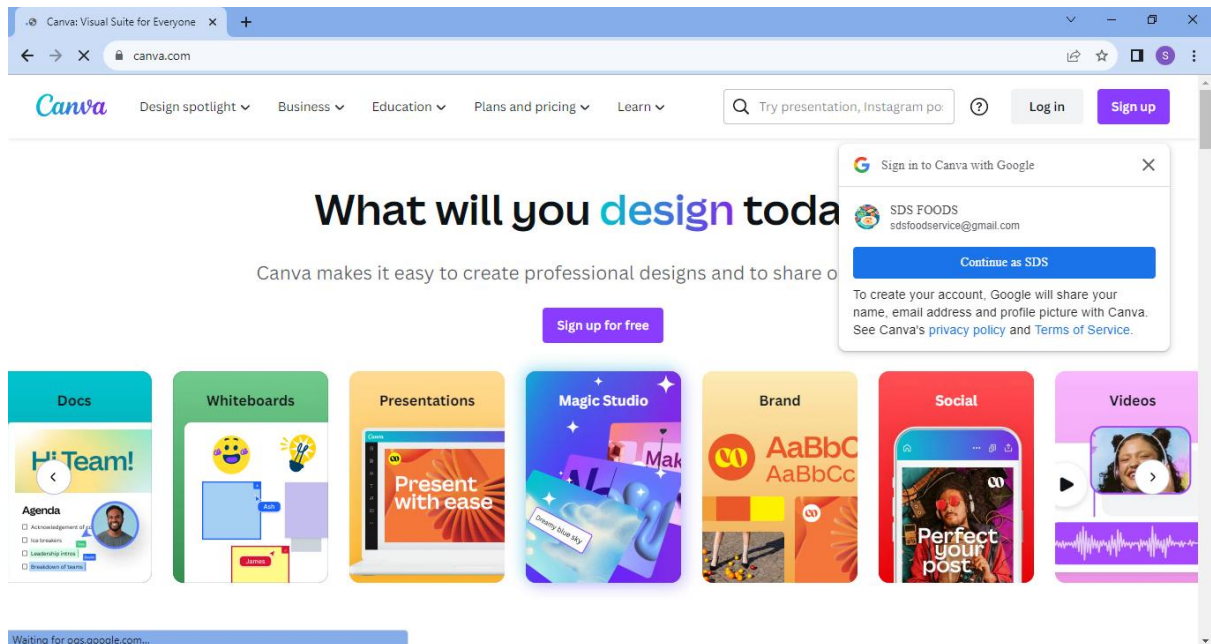**STEP5**:After sign in to chrome,our chrome page appear like this.

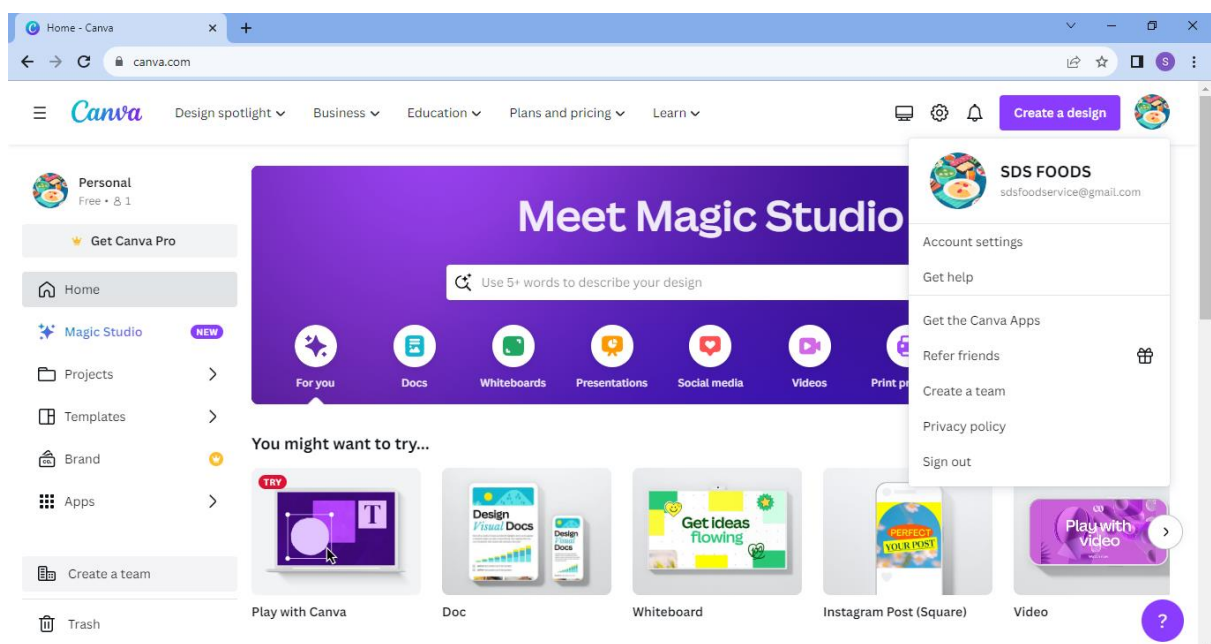**STEP 6**: Our brand Google account visible like that.

LOGO DESIGN USING CANVA:

NAVIGATION:

STEP 1: In chrome search bar, type "canva.com" then the canva home page will be open. Sign in to canva with our brand email id .
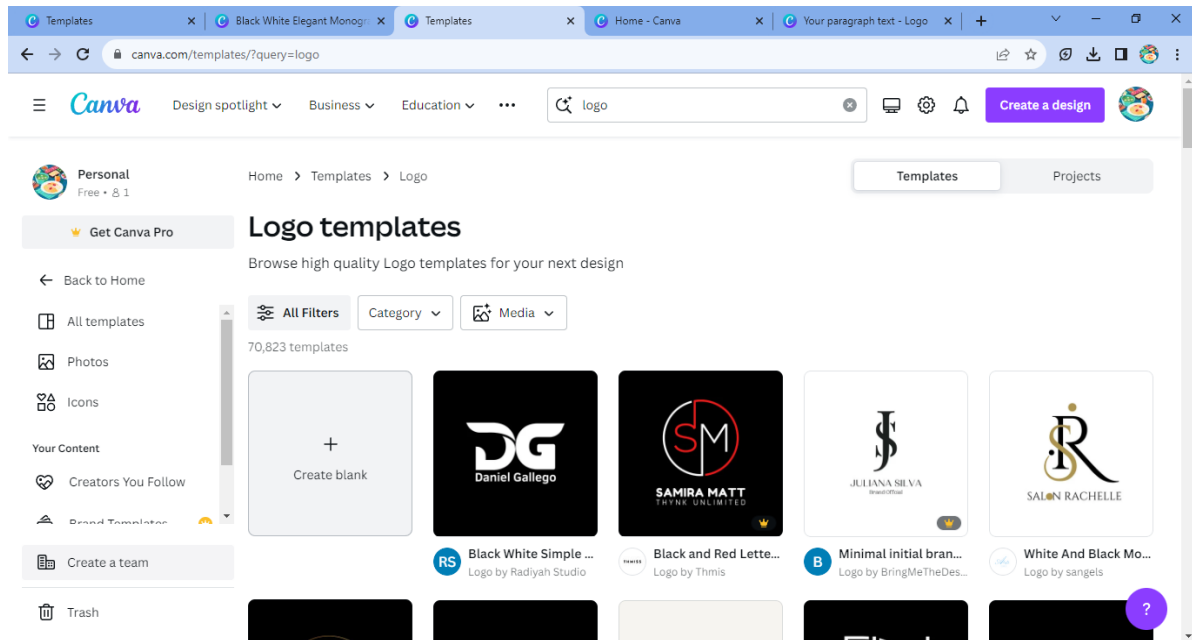

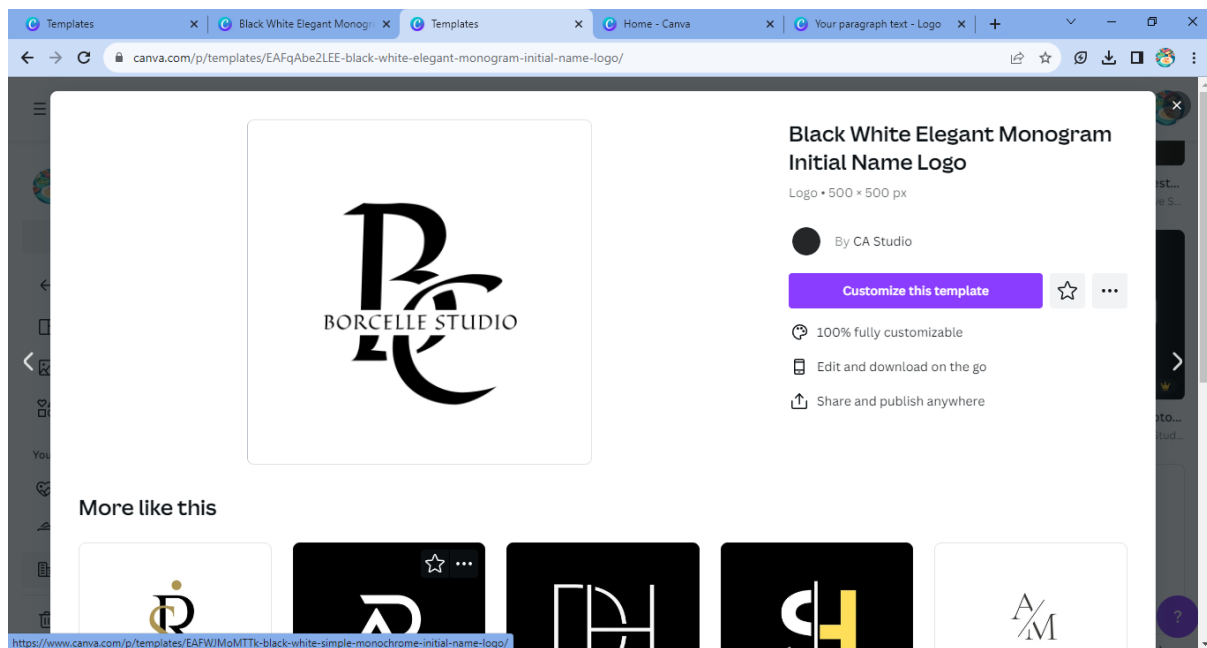**STEP2**: After sign in to canva then the home will display like this.

PICK A DESIGN OF YOUR CHOICE BY SELECTING IT:

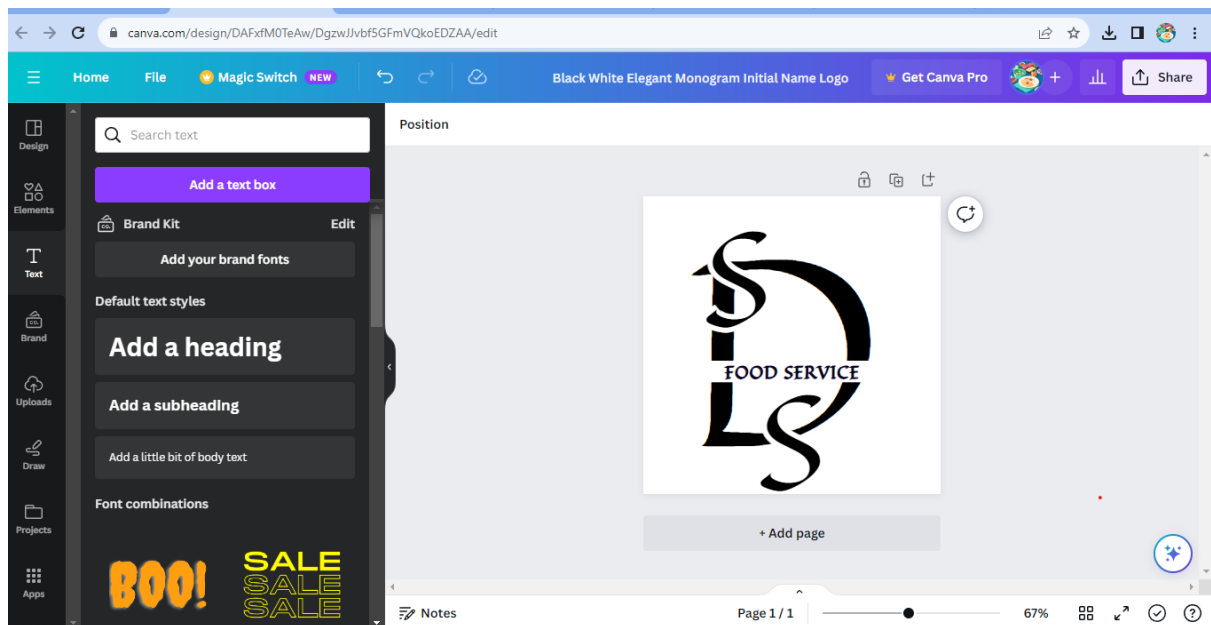**STEP :** Select the design of logo for our brand.

EDIT THE CONTENTS:

STEP: Click the Customize this template to edit the content related to our brand.
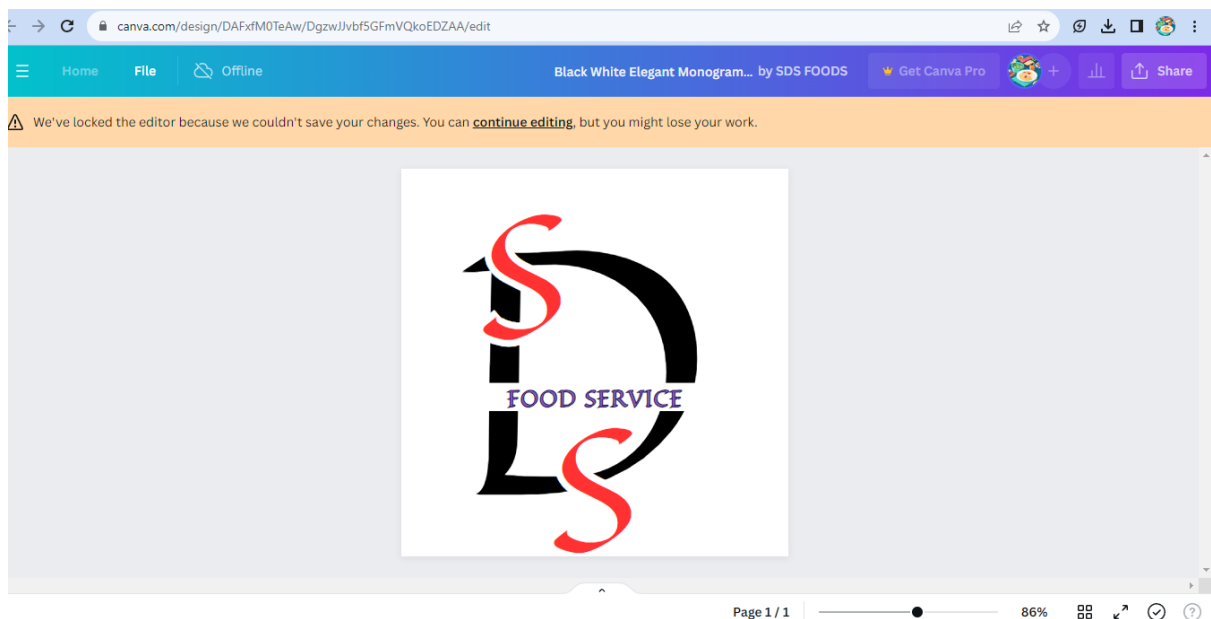
SELECT IT AND EDIT ACCORDING TO YOUR NEEDS:

Edit the template for our brand name ''SDS FOOD SERVICE''.
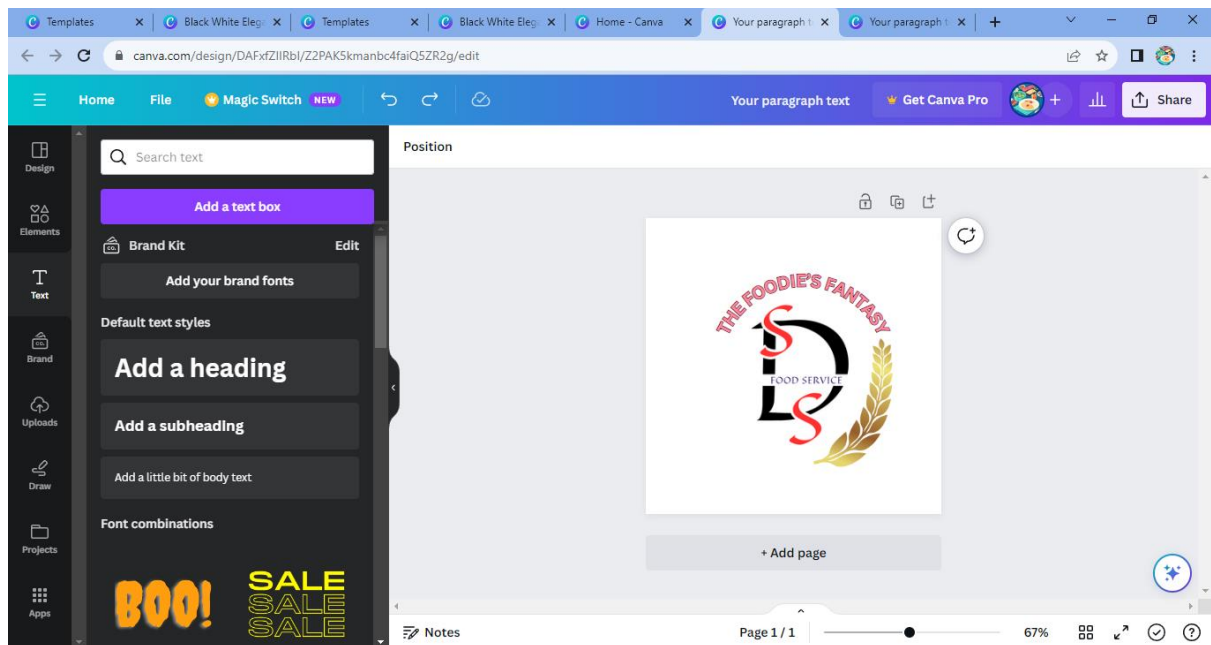

CLICK LANTERN AND CLICK EFFECTS:

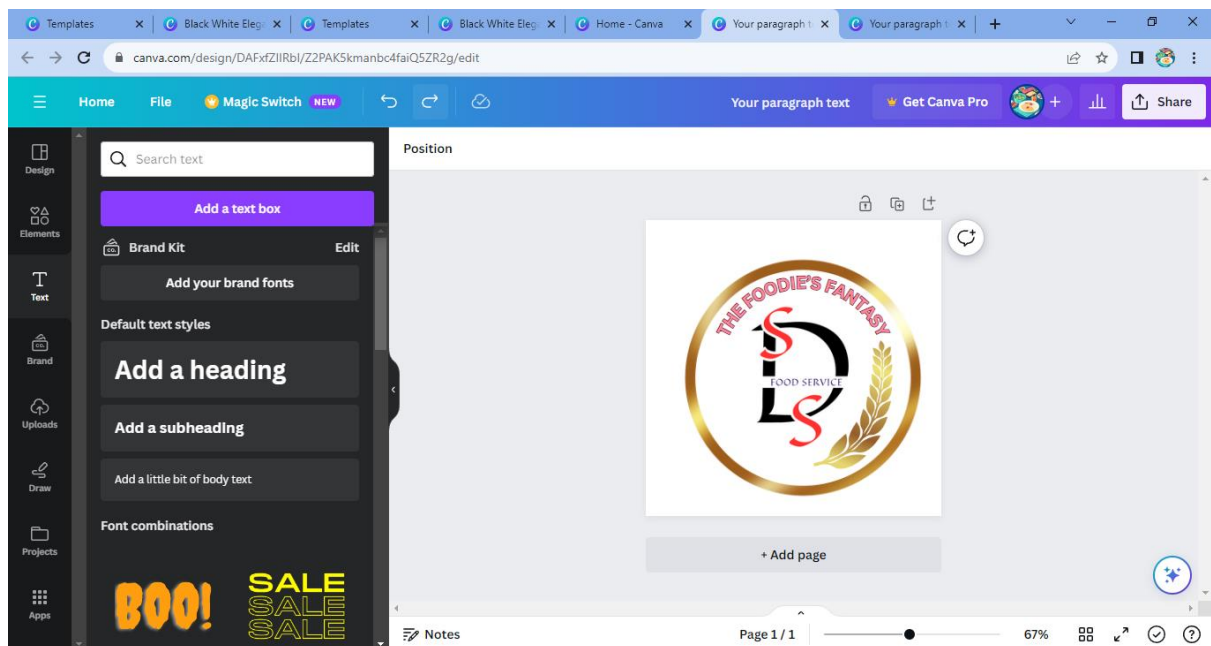Add the effects to our design and change colour to the design.

SELECT DIFFERENT STYLES AND CHOOSE IT:

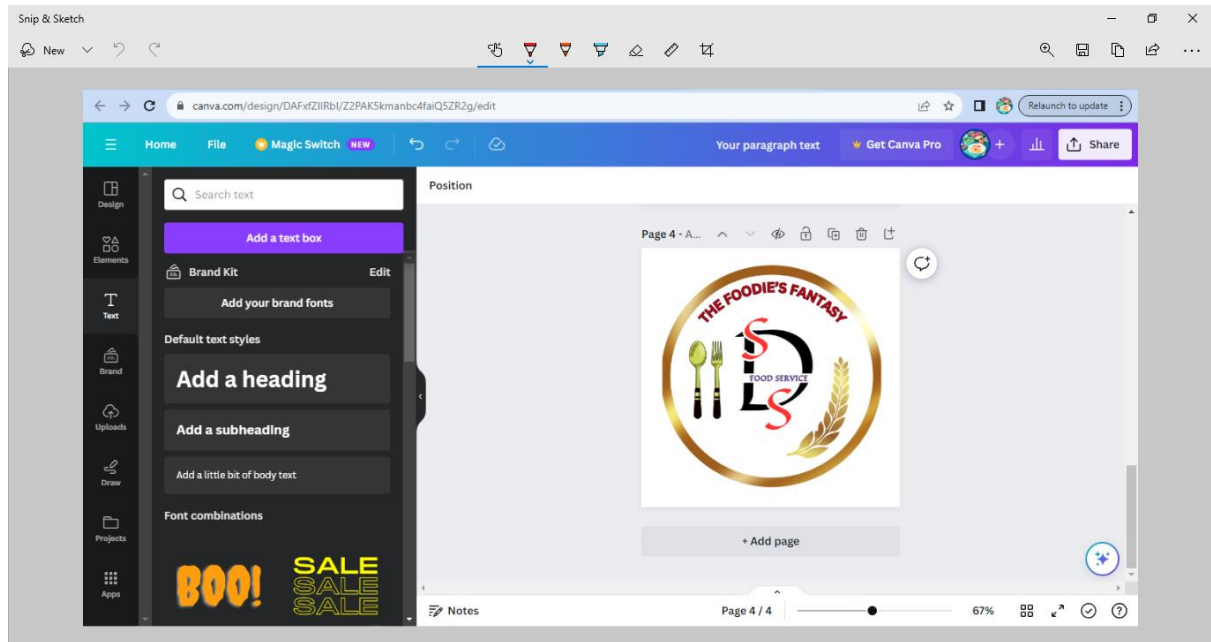STEP 1: Add the brand tag line "THE FOODIE'S FANTASY".

STEP 2: By using element option add circle to our design.

OUTPUT:

STEP : Finally , our brand logo is created and post that logo and posters to social media platform such as Instagram , Facebook etc to reach the customers.

VIDEO LINK FOR OUR PROJECT:

https://youtu.be/bB6XYM-OKew?si=-7suCWtS-vCfiIgD