

DIGITAL MARKETING

PROJECT TITLE:
**HOW TO CREATE
BRAND NAME, BRAND
MAIL AND BRAND LOGO
IN CANVA.**

PROJECT GROUP NAME:

Howtocreatebrandname86GP

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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 gourmet 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:

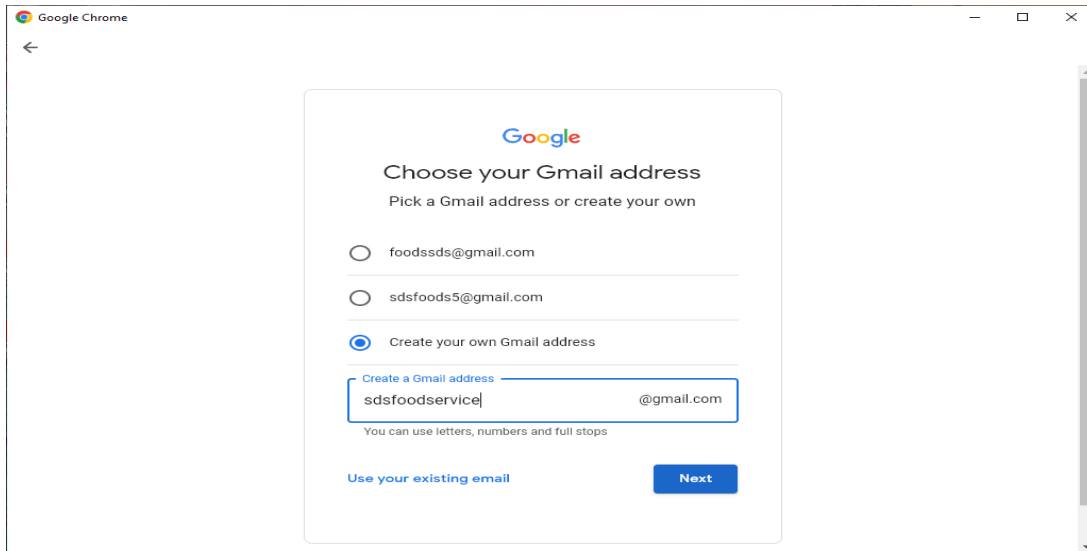
1. SDS Food Service.
2. Food faction.
3. Sizzling kitchen.
4. Fresh & Fast Delivery.
5. Food Expressions Delivery Service.

OUR BRAND NAME: SDS Food Service.

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

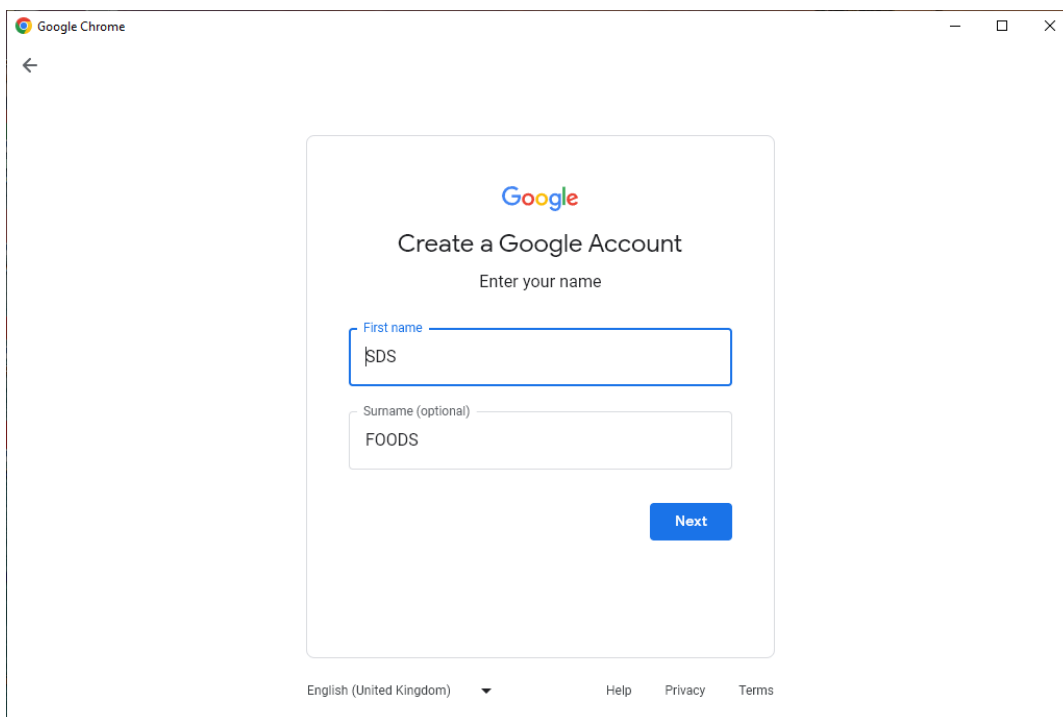
CREATE A EMAIL ID BASED ON BRAND NAME:

STEP1: Creation of Brand Email Id.



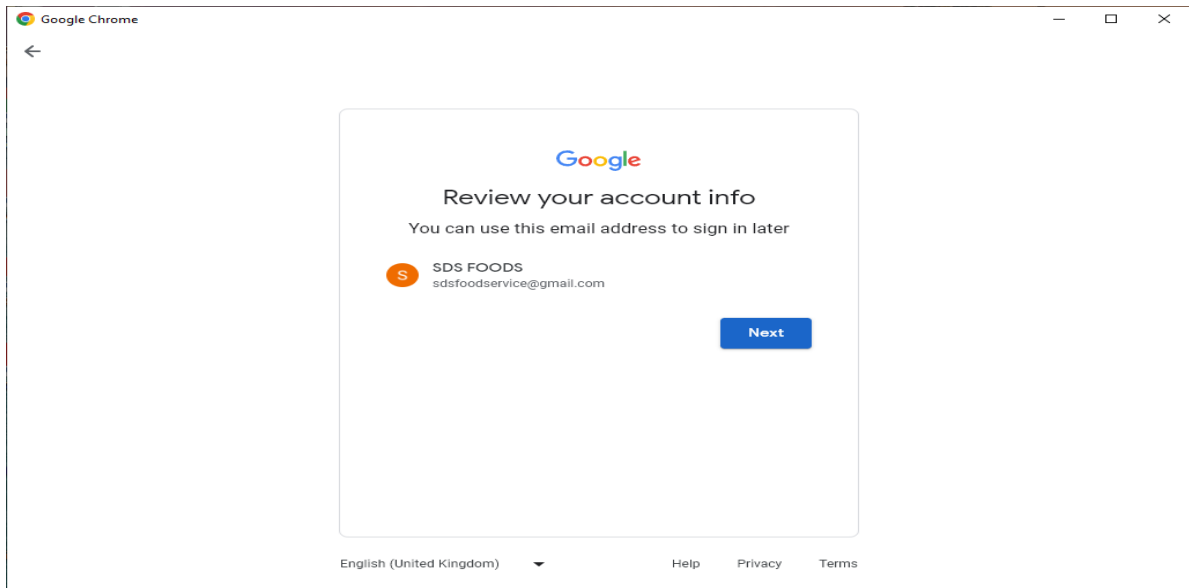
A screenshot of a Google Chrome browser window displaying the 'Choose your Gmail address' page. The page title is 'Choose your Gmail address' with the subtitle 'Pick a Gmail address or create your own'. There are three radio button options: 'foodssds@gmail.com', 'sdsfoods5@gmail.com', and 'Create your own Gmail address' (which is selected). Below the options is a text input field with the placeholder 'Create a Gmail address' and the text 'sdsfoodservice@gmail.com'. A note below the field states 'You can use letters, numbers and full stops'. At the bottom left is a link 'Use your existing email' and at the bottom right is a blue 'Next' button.

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

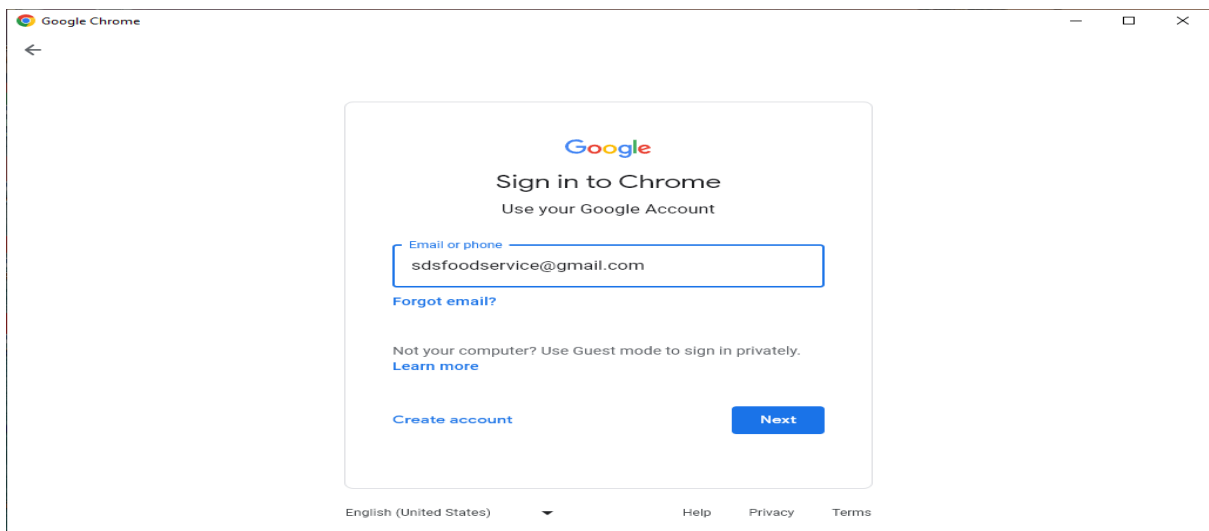


A screenshot of a Google Chrome browser window displaying the 'Create a Google Account' page. The page title is 'Create a Google Account' with the subtitle 'Enter your name'. There are two text input fields: 'First name' with the text 'sds' and 'Surname (optional)' with the text 'FOODS'. A blue 'Next' button is located at the bottom right. At the bottom of the page, there is a language dropdown menu set to 'English (United Kingdom)' and links for 'Help', 'Privacy', and 'Terms'.

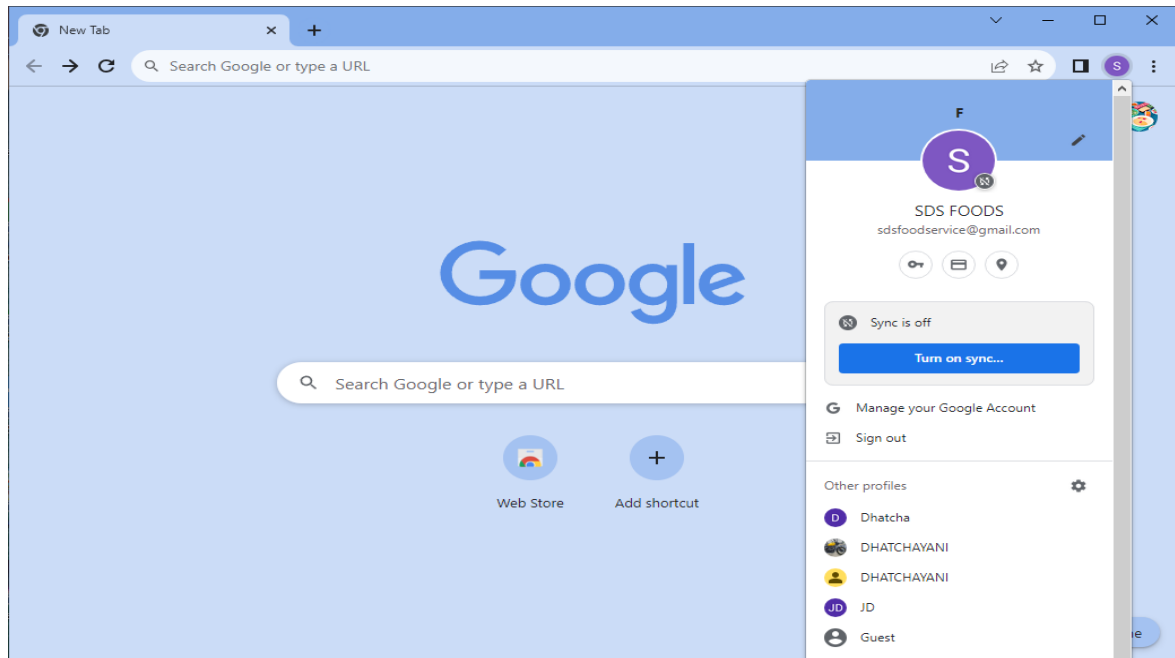
STEP3: Finally, our brand email ID creation is done.



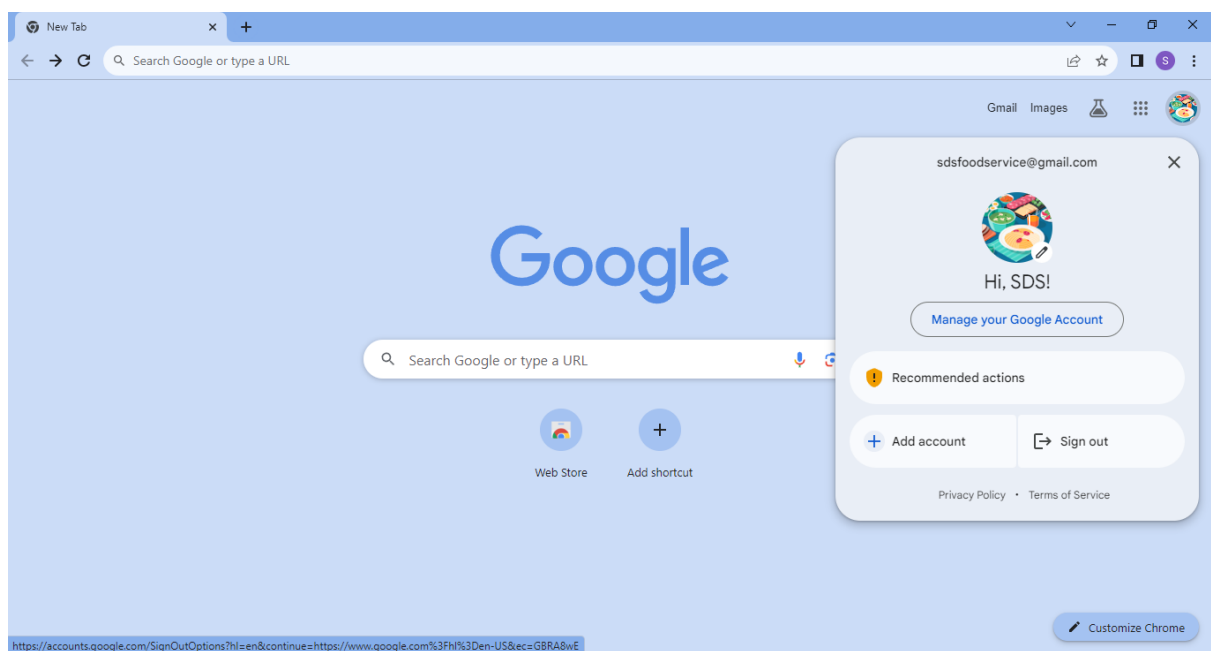
STEP4: Sign in to chrome with our brand email id.



STEP5:After sign in to chrome,our chrome page appear like this.



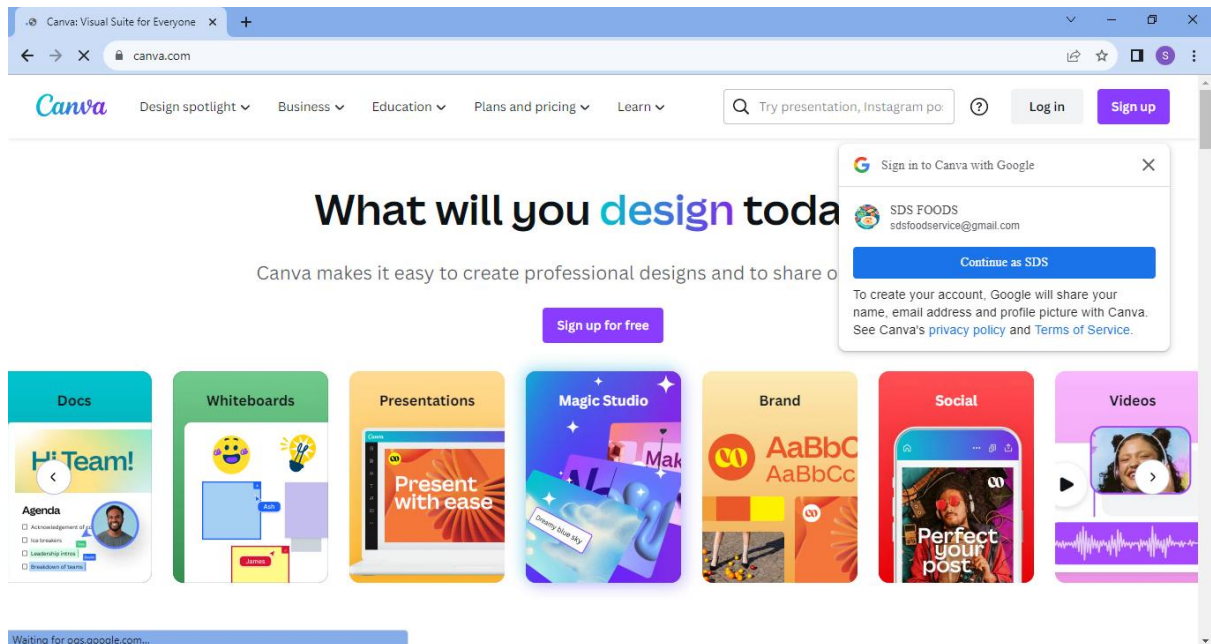
STEP 6: Our brand Google account visible like that.



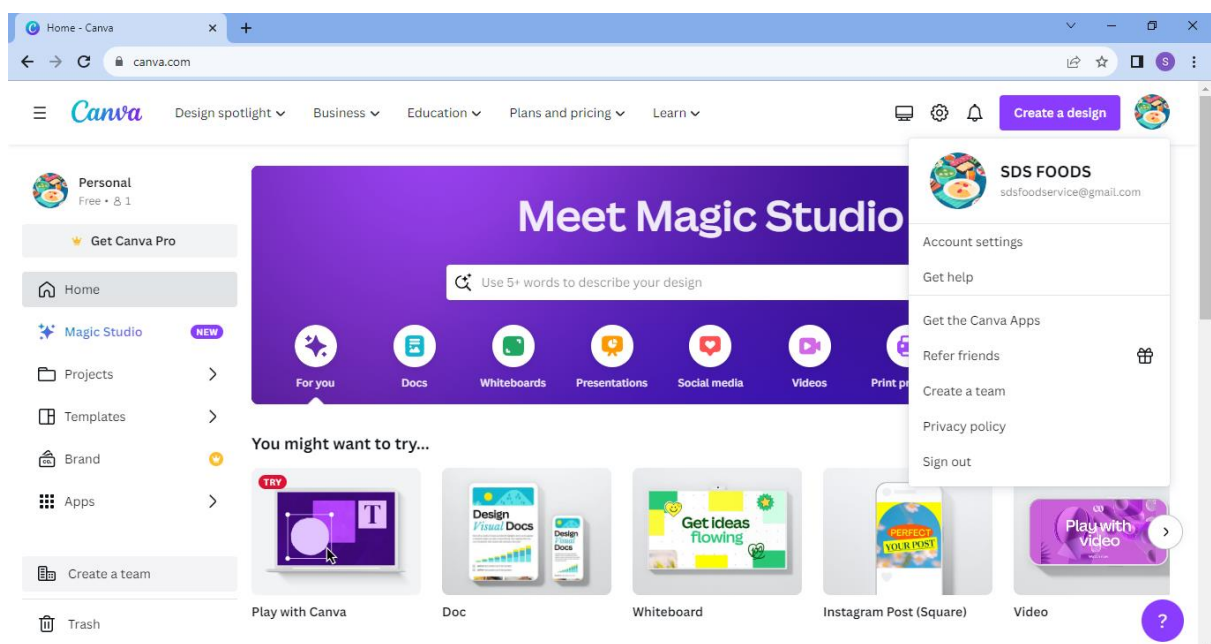
LOGO DESIGN USING CANVA:

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 .

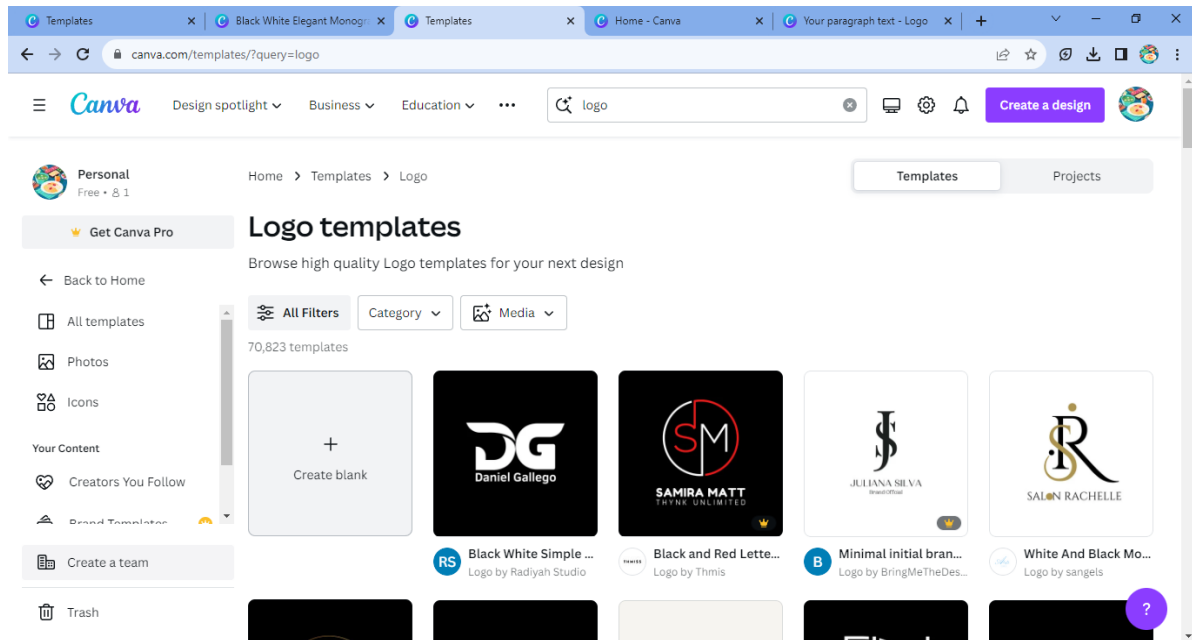


STEP2: After sign in to canva then the home will display like this.



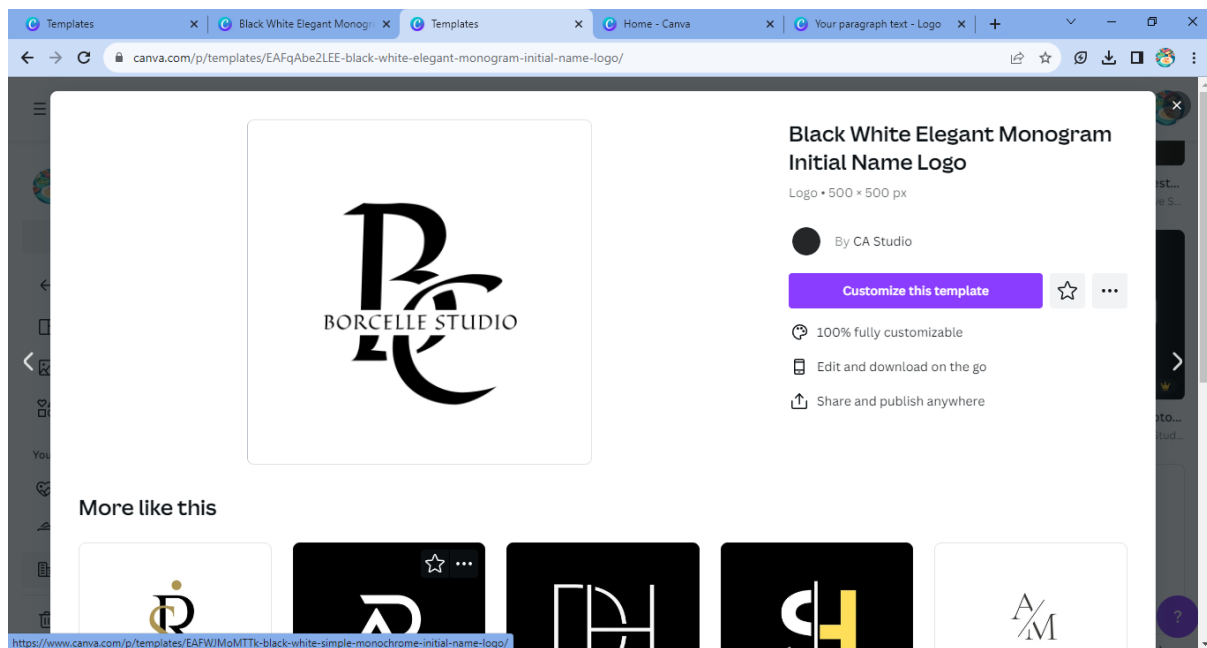
PICK A DESIGN OF YOUR CHOICE BY SELECTING IT:

STEP : Select the design of logo for our brand.



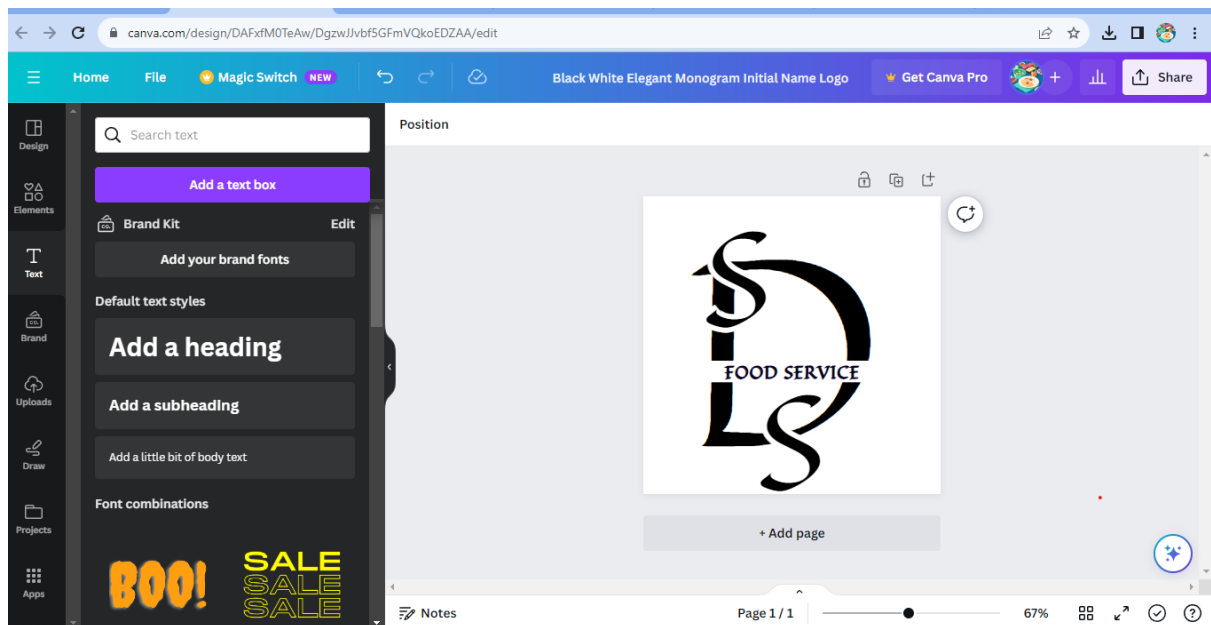
EDIT THE CONTENTS:

STEP: Click the Customize this template to edit the content related to our brand.



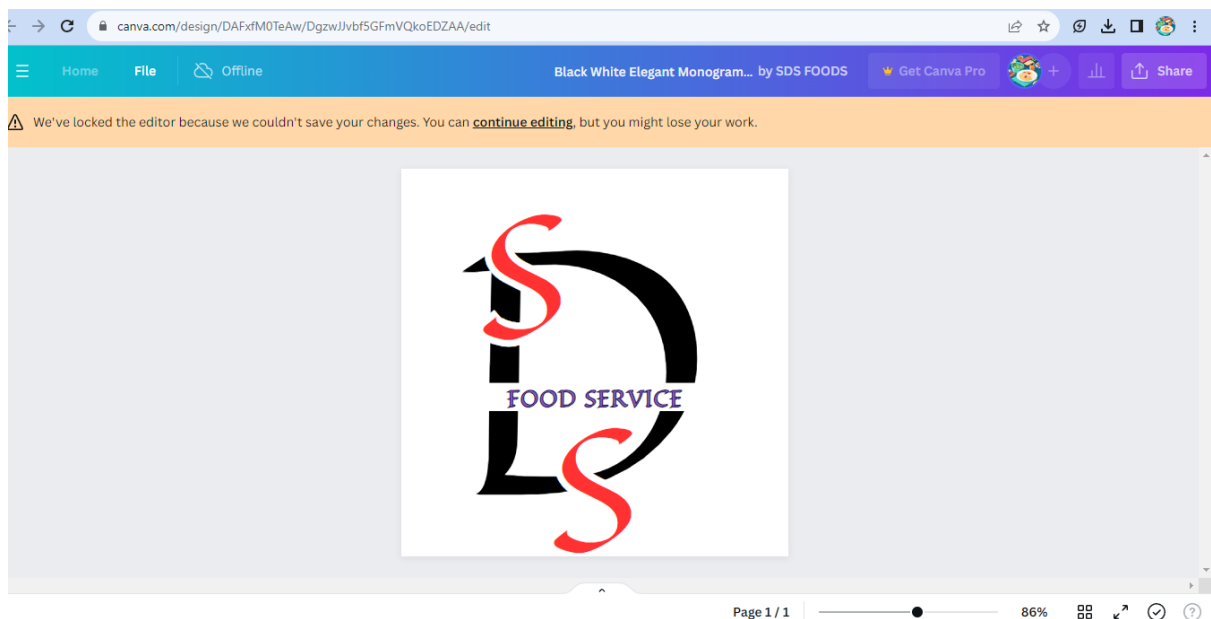
SELECT IT AND EDIT ACCORDING TO YOUR NEEDS:

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



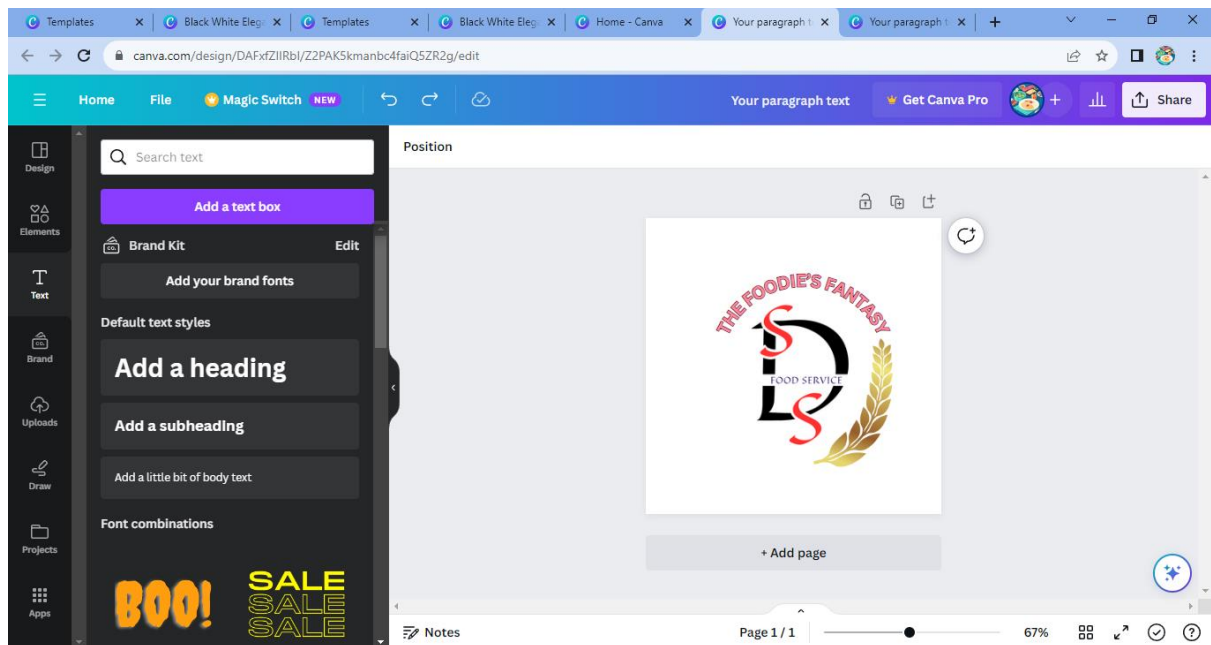
CLICK LANTERN AND CLICK EFFECTS:

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

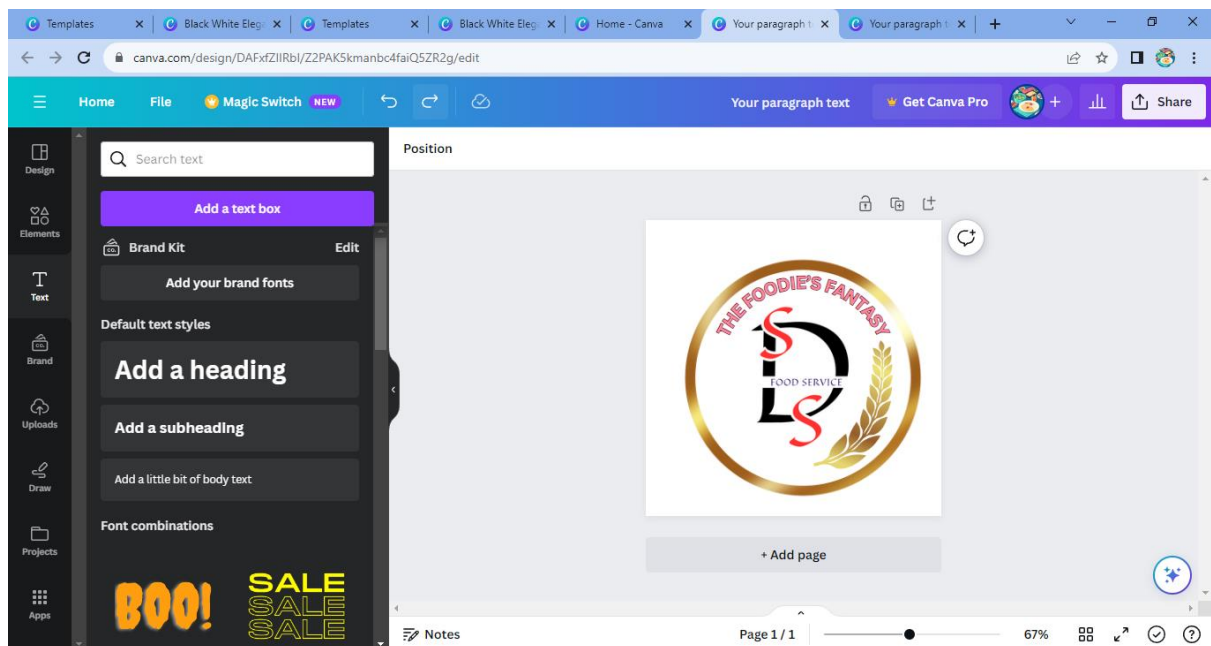


SELECT DIFFERENT STYLES AND CHOOSE IT:

STEP 1: Add the brand tag line “THE FOODIE’S FANTASY”.

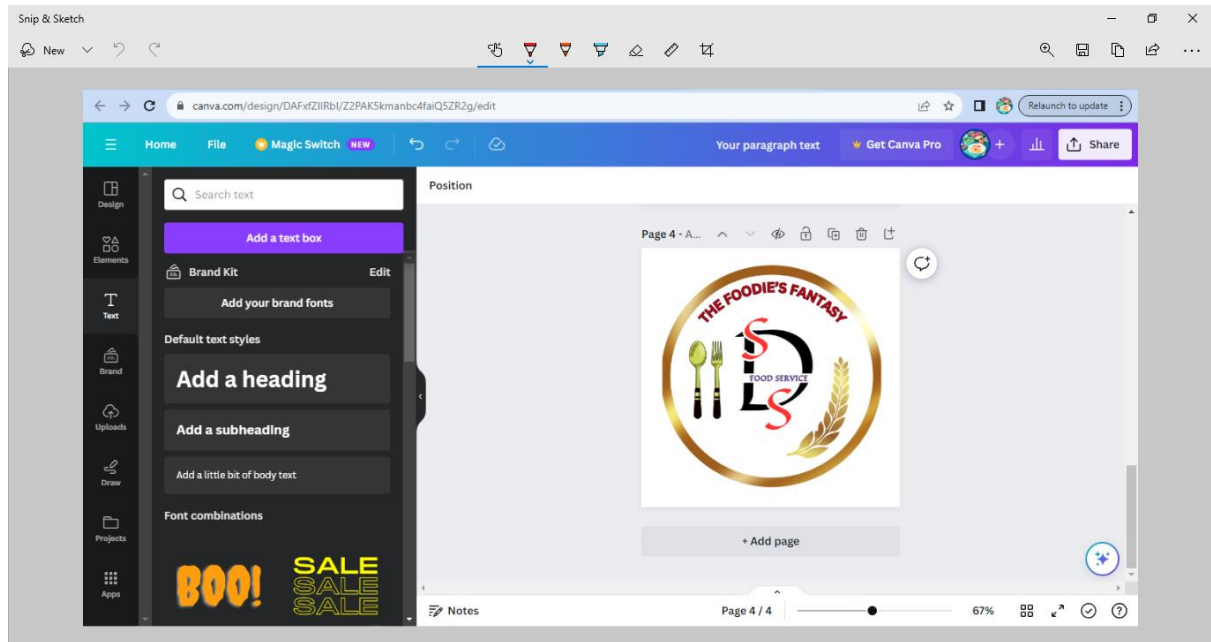


STEP 2: By using element option add circle to our design.



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-vCfilgD>