

Project Design Phase-II

Technology Stack (Architecture & Stack)

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| Date | 01 NOVEMBER 2023 |
| Team ID | NM2023TMID04489 |
| Project Name | HOW TO CREATE BRAND NAME,BRAND EMAIL AND BRAND LOGO USING CANVA |

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Example: Order processing during pandemics for offline mode

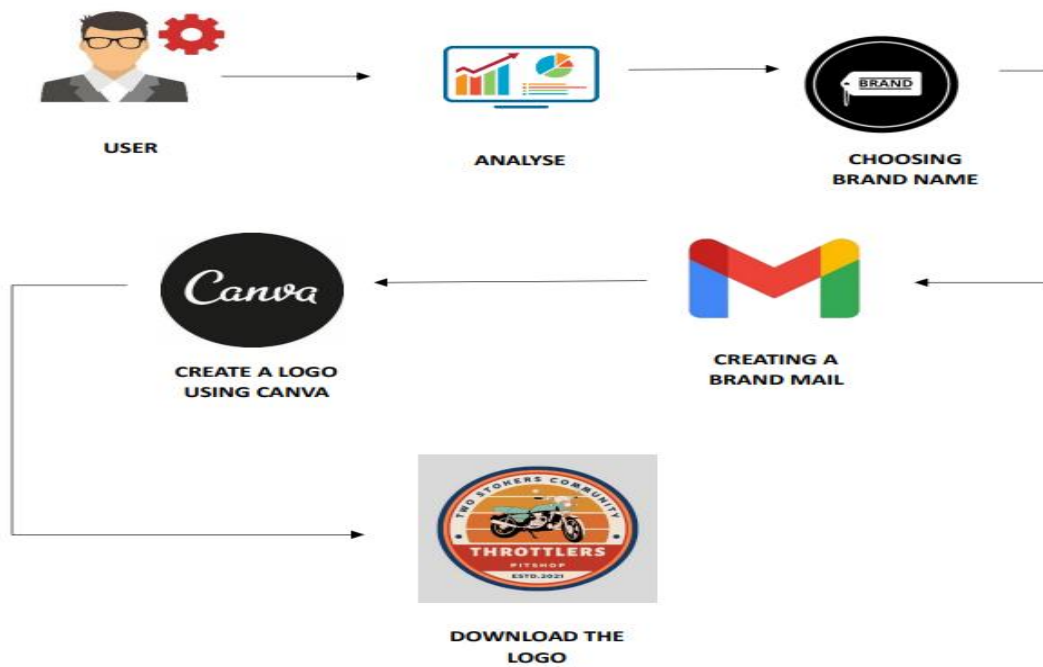


Table-1: Components & Technologies:

| | Component | Description | Technology |
|----|------------------|--|--|
| 1. | Brand Name | Choose a unique and memorable name that represents your business or product. | Brainstorming sessions, Online Name Generators |
| 2. | Brand Email | Create a professional email address associated with your brand domain (e.g., info@yourbrand.com). | Domain hosting service (e.g., Google Workspace, Microsoft 365) |
| 3. | Brand Logo | Design a visually appealing logo that reflects your brand identity and values. | Canva, Adobe Illustrator, Designhill, Looka |
| 4. | Canva Design | Use Canva, a user-friendly graphic design tool, to create your brand logo and other marketing materials. | Canva.com |

Table-2: Application Characteristics:

| S. No | Characteristics | Description | Technology |
|-------|-------------------|--|--|
| 1. | Brand Name | A unique and memorable name that represents the brand. | Brainstorming tools |
| 2. | Brand Email | A professional email address for brand communication. | Email hosting service |
| 3. | Brand Logo | A visual representation of the brand's identity. | Canva (Graphic design tool) |
| 4. | Digital Marketing | Strategies for promoting the brand online. | Social media, SEO, content marketing tools |
| 5. | Brand Identity | Consistent colors, fonts, and design elements that create a cohesive brand image | Brand guidelines and style guides |