



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



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Electronics and Communication Engineering

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SB8040- Professional Readiness for Innovation Employability and Entrepreneurship

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: "How To Create Brand Name, Brand Mail And Brand Logo In Canva."

BRAND NAME: THROTTLEERS GARAGE

CATEGORY: DIGITAL MARKETING

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ABSTRACT

In today's fast-paced digital landscape, establishing a distinctive brand identity is paramount for businesses aiming to stand out and thrive. This project delves into the strategic process of crafting a unique brand name (“**THROTTLEERS GARAGE**”), professional brand email, and visually captivating brand logo utilizing Canva, a versatile online design tool. Through comprehensive market research and creative brainstorming, this project guides businesses in selecting a brand name that encapsulates their essence, values, and offerings, ensuring memorability and relevance. The incorporation of a professional brand email, configured through platforms like Google Workspace, not only installs credibility but also ensures secure and consistent communication. Furthermore, employing Canva’s intuitive interface, the project illustrates the art of designing a captivating brand logo, emphasizing simplicity, scalability, and emotional resonance. By intertwining these elements seamlessly, businesses can foster brand recognition, customer trust, and engagement in the digital sphere. This abstract provides a roadmap for entrepreneurs and marketers, offering actionable insights into building a robust brand identity foundation for successful digital marketing endeavours.

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CHAPTER - 1

INTRODUCTION

In the fast-paced world of digital marketing, establishing a strong online presence is paramount for the success of any business or venture. One of the foundational elements of building this presence is creating a compelling brand identity. A brand identity encompasses several key components, including a memorable brand name, a professional brand email, and a visually appealing brand logo. These elements not only distinguish your business from competitors but also leave a lasting impression on your audience.

In this project, we will explore the process of crafting a unique brand name, setting up a professional brand email, and designing a distinctive brand logo using Canva, a user-friendly graphic design tool. Whether you are launching a startup, rebranding an existing business, or simply seeking to enhance your digital marketing efforts, this project will guide you through the essential steps to create a cohesive and engaging brand identity.

1.1. PROJECT OVERVIEW

1.Choosing the Perfect Brand Name:

A brand name is the cornerstone of your identity. It should be catchy, easy to remember, and reflective of your brand's values and offerings. We will delve into creative techniques and strategies to brainstorm and select an effective brand name that resonates with your target audience.

2.Setting Up a Professional Brand Email:

A professional email address not only adds credibility to your business but also ensures that your communication appears polished and trustworthy. We will explore the process of creating a branded email address using popular email hosting services, demonstrating step-by-step instructions to set up a professional email account.

3.Designing a Visually Striking Brand Logo Using Canva:

Your brand logo is a visual representation of your business. It should be unique, visually appealing, and aligned with your brand's identity. Canva offers a range of design tools and templates that simplify the logo creation process. We will walk you through the Canva platform, providing hands-on guidance on designing a captivating brand logo that captures the essence of your business

1.2. PURPOSE

- Understand the importance of a compelling brand identity in digital marketing.
- Learn creative brainstorming techniques to generate potential brand names.
- Acquire practical skills to set up a professional brand email address.
- Gain hands-on experience in using Canva to design a custom brand logo.
- Develop a cohesive brand identity that can be effectively utilized in digital marketing campaigns.

By the end of this project, you will have the knowledge and skills necessary to establish a strong and memorable brand identity for your digital marketing endeavors, setting the stage for a successful online presence and enhanced brand recognition.

CHAPTER - 2

BRAINSTORMING AND IDEATION PHASE

2.1 PROBLEM STATEMENT AND UNDERSTANDING

Problem Statement:

In today's competitive digital landscape, businesses face the challenge of establishing a unique and memorable online identity. Creating a strong brand presence is essential for attracting customers, building trust, and fostering loyalty. However, many entrepreneurs, startups, and small business owners encounter difficulties in crafting an effective brand name, setting up a professional brand email, and designing an appealing brand logo for their digital marketing efforts. This lack of a cohesive brand identity can lead to confusion among potential customers, hindering brand recognition and growth.

Understanding the Problem:

1. Difficulty in Choosing an Appropriate Brand Name:

Many businesses struggle with brainstorming and selecting a brand name that encapsulates their values, products, or services.

Finding a name that is unique, memorable, and not already in use poses a significant challenge.

2.Lack of Knowledge in Setting Up a Professional Brand Email:

Establishing a professional email address (e.g., garagethrottlers@gmail.com) is vital for credibility, but the technical aspects of setting it up might be daunting for individuals unfamiliar with the process.

Understanding the steps involved in configuring a branded email account is crucial for effective communication with clients and partners.

3.Limited Design Skills for Creating a Brand Logo:

Designing a visually appealing and symbolic brand logo requires graphic design skills, which many entrepreneurs lack.

Small business owners often cannot afford professional designers, leading to generic or unremarkable logos that fail to leave a lasting impression.

4.Need for Cost-Effective and User-Friendly Solutions:

Many businesses, especially startups and small enterprises, have limited budgets for branding activities.

Affordable and user-friendly tools are essential for enabling entrepreneurs to create a professional brand identity without significant financial investment.

2.2 EMPATHY MAPPING CANVAS

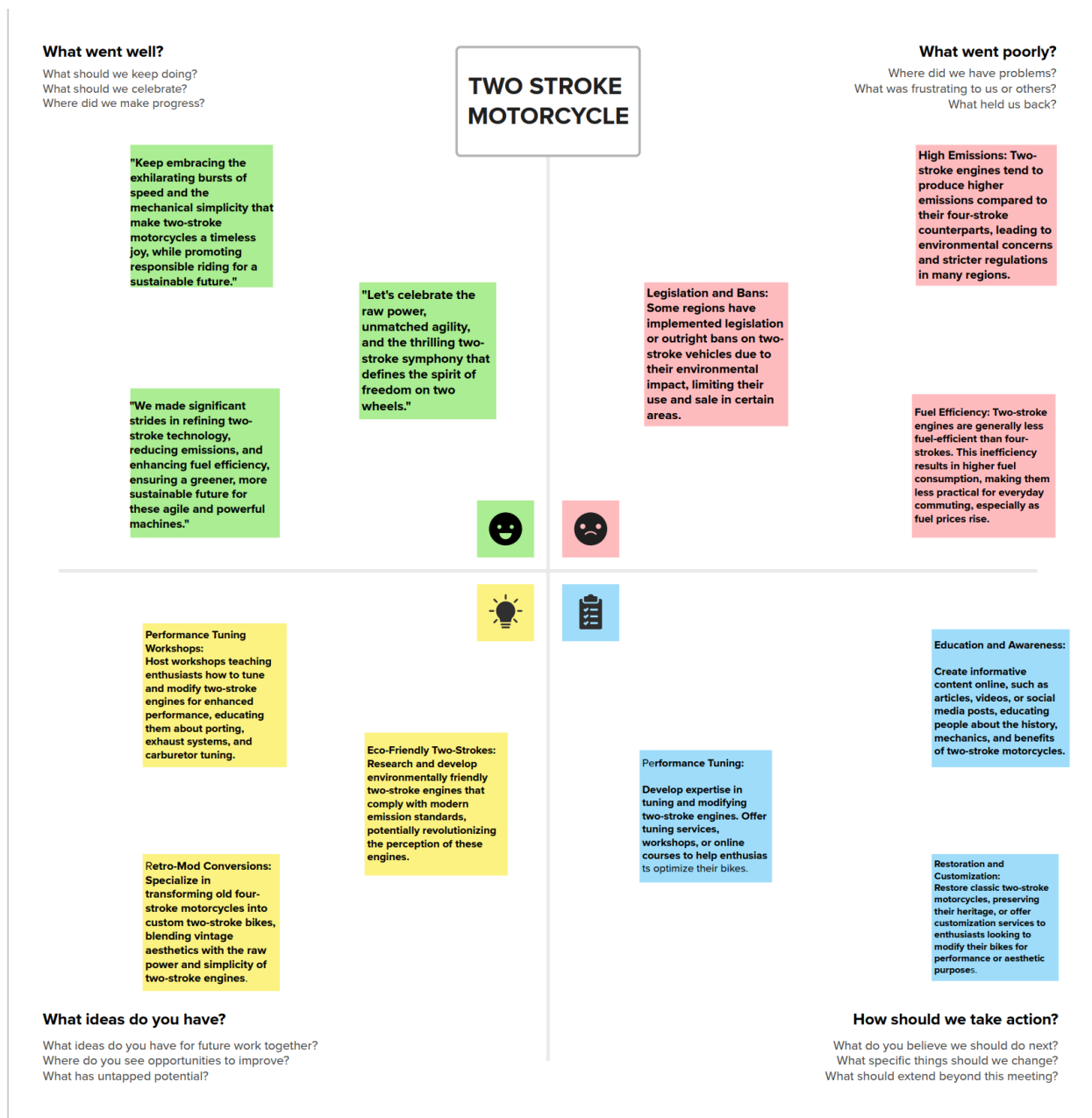


Figure 2.2.1 Empathy mapping Canva for GARAGE THROTTLERS

2.3 IDEATION AND BRAINSTROMING

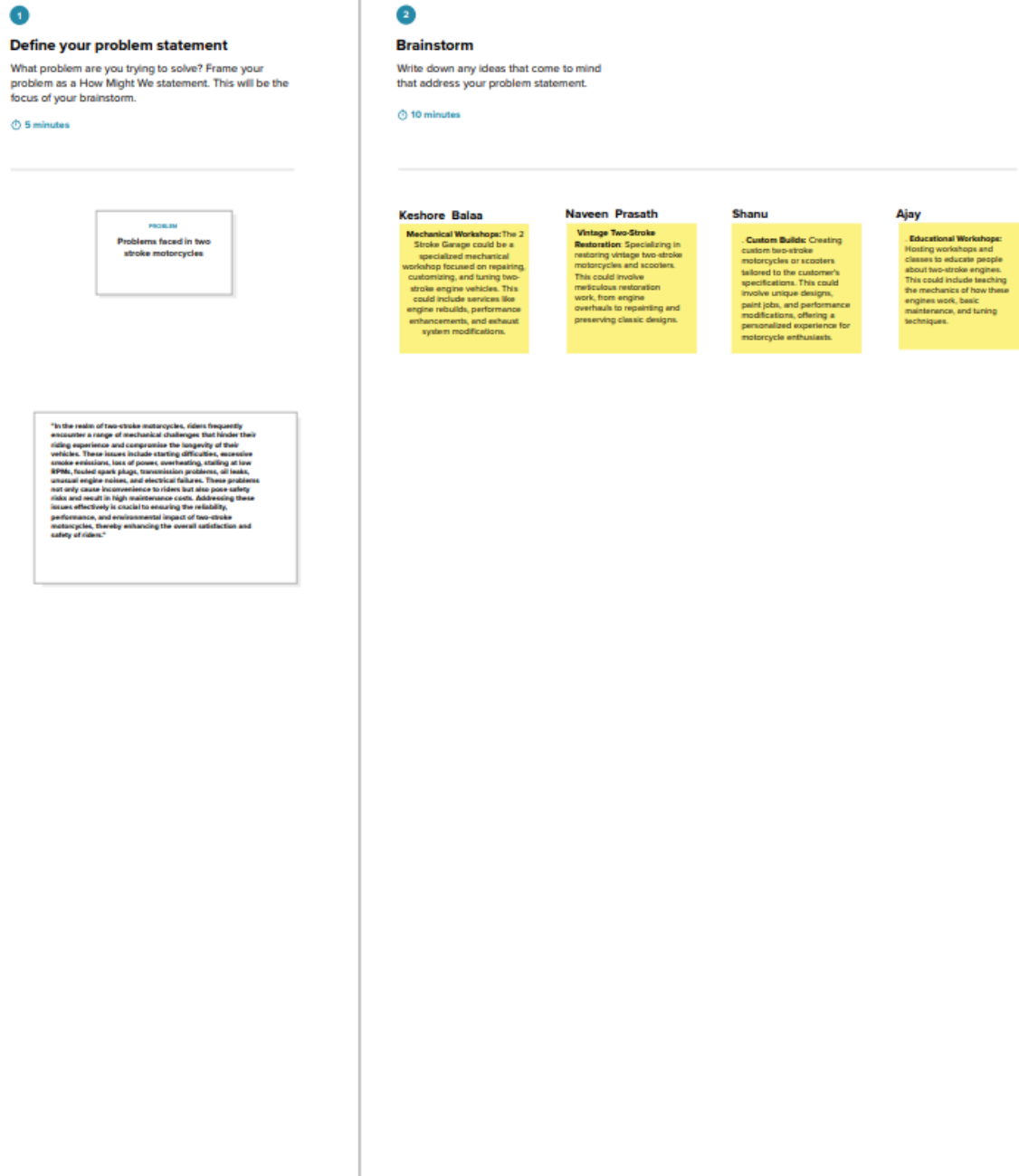


Figure 2.3.1 Problem Statement and brainstorming ideas

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Workshop and Repair Services: <ul style="list-style-type: none"> - Specialize in repairing, restoring, and tuning two-stroke motorcycles, scooters, and small vehicles. - Offer regular maintenance services such as oil changes, carburetor cleaning, and spark plug replacements. 	Customization and Modification: <ul style="list-style-type: none"> - Provide custom modification services, allowing customers to personalize their two-stroke vehicles with unique designs, paint jobs, and performance enhancements. - Create a catalog of aftermarket parts for two-stroke engines, enabling customers to enhance their vehicle's performance and aesthetics. 	Educational Workshops and Clinics: <ul style="list-style-type: none"> - Organize workshops and clinics to educate enthusiasts about the mechanics of two-stroke engines, basic maintenance, and advanced tuning techniques. - Offer certification programs for aspiring mechanics and enthusiasts who want to deepen their knowledge and skills. 	Racing and Events: <ul style="list-style-type: none"> - Form a racing team that participates in local and regional racing events featuring two-stroke vehicles. - Organize regular events, rallies, and meetups for two-stroke enthusiasts, creating a sense of community and camaraderie.
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4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

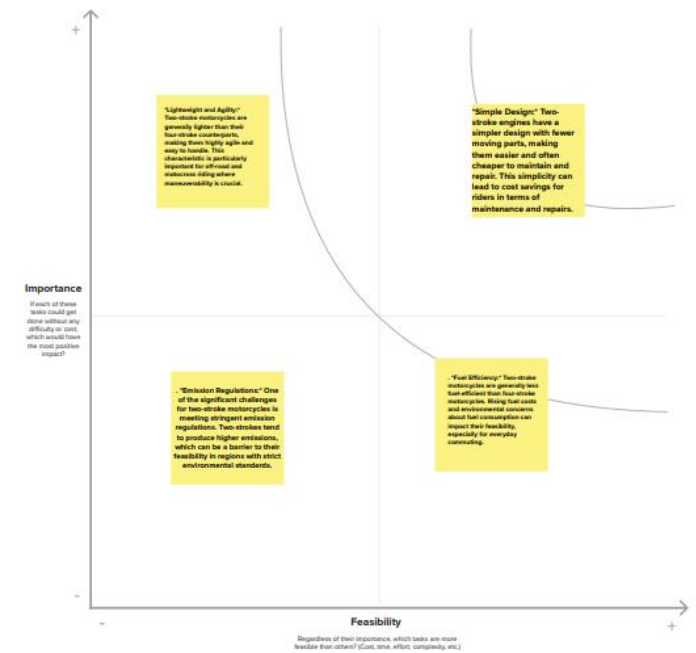


Figure 2.3.2 Group ideas and prioritize graph

CHAPTER - 3

PROJECT FLOW AND ANALYSIS

3.1 FUNCTIONAL REQUIREMENTS:

1.Brand Name Creation:

- **Brainstorming Tools:** Implement tools or techniques to facilitate creative brainstorming sessions for generating potential brand names.
- **Availability Check:** Integrate a feature to check the availability of the generated brand names as domains and social media handles.
- **Suggestion Algorithm:** Develop an algorithm that provides name suggestions based on keywords, business type, and industry relevance.
- **User Feedback:** Allow users to rate and provide feedback on generated brand name suggestions for further customization.

2.Professional Brand Email Setup:

- **Email Hosting Integration:** Provide integration with popular email hosting services (e.g., Google) to guide users through the process of setting up a branded email address.

3.Brand Logo Design Using Canva:

- **Canva Integration:** Integrate Canva's API or SDK to provide seamless access to Canva's design tools and templates within the project platform.
- **Customization Features:** Enable users to customize Canva templates with their brand colors, fonts, and logo elements.

- **Guided Design Process:** Offer a guided design process, outlining the fundamental principles of logo design and providing design tips within the platform.
- **Download Options:** Allow users to download their completed logos in various formats (e.g., PNG, SVG) for versatile usage in digital marketing materials.

4.Feedback and Analytics:

- **Feedback Forms:** Implement feedback forms to collect user opinions on the effectiveness of the tools and resources provided.
- **Analytics Dashboard:** Integrate an analytics dashboard to track user engagement, popular brand name keywords, and the most frequently used design elements in logos.

3.2 NON – FUNCTIONAL REQUIREMENTS:

1.Usability:

The user interface should be intuitive, ensuring that users can easily navigate through the platform to create brand names, set up emails, and design logos.

Clear and concise instructions should be provided at each step, catering to users with varying levels of technical expertise.

2.Performance:

The platform should respond quickly to user actions, ensuring minimal loading times for tools, templates, and design elements.

It should be able to handle multiple user sessions concurrently without experiencing significant performance degradation.

3.Reliability:

The platform should be stable and reliable, minimizing downtime and ensuring that users can access their work without interruptions.

Regular maintenance and updates should be performed during off-peak hours to avoid inconveniencing users.

4.Security:

User data, including brand name ideas and email setup information, should be encrypted and stored securely to protect user privacy.

Secure authentication mechanisms should be implemented to prevent unauthorized access to user accounts and sensitive data.

5.Scalability:

The platform should be scalable to accommodate a growing number of users and an expanding database of brand-related information.

It should be able to handle increased user load during peak usage periods without compromising performance.

6.Compatibility:

The platform should be compatible with a wide range of web browsers and devices, ensuring a consistent user experience regardless of the user's choice of technology.

It should support popular email hosting services and allow seamless integration for email setup.

7.Compliance:

The project should comply with relevant data protection regulations and industry standards to ensure the security and privacy of user data.

It should adhere to Canva's terms of service and API usage policies when integrating Canva's design tools.

8.Documentation and Support:

Comprehensive documentation, including user guides and troubleshooting resources, should be provided to assist users in utilizing the platform effectively.

Customer support channels, such as email support and live chat, should be available to address user inquiries and issues promptly.

9.Performance Monitoring and Optimization:

Implement performance monitoring tools to track the platform's responsiveness and user interactions, enabling continuous optimization based on user behavior.

Regularly analyze user feedback and usage patterns to identify areas for improvement and enhance user satisfaction.

10.Accessibility:

Ensure that the platform is accessible to users with disabilities, following accessibility standards and guidelines to provide an inclusive experience for all users.

CHAPTER 4

PROJECT DESIGN

4.1 User-Centric Navigation Design:

Creating a user-centric navigation design for the process of establishing a brand name, brand email, and brand logo using Canva for digital marketing is crucial for ensuring a seamless and intuitive user experience. Here's a structured approach to user-centric navigation:

1. Clear Menu Structure:

Design a clear and concise menu structure that outlines the steps involved in creating a brand identity. Use headings such as "Brand Name Creation," "Professional Brand Email Setup," and "Logo Design Using Canva."

Each menu item should have a brief description to help users understand what they can expect to find under each section.

2. Step-by-Step Guides:

Break down each process into step-by-step guides. For example, under "Brand Name Creation," include steps such as market research, brainstorming, and availability checks.

Provide visual aids like flowcharts or infographics to help users visualize the process, making it easier to follow along.

3. Interactive Tools:

Integrate interactive tools within the navigation, such as domain availability checkers and Canva's logo design interface. Embed these tools directly into the guide, allowing users to perform actions without navigating away from the page.

4. Progress Tracker:

Implement a progress tracker that shows users which step they are on and how many steps are remaining. This provides a sense of accomplishment and keeps users engaged throughout the process.

5. Search Functionality:

Include a search bar that allows users to quickly find specific information or topics within the navigation. This is especially useful for users who are looking for specific details or troubleshooting guidance.

6. Mobile Responsiveness:

Ensure that the navigation design is responsive and optimized for mobile devices. The menu items should be easily accessible, and interactive tools should function seamlessly on both desktop and mobile platforms.

7. Visual Cues and Feedback:

Use visual cues such as arrows, buttons, and color changes to guide users through each step. Provide feedback messages when users complete a step successfully, reinforcing their progress.

8. Help and Support:

Include a dedicated section for help and support, offering FAQs, live chat support, or contact forms. Users should have easy access to assistance if they encounter difficulties at any point in the process.

9. User Testing:

Conduct user testing sessions to gather feedback on the navigation design. Analyze user behavior and make iterative improvements based on their input, ensuring that the navigation is intuitive and user-friendly.

4.2 Branding Integration and Customization:

In the project of creating a brand name, brand email, and brand logo using Canva for digital marketing, effective branding integration and customization are vital for establishing a cohesive and compelling online presence. This process involves seamlessly incorporating the brand identity elements into various digital platforms, ensuring consistency and resonance across the digital landscape.

1. Website Integration:

Consistent Theme: Customize the website theme, color scheme, and typography to align with the chosen brand colors and fonts. Use Canva's design assets to create visually appealing banners, headers, and buttons, providing a unified look and feel.

Branded Content: Develop branded content templates for blog posts, product pages, and landing pages. These templates, designed with Canva, maintain consistency in visuals and messaging, reinforcing the brand identity.

2. Social Media Customization:

Profile Enhancement: Customize social media profiles with the brand logo as the profile picture and a branded cover image. Canva offers pre-sized templates for various platforms, ensuring optimal resolution and fit.

Content Templates: Create customizable templates for social media posts, stories, and ads using Canva. These templates feature consistent design elements, allowing for easy adaptation while maintaining brand coherence.

Engagement Graphics: Design interactive and engaging graphics, such as polls, quizzes, and infographics, incorporating the brand logo and colors. These graphics enhance user interaction and brand recall.

3. Email Marketing Campaigns:

Branded Email Templates: Develop custom email templates using Canva, integrating the brand logo, colors, and fonts. These templates ensure a professional appearance for newsletters, promotions, and announcements, fostering brand recognition.

Personalized Signatures: Customize email signatures with the brand logo, providing a professional touch to outgoing emails. Consistent signatures across the team reinforce brand credibility.

4. Advertising Materials:

Ad Design: Utilize Canva's tools to create eye-catching digital ads for platforms like Google Ads and social media. Incorporate the brand logo and tagline, ensuring instant brand identification and enhancing click-through rates.

Video Branding: Customize video content by adding branded intro/outro sequences created in Canva. Consistent video branding enhances brand recall and strengthens the overall brand image.

5. Monitoring and Adaptation:

Data Analysis: Monitor user engagement, click-through rates, and social media analytics to assess the impact of branded content. Use this data to refine strategies and customize branding elements further for maximum effectiveness.

Adaptation: Stay agile by adapting branding elements based on audience feedback and market trends. Canva's intuitive platform allows for quick modifications, ensuring the brand remains relevant and appealing.

By seamlessly integrating and customizing branding elements across the digital landscape using Canva, businesses not only establish a strong and recognizable brand identity but also create an engaging

and memorable user experience. This holistic approach not only fosters brand loyalty but also amplifies the effectiveness of digital marketing efforts, ultimately driving business growth in the competitive digital marketplace.

4.3 Responsive Design and Cross-Platform Compatibility:

In the project aimed at creating a brand name, brand email, and brand logo using Canva for digital marketing, a fundamental aspect is ensuring responsive design and cross-platform compatibility. In today's diverse digital landscape, users engage with content across a multitude of devices and platforms. Thus, it is essential to optimize the branding elements for various screen sizes and technologies to deliver a consistent and user-friendly experience.

1. Responsive Design:

Mobile-First Approach: Implement a mobile-first design strategy, ensuring that all branding materials, including the logo, emails, and website content, are optimized for smartphones and tablets. Prioritize simplicity and clarity to enhance usability on smaller screens.

Flexible Layouts: Utilize responsive design techniques to create flexible layouts that adapt seamlessly to different screen sizes. CSS media queries can be employed to adjust typography, images, and spacing, ensuring readability and aesthetic appeal across devices.

Touch-Friendly Elements: Design interactive elements, such as buttons and navigation menus, to be touch-friendly. Adequate spacing and sizing prevent accidental clicks, enhancing the overall user experience on touch-enabled devices.

2. Cross-Platform Compatibility:

Browser Compatibility: Test the branding materials on various web browsers (Chrome, Firefox, Safari, etc.) to ensure consistent rendering and functionality. Address any compatibility issues that may arise, guaranteeing a uniform experience for all users.

Email Client Testing: Conduct thorough testing of branded emails across different email clients (Gmail, Outlook, Apple Mail, etc.). Ensure that the emails are displayed correctly, images are loading, and links are functional. Inline CSS and well-structured HTML code enhance compatibility.

Logo Scalability: Create the brand logo in vector formats (SVG) to ensure scalability without loss of quality. This allows the logo to be resized for various digital platforms, including websites, social media profiles, and mobile applications, while maintaining crispness and clarity.

3. Accessibility Considerations:

Alt Text: Provide descriptive alt text for images, including the brand logo, to cater to users with visual impairments. Alt text enhances accessibility and ensures that screen readers can convey the content effectively.

Color Contrast: Maintain appropriate color contrast ratios between text and background elements to accommodate users with color vision deficiencies. Utilize online tools to verify that color combinations meet accessibility standards.

4. Continuous Testing and Optimization:

User Testing: Regularly conduct user testing sessions across different devices and platforms to gather feedback on the user experience.

Performance Optimization: Optimize the loading speed of branding elements, especially images and graphics, to enhance user experience. Compress images, leverage browser caching, and minimize HTTP requests to ensure swift loading times.

CHAPTER - 5

DIGITAL MARKETING STRATEGY

5.1 RATIONALE FOR CHOOSING DIGITAL CHANNEL AND PLATFORM

1. Define Your Target Audience: Understand your audience demographics, online behavior, and preferences. This insight will guide your choice of platforms.

2. Project Goals: Determine your project objectives. Are you aiming for brand awareness, lead generation, sales, or customer engagement? Different platforms serve different purposes.

3. Budget and Resources: Consider your budget constraints. Some platforms require advertising spend, while others are more cost-effective.

4. Content Type: Identify the type of content you will create (videos, images, blogs) and choose platforms that support these formats effectively.

5. Platform Popularity: Select platforms that are popular among your target audience. For instance, younger audiences might be more active on TikTok and Instagram, while professionals might engage on LinkedIn.

6. Analytics and Measurement: Choose platforms that provide robust analytics tools. Understanding how your content performs is vital for making data-driven decisions.

7. Integration: Consider platforms that can be integrated with each other and with your existing tools. Seamless integration enhances efficiency.

5.2 KEY MESSAGING AND BRANDING DECISIONS

1. Define Your Project's Unique Selling Proposition (USP):

Determine what sets your project apart from competitors.

Identify the benefits and value your project offers to your audience.

2. Understand Your Target Audience:

Define your target audience's demographics, interests, pain points, and aspirations.

Tailor your messaging to resonate with their needs and preferences.

3. Craft Key Messages:

Develop clear, concise, and compelling messages that highlight your USP.

Emphasize how your project solves a problem or fulfills a need for your audience.

Create different messages for various platforms and segments within your audience.

4. Choose a Brand Name:

Ensure the name is unique, easy to spell, and memorable.

Check domain availability for your brand name if you plan to have an online presence.

Consider the connotations and cultural implications of the name in different regions if your project has an international audience.

5. Create a Branded Email:

Use your domain name for a professional and branded email address (e.g., yourname@yourbrand.com).

Choose a reliable email service provider to handle your branded emails.

6. Design a Brand Logo using Canva:

- **Simplicity:** Keep the logo simple and easily recognizable.
- **Relevance:** Ensure the logo reflects the essence or nature of your project.
- **Color Psychology:** Choose colors that evoke the right emotions (e.g., blue for trust, red for excitement).
- **Typography:** If your logo includes text, select a font that aligns with your brand personality (e.g., modern, elegant, playful).
- **Scalability:** Ensure the logo looks good and is legible at various sizes, from small social media icons to larger print materials.

7. Consistency Across Platforms:

Use consistent messaging and branding elements across all digital platforms.

Maintain uniform colors, fonts, and imagery to reinforce brand recognition.

8. Test and Iterate:

Test your key messages and branding elements with a sample audience.

Gather feedback and be willing to iterate based on the response.

9. Legal Considerations:

Check the availability of your chosen brand name to avoid trademark issues.

If necessary, consult with legal professionals to ensure your branding decisions comply with intellectual property laws.

CHAPTER - 6

IMPLEMENTATION PLAN

6.1 CONTENT MARKETING

Content marketing is a crucial component of building brand awareness, engaging your audience, and establishing your project's credibility and expertise. Here's how you can implement a content marketing strategy for your project, covering the creation of a brand name, brand email, and brand logo using Canva for digital marketing:

1. Developing a Content Strategy:

Define Your Goals: Determine what you want to achieve with your content (e.g., brand awareness, lead generation, customer engagement).

Identify Your Audience: Understand your target audience's demographics, interests, and pain points to create content that resonates with them.

Content Types: Plan various types of content such as blogs, videos, infographics, podcasts, and social media posts.

2. Creating Valuable Content:

Educational Content: Provide valuable information related to your project, industry, or niche.

Engaging Multimedia: Use images, videos, and interactive content to capture attention.

Storytelling: Share stories that connect with your audience emotionally and create a memorable impression.

User-Generated Content: Encourage users to create content related to your project, such as testimonials or user stories.

3. Content Creation Tools:

Canva for Visual Content: Create visually appealing graphics, including social media posts, infographics, and even your brand logo using Canva's easy-to-use interface.

Email Marketing Platforms: Utilize platforms like Mailchimp or HubSpot for creating visually appealing branded emails.

4. Search Engine Optimization (SEO):

Keyword Research: Identify relevant keywords related to your project and incorporate them naturally into your content.

Quality Content: Produce high-quality, informative, and original content that provides value to your audience.

Mobile Optimization: Ensure your content is mobile-friendly, as a significant portion of internet users access content on smartphones.

5. Email Marketing:

Branded Email Content: Use your branded email address to send newsletters, updates, and promotions to your subscribers.

Personalization: Personalize your email content based on user preferences and behaviors.

6. Social Media Marketing:

Consistent Branding: Use your brand name and logo consistently across all social media platforms.

Engagement: Interact with your audience through comments, likes, and shares. Encourage discussions around your content.

Visual Content: Share visually appealing content, including images, videos, and graphics created using Canva.

7. Consistent Branding Across Content:

Logo Integration: Incorporate your brand logo into all visual content to reinforce brand recognition.

Branded Templates: Create branded templates on Canva for social media posts, blog banners, and other visual content.

6.2 SOCIAL MEDIA STRATEGY

Creating a strong social media strategy is essential for effectively promoting your project, building brand awareness, and engaging with your target audience. Here's a comprehensive social media strategy tailored to your project, covering aspects such as brand name, brand email, and brand logo creation using Canva for digital marketing:

1. Define Your Social Media Goals:

- Increase brand awareness.
- Drive website traffic.
- Generate leads and sales.
- Build a community around your project.
- Enhance customer engagement and loyalty.

2. Choose Social Media Platforms:

Select platforms where your target audience is most active

Consider platforms like TikTok or Pinterest if your content is highly visual and suitable for those demographics.

3. Create Consistent Branding:

Brand Name: Ensure your social media handles (usernames) align with your project's brand name.

Branded Email: Set up a professional, branded email address for inquiries and communication related to your social media accounts.

Brand Logo: Use Canva to create a visually appealing logo. Ensure it fits the profile picture dimensions of your chosen social media platforms.

CHAPTER -7

RESULT AND ANALYSIS

Analyzing the results of your project involving creating a brand name, brand email, and brand logo using Canva for digital marketing is essential to understanding its impact and effectiveness. Here's how you can conduct a result analysis:

1. Brand Name:

Result: Determine if the chosen brand name resonates well with your target audience and stakeholders.

Analysis: Gather feedback from surveys, social media polls, or focus groups. Analyze the sentiment and perception associated with the brand name. Consider if it aligns with your project's goals and values.

Finally, after shortlisting from various conditions we have chosen our brand name as “**THROTTLEERS GARAGE**”

2. Brand Email:

Result: Assess the professionalism and effectiveness of using a branded email address.

Analysis: Monitor email open rates, response rates, and overall email deliverability. If applicable, check if the branded email address has positively influenced partnerships, collaborations, or customer interactions.

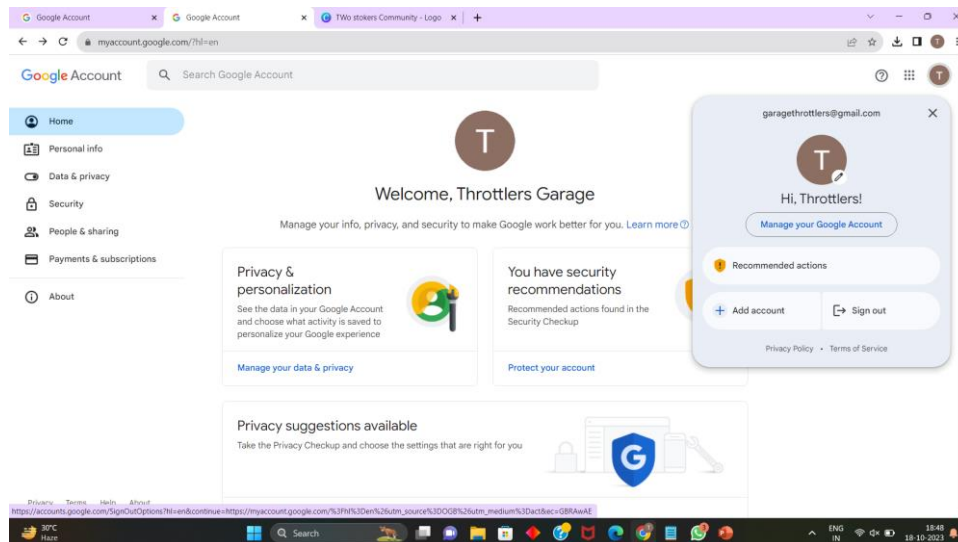


Figure 7.1 Brand Email

3. Brand Logo Created Using Canva:

Result: Evaluate the visual appeal, uniqueness, and recognizability of the brand logo.

Analysis: Consider feedback from stakeholders, team members, or focus groups regarding the logo design. Assess its versatility (how well it scales across different platforms) and its alignment with your brand identity. Analyze social media engagement metrics when the logo is used in posts and advertisements.

We have created brand logo using canva which is shown below

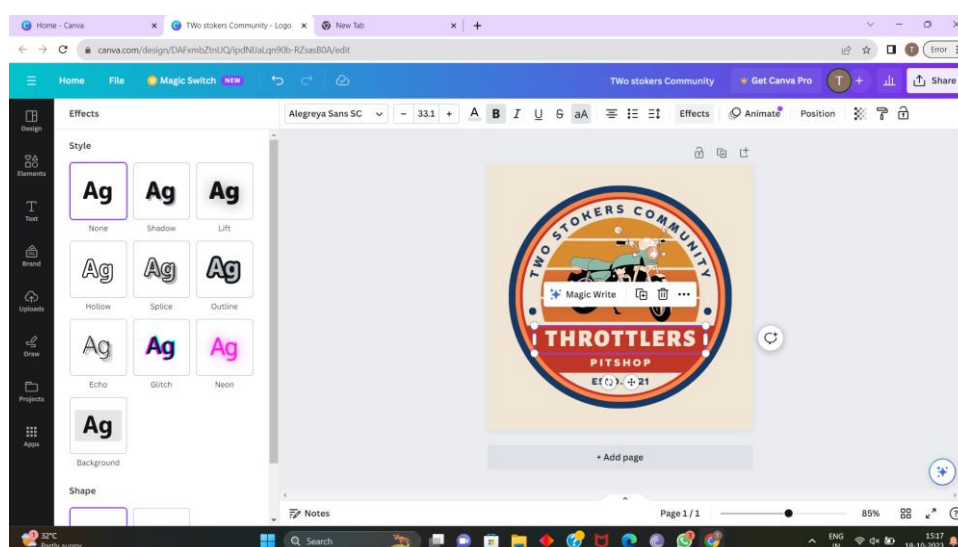


Figure 7.2 Brand logo creation

CHAPTER – 8

RECOMMENDATION FOR THE FUTURE

Creating a strong brand identity is crucial for successful digital marketing. Here's a step-by-step guide on how to create a brand name, brand email, and brand logo using Canva:

1. Brand Name:

A. Brainstorm:

Think about your brand values, target audience, and the products/services you offer.

Brainstorm words, phrases, and concepts related to your brand. Consider the tone (fun, serious, professional) you want to convey.

B. Check Availability:

Ensure the name is unique and not already in use by another company.

Verify the availability of the domain name for your brand. A tool like Namecheap can help you check domain availability.

2. Brand Email:

A. Choose an Email Provider:

Opt for a professional email provider like Google Workspace or Microsoft 365 for business emails.

Create an email address using your brand name (e.g., garagethrottlers@gmail.com).

B. Set Up Email:

Follow the provider's instructions to set up your branded email address.

Configure the email signature with your brand logo and essential contact information.

3. Brand Logo:

A. Canva:

Canva offers user-friendly tools for logo design. Sign up for a Canva account if you don't have one.

B. Design Your Logo:

Click on "Create a design" and select "Custom Dimensions." Choose a square canvas for your logo.

Use Canva's extensive library of icons, fonts, and shapes to design your logo.

Experiment with different color schemes that align with your brand identity.

Ensure the logo is simple, memorable, and scalable (looks good in various sizes).

C. Export and Use:

Once satisfied with your logo, export it in a high-resolution format (PNG or SVG).

Use the logo on your website, social media profiles, email signatures, and other marketing materials.

4. Branding Consistency:

Consistency is Key: Use the same color palette, fonts, and style across all your digital marketing materials.

Branded Content: Create branded templates for social media posts, email newsletters, and blog graphics using Canva.

5. Legal Considerations:

Trademark: If your brand gains traction, consider trademarking your brand name and logo to protect your intellectual property.

CHAPTER – 9

PROJECT SCOPE AND OBJECTIVES

Project Scope and Objectives: Creation of brand name, brand email and brand logo using canva.[THROTTLERS GARAGE]

Project Scope:

Creating a brand name, brand email, and logo using Canva for digital marketing involves a strategic and creative process. The scope begins with in-depth market research and brainstorming sessions to generate a unique and memorable brand name that resonates with the target audience. Once the brand name is finalized, the focus shifts to establishing a professional online presence. This includes setting up branded email addresses using reputable providers like Google Workspace or Microsoft 365, ensuring seamless communication channels. Simultaneously, a visually appealing brand logo is crafted using Canva, leveraging its versatile design tools and extensive library of graphics. The logo design process involves experimenting with color schemes, typography, and iconography to create a logo that encapsulates the brand's essence. Special attention is given to scalability, ensuring the logo looks impressive and recognizable across various digital platforms. The final scope encompasses delivering a cohesive brand identity package, complete with a compelling brand name, functional brand email addresses, and a captivating logo, all designed to enhance the brand's online presence and support its digital marketing initiatives effectively.

In essence, the scope of creating a brand name, brand email, and logo using Canva for digital marketing encompasses a comprehensive journey from conceptualization to implementation. It involves

strategic thinking, creative design, and technical proficiency to ensure the brand elements align with the company's values and objectives. By leveraging Canva's user-friendly platform, the process becomes streamlined, enabling businesses to establish a strong brand identity that leaves a lasting impression in the digital landscape.

Project Objectives:

Creating a brand name, brand email, and logo are critical steps in establishing a strong online presence for digital marketing. The objectives of these tasks are as follows:

1. Brand Name:

Objective: Establish a Unique Identity

Uniqueness: Create a brand name that distinguishes your business from competitors, making it memorable for the target audience.

Relevance: Ensure the name reflects the essence of your business, its values, products, or services, helping customers understand what your brand stands for.

Availability: Verify the availability of the brand name as a domain and on social media platforms to maintain consistency across digital channels.

Legal Protection: Choose a name that can be trademarked, providing legal protection against misuse by others in the industry.

2. Brand Email:

Objective: Professional Communication

Credibility: A branded email (e.g., info@yourbrandname.com) enhances credibility and professionalism, instilling trust in clients and customers.

Consistent Branding: Ensure consistency in branding by using the brand name in the email address, aligning with the website domain and other digital materials.

Secure Communication: Use professional email services to guarantee secure and reliable communication, safeguarding sensitive information shared with clients and partners.

Brand Recall: Every email sent serves as a reminder of the brand, reinforcing its presence in the recipient's mind.

3. Brand Logo:

Objective: Visual Representation of the Brand

Recognition: Design a unique and memorable logo that helps the audience recognize and remember your brand amidst a sea of competitors.

Brand Personality: Reflect the brand's personality, values, and vision through the logo's design elements, colors, and typography.

Versatility: Create a logo that is scalable and versatile, ensuring it looks appealing and maintains clarity across various digital platforms and promotional materials.

Emotional Connection: Evoke positive emotions and connect with the audience on a deeper level, creating a lasting impression.

In summary, creating a unique brand name, professional brand email, and an appealing logo using Canva contributes significantly to building a compelling brand identity, establishing credibility, fostering brand recognition, and driving the success of digital marketing initiatives.

CHAPTER – 10

CONCLUSION

In conclusion, the process of creating a brand name, brand email, and brand logo using Canva for digital marketing is pivotal in shaping a brand's identity and online presence. A carefully chosen brand name, reflecting the essence of the business and its unique offerings, lays the foundation for brand recognition and customer trust. The professional touch provided by a branded email not only enhances credibility but also ensures secure and consistent communication, reinforcing the brand image with every message sent. Additionally, the visually appealing and memorable logo crafted through Canva serves as the visual ambassador of the brand, evoking emotional connections and leaving a lasting impression on the audience. Through these elements, businesses can establish a cohesive and compelling brand identity, fostering customer loyalty, driving engagement, and ultimately, amplifying the success of their digital marketing efforts in an increasingly competitive online landscape. By investing in these key components, companies can create a strong brand narrative that resonates with their target audience and sets the stage for impactful digital marketing campaigns.

CHAPTER – 11

APPENDIX

GITHUB AND DEMO LINK

Video link:

COMPLETE DEMONSTRATION FOR OUR PROJECT IS
GIVEN BELOW:

<https://youtu.be/OXkZZjGHQtY?si=PZch7AMRGw-E58y3>

Github link:https://github.com/KESHORE-2710/DIGITAL_MARKETING-BRAND_NAME-BRAND_LOGO_CREATION