DIGITAL MARKETING

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

A PROJECT REPORT

Submitted by

KALI SANGARESHWARI M (NM ID: 2CACCF0CD5ECD7581324C8C06D826450)

KALPANA V (NM ID : BFDE09963893A61B47746CF167AB6C67)

PRINDA M   (NM ID: E7FB6C1267280EB973447F3DA4FDAEFC)

ANGEL P   (NM ID: A73DA3A38A9850BBE054E48B3B0E06EB)

TEAM ID : NM2023TMID04234

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Brand Name:

Selecting a compelling brand name is the first step in creating a strong brand identity. Begin by defining your brand's values, target audience, and unique selling points. Organize a brainstorming session to generate a list of relevant words, concepts, and associations. Before finalizing your name, it's crucial to check the availability of the domain name and social media handles. Canva doesn't directly assist in this process, but it's a fundamental step in branding.

Brand Mark:

A brand mark is a visual representation of your brand, which can be a symbol, icon, or design element that encapsulates your brand's essence. Canva offers tools to create this brand mark. Start by logging into your Canva account and select "Create a Design." You can design your brand mark from scratch using various design elements or import existing images. Experiment with color schemes and typography to align with your brand's identity. After creating the mark, save it as an image file for use in your branding.

Brand Logo:

Designing a brand logo involves combining your brand name and brand mark into a visually appealing and memorable representation. Begin a new design in Canva and incorporate your brand name and brand mark. Experiment with layouts to find the most balanced design, and ensure that typography and color choices align with your brand's identity. Edit and refine your logo design until you achieve a visually appealing result, then export it as an image file. Canva's design features are handy for creating and editing logos, and you can integrate your brand mark seamlessly.
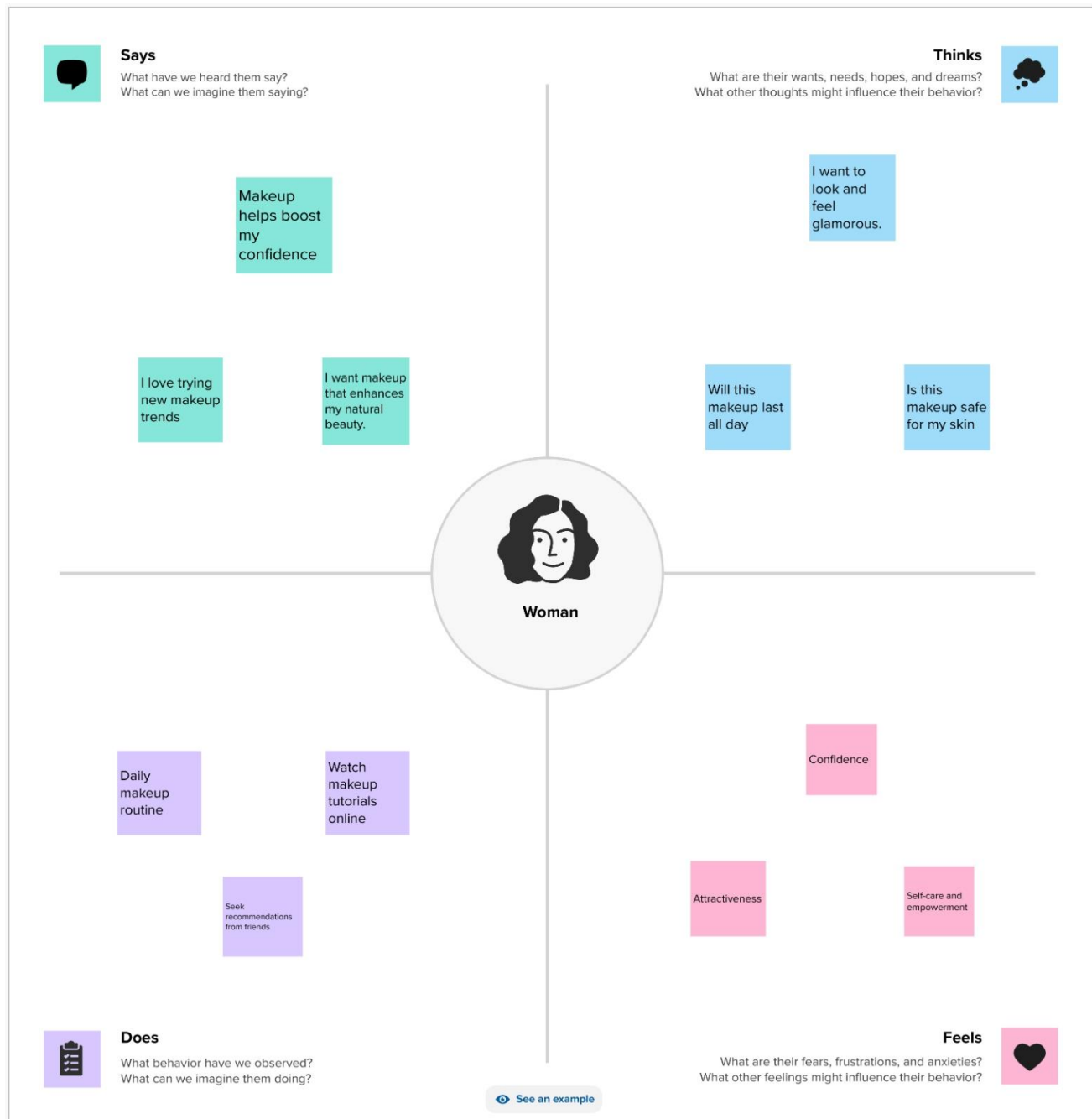
Project title: Logo for personal care products

1.2 PURPOSE

The project's purpose to create a brand name, brand mark, and brand logo in Canva is fundamentally about establishing a distinct and memorable brand identity. This identity serves as the face of your business or personal brand, with several crucial functions. Firstly, it enables instant brand recognition, setting you apart from competitors in a crowded marketplace. It fosters credibility and trust, showing that you are a reputable and professional entity. A unified brand identity ensures consistency in all your marketing materials, reinforcing your message and instilling customer loyalty. It acts as the foundation for marketing efforts, guiding the style and tone of campaigns for maximum impact. Furthermore, your brand identity is pivotal for both online and offline presence, allowing you to leave a lasting impression on websites, social media profiles, business signage, and advertising materials. Differentiation, legal protection, flexibility, and audience engagement are additional advantages that a strong brand identity brings. In essence, this project is about crafting an identity that not only represents your brand but also forges connections with your audience, instills trust, and lays the groundwork for successful marketing and business growth.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Makeup helps boost my confidence

I want to look and feel glamorous.

I love trying new makeup trends

I want makeup that enhances my natural beauty.

Will this makeup last all day

Is this makeup safe for my skin

Woman

Daily makeup routine

Watch makeup tutorials online

Confidence

Seek recommendations from friends

Attractiveness

Self-care and empowerment

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement

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
- 👤 **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 **10 minutes**

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
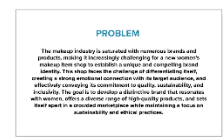
Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 **5 minutes**

PROBLEM
The makeup industry is saturated with numerous brands and products, making it increasingly challenging for a new women's makeup item shop to establish a unique and compelling brand identity. This shop faces the challenge of differentiating itself, creating a strong emotional connection with its target audience, and effectively conveying its commitment to quality, sustainability, and inclusivity. The goal is to develop a distinctive brand that resonates with women, offers a diverse range of high-quality products, and sets itself apart in a crowded marketplace while maintaining a focus on sustainability and ethical practices.

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing.

Person 1

Collect data on current makeup trends, customer preferences, and competitors in the cosmetics industry.	Share insights into the demographics and psychographics of the target audience to tailor branding messages.	Propose strategies for using social media, influencer marketing, and email campaigns to reach potential customers.

Person 2

Share insights from customer inquiries and feedback to help improve the products and brand.	Contribute to refining the customer personas based on real interactions and inquiries.	Suggest content topics based on common customer questions and concerns.

Person 3

Determine the types of makeup products to be offered, considering current market gaps and customer demands.	Research and propose high-quality, unique ingredients and formulations that set the products apart from competitors.	Create compelling and concise brand messages, slogans, and taglines that resonate with the target audience.

Person 4

Create visually appealing logos and packaging designs that represent the brand's identity and resonate with the target audience.	Suggest content for social media posts, website graphics, and advertising materials.	Recommend color schemes and typography that convey the brand's tone and style.

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 and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

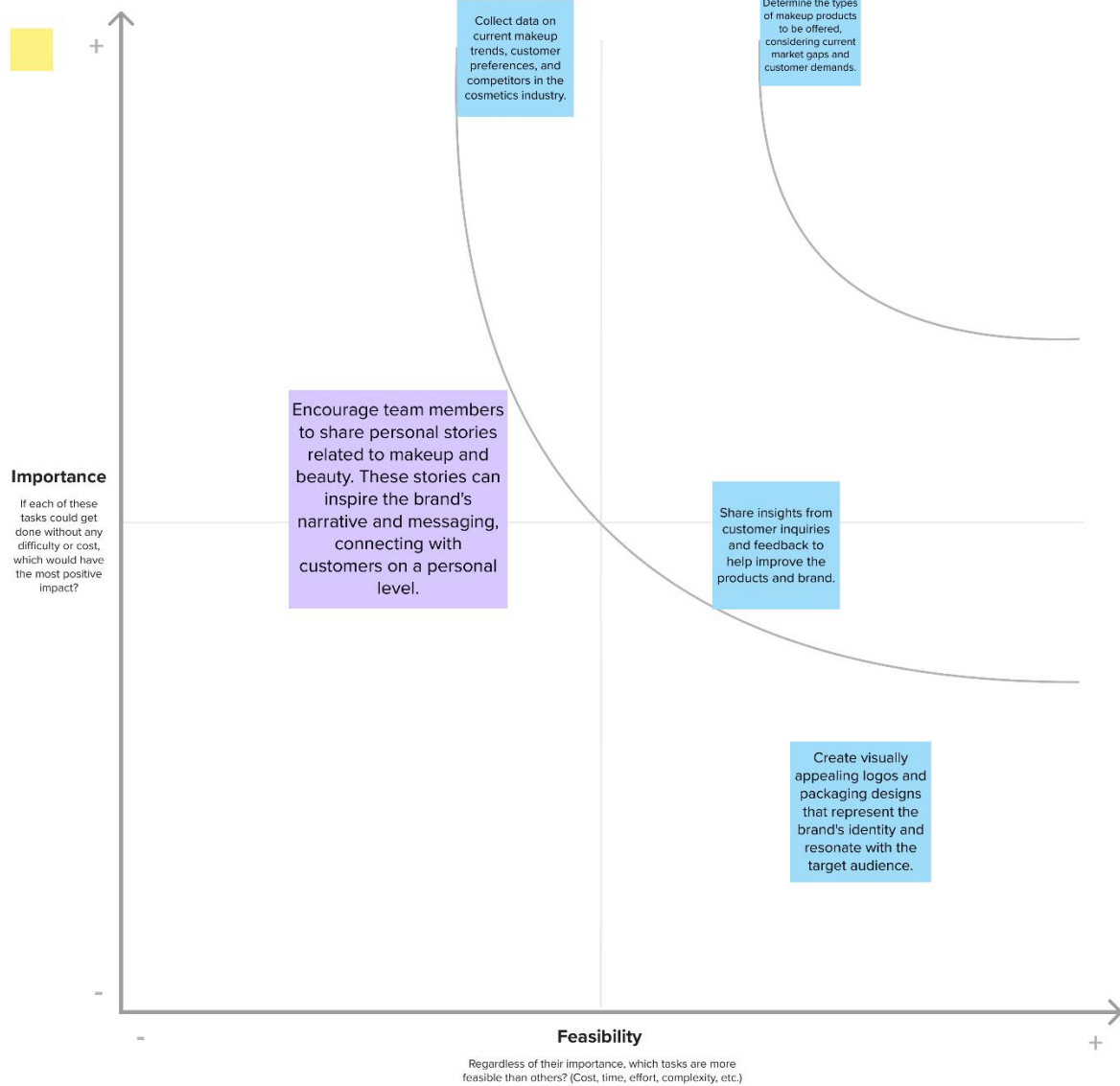|	
Create detailed customer personas by collectively identifying the demographics, interests, and values of the target audience. Discuss how the brand can address the specific needs of each persona.	Encourage team members to share personal stories related to makeup and beauty. These stories can inspire the brand's narrative and messaging, connecting with customers on a personal level.
Encourage team members to sketch out design concepts for logos, packaging, and marketing materials. These visual representations can provide a starting point for the design process.	Plan the brand's online presence and social media strategy. Identify platforms, content ideas, and engagement tactics.

Step-3: Idea Prioritization

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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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Collect data on current makeup trends, customer preferences, and competitors in the cosmetics industry.

Determine the types of makeup products to be offered, considering current market gaps and customer demands.

Encourage team members to share personal stories related to makeup and beauty. These stories can inspire the brand's narrative and messaging, connecting with customers on a personal level.

Share insights from customer inquiries and feedback to help improve the products and brand.

Create visually appealing logos and packaging designs that represent the brand's identity and resonate with the target audience.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

CHAPTER 3

RESULT

Brand Name: PearlShine Hub

Category: Personal care products

Target Audience: All

Email: pearlshinehub@gmail.com

Password: pearlshinehub123@#

Canva Website URL:

https://www.canva.com/design/DAFybojt8jY/xQI7ZPv6HD5YiQjDnlhqrw/edit?utm_content=DAFybojt8jY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

BRAND LOGO:

CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Cost-Effective: Canva offers a cost-effective solution for individuals and small businesses to create brand identities without the need for expensive design software or professional designers.

User-Friendly: Canva is user-friendly, making it accessible to those with limited design experience. Its drag-and-drop interface simplifies the design process.

Templates: Canva provides a wide range of templates for logos, business cards, social media graphics, and other branding materials, streamlining the design process.

Customization: Users can customize design elements, such as fonts, colors, and graphics, to align with their brand's identity and style.

Speed: Canva allows for quick design iterations, enabling businesses to create and test different brand elements efficiently.

Online Collaboration: Teams can collaborate on brand identity projects in real-time, facilitating feedback and input from multiple team members.

DISADVANTAGES:

Limited Customization: While Canva offers customization options, it may not provide the same level of design flexibility as professional design software or hiring a professional designer.

Similarity with Templates: As Canva is widely used, there is a risk that brand elements created with Canva may resemble those of other businesses that have used the same templates.

Complex Design Needs: For more complex design requirements, especially for larger businesses or specialized industries, Canva's capabilities may be insufficient.

CHAPTER 5

APPLICATIONS

Small Businesses and Startups: Small businesses and startups with limited budgets can use Canva to establish a professional brand identity without the expense of hiring a graphic designer. This is especially valuable during the early stages of a business when resources are scarce.

Online Entrepreneurs: Individuals engaged in e-commerce, affiliate marketing, or personal branding can create a unique online presence with the help of Canva. Crafting an appealing brand identity is crucial for standing out in the digital landscape.

Social Media Influencers: Social media influencers looking to create a recognizable personal brand can use Canva to design custom logos and graphics for their online profiles, helping them connect with their followers.

Nonprofit Organizations: Nonprofits with limited budgets can leverage Canva to create a professional brand identity for their websites, social media, and promotional materials, enabling them to convey their mission effectively.

Event Organizers: Those organizing events, whether they are one-time occasions or recurring gatherings, can use Canva to design logos and promotional materials that reflect the event's theme and purpose.

CHAPTER 6

CONCLUSION

In conclusion, the project to create a **brand name, brand mail, and brand logo** in Canva serves as a valuable tool for individuals and businesses alike, empowering them to establish a unique and professional brand identity. Canva's user-friendly platform, coupled with its customizable templates and design features, enables a wide range of applications, from startups and online entrepreneurs to nonprofit organizations and personal branding.

This project's advantages, including cost-effectiveness, user-friendliness, and online collaboration capabilities, make it a practical choice for those looking to build or revamp their brand identity. However, it's important to be aware of the limitations, such as potential design restrictions and the need for a thoughtful brand strategy beyond design.

Ultimately, the project offers a convenient and accessible way to enhance brand recognition, convey professionalism, and effectively connect with target audiences, whether in the digital realm or within local communities. A compelling brand identity, encompassing a well-chosen name, a distinct brand mark, and an eye-catching logo, is an essential asset in today's competitive marketplace. Canva provides the means to achieve this in a cost-effective and user-friendly manner, contributing to the success and growth of businesses and personal brands.