**Naan Mudhalvan Project**

**Digital Marketing**

**By: Kanishka.K**

**Naveen Kumar.A**

**Gowtham.A**

**Satheshkumar.S**

**Brand Name:** HYENA Sports Gear

**Category:** Sports equipment

**Target Audience:** All (Men, Women and Kids)

**Email:** [hyenasportsgear@gmail.com](mailto:hyenasportsgear@gmail.com)

**Logo Theme**

* + The theme of the logo is characterized by a dynamic and action-oriented design, featuring a stylized hyena in an athletic pose, which symbolizes agility and strength.
  + The colour palette includes a blend of yellow, brown, and red for the hyena, set against a background with shades of purple and blue to convey energy and vibrancy.
  + This theme is further enhanced by the incorporation of bold lines and sharp angles, reflecting the competitive nature of sports.
  + The brand name is elegantly presented in black, adding a sense of power and professionalism to the overall logo design.

**Facebook page URL:**

<https://www.facebook.com/profile.php?id=61552276810519&mibextid=ZbWKwL>

**YouTube Channel Name:** Hyena Sports gear

Screen recordings of my project is uploaded in this YouTube channel.

**Link (** <https://youtu.be/-aiOJK-tvEM?feature=shared> **)**

**Procedure**

**Create a Brand Logo using Canva**

Step 1: Sign in to Canva

- If you don't have an account, sign up on the Canva website or app. If you have an account, log in.

Step 2: Start a New Design

- Once you're logged in, click the "Create a design" button on the Canva dashboard.

Step 3: Choose Custom Dimensions

- In the search bar, type "Custom Dimensions" to create a design with specific dimensions suitable for a logo, such as 800x800 pixels.

Step 4: Design Your Logo

- You can create your logo from scratch or choose from Canva's pre-made logo templates.

- To add text, click the "Text" tab on the left, select a text element, and customize it with your brand name or slogan.

- To add elements like shapes and icons, go to the "Elements" tab on the left. Canva offers a vast library of free and premium elements you can use.

Step 5: Customize

- Customize your text and elements by changing their color, size, and position.

- You can also upload your images and incorporate them into your logo design.

Step 6: Download Your Logo

- Once you're satisfied with your logo, click the "Download" button at the top of the Canva interface.

- Choose the file format you want (usually PNG for logos) and click "Download."

**Create a Cover Page for Facebook using Canva**

Step 1: Sign in to Canva

- If you have a Canva account, log in. If not, sign up for one.

Step 2: Start a New Design

- On the Canva dashboard, click the "Create a design" button.

Step 3: Choose Custom Dimensions for Facebook Cover

- In the search bar, type "Facebook cover" to find a template specifically designed for Facebook cover photos. Click on it.

Step 4: Customize Your Cover Page

- Canva provides various templates and elements for you to work with. You can add text, images, shapes, and more.

- To change the background image, click on the existing one and choose a new one from Canva's image library or upload your own.

- You can also add text by clicking the "Text" tab on the left, selecting a text element, and customizing it with your desired text.

Step 5: Personalize and Edit

- Customize your cover page by changing fonts, colors, sizes, and positioning elements as needed.

- Add any other design elements that fit your brand or message.

Step 6: Preview and Save

- Once you're satisfied with your design, click the "Download" button at the top of the Canva interface.

- Choose the format you prefer (JPEG or PNG) and click "Download."

Step 7: Upload to Facebook

- Go to your Facebook page.

- Click on "Add a Cover" or "Change Cover" on your cover photo.

- Select "Upload Photo" and choose the Facebook cover page you just created.

**Create a Facebook page:**

Step 1: Sign Up or Log In

- If you don't already have a personal Facebook account, sign up at www.facebook.com. If you have an account, log in.

Step 2: Access Page Creation

- From your Facebook homepage, click on the '+' icon (More) in the top-right corner of the screen. Select "Page."

Step 3: Choose a Page Type

- Facebook offers various page types, including "Business or Brand" and "Community or Public Figure." Select the one that best matches your needs.

Step 4: Page Setup

- Fill in the requested details, including your Page name and category. Click "Continue."

Step 5: Add Profile Picture and Cover Photo

- Upload a profile picture (usually a logo or representative image) and a cover photo. Optimize these images for the best visual impact.

Step 6: Complete About Section

- In the "About" section, provide essential information about your Page, such as a description, contact details, and a website link.

Step 7: Create a Username

- Set a unique username for your Page, making it easier for people to find you on Facebook.

Step 8: Add to Favourites

- Click the three dots (More) below your cover photo and select " Add to Favourites " for easy access to your Page.

Step 9: Create a First Post

- Make your first post to introduce your Page and engage your initial audience.

Step 10: Invite People

- Invite friends and contacts to like your Page. This will help you build an initial following.

Step 11: Customize Page Tabs

- Tailor the tabs on your Page, such as "Services," "Shop," and "Reviews," to match your business or brand.

Step 12: Explore Insights

- Regularly check Facebook Insights to monitor the performance of your Page and understand your audience.

Step 13: Add Content Regularly

- Keep your Page active by posting content, engaging with comments, and responding to messages.

Step 14: Promote Your Page

- Use Facebook Ads and Boosted Posts to increase your Page's visibility.

Step 15: Document Insights and Analytics

- Keep track of important metrics and insights from your Facebook Page, which can inform your content strategy and marketing effort.

Some Screenshots of these procedure steps:

