Project Report

Date	03 November 2023
Team ID	7CD840C8BB5F763A4F54FF7099E5EF2D
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva

1. INTRODUCTION

1.INTRODUCTION:

1.1 PROJECT OVERVIEW

In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.
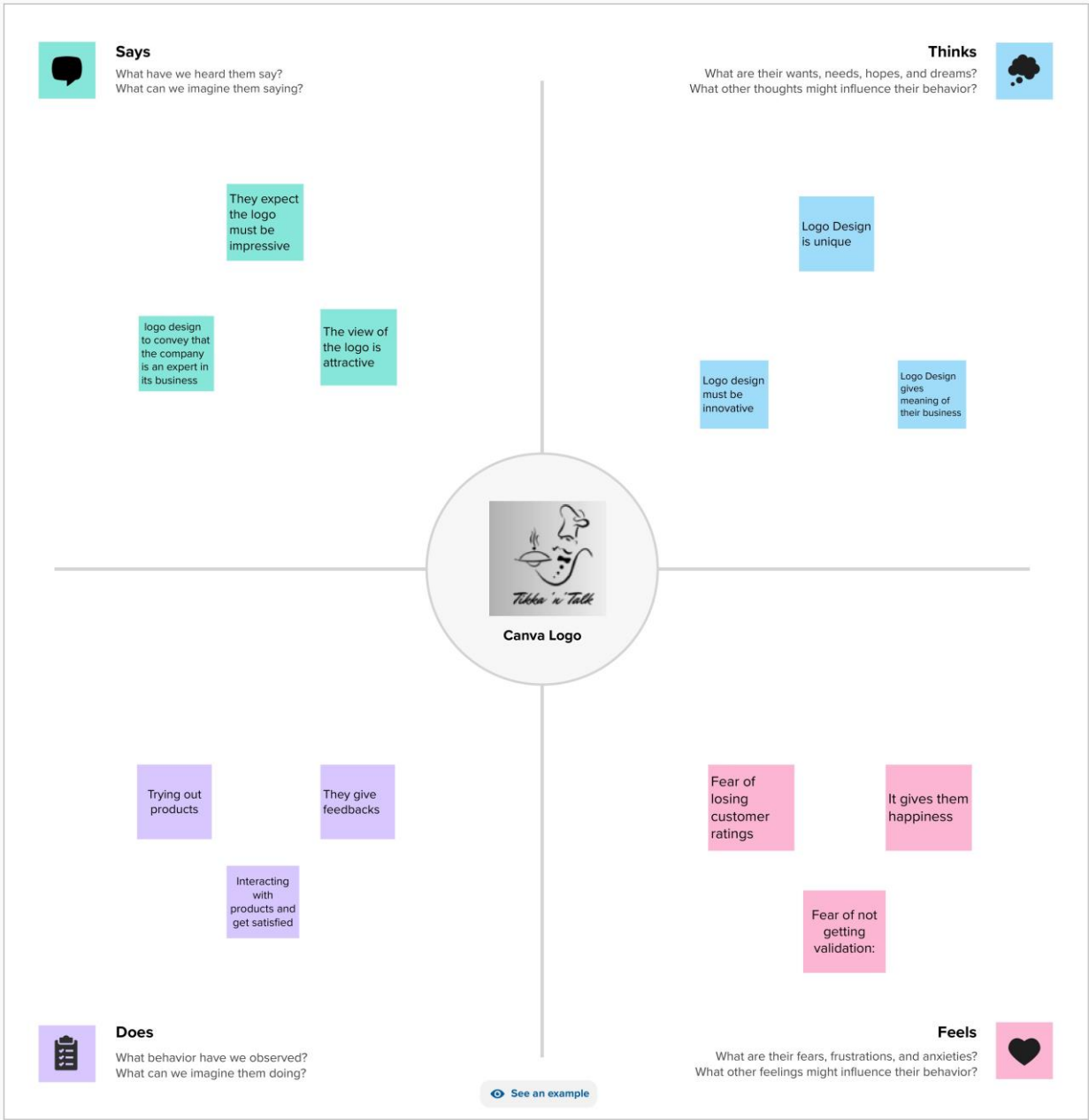
1.2 PURPOSE

The purpose of logo is integral part of making your brand a successful one. It is a vital part of building a successful business and brand because it grabs attention, makes a strong first impression, is the foundation of your brand identity, is memorable, separates you from competition, fosters brand loyalty, and is expected by your audience.

1.3PROBLEM STATEMENT DEFINITION

A logo that not only reflects our industry and business values but also stands out in a competitive market. The logo should be versatile, scalable, and suitable for use in both digital and print media. To create a creative and professional design that will enhance our brand recognition and help us establish a strong visual identity in the marketplace

1.4 EMPATHY MAP

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

They expect the logo must be impressive

logo design to convey that the company is an expert in its business

The view of the logo is attractive

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

Logo Design is unique

Logo design must be innovative

Logo Design gives meaning of their business

Canva Logo

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

Trying out products

They give feedbacks

Interacting with products and get satisfied

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

Fear of losing customer ratings

It gives them happiness

Fear of not getting validation:

See an example

1.5 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

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

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

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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 problem statement is to create a brand name, brand mail, and brand logo in Canva

Key rules of brainstorming
To run an 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

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

Person 2

Person 3

Person 4

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.

Understand the brand and choose appropriate design

Look for inspiration in nature, art, architecture, or other areas unrelated to the brand for fresh and unique ideas.

Select colors that convey the brand's personality and message. Consider color psychology and how different colors can evoke specific emotions.

Think of a unique concept or symbol that represents the brand's identity. Avoid cliches and overused elements.
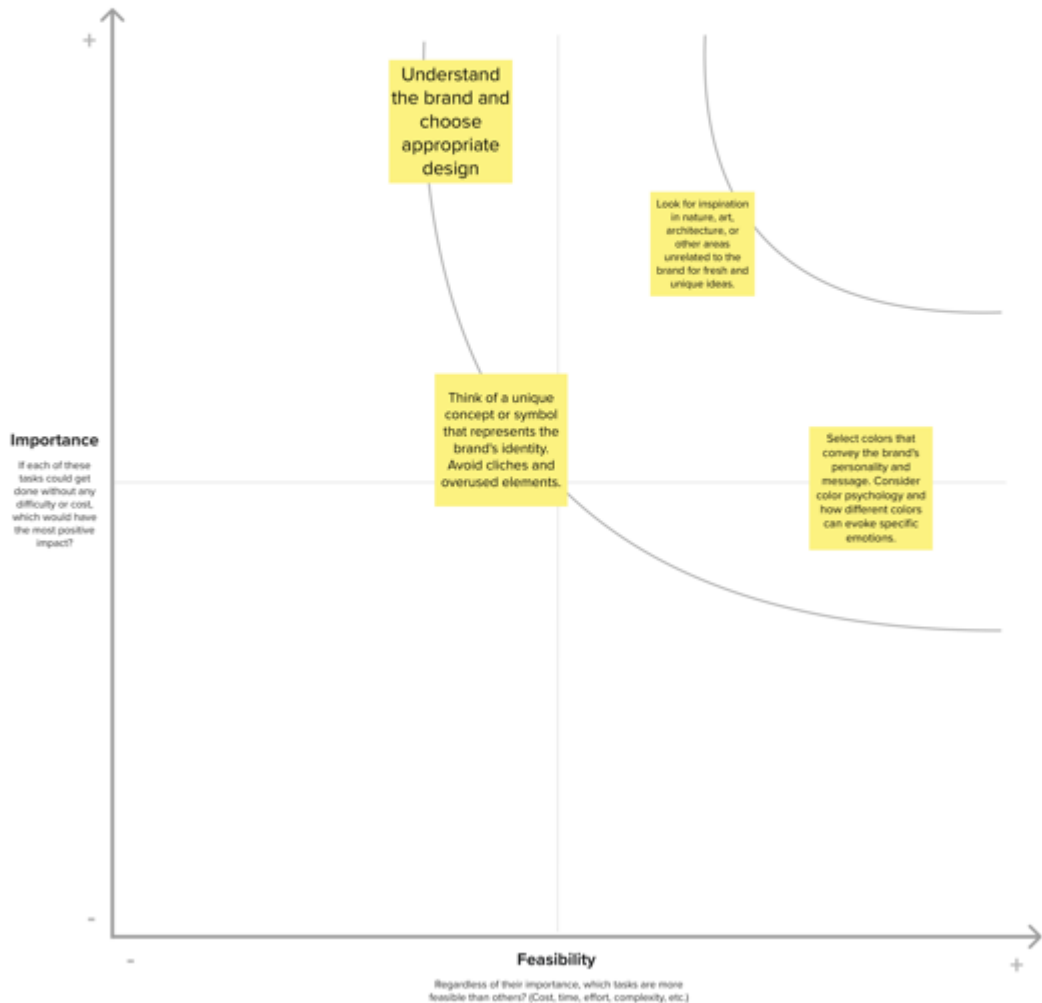
④

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

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Understand the brand and choose appropriate design

Look for inspiration in nature, art, architecture, or other areas unrelated to the brand for fresh and unique ideas.

Think of a unique concept or symbol that represents the brand's identity. Avoid cliches and overused elements.

Select colors that convey the brand's personality and message. Consider color psychology and how different colors can evoke specific emotions.

Importance

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

Feasibility

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

1.6 Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many social media managers and small business owners struggle to generate effective hashtags that resonate with their target audience, increase brand visibility, and drive engagement on social media platforms. They face challenges such as finding unique and memorable hashtags, staying up-to-date with trending and industry-specific hashtags, and determining the right balance between popular and niche hashtags. Without a clear strategy and effective hashtag generation tools, they may experience decreased reach and difficulty in standing out among competitors.
2.	Idea / Solution description	Develop an artificial intelligence-based hashtag generation tool that assists social media managers and small business owners in creating effective hashtags. The tool should provide real-time data on trending and industry-specific hashtags, as well as insights into the best hashtag usage strategies. Users can choose from pre-generated hashtags or create their own custom hashtags by entering a few keywords, phrases or sentences related to their brand or campaign. The tool will use natural language processing (NLP) algorithms and machine learning (ML) models to generate hashtags that are relevant, unique, and likely to attract their target audience. .
3.	Novelty / Uniqueness	Advanced AI algorithms: Utilizing advanced artificial intelligence algorithms, such as natural language processing (NLP) and machine learning (ML), can enhance the accuracy and relevance of generated hashtags. These algorithms can analyze vast amounts of data, including social media trends and user behavior, to generate hashtags that are more likely to resonate with the target audience. Contextual understanding: A novel approach to hashtag generation involves understanding the context behind a social media post or campaign. By analyzing the content, tone, and objectives of the post, the solution can suggest hashtags that are highly relevant to the specific context, ensuring better engagement and alignment with the overall message.
4.	Social Impact / Customer Satisfaction	In summary, hashtag generation offers a platform for individuals and organizations to influence social conversations, drive positive change, empower marginalized voices, and build inclusive communities. By harnessing the power of hashtags, people can collectively address societal issues, advocate for justice, and promote a more equitable and compassionate worldmore. Amplifying social causes: Hashtags are commonly used to raise awareness about social issues and support various causes. By generating and promoting hashtags related to important social causes, individuals and organizations can mobilize larger audiences, engage in meaningful conversations, and drive positive chng

5.	Business Model (Revenue Model)	Monetization Strategies: Consider the following monetization strategies: Freemium Model: Offer a basic version of your hashtag generation tool for free and charge a subscription fee for premium features like trend tracking, in-depth analytics, or unlimited hashtag suggestions. Pay-Per-Use: Charge users a fee for each hashtag generation request or offer prepaid packages for a set number of hashtag searches. Advertising: Incorporate relevant ads or sponsored content within the platform to generate revenue. Affiliate Marketing: Promote affiliate products or services related to social media marketing, and earn a commission for each sale made through your platform.
6.	Scalability of the Solution	Scaling and Innovation: Explore opportunities to expand your services, such as offering API integrations with other social media management tools or developing a mobile app. Remember that the success of your business model will depend on the value you provide to your users and the quality of your hashtag generation tool. Keep adapting and refining your offering based on user feedback and market trends to stay competitive in this space.

Requirements Analysis
Functional Requirements:

Following are the functional requirements of the proposed solution.

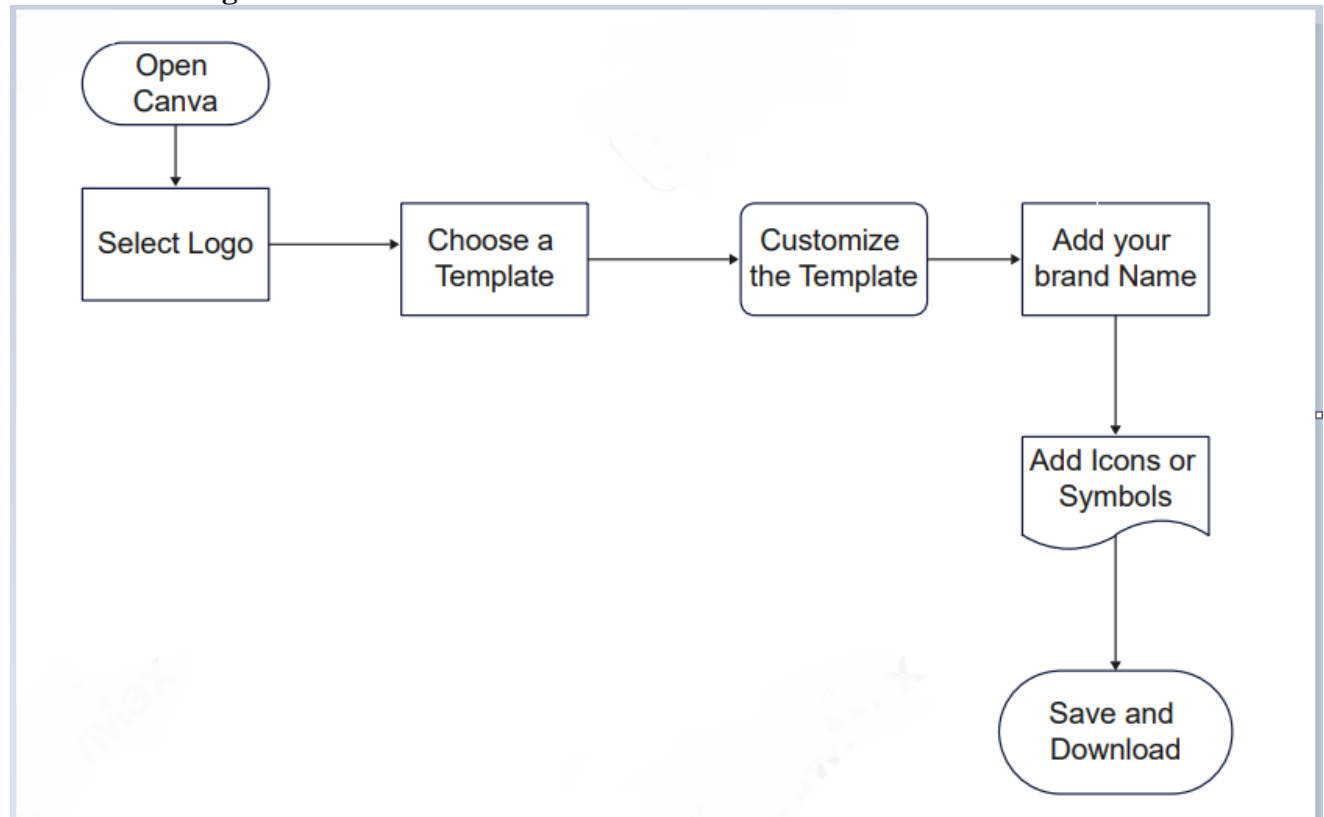| FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Data Collection	collecting data for logo creation involves understanding the brand identity, preferences, industry, and target audience, as well as creating sketches and drafts, gathering feedback, and preparing final deliverables.
FR-2	User Prediction	creating a logo involves a combination of creativity, data collection, and human input to create a design that effectively communicates the brand identity and resonates with the target audience.
FR-3	User verification	verifying a logo design involves understanding the brief and goals of the clients, getting feedback from clients and the audience, evaluating the brand, creating sketches and digital drafts, refining the logo design with feedback, and preparing and delivering the final logo files.
FR-4	User resolution	designing a logo with the right resolution involves creating it as vector art, using the right file format, considering the logo size, and testing it on different platforms. By following these guidelines, you can ensure that your logo looks good and effectively communicates your brand identity across different platforms and sizes.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Designing a logo with usability in mind involves keeping it simple, using the right colors, making it versatile, ensuring readability, using the right file format, and testing it on different platforms. By following these guidelines, you can create a logo that effectively communicates the brand identity and resonates with the target audience across different platforms and sizes.

NFR-2	**Security**	Designing a logo with security in mind involves using a reputable logo maker or designer, protecting your logo files, using the right file format, avoiding copyrighted or trademarked elements, and considering the brand identity and values.
NFR-3	**Reliability**	Designing a logo with reliability in mind involves using a reputable logo maker or designer, protecting your logo files, using the right file format, avoiding copyrighted or trademarked elements, considering the brand identity and values, and following a reliable logo design process
NFR-4	**Performance**	Designing a logo with performance in mind involves following a reliable logo design process, using the right file format, considering the logo size, testing it on different platforms, keeping the design simple and memorable, and using colors that align with the brand identity and resonate with the target audience.
NFR-5	**Availability**	Designing a logo with availability in mind involves choosing a logo maker or designer that is available and responsive, planning ahead, using online logo makers and templates, testing the logo on different platforms, and allowing enough time for the logo design process.
NFR-6	**Scalability**	Designing a logo with scalability in mind involves using vector graphics, incorporating negative space, choosing the right typography and color scheme, and testing the logo at different sizes.

Data Flow Diagram:

```
       ┌──────────┐
       │  Open    │
       │  Canva   │
       └────┬─────┘
            │
            ▼
  ┌──────────────┐     ┌──────────────┐     ┌──────────────┐     ┌──────────────┐
  │ Select Logo  │────▶│  Choose a    │────▶│  Customize   │────▶│  Add your    │
  │              │     │  Template    │     │ the Template │     │  brand Name  │
  └──────────────┘     └──────────────┘     └──────────────┘     └──────┬───────┘
                                                                        │
                                                                        ▼
                                                                 ┌──────────────┐
                                                                 │ Add Icons or │
                                                                 │   Symbols    │
                                                                 └──────┬───────┘
                                                                        │
                                                                        ▼
                                                                 ┌──────────────┐
                                                                 │  Save and    │
                                                                 │  Download    │
                                                                 └──────────────┘
```

Solution &Technical Arichtecture:
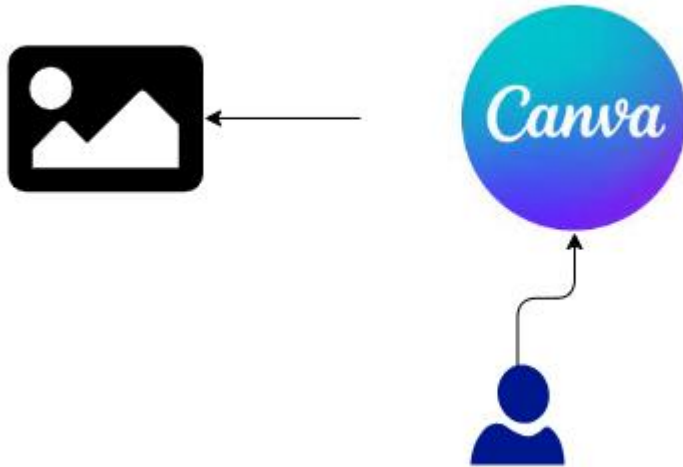
Results:

- A logo communicates ownership, quality, and values, and is the first impression clients get from your business, revealing your ideas and separating you from the competition

- The primary role of a logo is to identify the person, product, business, or service you're designing it for. Identification is what really matters

- A logo makes a strong first impression and is often the first thing that customers notice about your brand. It can grab attention and spark interest, making your business stick in the minds of your audience

- A logo is expected by your audience and should be front and center of all your marketing materials such as business cards, flyers, advertisements, etc.

Advantages:
1. Grabs Attention
2. Brand Identity
3. Differentiation
4. Brand Recognition
5. Improve Customer loyality

Disadvantages:
1. Cost
2. Time Consuming
3. Ineffective Design
4. Limited flexibility
5. Legal issues

Conclusion:
In conclusion, making a brand logo is an essential part of building a successful business and brand. A well-designed logo can grab attention, make a strong first impression, be the foundation of your brand identity, be memorable, separate you from competition, foster brand loyalty, and be expected by your audience. A logo can also create value for customers, enhance their brand commitment, and improve a company's performance. However, there are also potential disadvantages to consider such as cost, time-consuming, ineffective design, limited flexibility, and legal issues. Overall, a well-designed logo is a crucial component of a successful brand strategy and can help businesses stand out in a crowded marketplace.

FUTURE SCOPE

The future scope for making a brand logo is constantly evolving and changing. Future studies may focus on the effectiveness of brand logos, the fluidity of brand identity, the demand for high-quality logo designs, the use of logos as strategic branding tools, and the influence of public behavior on logo design trends.

GitHub & Project Video Demo Link

Project Video Demo Link
https://drive.google.com/file/d/1pkSrNg9rUnChyAEvmjeYj1caWyWW18nt/view?usp=sharing
GitHub

https://github.com/KarthigaVijayalakshmi/Naan-Mudhalvan--Digital-Marketing