

Project Design Phase-II

Technical Architecture

Team Id	NM2023TMID06160
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

The technical architecture of How to Create Brand Name, Brand Mail and Brand Logo in Canva involves a set of components and their interactions to ensure that the canva functions effectively. Below is an overview of the key elements in the technical architecture of a Create Brand Name, Brand Mail and Brand Logo in Canva.

User Interface (UI):

- Brand logo: Create, edit, and customize your logo on a canvas with text, shapes, colours, and images. Choose from pre-designed logo templates for inspiration. Download your logo in various formats.
- Gmail Creation: Select and check domain availability. Choose email hosting service (e.g., Google Workspace).Set up your branded email address and password. Access your email inbox, compose, and manage emails .Link your logo for consistent branding. Configure security settings like 2FA and encryption.

Presentation Layer:

- Brand logo: Clearly explain the purpose and elements of a logo.Use visual aids and examples to illustrate concepts .Emphasize the importance of simplicity in logo design. Discuss how the logo should reflect the brand's identity.Explain the significance of color and font choice.
- Gmail Creation: Explain the significance of professional email for branding. Discuss the choice of email hosting service (e.g., Google Workspace).Present a step-by-step guide to setting up branded email addresses.Explain how to integrate email with branding elements.

Application Logic:

- Brand logo : Provide a canvas for users to create and customize logos. Offer pre-designed logo templates for inspiration. Allow users to save and download their logos.
- Gmail Creation: Collect user details for email setup. Allow users to select or register a domain. Offer options for email hosting services (e.g., Google Workspace). Guide users through the setup process for branded email addresses. Enable users to link their brand logo and maintain consistent branding.

Data Layer:

- MySQL Database: Data layer for brand logo creation is typically stored in a database or data storage system, often on a server or cloud-based platform. The specific location and method of storage can vary depending on the application's architecture and the technology stack being used.

Security Layer:

- Security Plugins: Keep your operating system, web browser, and email client up to date to protect against known vulnerabilities.
- HTTPS: Implementation of SSL/TLS ensures secure data transmission between the server and users.

Hosting Infrastructure:

- Web Hosting Server: Affordable and suitable for small businesses. Providers like Bluehost, HostGator, and SiteGround offer shared hosting. Provides more control and performance. Consider DigitalOcean, Linode, or Vultr for VPS hosting..
- Content Delivery Network (CDN): A CDN may be used to optimize content delivery, improve page load times, and reduce server load.

Content Delivery:

- Caching: Caching mechanisms, including server-side caching and caching plugins, are used to optimize page load times.

- Content Distribution: Content is efficiently delivered to users globally, reducing latency and improving performance.

SEO and Analytics:

- SEO Plugins: Optimize images, including your logo, with descriptive file names and alt tags. Include business information and website links in your email signature..
- Analytics Tools: Integration with analytics tools, such as Google Analytics, provides insights into user behavior and website performance.