

PROJECT REPORT

To Create Brand Name, Brand Mail and Brand Logo in Canva.

1. INTRODUCTION

1.1 Overview

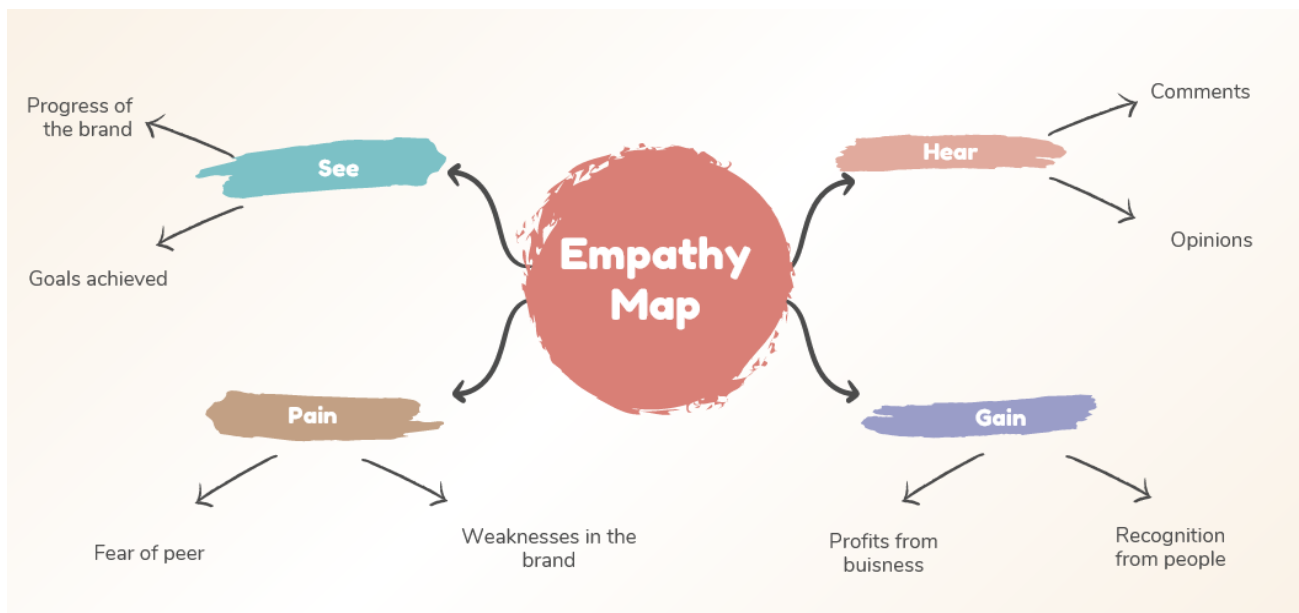
The main objective of this project is to Create Brand Name, Brand Mail and Brand Logo in Canva.

1.2 Purpose

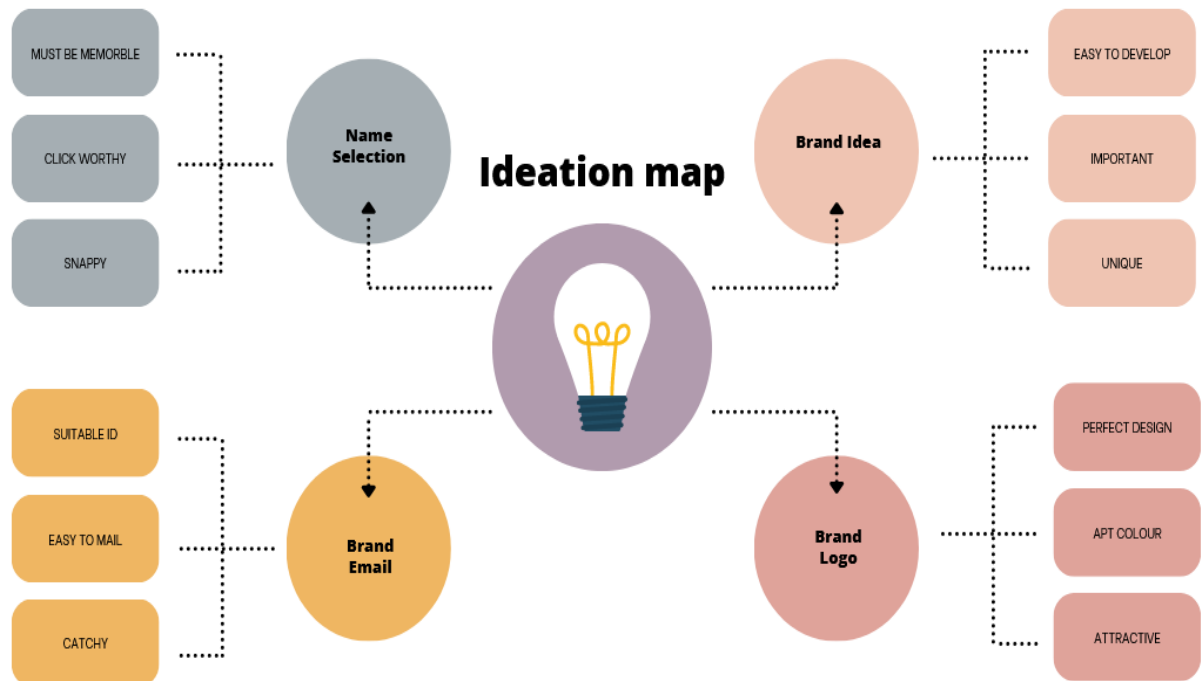
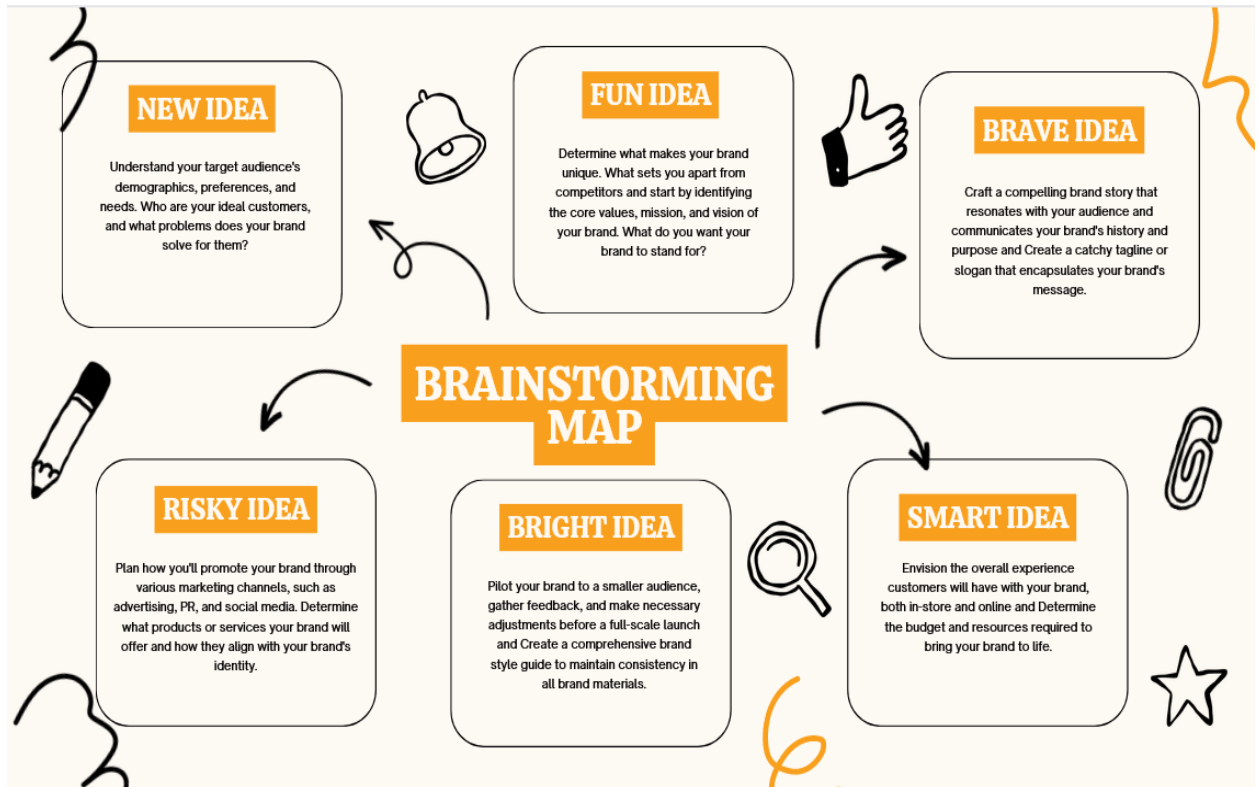
To establish a strong brand identity, enhance professional communication, and support our marketing efforts through the creation of a unique brand name, email address, and logo in Canva. These elements are integral to our branding strategy and will set us apart from competitors, contributing to our brand's success.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



2.2 Ideation and Brainstorming Map



3. RESULTS

The creation of our brand name, brand email, and brand logo in Canva has yielded significant results. We now boast a distinct brand identity that enhances recognition and recall among our target audience. The professional email address has streamlined communication with clients and stakeholders, while our consistent use of Canva's design tools ensures visual branding cohesion. These elements have been seamlessly integrated into our marketing efforts, strengthening our brand presence and providing a competitive advantage. Overall, these results align with our comprehensive branding strategy and contribute to our business success.

4. ADVANTAGES AND DISADVANTAGES

4.1 Advantages

Enhanced Brand Identity: Creating a unique brand name, email, and logo helps establish a strong brand identity, making your business memorable and recognizable in the market.

Professional Communication: A dedicated brand email address conveys professionalism in communication with clients and partners, enhancing credibility.

Competitive Edge: A well-crafted brand identity sets you apart from competitors, providing a competitive advantage in the market.

4.2 Disadvantages

Rebranding Challenges: Once established, changing the brand name or logo can be challenging and costly, potentially causing confusion among existing customers.

Overcomplication: Overdesigning the logo or choosing a complex brand name may confuse or alienate your target audience.

Legal Issues: It's essential to conduct thorough trademark searches to avoid potential legal issues related to the brand name or logo.

5. APPLICATION

In practice, the brand name, email, and logo created in Canva will be seamlessly integrated into our business operations. The brand name and logo will play a central role in our marketing and promotional strategies, enhancing recognition and recall. The professional brand email address will elevate our communication with clients and partners. Regular monitoring will ensure these elements adapt to changing needs and market dynamics, while appropriate legal considerations will safeguard our brand identity.

6. CONCLUSION

In conclusion, the creation of our brand name, email, and logo in Canva represents a strategic move towards strengthening our brand identity, enhancing communication, and improving recognition. These elements align harmoniously with our business objectives, providing a competitive edge. While challenges and costs exist, the long-term prospects of our branding efforts look promising. We recommend continued monitoring and adaptation to ensure sustained success.