

DIGITAL MARKETING

How to Create Brand Name, Brand Mail and Brand Logo in Canva

A PROJECT REPORT

Submitted by

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CHAPTER 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.

Project title: Create a Brand Name, Mail and Logo for the Sapling Shop.

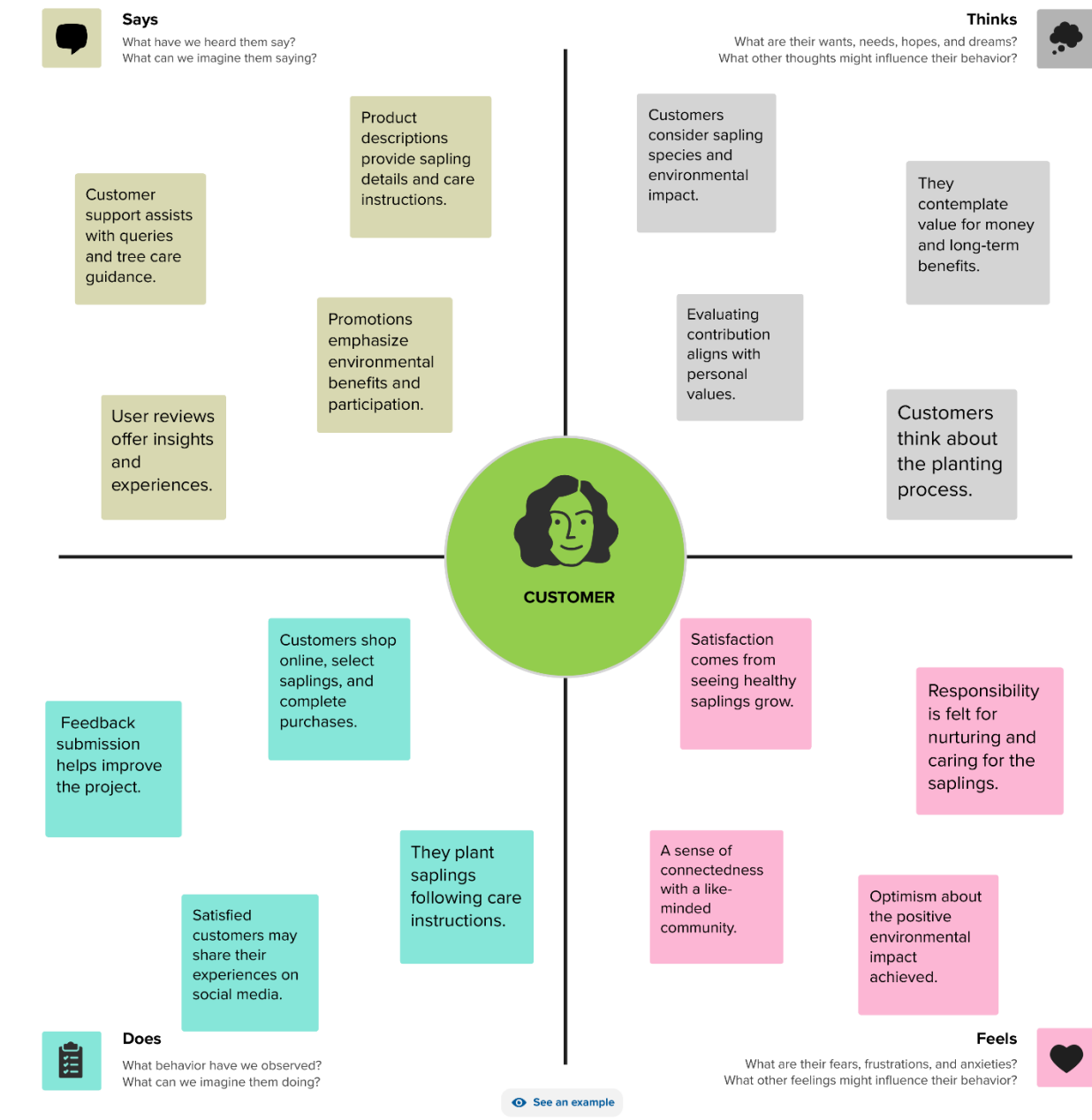
1.2 PURPOSE

The Sapling project was created in response to the urgent need to promote environmental sustainability, reforestation, and community engagement by providing healthy young trees and plants. The purpose of this project is to demonstrate how Canva Websites can significantly benefit small businesses like a Sapling by offering a user-friendly and creative platform for logo creation. The project specifically attempts to demonstrate how using Canva Websites may improve the sapling's online presence by making it simpler for clients to browse and place orders through the website. The project demonstrates how the organization can establish an interesting and useful online platform by utilizing Canva's design tools and templates. This will increase online sales, improve consumer comfort, and ultimately help the business grow and succeed in the digital age. A sapling shop's mission is to support biodiversity and environmental sustainability by offering young trees and plants in an easily accessible manner. These organizations provide a way for people and communities to fight climate change, protect local ecosystems, and enhance the quality of the air and water. By supporting urban greening initiatives, habitat restoration, and reforestation, sapling shops help to create a more sustainable and healthy environment for both the present and future generations.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING


2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING

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

Template



**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.

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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

How might we create an accessible and user-friendly online platform that offers expert guidance, a diverse selection of quality saplings, and a thriving community to empower individuals in their sapling-related endeavors, addressing the challenge of the lack of comprehensive resources for sapling enthusiasts and gardeners?


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

Person 1

Create a user-friendly website with detailed sapling care guides and tips.

establish an online community forum for sapling enthusiasts to share experiences.

collaborate with nurseries to offer a diverse range of quality saplings for purchase.

Person 2

Implement an interactive 'Sapling Selection Wizard' to aid users in choosing the right sapling.

Offer webinars and workshops with expert gardeners for in-depth knowledge sharing.

Develop a newsletter to provide regular updates and sapling care advice.

Person 3

Integrate a Q&A section for users to seek personalized advice from experts.

Create engaging social media content to build a vibrant online community.

Establish partnerships with environmental organizations to promote eco-friendly practices.

Person 4

Gather user testimonials and success stories to build trust and credibility.

Utilize SEO and digital marketing strategies to increase website visibility.

Engage with local schools and educational institutions for sapling-related projects.

TIP

You can select a sticky note and hit the pencil icon to start drawing!

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 can break it up into smaller sub-groups.

20 minutes

TIP

Add customizable legs to sticky notes to make it easier to find, browse, organize, and rearrange important ideas as they surface within your mind.

Create a user-friendly website with detailed sapling care guides and tips.

Establish partnerships with environmental organizations to promote eco-friendly practices.

Develop a newsletter to provide regular updates and sapling care advice.

establish an online community forum for sapling enthusiasts to share experiences.

Offer webinars and workshops with expert gardeners for in-depth knowledge sharing.

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Step-3: Idea Prioritization

4

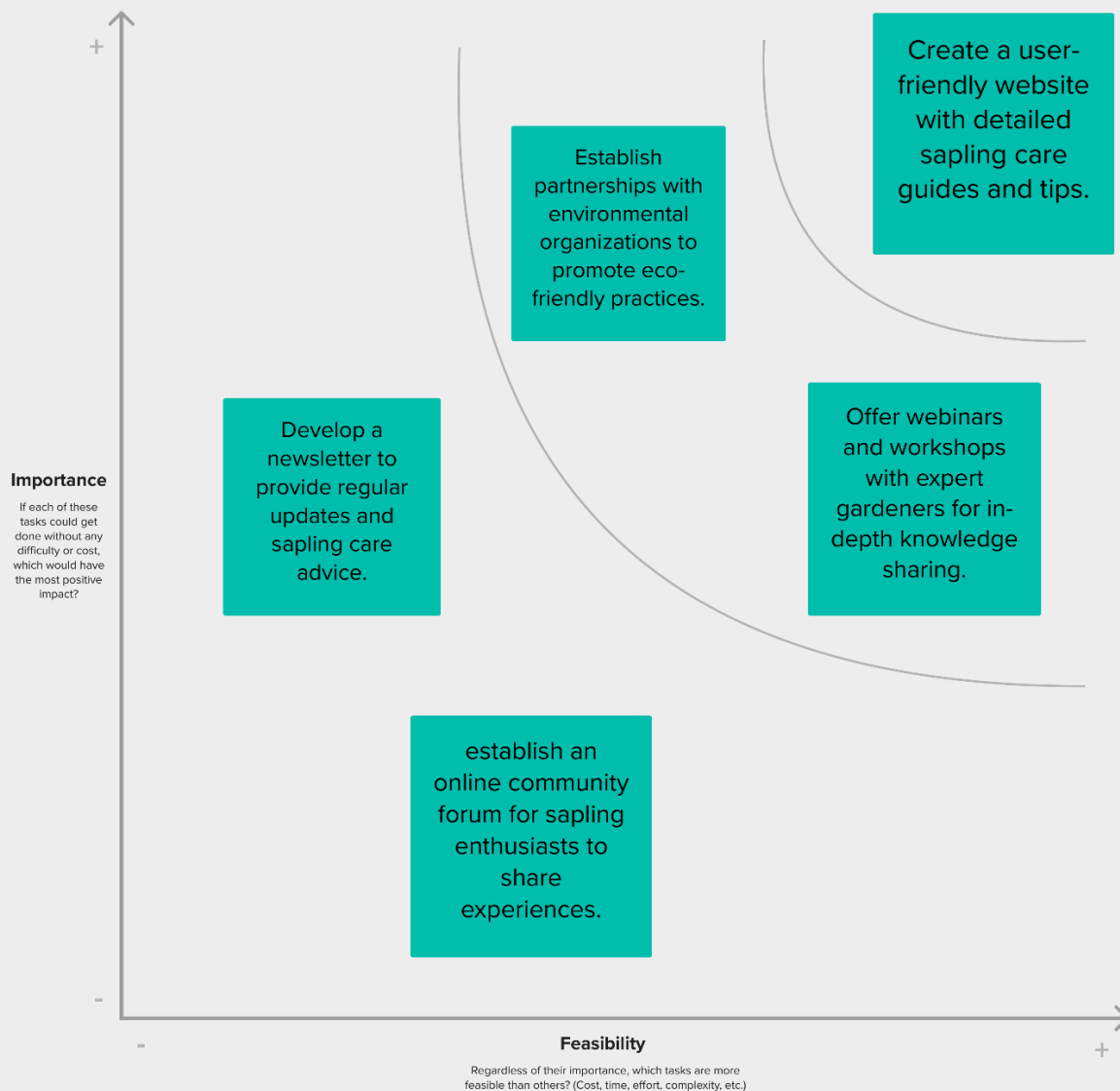
Prioritize

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.



CHAPTER 3

RESULT

Brand Name: Vrksaudhaya

Category: Nursery and Garden Center (a gardening supply to individuals and businesses for landscaping, gardening, and reforestation purposes)

Target Audience: All

Brand Email: vrksaudhaya@gmail.com

Password: vrks2023

Canva Logo URL:

https://www.canva.com/design/DAFyJ6KexUk/ZeMh4832h - cMu8vzdPETg/edit?utm_content=DAFyJ6KexUk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Industry Introduction:

Introducing "Vrksaudhaya," a pioneering brand in the "Nursery and Garden Center" category. Our mission is to provide a diverse selection of young trees and plants to individuals, landscapers, and environmental enthusiasts. With a commitment to reforestation and sustainability, Vrksaudhaya Saplings serve as to a wide target audience, including homeowners, community groups, and corporations looking to enhance their green spaces. For inquiries and orders, contact us at vrksaudhaya@gmail.com. With our extensive range of species and a focus on environmental conservation, Vrksaudhaya Saplings is your go-to destination for promoting vibrant and sustainable ecosystems.

Final Logo design by using Canva:



CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- 1. Positive Environmental Impact:** Sapling shops play a crucial role in reforestation efforts, helping to combat deforestation and contribute to environmental sustainability. By providing healthy young trees and plants, they enable individuals and communities to participate in tree planting and ecological restoration.
- 2. Local Ecosystem Growth:** Sapling shops facilitate the growth of local ecosystems by offering native plant species that support local wildlife and biodiversity. These plants help create habitats for various species and promote a balanced ecosystem.
- 3. Combat Climate Change:** Trees are known for sequestering carbon dioxide, making sapling shops key players in mitigating climate change. By planting trees, they aid in reducing greenhouse gas levels and improving air quality.
- 4. Community Engagement:** Sapling shops often engage with local communities, educational institutions, and environmental organizations. They promote eco-consciousness and encourage individuals to get involved in tree planting and ecological projects.
- 5. Economic Opportunities:** These businesses generate income through the sale of plants, trees, gardening supplies, and sometimes landscaping services. They can also create jobs and stimulate the local economy.

DISADVANTAGES:

- 1. Seasonal Demand:** Sapling shops often experience seasonal fluctuations in demand, with peak sales occurring during planting seasons. This can lead to uneven cash flow throughout the year.
- 2. Plant Care:** Maintaining the health of saplings can be labor-intensive and may require significant attention to watering, pruning, and protection from pests and diseases. Expertise in plant care is crucial.
- 3. Weather Risks:** Adverse weather conditions, such as droughts, floods, or severe storms, can negatively impact the health and survival of plants. This poses a financial risk for the business.
- 4. Market Competition:** Sapling shops may face competition from larger nurseries, retail chains, and online sellers. Competing with established players can be challenging.
- 5. Land and Space Requirements:** Growing plants and trees often requires significant land and greenhouse space, which can be expensive to acquire and maintain.
- 6. Initial Investment:** Starting a sapling shop may require a substantial initial investment in infrastructure, inventory, and equipment. This can be a barrier for some entrepreneurs.
- 7. Pest and Disease Risks:** Plants are susceptible to pests and diseases, which can lead to financial losses and require the use of pesticides or other control methods.
- 8. Regulations:** Compliance with local regulations, permits, and environmental laws is essential. Meeting these requirements can involve additional costs and administrative work.

CHAPTER 5

APPLICATIONS

This design simplifies the process of creating an attractive, user-friendly website for the Sapling project, which enhances the online presence, drives sales, and fosters environmental engagement.

Here some practical application.

- 1. Landscaping and Gardening:** Homeowners, landscapers, and garden enthusiasts visit sapling shops to purchase plants and trees for their gardens and landscapes.
- 2. Reforestation and Conservation:** Sapling shops play a crucial role in reforestation projects by providing native tree species for reforesting areas affected by deforestation or natural disasters.
- 3. Urban Greenery:** Cities and municipalities source saplings to enhance urban greenery, beautify public spaces, and improve air quality.
- 4. Environmental Education:** Sapling shops often serve as educational hubs, offering workshops and resources to educate the public on tree planting and sustainable gardening practices.
- 5. Wildlife Habitat Restoration:** Conservation organizations purchase saplings to restore habitats for wildlife, such as birds, pollinators, and other animals.

- 6. Erosion Control:** Saplings are used to stabilize soil and prevent erosion in areas prone to landslides or soil erosion.
- 7. Carbon Sequestration:** Businesses and individuals interested in carbon offset programs may buy saplings to help sequester carbon dioxide and mitigate their environmental impact.
- 8. Community Projects:** Sapling shops support community tree-planting initiatives and public park beautification projects.
- 9. Agriculture and Forestry:** Farms and forestry operations purchase saplings for timber production, agroforestry, and agroecological farming practices.
- 10. Botanical Gardens:** Botanical gardens acquire a wide variety of plant species, including rare and exotic saplings, to maintain their living collections.
- 11. Horticultural Research:** Educational institutions and research facilities utilize saplings for horticultural and environmental research.
- 12. Green Roof and Green Wall Installations:** urban developments incorporate saplings into green roof and green wall projects for energy efficiency and environmental benefits.
- 13. Corporate Green Initiatives:** Companies with sustainability goals may buy saplings for corporate events or as part of their green initiatives.
- 14. Local Economic Development:** Sapling shops can stimulate local economies by creating jobs and attracting customers from the surrounding area.
- 15. Biodiversity Conservation:** Conservationists and environmentalists purchase native saplings to restore and conserve biodiverse ecosystems.

CHAPTER 6

CONCLUSION

During the Sampling project, I acquired valuable insights into the integration of design tools like Canva for website development. This experience provided me with a deeper understanding of how creative design can enhance online presence, customer experience, and ultimately, the growth of businesses, particularly those focused on environmental sustainability.

In summary, this project effectively used Canva to create an attractive and user-friendly brand logo for our Saplings Shop. The integration of Canva into a sapling shop's operations offers a transformative opportunity. This innovative approach enhances not only the visual appeal of the business but also its online presence and customer engagement. By utilizing Canva's user-friendly design tools and templates, the sapling shop can craft an attractive and informative logo design that simplifies the browsing process for clients. This results in increased sales and, ultimately, the shop's growth and success in the digital age. Canva empowers the sapling shop to leverage creative design to foster environmental sustainability, making it a dynamic and effective tool for achieving its mission. Moreover, sapling shops are not just places to buy young trees and plants; they are vital contributors to environmental sustainability and community well-being. These establishments promote reforestation, combat climate change, enhance local ecosystems, and provide resources for landscaping and gardening. By fostering a deeper connection between individuals and their environment, sapling shops play a significant role in the real world, helping to create greener, healthier, and more beautiful communities.

