

Ideation Phase

Brainstorming

Date	3 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team member 1	6DE924429DF412F995C4F1EE65575B7E
Team member 2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team member 3	ED4AABD1B82CD2E8B464A8282C13431D
Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.

The screenshot shows a Mural collaborative workspace. At the top, a red banner states: "You've reached the maximum number of murals. Upgrade your free plan for unlimited murals." The main canvas is titled "Untitled mural" and contains a grid of sticky notes organized into four columns, each headed by a team member's name: LN.Manisha, J.J.Jenisha, Janis J Rhea, and J.M.Jenit Reels. Each column contains two rows of sticky notes with brainstorming ideas for brand names, email addresses, and logos. For example, under LN.Manisha, notes include "The brand name should be unique", "The name should be easy to remember", and "Easy to pronounce". A sidebar on the right shows an "Outline" with two main sections: "1 Brainstorm & idea prio..." and "2 Before you collaborate". The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 12:50 on 03-11-2023.

(1) WhatsApp x Untitled mural • IOT TEAM MEM x +

app.mural.co/t/iotteammembers0565/m/iotteammembers0565/1682761328768/c52ebe2ec7b81212260e58774e95e9f53a88ade4?invited=true...

You've reached the maximum number of murals. Upgrade your free plan for unlimited murals. Upgrade

Untitled mural

Brand Name

Brand Email

Brand Logo

Outline

1 Brainstorm & idea prio...

Use this template in your own brainstorming sessions so your team

2 Before you collaborate

A little bit of preparation goes a long way

12:50 03-11-2023

(1) WhatsApp x Untitled mural • IOT TEAM MEM x +

app.mural.co/t/iotteammembers0565/m/iotteammembers0565/1682761328768/c52ebe2ec7b81212260e58774e95e9f53a88ade4?invited=true...

You've reached the maximum number of murals. Upgrade your free plan for unlimited murals. Upgrade

Untitled mural

Importance

Price out any subcontractors if you need additional labor

Customers are more likely to engage with a business that uses a professional email address.

A logo is one of the first things that people see when they are introduced to a brand.

A brand name can help to differentiate the brand from its competitors and create a unique voice.

A strong brand name can help a business to stand out in a crowded market.

The logo should be visually distinctive and stand out from the competition.

Creating a brand logo is a critical step in building a successful brand.

The logo must not infringe on any existing trademarks or copyrights.

The logo should look good at all sizes and in different contexts, from a business card to a billboard.

Outline

1 Brainstorm & idea prio...

Use this template in your own brainstorming sessions so your team

2 Before you collaborate

A little bit of preparation goes a long way

Zoom out (CTRL-)

20%

12:50 03-11-2023

