

Performance and final submission Phase

Project Documentation

Date	03 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team Member-1	6DE924429DF412F995C4F1EE65575B7E
Team Member-2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team Member-3	ED4AABD1B82CD2E8B464A8282C13431D
Project Title	To Create Brand Name, Brand Mail and Brand Logo using canva

1.Ideation Phase

1)Define the Problem Statement

The screenshot shows a Microsoft Word document titled "Problem statement for creation of Brand name,email,logo in Canva". The document is divided into two main sections: "Ideation Phase" and "Problem Statement".

Ideation Phase

Problem Statement

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.

Problems in creating Brand Name, Brand mail, Brand logo

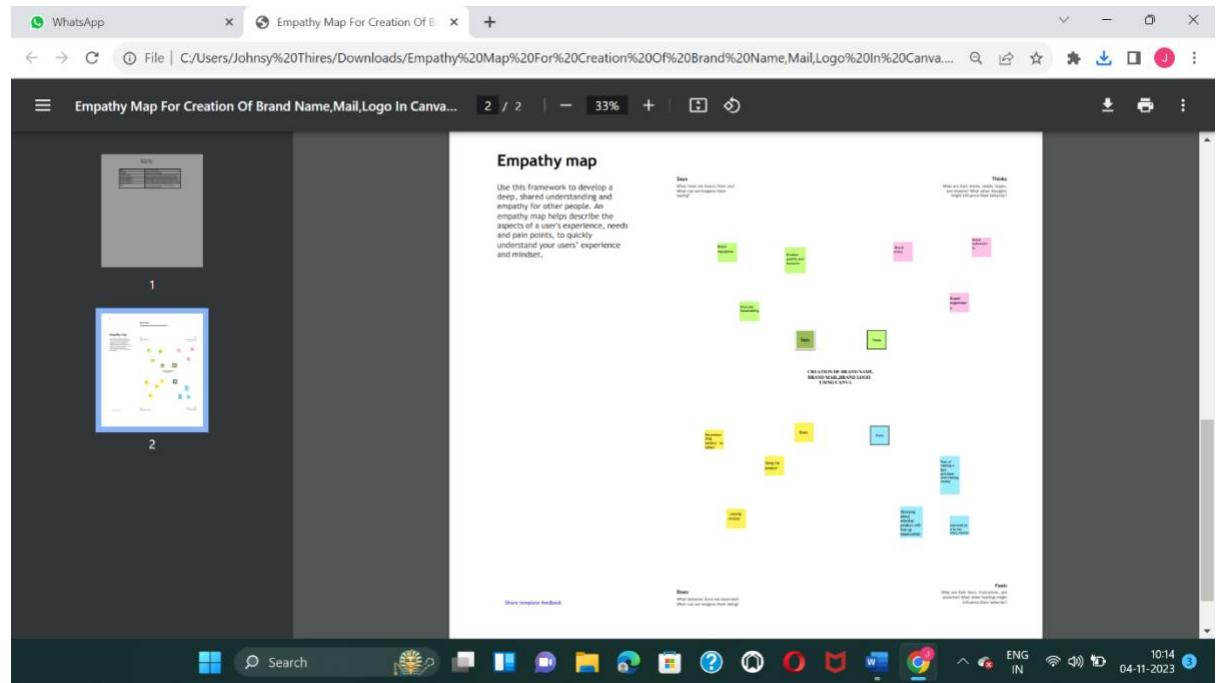
Your brand name should be relevant to the industry or niche that you operate in, and it should also appeal to your target audience. Your brand name should be easy to pronounce and spell, so that customers can easily remember and find your brand. You should check to make sure that your brand name is available as a trademark, before you start using it.

Your email address should be professional and reflect your brand identity. Avoid using personal email addresses or nicknames. Your email address should be mobile-friendly, so that customers can easily contact you from their smartphones and tablets. Your email address should be easy to remember, so that customers can easily contact you.

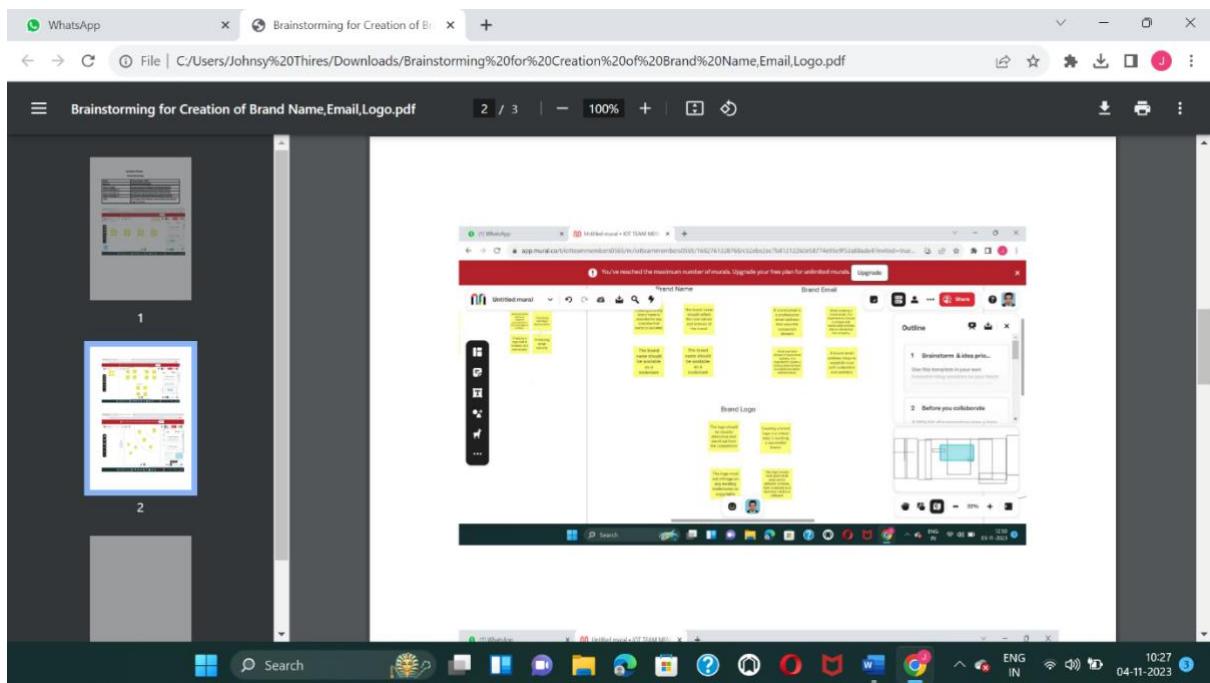
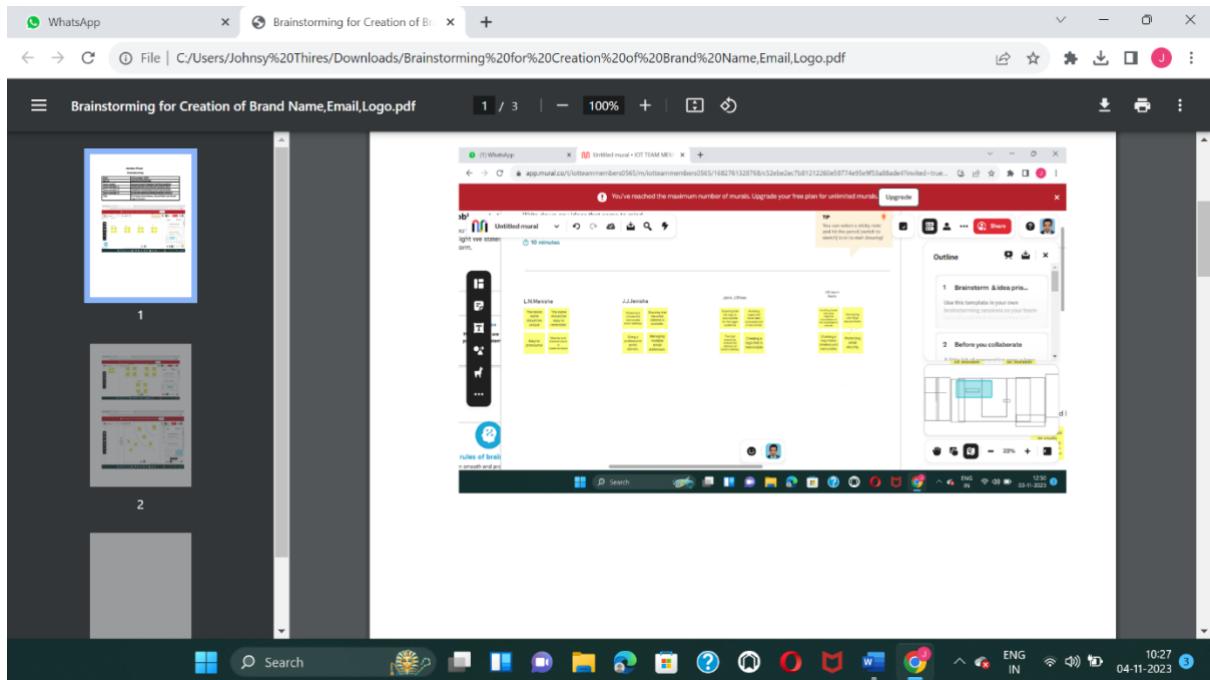
Your logo should be scalable, so that it can be used on a variety of different media, from websites and social media to print materials and merchandise. Your logo should be consistent with your overall brand identity, including your brand name, colors, and fonts. A good logo should be simple and easy to understand. It should not be too complex or cluttered.

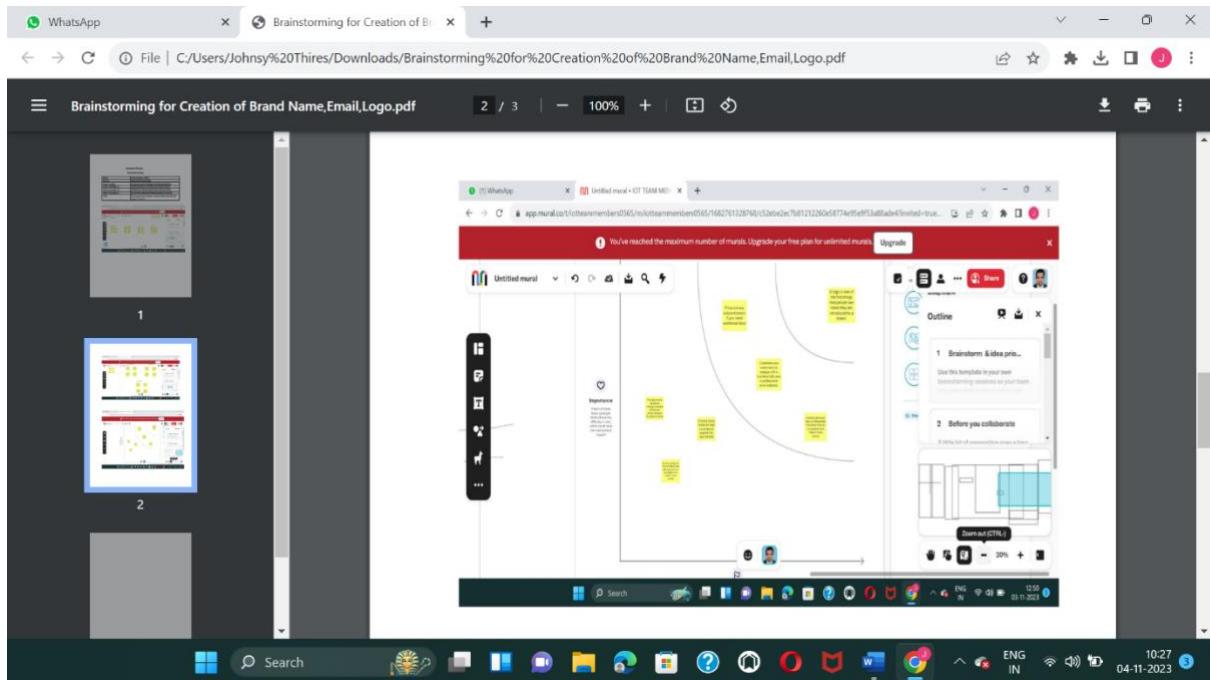
Problem Statement	I am	I'm trying to	But	Because	Which makes me feel
In creating brand name 1. Unique 2. Easy to pronounce 3. Memorable	Businessman	Create my brand name as unique and a memorable one.	It's difficult to find unique names.	There are already lots of names in the market.	Disappointed.
In creating brand Email 1. Professional 2. Easy to remember 3. Mobile friendly	Businessman	Create my brand email as a professional And a mobile friendly.	It's hard to make it Professional.	They are already lots of professional emails.	Difficult to handle.
In creating brand Logo 1. Complex 2. Scalable 3. Consistent	Businessman	Create my brand logo that attracts the customers.	It's not that easy to make the logo to get attention easily.	There are already lots of famous logos.	Worried.

2) Empathy map



3) Brainstorming



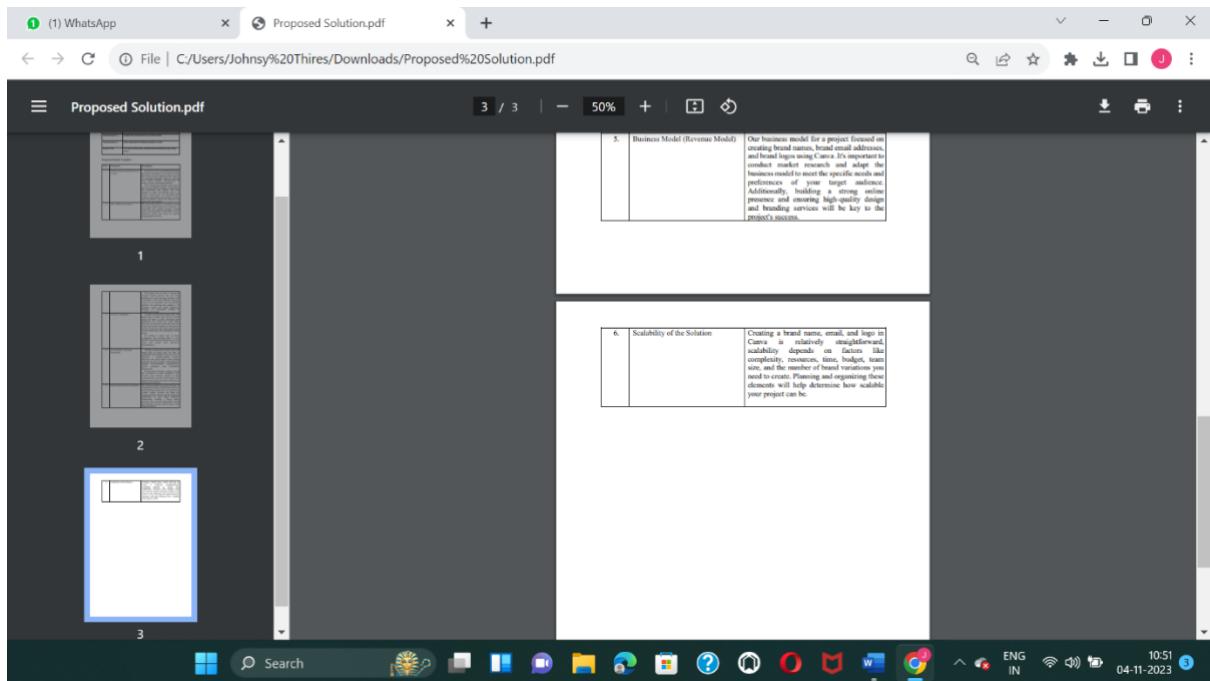
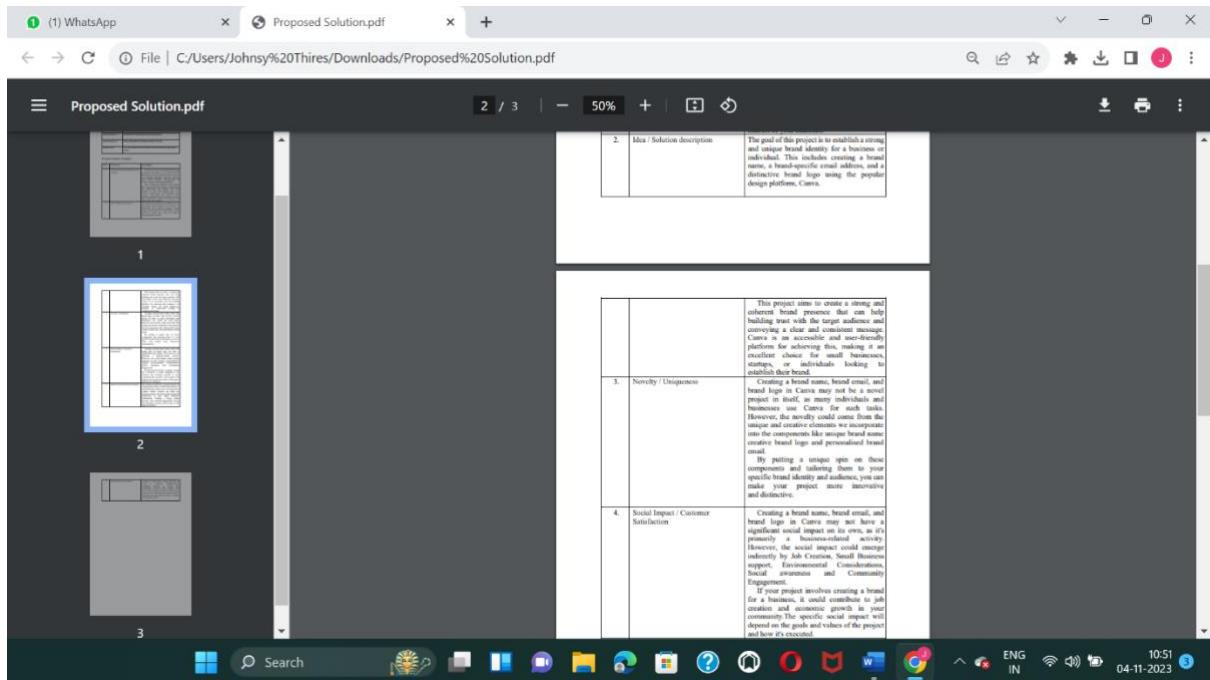


2. Project Design Phase Part -1

1) Proposed solution

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavour into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes.</p> <p>Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. 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.</p>
2.	Idea / Solution description	<p>The goal of this project is to establish a strong and unique brand identity for a business or individual. This includes creating a brand name, a brand-specific email address, and a distinctive brand logo using the popular design platform, Canva.</p>



2)Solution Architecture

(1) WhatsApp Solution Architecture.pdf

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Solution Architecture.pdf

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Solution Architecture:

1. Define Brand Identity:

- Clearly define your brand's mission, values, and target audience.
- Decide on a brand name that aligns with your identity.

2. Create Brand Logo:

- Use Canva's logo maker or design tools to create your brand logo.
- Ensure the logo represents your brand identity.



3. Design Brand Email Address:

- Consider creating a professional email address (e.g. royaltimezz@gmail.com)
- You can set up an email address through an email service provider like Google Workspace (formerly G Suite).

4. Logo and Email Integration:

- Incorporate your brand logo into your email signature.

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(1) WhatsApp Solution Architecture.pdf

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Solution Architecture.pdf

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5. Brand Consistency:

- Maintain consistency in design elements (colors, fonts, logo) across all branding materials.

6. Testing and Feedback:

- Test your email for functionality and design on different devices and platforms.
- Gather feedback from colleagues or potential customers.

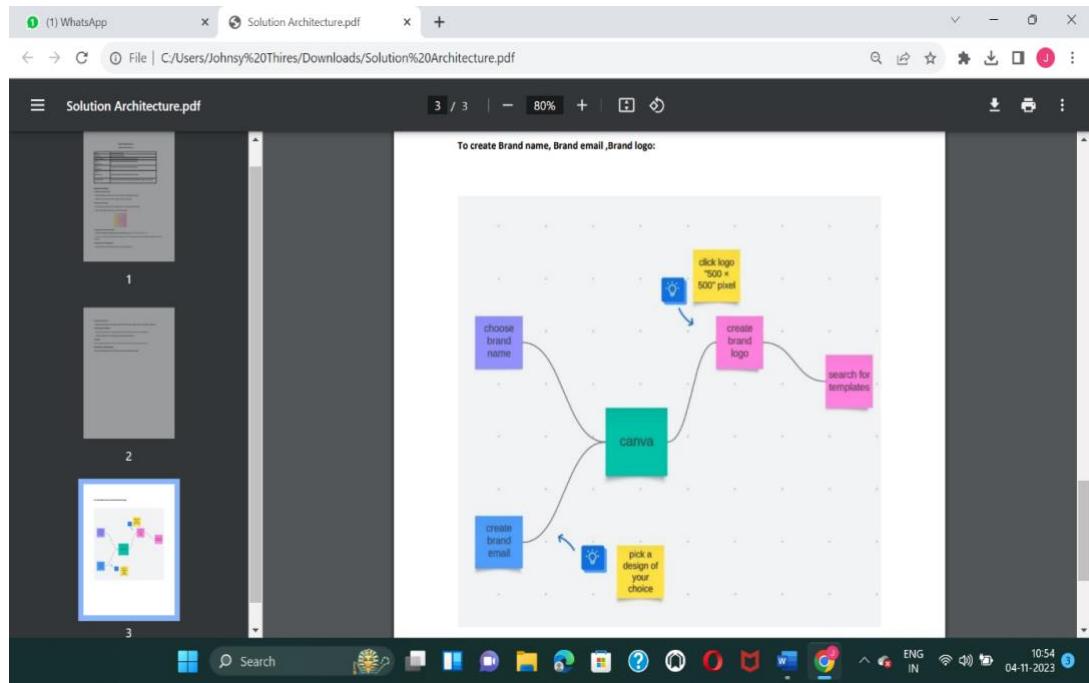
7. Launch:

- Once satisfied, officially launch your brand with the new name, logo, and email.

8. Promotion and Marketing:

- Start promoting your brand through various marketing channels.

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3)Project Design Phase Part -2

1)Determine The Requirements (Customer Journey Maps)

Determine The Requirements on creating brand name,mail,logo in canva.pdf - Adobe Reader

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Selected PDF File: Determine The Requirements... 1 file / 499 KB

Convert To: Microsoft Word (*.docx)

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Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Choose a name that is unique and memorable	Use your brand name in your email address	What is your target audience?	Brand name generator	Be consistent with your branding across all channels
Customer Actions	Avoid using trademarked names	Use your brand colors and fonts in your logo	Is the brand name available for trade?	Email template library	Provide members customer service
Customer Actions	Start a blog	Branding	Branding	Branding	Branding
Customer Actions	Your logo should be representative of your brand	Make sure your logo is visible	What's the email provider you use?	Logo master	To create exclusive loyalty programs
Customer Actions	Keep your logo simple and easy to reproduce	Brand name should stand out from the competition	What kind of visual imagery will appeal to your target audience?	Design elements library	Create a community around your brand

User Stories

User Type	Functional Requirement(Epic)	User Story Number	User Story/Task	Acceptance criteria	Priority
Customer(Brand Name)	Create a brand style guide that	USN-1	As a businessman,	Specific,Measurable	High

Determine The Requirements on creating brand name,mail,logo in canva.pdf - Adobe Reader

File Edit View Window Help

Open Tools Fill & Sign Comment Sign In

Export PDF

Selected PDF File: Determine The Requirements... 1 file / 499 KB

Convert To: Microsoft Word (*.docx)

Recognize Text in English(U.S.) Change Convert

Create PDF Edit PDF Send Files Store Files

Customer|Brand Mail| Brand mail should be developed in consultation with stakeholders from across the organization, including marketing, sales, customer service, and IT. USN-2 As a businessman, I want to create a brand email that is professional and easy to remember, so that I can communicate effectively with customers and build a strong reputation. Achievable, Relevant High

Customer|Brand logo| The brand logo must be visually appealing and aesthetically pleasing. USN-3 As a businessman, I want to create a brand style guide that outlines your brand identity, including your brand logo, colors, fonts, and tone of voice. Time-bound, Security High

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2) Requirement Analysis (Functional, Operational, Technical)/Flowcharts

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Requirement Analysis.pdf 1 / 3 100%

Functional Requirements:

FR No.	Functional Requirement	Description
FR-1	Design Creation	Users should be able to create various types of designs, including social media posts, posters, flyers, presentations, and more.
FR-2	Design Templates	Canva should offer a library of templates for different design types and categories.
FR-3	Editing Tools	Canva should provide a range of editing tools, including text, shapes, images, and the ability to upload custom elements.
FR-4	Collaboration	Canva may allow collaboration features where multiple users can work on a design together.

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Requirement Analysis.pdf

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Operational Requirements:

OR No.	Operational Requirement	Description
OR-1	Device Compatibility	Canva is accessible on various devices, including desktop computers, laptops, and mobile devices. Canva also offers a mobile app for both iOS and Android.
NFR-2	Design Assets	Canva provides a library of templates, images, fonts, and other design assets. If you need specific assets, ensure they are available in your account or consider a Canva Pro subscription for more options.
NFR-3	Data Storage	If you plan to save your designs, ensure you have adequate storage space in your Canva account.

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Requirement Analysis.pdf

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Technical Requirements:

TR No.	Technical Requirement	Description
TR-1	Screen Resolution	Canva works best on devices with a minimum screen resolution of 1024 x 768 pixels. A higher resolution screen can provide a better design experience.

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2
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3) Technical Architecture

Section 1:

Diagram illustrating a technical architecture component.

Section 2:

Diagram illustrating a technical architecture component.

Section 3:

Diagram illustrating a technical architecture component.

Flow chart:

```
graph TD; Center[Canva] --- TopLeft(( )); Center --- TopRight(( )); Center --- BottomLeft(( )); Center --- BottomRight(( )); TopLeft --- TopLeftText["BRAND NAME  
Click & change 300+ file formats"]; TopRight --- TopRightText["BRAND EMAIL  
Create professional emails"]; BottomLeft --- BottomLeftText["BRAND LOGO  
2 million+ templates for website branding"]; BottomRight --- BottomRightText["BRAND LOGO  
3 Pack & change 300+ file formats"]
```

Table: Components & Technologies

COMPONENT	DESCRIPTION	TECHNOLOGY
Text	Create bold and customize text with a variety of fonts, sizes, colors, and styles.	Front-End Development
Images	Canva provides access to a vast library of stock photos and illustrations, or you can upload your own images.	Cloud Infrastructures
Illustrations	Canva offers a collection of pre-designed illustrations and icons for use in your designs.	Graphics Rendering
Backgrounds	Customize the background of your designs with patterns, gradients, textures, or images.	Content Delivery Network (CDN)
Shapes	Use tools and shapes like circles, rectangles, and lines to your designs.	Data Storage and Databases

Table2: Application & Characteristics

CHARACTERISTICS	DESCRIPTION	TECHNOLOGY
User-Friendly Interface	Canva offers an intuitive, easy-to-use interface, making it accessible for both beginners and experienced designers.	Web Technologies

CHARACTERISTICS

Templates	Canva provides a wide range of professionally designed templates for various purposes, such as social media graphics, presentations, posters, and more.	Backend Technologies
Drag-and-Drop Design	You can create designs by simply dragging and dropping elements like text, images, and shapes onto your canvas.	Graphics and Image Processing
Text Tools	Canva offers a variety of fonts, text styles, and formatting options for customizing text in your designs.	AI and Machine Learning
Image Library	Canva includes an extensive library of stock photos, illustrations, and icons that you can use in your projects.	Mobile Applications

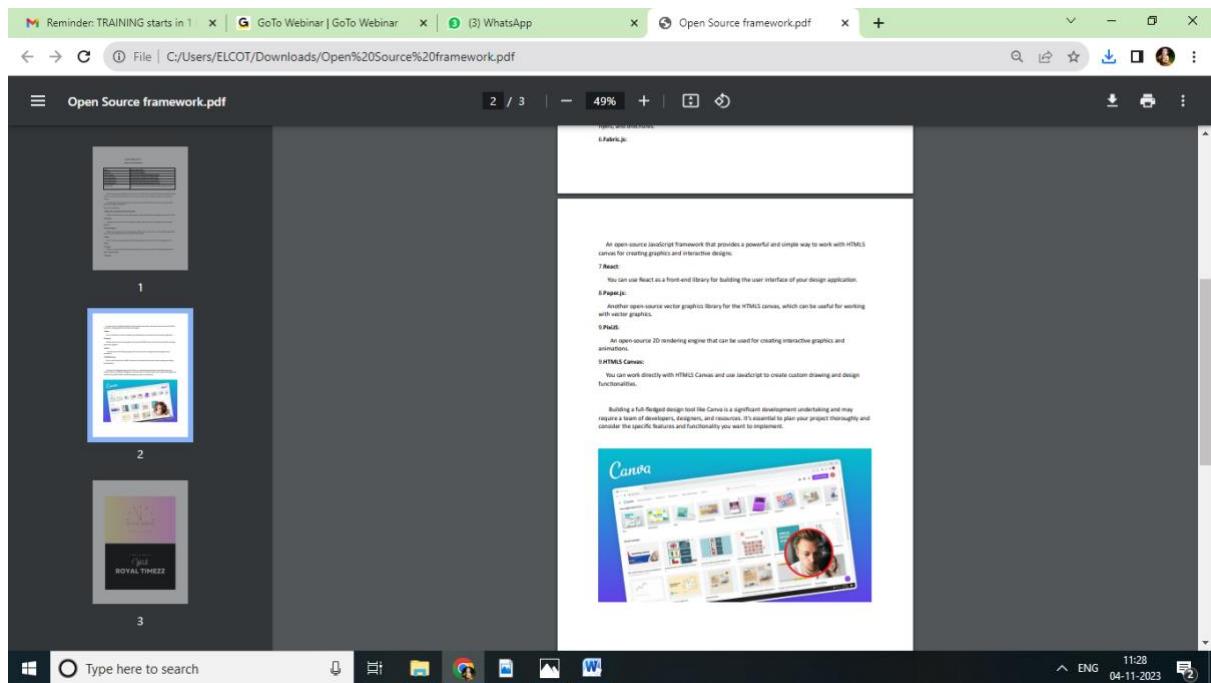
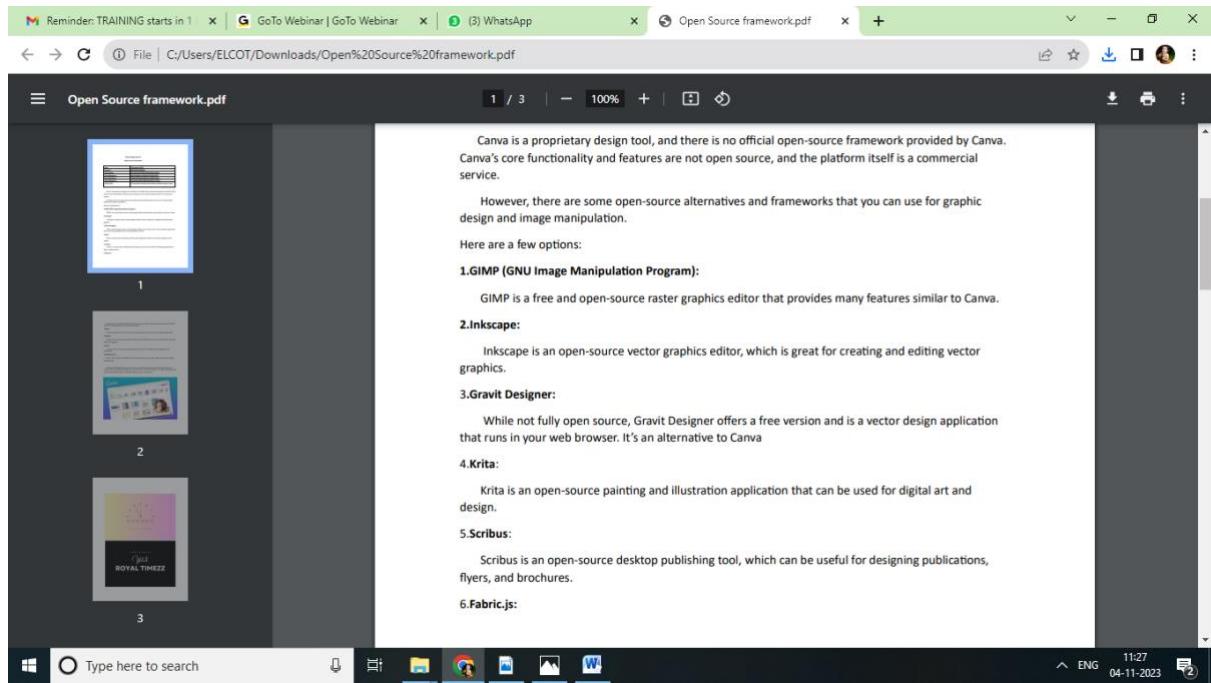
Table2: Application & Characteristics

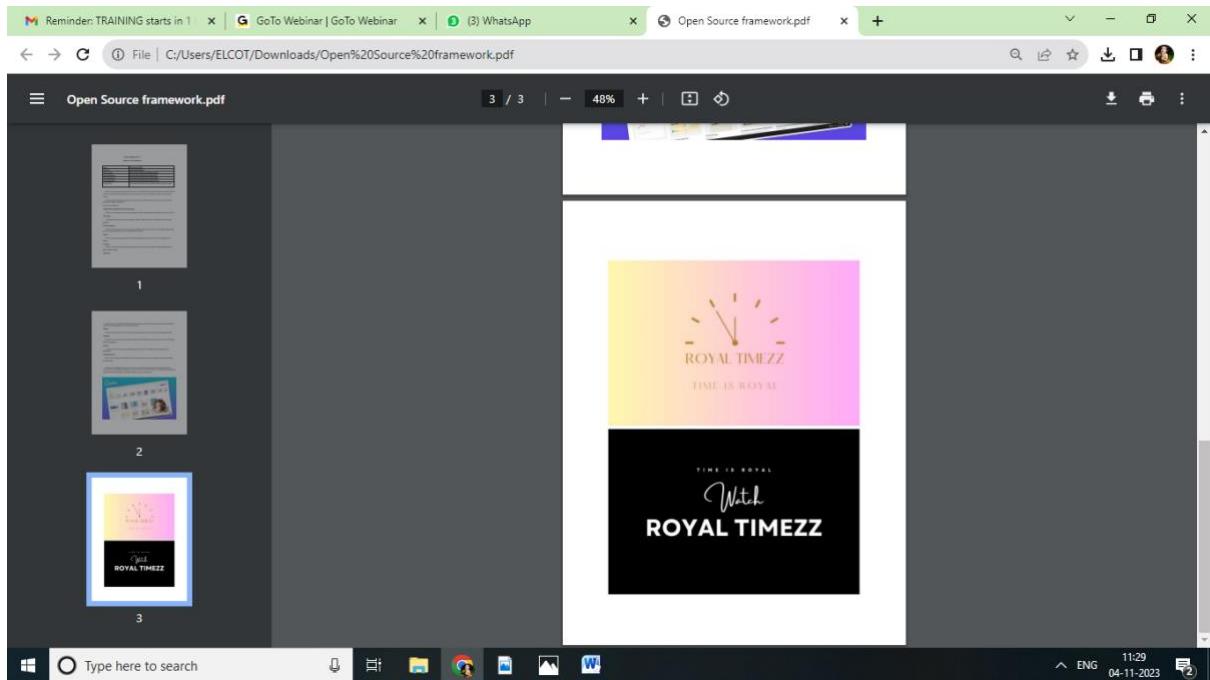
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Image Library	Canva includes an extensive library of stock photos, illustrations, and icons that you can use in your projects.	Mobile Applications

4)Open Source Frameworks





5) Third-Party API's

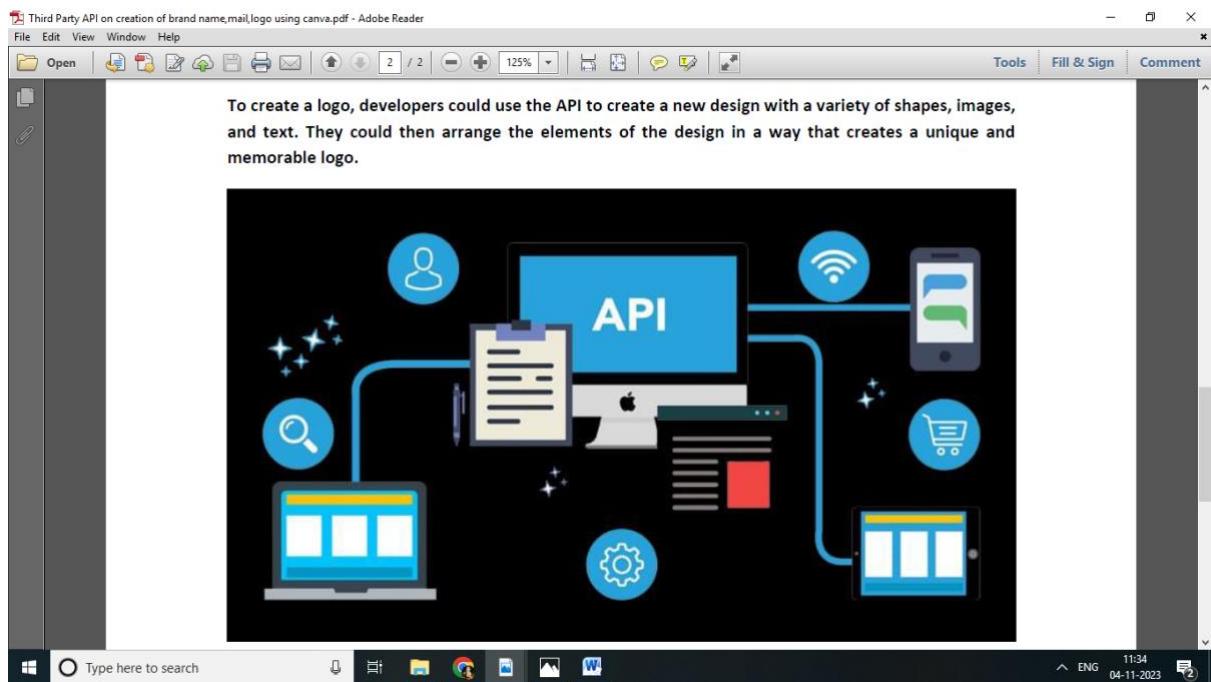
There are a few third-party APIs that can be used to create brand names, emails, and logos using Canva.

One popular option is the Canva API. This API allows developers to create, edit, and manage Canva designs from their own applications. To use the Canva API to create a brand name, email, or logo, developers would first need to create a Canva account and obtain an API key. Once they have an API key, they can use the API to create a new design, add text and images to the design, and then download the design as a PNG or JPG file.

Here are some examples of how the Canva API can be used to create brand names, emails, and logos:

To create a brand name, developers could use the API to create a new design with a text box containing the proposed brand name. They could then add fonts, colors, and other design elements to the text box to create a visually appealing brand name.

To create an email, developers could use the API to create a new design with a text box containing the email address. They could then add fonts, colors, and other design elements to the text box to create a professional-looking email address.

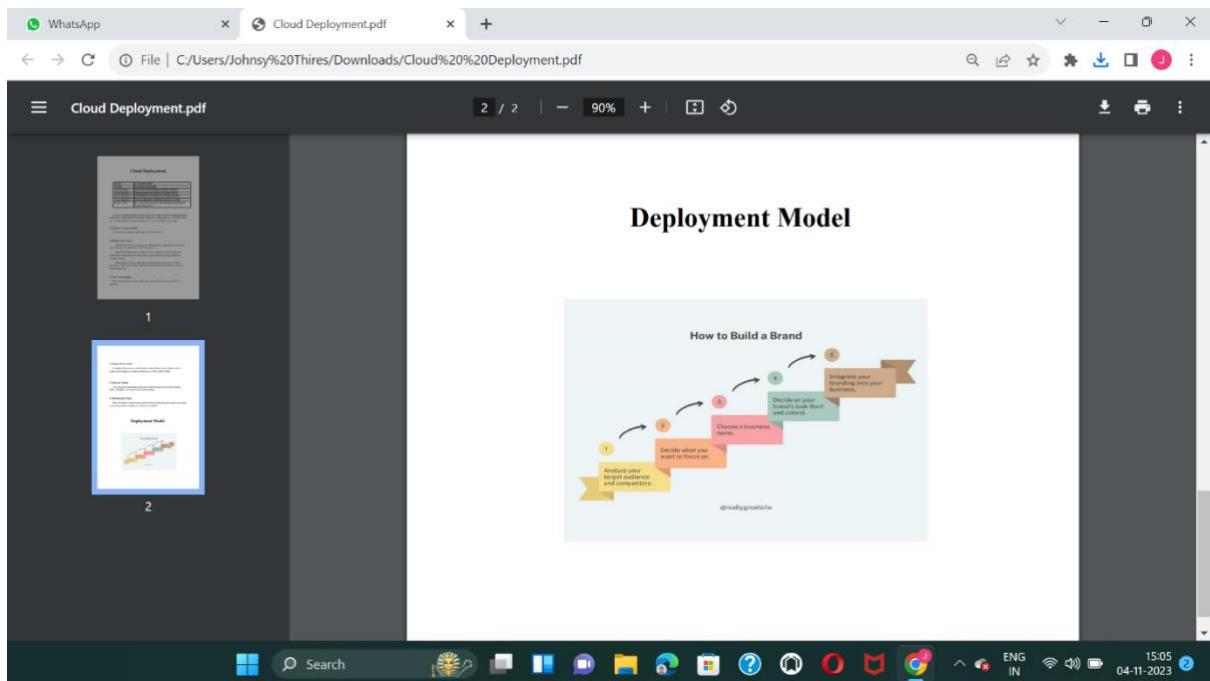
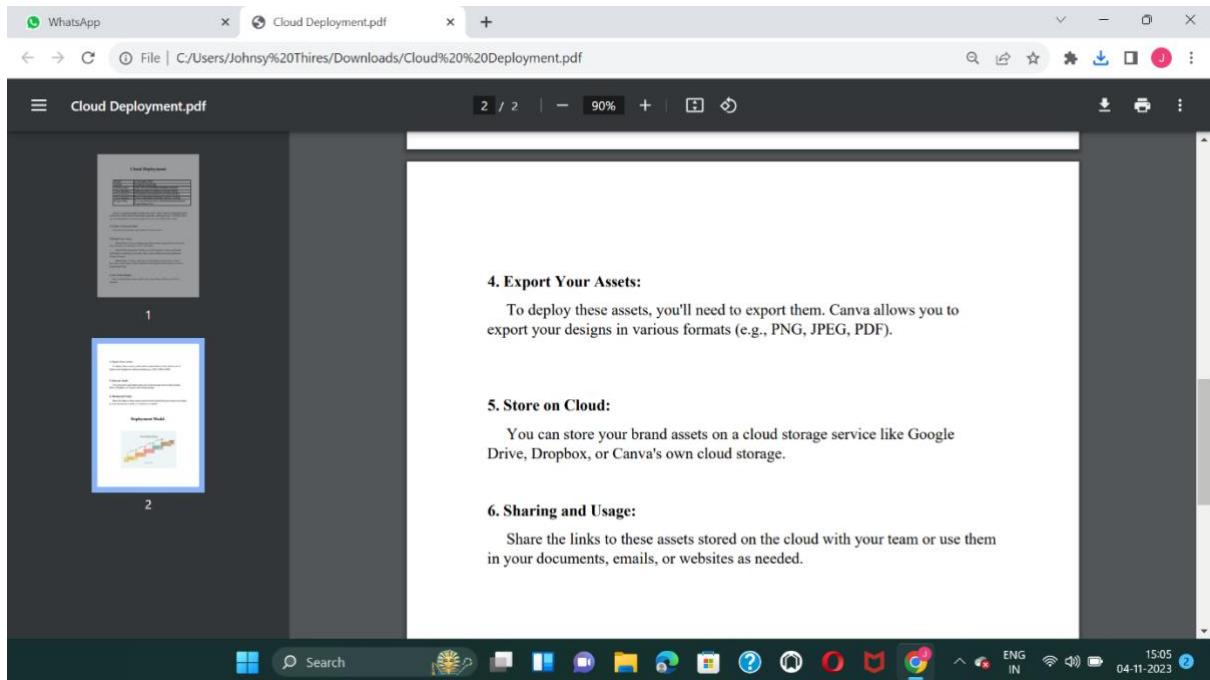


6)Cloud Deployment

Cloud Deployment.pdf

Canva is a popular graphic design tool, and it can be used for designing brand assets like a brand name, brand email signature, and brand logo. To deploy these in a cloud-based environment using Canva, you can follow these steps:

- 1. Create a Canva Account:**
If you haven't already, sign up for a Canva account.
- 2 .Design Your Assets:**
 - Brand Name: You can design your brand name using Canva's text tools and customize it with fonts, colors, and styles.
 - Brand Email Signature: Design an email signature with your brand's information, including your name, title, contact details, and any additional design elements.
 - Brand Logo: Create or upload your brand logo using Canva. Canva provides a wide range of logo templates and design tools to help you create a professional logo.
- 3. Save Your Designs:**
After creating these assets, make sure to save them within your Canva account.



4. Project Development Phase

1) Number of functional features included in the solution:

Project Development Phase

Number of functional features included in the solution

Date	03 November 2023
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Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team Member-1	6DE924429DF412F995C4F1EE65575B7E
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Project Title	To Create Brand Name, Brand Mail and Brand Logo using canva

There are 10 functional features included in the solution for Canva:

They are

1.Text:

Canva offers a wide variety of fonts and text formatting options, so you can create designs with the perfect look and feel. You can also add text to images and videos.

2.Image:

Canva's image library includes millions of free and premium images, as well as the ability to upload your own images. You can crop, resize, and filter images to create the perfect look for your design.

3.Audio:

Canva allows you to add audio to your designs, such as music, sound effects, and voiceovers. You can also create video presentations with audio.

4.Video:

Canva's video library includes millions of free and premium videos, as well as the ability to upload your own videos. You can trim, crop, and filter videos to create the perfect look for your design

5.Animation:

Canva offers a variety of animation features, so you can create dynamic and engaging designs. You can animate text, images, and videos.

6.Collaboration:

Canva allows you to collaborate with others on your designs. You can share your designs with others and give them editing permissions.

7.Templates:

Canva offers a wide variety of templates for any occasion, so you can create professional-looking designs in minutes.

8.Design Tools:

Use Canva's powerful design tools to create professional-looking designs.

9.Publishing:

Publish your designs to the web, social media, or as a print-ready file

10.Sharing:

Share your designs with others via email, link, or social media.

Canva also offers a variety of premium features, such as background remover, premium video, and transparent images.

However, the 10 functional features listed above are all included in the free version of Canva, making it a powerful and versatile design platform for everyone.

Example For Functional Features included in the solution:

```
Def count_functional_features(solution):
```

```
    """Counts the number of functional features in a solution.
```

```
Args:
```

```
    Solution: A dictionary representing the solution.
```

```
Returns:
```

```
    The number of functional features in the solution.
```

```
    """
```

```
    Count = 0
```

```
    For feature in solution:
```

```
If feature.startswith("functional_feature_"):  
    Count += 1  
Return count  
  
# Example usage:  
Solution = {  
    "functional_feature_1": "This is a functional feature.",  
    "non_functional_feature_1": "This is a non-functional feature.",  
    "functional_feature_2": "This is another functional feature."  
}  
Num_functional_features = count_functional_features(solution)  
Print(num_functional_features)
```

2)CODE-LAYOUT,READABILITY AND REUSABILITY:

PROJECT DEVELOPMENT PHASE

CODE-LAYOUT,READABILITY AND REUSABILITY

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Code-layout

- Use a consistent code layout throughout your project. This will make your code easier to read and maintain.
- Use indentation to show the structure of your code. For example, if you have a function, indent the code inside the function body.
- Use comments to explain what your code does. This is especially important for complex code.
- Use descriptive variable names. This will make your code more readable and easier to understand.

Readability

- Use white space to make your code more readable. This includes using spaces between lines of code, between operators, and around keywords.
- Use line breaks to break up long lines of code. This will make your code easier to read and understand.
- Use parentheses to clarify the order of operations.
- Use curly braces to group related code together. This will make your code more readable and easier to understand.

Reusability

- Write modular code. This means breaking your code down into small, self-contained functions. This will make your code more reusable and easier to maintain.
- Use parameters to pass data into and out of your functions. This will make your functions more reusable and flexible.
- Use variables to store data. This will make your code more reusable and easier to maintain.

Here is an example of a reusable function for creating a brand name in Canva:

Python:

```
def create_brand_name(name, tagline):
    """Creates a brand name in Canva.
```

Args:

name: The name of the brand.

tagline: The tagline of the brand.

Returns:

A Canva element containing the brand name.

....

```
text_element = canva.text(name, size=24, font="Arial")
tagline_element = canva.text(tagline, size=12, font="Arial")

group_element = canva.group([text_element, tagline_element])

return group_element
```

3)Utilization of algorithms dynamic programming optimal memory :

Project Development Phase

Utilization of algorithms dynamic programming optimal memory utilization

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Brand Name

Algorithms can be used to generate and evaluate brand names in a number of ways.

1. Generate a list of potential brand names based on keywords, industry, or target audience.

Make A List of Brand Name Ideas:

- Royal Clockface
- Tick Tock Time
- The Vigilant
- Watch World
- Always On Time
- Royal Timezz
- Global Watches
- Swiss Time
- Ionic Watches
- Watch Link

2. The algorithm would then evaluate the memorability, uniqueness, and relevance of each potential brand name. For example, the algorithm might eliminate names that are too difficult to pronounce or spell, or names that are already in use by other companies

Eliminating names that are difficult to pronounce or used by others

- ☒ Swiss Time
- ☒ Royal Timezz
- ☒ Ionic Watches
- ☒ Royal ClockFace
- ☒ Watch World
- ☒ Always On Time

3. The algorithm would then check the availability of each remaining brand name as a trademark. If a name is available as a trademark, the algorithm would add it to a list of recommended brand names. Then from the list most suitable one is selected.

Brand name: Royal Timezz

Brand Email

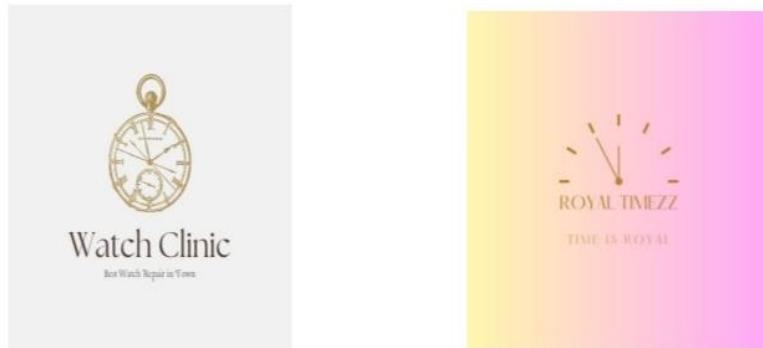
Algorithms can also be used to create personalized and effective email marketing campaigns.

1. The algorithm would start by segmenting subscribers based on their interests and demographics. For example, the algorithm might segment subscribers by gender, age, location, and purchase history.
2. The algorithm would then create targeted email content for each segment. For example, the algorithm might send an email to female subscribers with new arrivals in the women's clothing section, or send an email to male subscribers with a sale on men's shoes.
3. The algorithm would then optimize the timing and frequency of email sends. For example, the algorithm might send emails to subscribers on their birthdays or on the anniversaries of their first purchase.

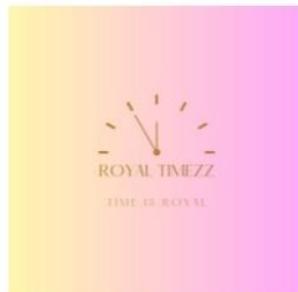
Brand Email: royaltimezz6@gmail.com

Brand Logo

1. Algorithms can also be used to generate and evaluate logo designs. Generate a variety of logo designs based on keywords, industry, or target audience.



2. The algorithm would then evaluate the aesthetic appeal, relevance, and uniqueness of each potential logo design. For example, the algorithm might eliminate logos that are too complex or difficult to reproduce, or logos that are similar to the logos of other companies.



3. The algorithm would then present the remaining logo designs to the client for feedback. The client can then choose the logo design that they like best.



4) Debugging and Traceability:

Project Development phase

Debugging and Traceability

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Debugging and Traceability

- Use brainstorming to generate a list of potential brand names.

Once you have a list of names, start debugging them by considering the factors listed above. Eliminate any names that are difficult to pronounce, spell, or remember. Also eliminate any names that are not unique, distinctive, or appropriate for your target audience.

List of Brand Name Ideas:

- ② Royal Clockface
- ② Tick Tock Time
- ② The Vigilant
- ② Watch World
- ② Always On Time
- ② Royal Timezz
- ② Global Watches
- ② Swiss Time
- ② Ionic Watches

[Watch Link](#)

- **Then narrow down your list of brand names**

After narrowing the brand names do a trademark search to make sure that the names you are considering are available. You can do a trademark search online or through a trademark attorney.

Narrow Your List:

- [Swiss Time](#)
- [Royal Timezz](#)
- [Ionic Watches](#)
- [Royal ClockFace](#)
- [Watch World](#)
- [Always on Time](#)

- **Once you have chosen a brand name, create a traceability system to track how the name is being used.**

This system can be as simple as a spreadsheet or as complex as a dedicated brand management software platform.

Brand Name: Royal Timezz



5)Exception Handling:

Exception Handling

DATE	3 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team Member-1	6DE924429DF412F995C4F1EE65575B7E
Team Member-2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team Member-3	ED4AABD1B82CD2E8B464A8282C13431D
Project Title	To create Brand Name, Brand Email and .Brand Logo using Canva

The common exceptions that can occur when creating a brand name, email, and logo in Canva are as follows:

1.Brand name

Exception: The brand name is already taken.

Handling: Try a different brand name, or use a variation of your existing brand name. You can also try using a different domain extension, such as .co or .net.

2.Brand Email

Exception: The email address is already in use.

Handling: Try a different email address, or use a variation of your existing email address. You can also try using a different email provider, such as Gmail or Outlook.

3.Logo

Exception: The logo is too similar to an existing logo.

Handling: Make changes to your logo to make it more unique. You can also try using different colors, fonts, and shapes.

Here is an example program of Exception Handling for creating a Brand Name, Brand Email and Brand Logo:

```
def create_brand_name_email_logo(brand_name, email, logo_path):  
    """Creates a brand name, email, and logo in Canva.
```

Args:

brand_name: The brand name.
email: The email address.
logo_path: The path to the logo image file.

Raises:

BrandNameTakenException: If the brand name is already taken.
EmailAddressTakenException: If the email address is already in use.
....

```
# Check if the brand name is already taken.  
if brand_name in existing_brand_names:  
    raise BrandNameTakenException(brand_name)
```

```
# Check if the email address is already in use.
```

```
if email in existing_email_addresses:  
    raise EmailAddressTakenException(email)  
  
# Create the brand name in Canva.  
canva.create_brand_name(brand_name)  
  
# Create the email address in Canva.  
canva.create_email_address(email)  
  
# Create the logo in Canva.  
canva.create_logo(logo_path)  
  
# Define custom exceptions.  
class BrandNameTakenException(Exception):  
    def __init__(self, brand_name):  
        super().__init__(f"The brand name '{brand_name}' is already taken.")  
  
class EmailAddressTakenException(Exception):  
    def __init__(self, email):  
        super().__init__(f"The email address '{email}' is already in use.")  
  
# Example usage:  
  
# Create a list of existing brand names.
```

```
existing_brand_names = ["Google", "Microsoft", "Apple"]

# Create a list of existing email addresses.
existing_email_addresses = ["test@gmail.com", "test@outlook.com",
"test@yahoo.com"]

# Create a new brand name, email, and logo.
try:
    create_brand_name_email_logo("My New Brand", "test@example.com",
"logo.png")
except BrandNameTakenException as e:
    print(e)
except EmailAddressTakenException as e:
    print(e)
```

5) Performance and Final Submission Phase

1. Model Performance Metrics :

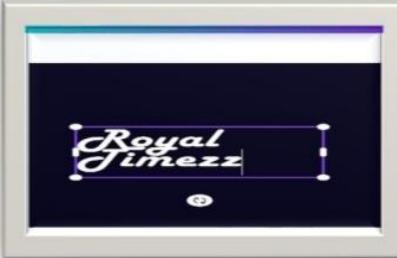
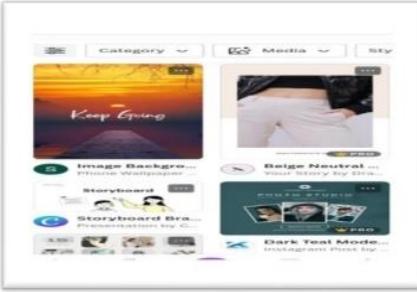
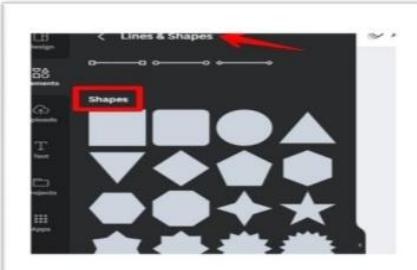
Performance and Final Submission Phase Model Performance Metrics

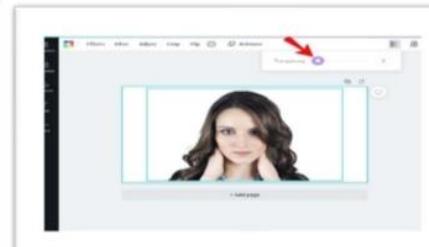
Date	03 November 2023
Team ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team Member-1	6DE924429DF412F995C4F1EE65575B7E
Team Member-2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
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Project Title	To Create Brand Name, Brand Mail and Brand Logo using canva

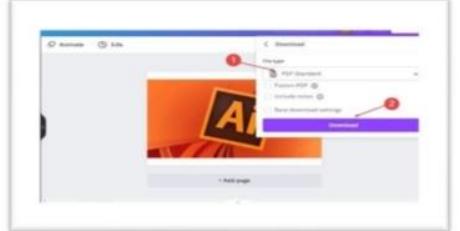
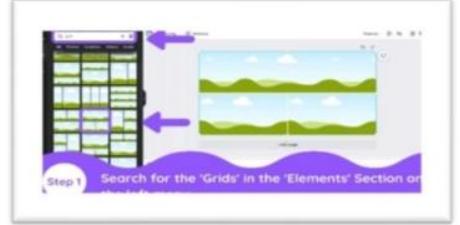
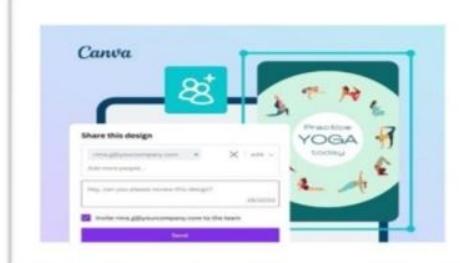
Model Performance Testing:

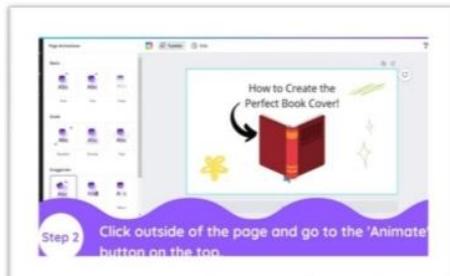
In Canva, there are various parameters and features that you can use to customize and design your projects. Here are some common parameters and features in Canva:

Parameter	Values	Screenshot
Canva Size	Choose the dimensions of your canvas, such as for social media, print, web, or custom sizes.	

Templates	Access a wide range of pre-designed templates for different types of projects, like social media posts, flyers, and more.	
Text	Customize text parameters, including font style, size, color, spacing, alignment, and text effects	
Images	Upload and edit images, including cropping, resizing, and applying filters	
Shapes and Lines	Add shapes, lines, and illustrations to your designs	

Background	Set the background color or use images as backgrounds for your design.	
Layers	Arrange elements in layers to control their stacking order and visibility.	
Transparency	Adjust the transparency or opacity of elements on your canvas.	
Effects	Apply various effects like shadows, glows, and blurs to elements.	

Color Picker	Choose colors from a palette or enter specific color codes.	
Downloading and Exporting	Configure parameters for downloading or exporting your design, including format and quality settings.	
Grids and Guides	Use grids and guides to help with alignment and layout.	
Collaboration	Share your design with others and collaborate in real-time.	

Printing	If designing for print, set parameters like DPI (dots per inch) and bleed.	
Animations	Canva offers animation features for creating animated graphics and presentations.	

These are some of the key parameters and features available in Canva. Keep in mind that Canva regularly updates and expands its features, so there may be additional options and parameters introduced over time.
