

Project Design Phase-I

Proposed Structure

Date	Nov 1
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

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. 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 have settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The 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.

Solution Architecture:

