

BrainStorming For Brand Creation

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Words that relate to your brand's mission or values.

Discuss the visual elements that could represent your brand

Discuss the purpose of the brand email

Discuss the strengths and weaknesses of each idea

Share the visual content with the team

Word combinations or wordplay

Share any existing visual inspirations or themes

Consider the tone of voice and style you want for email communication

Consider which ideas align best with the brand identity and mission

Gather feedback and make necessary revisions

Acronyms or abbreviations

Encourage participants to sketch or describe potential logo ideas

Discuss any email address personalization or branding options

Combine elements from different ideas to create a unique and cohesive brand identity

Once the brand identity is ready, finalize the brand name, logo, and email format