



**“ HOW TO CREATE BRAND NAME,BRAND MAIL AND BRAND LOGO IN CANVA”**

## **A PROJECT REPORT**

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*in partial fulfilment of the requirements for the course*

**DIGITAL MARKETING**

**Conducted by**

**SmartBridgeEngineering**

**Under Naan Mudhalvan Scheme**



**DEPARTMENT OF**

**ELECTRONICS AND COMMUNICATION ENGINEERING**

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**ELECTRONICS AND COMMUNICATION ENGINEERING**



**BONAFIDE CERTIFICATE**

Certified that this project report titled

**“HOW TO CREATE BRAND NAME,BRAND MAIL AND BRAND LOGO IN CANVA”**

is the bonafide work of

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In partial fulfilment of the requirements for the course in Digital Marketing conducted by SmartBridgeEngineering under Naan Mudhalvan scheme is a bonafide record of the work carried out under my guidance and supervision at Anna university regional campus-Tirunelveli.

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## **HOW TO CREATE BRAND NAME,BRAND MAIL AND BRAND LOGO IN CANVA**

### **1. Introduction**

#### **1.1. Purpose**

To create a Brand name,Brand mail and Brand Logo in Canva

#### **1.2. Goals**

- Choose Brand Name
- Create Brand EmailID
- Create Brand Logo

## 2. Ideation & Proposed Solution

### 2.1. Problem Statement Definition

A problem statement for creating a brand name, email signature, and logo using Canva is a concise description of the specific challenges, objectives, and requirements associated with this branding project. It serves as a foundation for understanding what needs to be addressed and provides clarity to those involved in the brand name, email ID and Logo creation using Canva project.

A well-crafted problem statement should be clear, concise, and actionable, serving as a guide for the creative process and ensuring that the resulting brand name, email signature, and logo effectively align with the company's objectives and values.

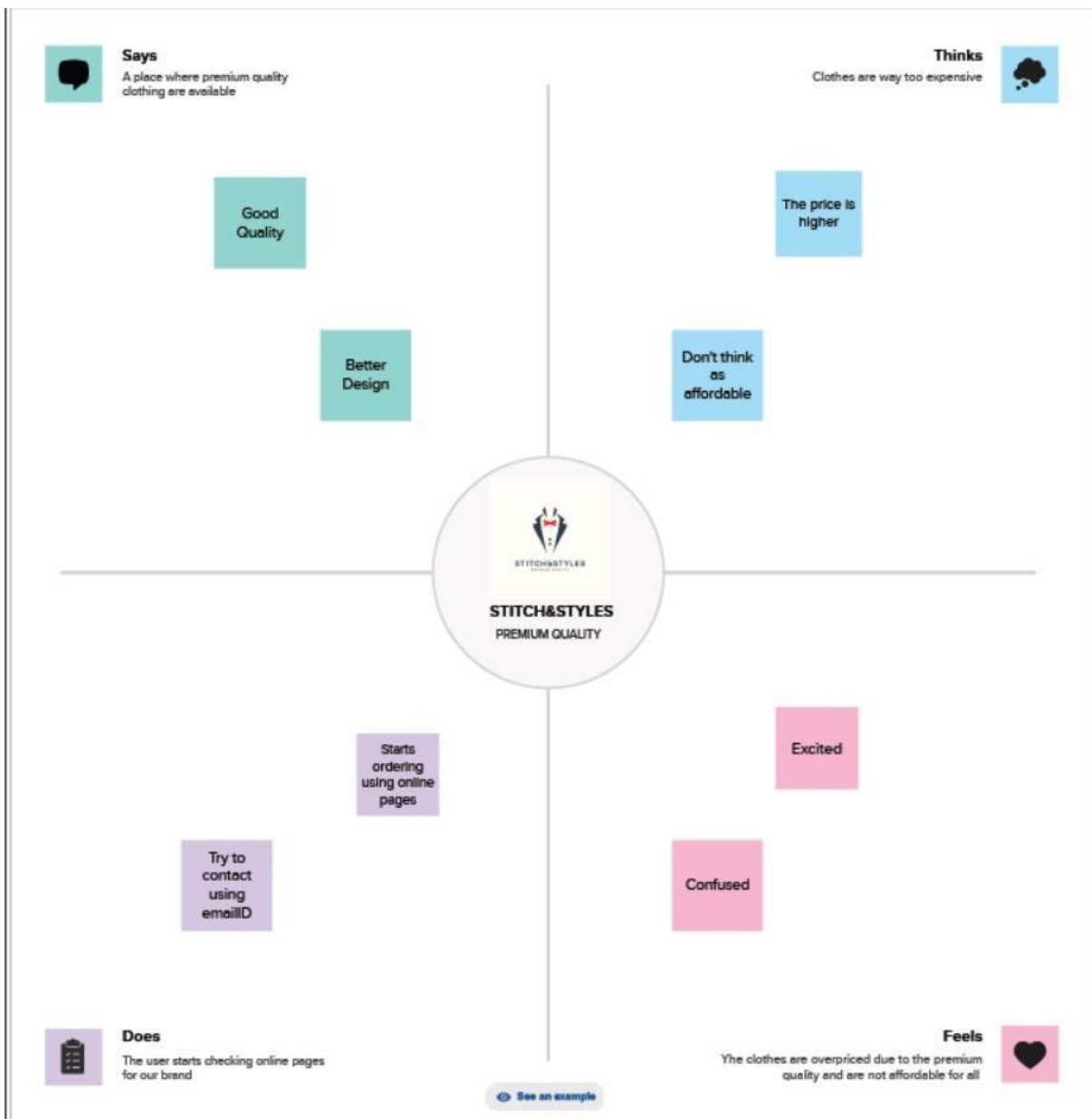


### 2.2. Empathy Map Canvas

The Empathy Map Canvas is a powerful tool used to gain a deeper understanding of customers or users by exploring their thoughts, feelings, behaviors, and needs. It provides a structured framework for capturing insights and generating empathy towards the target audience. The canvas consists of four quadrants: "Says," "Thinks," "Does," and "Feels," along with a central section for "Needs." In the "Says" quadrant, we document the explicit statements or quotes from the customer, such as their expressed desires, concerns, or pain points related to the our landing

page. The "Thinks" quadrant focuses on capturing the internal thoughts and assumptions of the customer. This includes their beliefs, attitudes, and perceptions regarding Digital Marketing. The "Does" quadrant concentrates on the observable behaviours and actions of the customer. In the "Feels" quadrant, we delve into the emotions and underlying motivations of the customer. Finally, the central section of the Empathy Map Canvas is dedicated to capturing the customer's overarching needs.

Creating an empathy map canvas for the process of generating a brand name, designing an email signature, and crafting a logo using Canva can help you gain a deeper understanding of the project's stakeholders, their perspectives, and their needs. We need a brand name that stands out in the tech industry. Our email signature should reflect professionalism and trustworthiness. The logo should convey innovation and our commitment to quality. Research competitors' branding to see what works. Provide feedback on initial design concepts. Seek input from colleagues or external design experts. Explore Canva to understand its capabilities and limitations. Concern about standing out in a crowded market. Desire for a brand identity that instills trust and credibility. Eagerness to see a compelling logo that aligns with the company's values. Frustration or anxiety about design constraints in Canva. By creating an empathy map for each of the stakeholders involved in the branding project, you can better understand their perspectives, needs, and pain points, which will guide you in making design decisions that cater to their specific requirements and expectations. This, in turn, can lead to a more successful branding project using Canva.

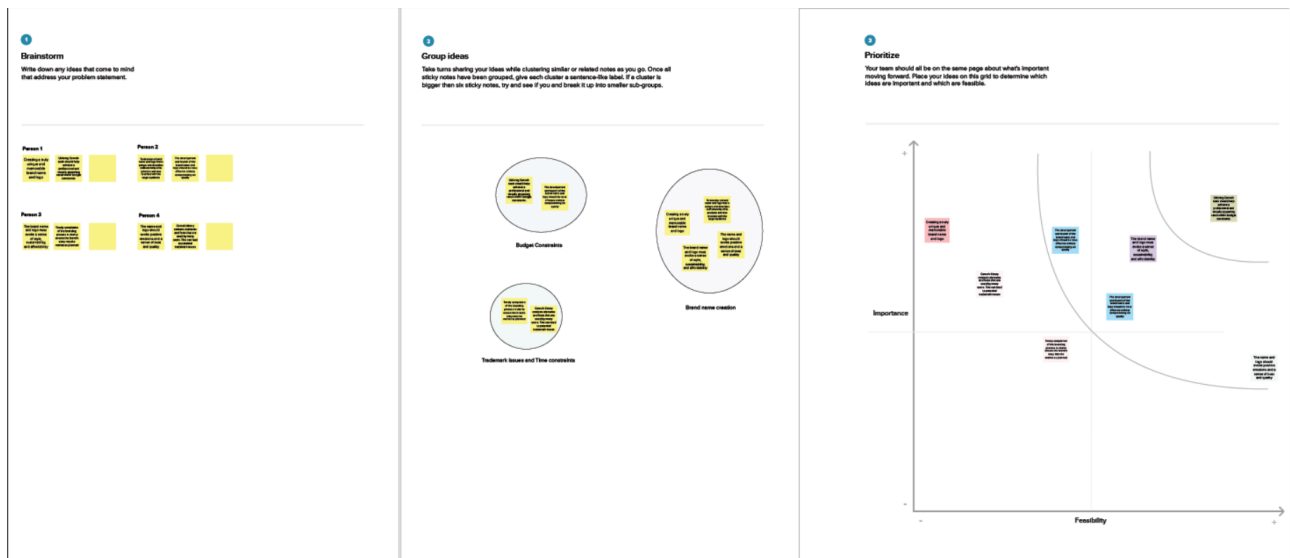


## 2.3. Ideation and Brainstorming

The Ideation and brainstorming phase is an essential part of the project, as it fuels innovation, promotes collaboration, and generates a pool of ideas that can satisfy needs of viewers. Brainstorming is a classic creative technique for generating new ideas. It's a great way to take an initial concept and turn it into a unique creative vision. You can use it to help dream up new styles, explore color combinations, or as a sketchbook for logo ideas. Brainstorming is no longer confined to just sticky notes either. With online tools, your ideas can be communicated as notes, images, video, or even sound.

Naming your business is an important decision. And you want to love your new business name. Add a short note that describes the project so everyone can reference it as you're generating ideas. It might be a simple description of the brand, its values or personality. Often the best way

to communicate an idea clearly is with an image. Gather photos from your phone or find reference images online and add them to the mix. Write down every single idea you come up with, even if you think it's ridiculous or silly or terrible. In a brainstorm, you want a comprehensive list of all your ideas. If you want to end up with a logo that feels true to your brand, you need to have get super clear on what that brand actually is. Once you have brainstormed who your company is, determined what styles or images you like, and figured out the qualities your customers are looking for. With these logo brainstorming tips, you're well on your way to designing a logo that will put your brand's best face forward.



## 2.4. Proposed Solution

Every great company starts by solving an important problem. This is why your business plan needs to have a problem statement. The better you articulate the problem, the more valuable your solution will be. A common mistake businesses make is that they do not give the problem as much importance as the solution. Instead, most business owners get excited about the solution — but in doing so, they tend to forget to explain why the problem is important. A well-articulated problem gives your solution more value. It makes your entire plan 10x more effective. A problem statement defines a problem and identifies what a solution would look like. But to build a good case for the problem is to not just state the problem. You should also build an engaging story around that problem — one that people can relate to. They are great when trying to develop projects focused on improvement.

S.NO.	Parameter	Description
1.	<b>Problem Statement</b> <b>(Problem to be solved)</b>	<b>Brand Name Selection:</b> The first problem is to choose an appropriate and available brand name that encapsulates the essence of the business, is memorable, and appeals to the target audience. The brand name



		<p>should be unique and legally available, without infringing on any existing trademarks.</p> <p><b>Brand Email System Setup:</b></p> <p>The next problem is to establish a reliable and professional brand email system that includes a domain-specific email address (e.g., info@yourbrand.com). This system should ensure secure and efficient communication both within the organization and with external stakeholders.</p> <p><b>Brand Logo Design:</b></p> <p>The final problem is the creation of an aesthetically pleasing and meaningful brand logo. This logo should be a visual representation of the brand's identity, values, and the products or services it offers. The design should be versatile and adaptable for various applications, from online branding to marketing collateral and products.</p>
2.	<b>Idea/Solution description</b>	<p><b>Brand Name:</b></p> <p><b>Idea:</b> Choose a name that reflects your brand's values and mission.</p> <p><b>Solution:</b> Brainstorm potential names, prioritize uniqueness, check for trademarks, and gather feedback.</p> <p>Result: A brand name that resonates with your audience and aligns with your brand identity.</p> <p><b>Brand Email:</b></p> <p><b>Idea:</b> Use domain-specific email for professionalism and brand consistency.</p> <p><b>Solution:</b> Register a domain, select an email service provider, configure custom email addresses, and implement security measures.</p> <p>Result: A professional email system that reinforces your brand identity and ensures secure communication.</p> <p><b>Brand Logo:</b></p> <p><b>Idea:</b> Create a versatile logo representing your brand's identity and values.</p> <p><b>Solution:</b> Work with a professional designer or use design software to develop the logo, consider color and typography, and gather feedback.</p>

		Result: A distinctive logo adaptable for various applications that effectively communicates your brand's essence.
3.	<b>Novelty/Uniqueness</b>	<p><b>Be distinctive:</b></p> <p>Choose a name that sets your brand apart from the competition. Avoid complex or lengthy names.</p> <p><b>Unique symbol:</b></p> <p>Consider using an original symbol or icon. Ensure the logo represents your brand's core values.</p> <p><b>Consistency:</b></p> <p>Maintain a consistent color palette, typography, and design elements across all branding materials.</p>
4.	<b>Social Impact/Customer Satisfaction</b>	<p><b>Customer feedback integration:</b></p> <p>A holistic approach to leveraging the insights and opinions of customers to improve products, services, and the overall customer experience. By systematically collecting, analyzing, and acting on customer feedback, businesses can build stronger customer relationships and enhance their competitiveness in the market.</p> <p><b>Responsibility Reports:</b></p> <p>The commitment to meeting customer expectations and its broader social and environmental responsibilities. It helps build trust, demonstrate accountability, and enhance customer relationships by showing that the organization is actively addressing concerns and contributing to a better society.</p>
5.	<b>Business Model (Revenue Model )</b>	<p><b>Retainers:</b></p> <p>Establish retainer agreements with clients for ongoing brand management and support, where they pay a fixed monthly fee for continuous services.</p> <p><b>White-Label Services:</b></p> <p>Offer white-label versions of your services to other agencies, allowing them to resell your branding solutions under their own brand name.</p> <p><b>Affiliate Partnerships:</b></p>

		Collaborate with marketing agencies, web developers, or businesses that refer clients to your branding services. Offer them a commission or referral fee for successful conversions.
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### 3. Requirements Analysis

#### 3.1. Functional Requirements

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Brand Name Creation	<ul style="list-style-type: none"> <li>Users should have the option to create a brand name for their business or project.</li> <li>The system must ensure that the brand name meets any legal or trademark requirements and is unique.</li> </ul>
FR-2	Brand Mail Creation	<ul style="list-style-type: none"> <li>Users should be able to set up branded email addresses associated with their brand name.</li> <li>The system should provide tools for setting up and configuring these email addresses.</li> </ul>
FR-3	Logo Design and Customizations	<ul style="list-style-type: none"> <li>Canva should offer a feature-rich graphic design tool for users to create and customize logos.</li> <li>Users must have access to various design elements (shapes, text, icons, colors, etc.) to create a unique brand logo.</li> </ul>

#### 3.2 Non Functional Requirements

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	<ul style="list-style-type: none"> <li>The system must respond promptly to user interactions and design changes, ensuring a smooth and efficient experience.</li> </ul>

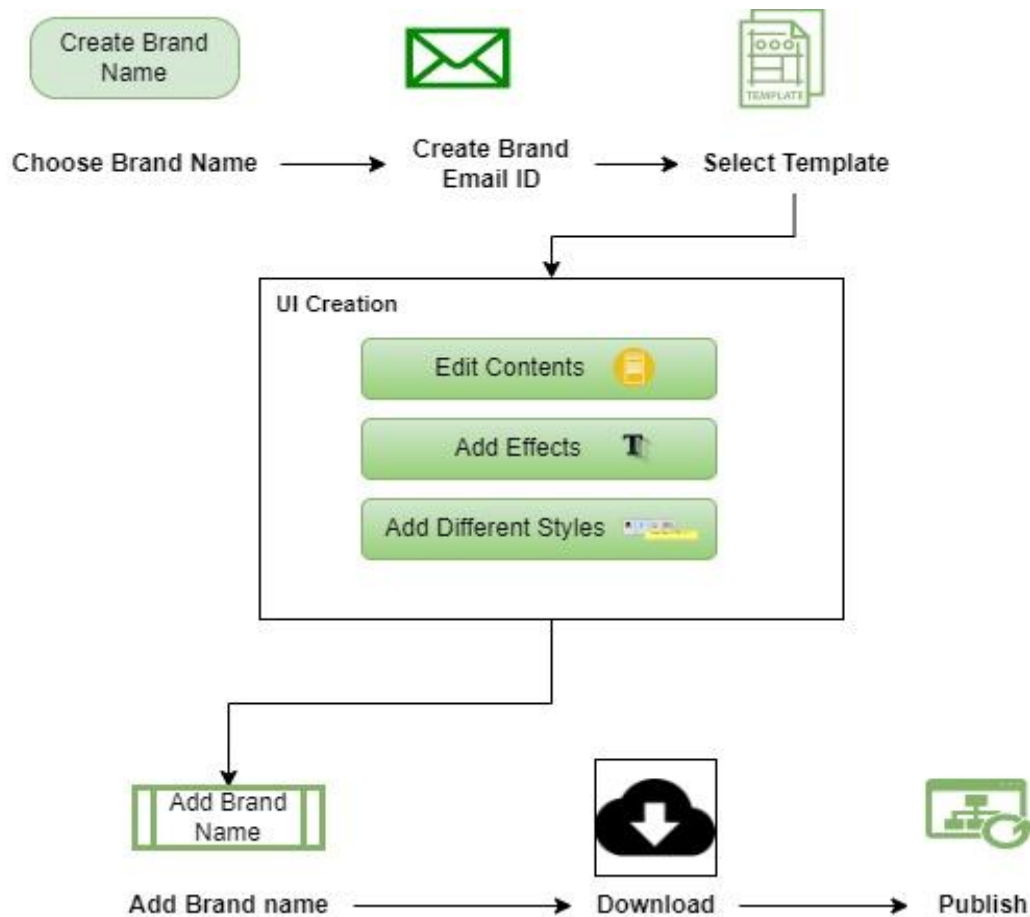
		<ul style="list-style-type: none"> <li>• Canva should handle an increasing number of users and projects without compromising performance.</li> </ul>
<b>NFR-2</b>	<b>Reliability</b>	<ul style="list-style-type: none"> <li>• Canva must be available and accessible to users with minimal downtime, ensuring a reliable platform for brand identity creation.</li> <li>• Brand assets and user data must be stored and maintained securely to prevent data loss or corruption.</li> </ul>
<b>NFR-3</b>	<b>Usability</b>	<ul style="list-style-type: none"> <li>• Canva's user interface should be intuitive, user-friendly, and accessible to a diverse user base.</li> <li>• The platform should comply with accessibility standards to accommodate users with disabilities.</li> </ul>
<b>NFR-4</b>	<b>Security</b>	<ul style="list-style-type: none"> <li>• User data, including email configurations and brand assets, should be protected through encryption and access controls.</li> <li>• Canva must ensure secure user authentication and authorization mechanisms.</li> </ul> <p>The platform should adhere to industry standards and regulations related to data security and user privacy.</p>

## 4. Project Design

### 4.1 Technical Architecture

In our brand name and logo creation process, we begin by choosing a unique brand name. This leads to creating a professional business mail ID, establishing a distinct communication channel.

Using Canva, we select a suitable template and commence UI creation, focusing on editing the contents, adding effects and different styles, integrating our logo. Once the UI is complete, the logo is downloaded.



## 5. Process

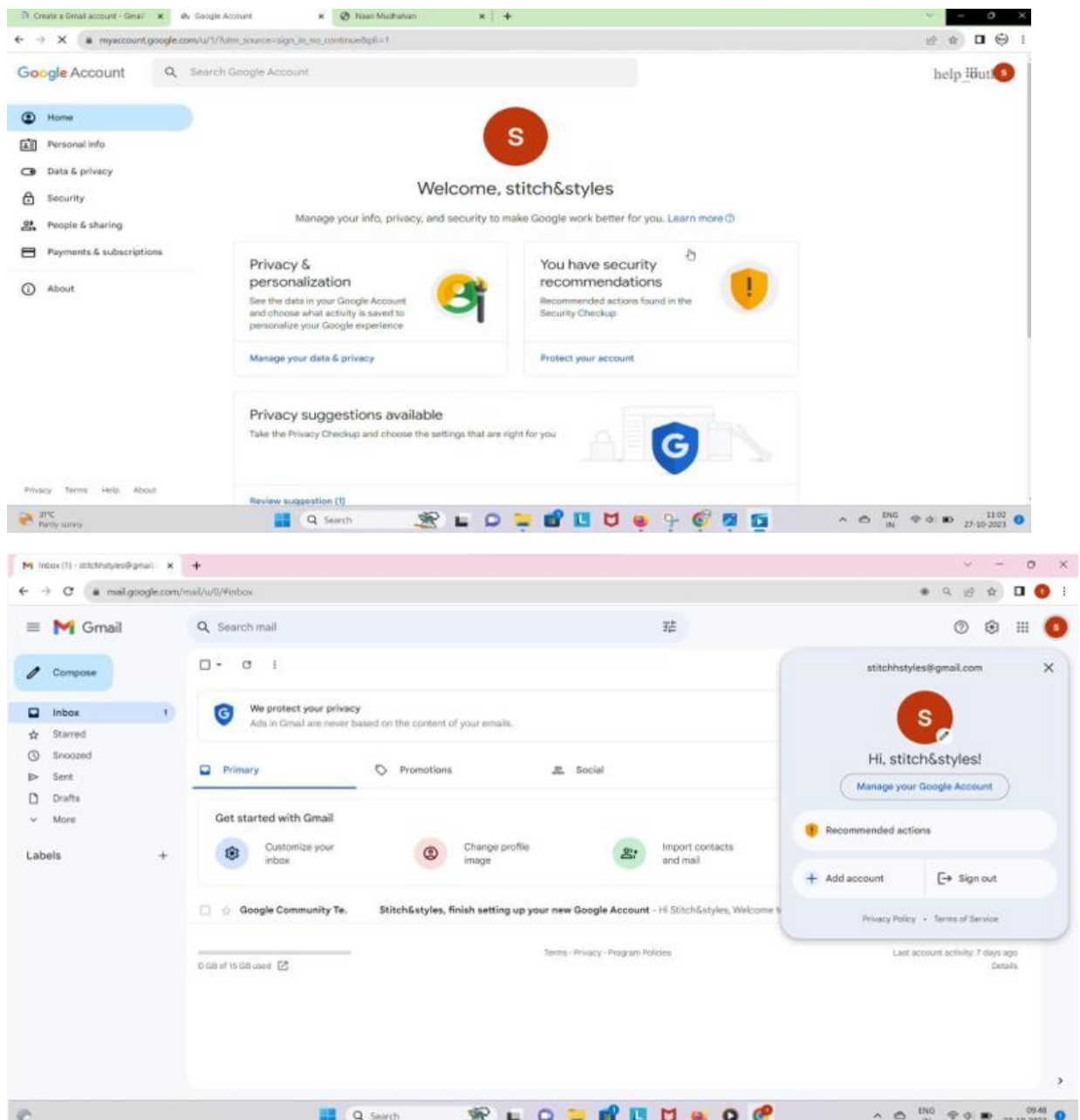
### 5.1. Choosing a Brand name

We choose our brand name as “Stitch&Styles” which is further used for creating brand emailID and brand logo using Canva.



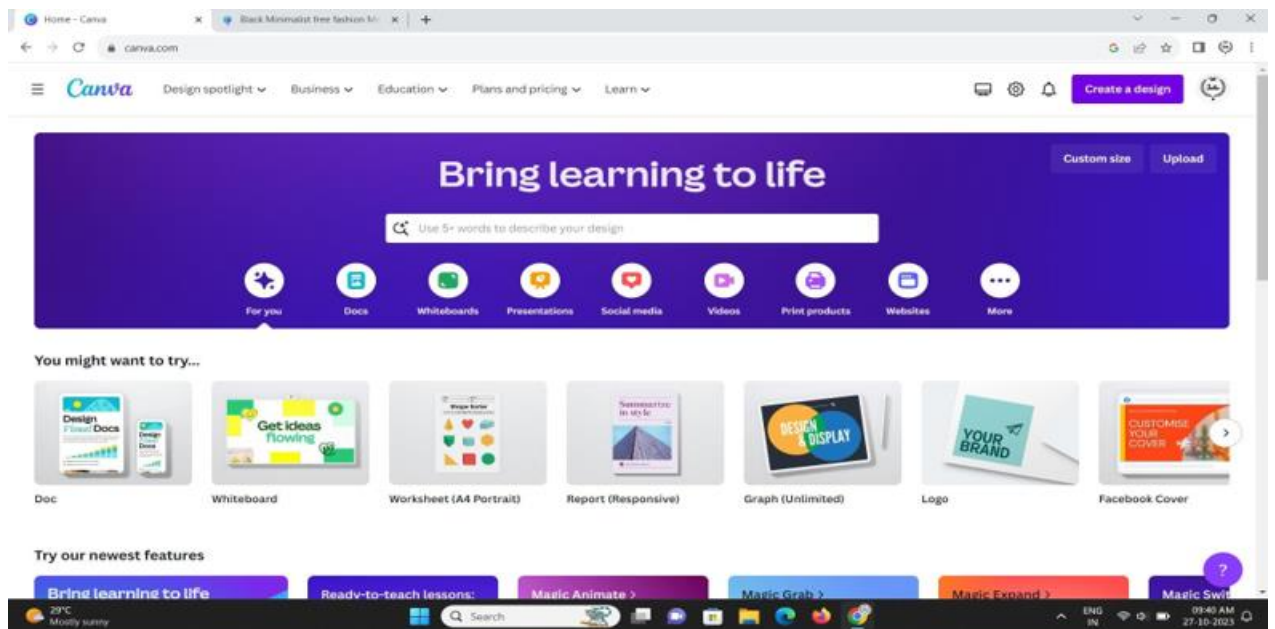
## 5.2. Creating Brand EmailID:

We have created EmailID using the brand name as “[stitchstyles@gmail.com](mailto:stitchstyles@gmail.com).”

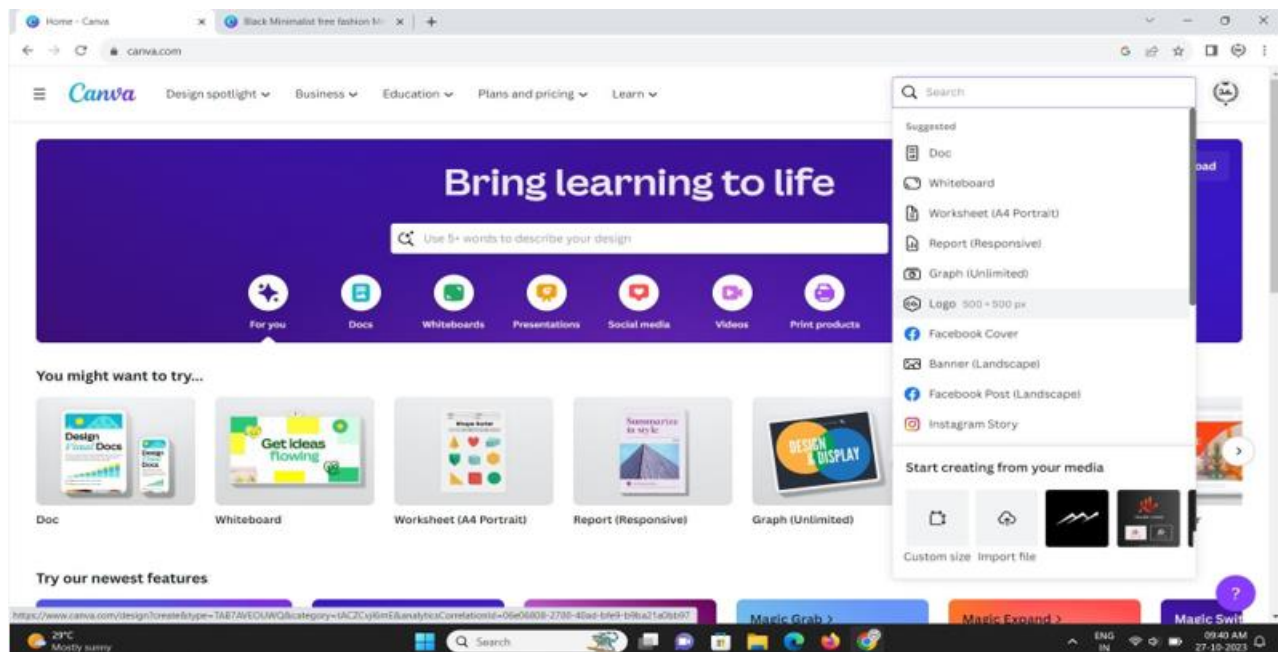


## 5.3. Creating Logo Design

The Logo is designed using Canva by clicking “Create a Design”.

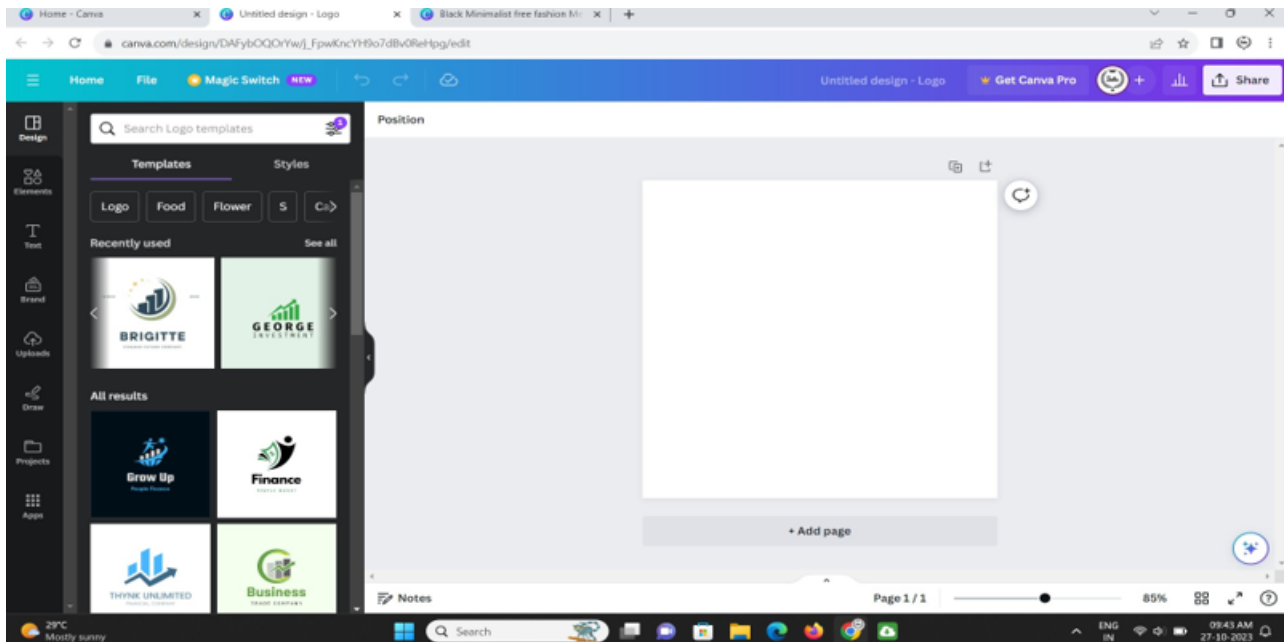


Then click “Logo and Enter”.



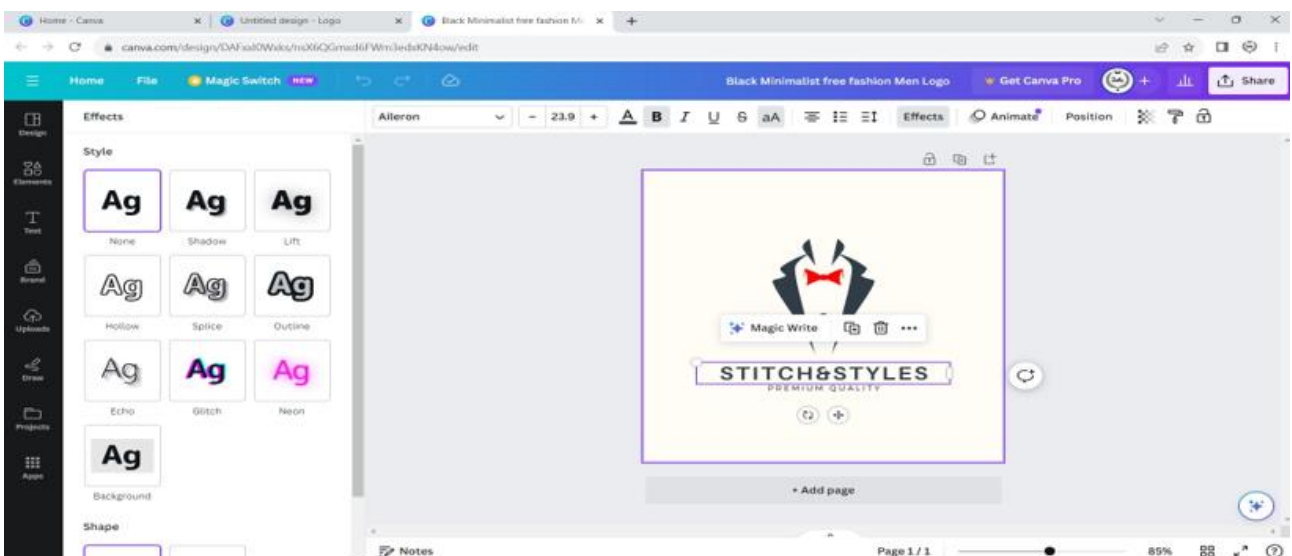
## 5.4. Search Templates and Pick a Design

Canva provides a variety of customizable templates. We chose a visually appealing template that resonated with the artistic theme of our brand “Stitch&Styles”. The template provided a responsive design suitable for both desktop and mobile users. Choose a template according to your choice and make changes.



## 5.5. Customising the Design

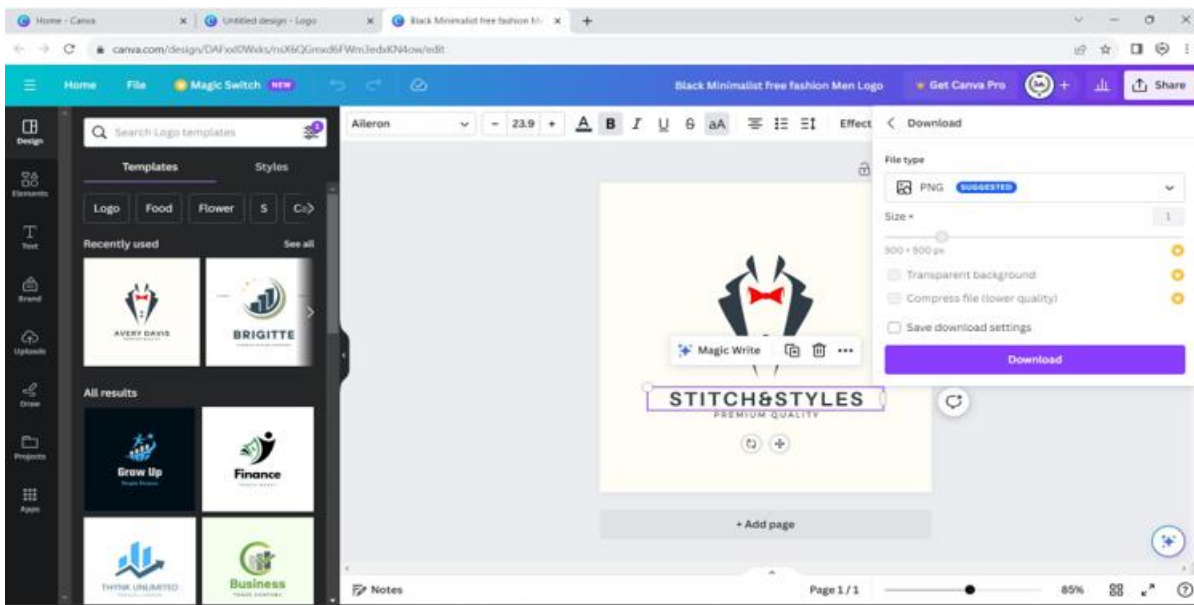
We customise the background colours , added Effects and Chose Different Font and Styles and text to align with our brand identity.





## 5.6. Downloading The Logo Design

Once we were satisfied with the logo design, we downloaded it using Canva's tools.



## 6. Challenges Faced

### Uniqueness:

One of the biggest challenges is coming up with a unique brand name and logo design. It's important to conduct thorough research to ensure that your brand name and logo aren't already in use by another business. You can search online databases and trademark registries to check for existing names and logos.

### Brand Identity:

Creating a brand name and logo that accurately represents your business's identity can be challenging. It's important to have a clear understanding of your brand's values, target audience, and core message before you start designing. This will help you make design choices that align with your brand.

### Limitations of Canva:

Canva is a user-friendly design tool, but it has limitations in terms of design complexity and customization. You might find it challenging to create a truly unique and intricate logo using Canva's

templates. To address this, consider hiring a professional designer or using Canva as a starting point and then refining the design with more advanced tools.

### **Font and Color Choices:**

Selecting the right fonts and colors that reflect your brand's personality can be tricky. Canva offers a wide range of choices, but it's important to ensure that your selections are cohesive and convey the desired message. Try to stick to a limited color palette and fonts that are easy to read and work well together.

### **Scalability:**

Your logo needs to be scalable to various sizes without losing its clarity and impact. Canva may not always provide vector-based graphics, which are crucial for scalability. Make sure your logo design is created in a format that can be scaled up or down without losing quality.

### **Consistency:**

Maintaining consistency across all your branding materials is important. This includes using the same fonts, colors, and logo variations. Canva can help with this to some extent, but you'll need to be diligent in applying these elements consistently across all your marketing materials.

### **Legal Considerations:**

Be aware of copyright and trademark issues when creating your brand name and logo. Canva's free elements can sometimes be overused, which may lead to unintentional copyright violations. Ensure that your design is original or properly licensed to avoid legal issues.

### **Feedback and Iteration:**

Getting feedback from others can be challenging when working alone on Canva. Share your designs with friends, colleagues, or online communities to get constructive criticism and suggestions for improvement.

### **Mobile Compatibility:**

Ensure that your brand name and logo design work well on both desktop and mobile platforms. Test your design in different formats and resolutions to guarantee it remains visually appealing and legible.

### **Quality vs. Cost:**

Canva offers a range of free and paid design elements. While you can create a brand identity on a budget, investing in professional design services may be necessary if you want a truly unique and high-quality brand name and logo.

## **7. Future Plans**

Future plans for creating a brand name, email signature, and logo using Canva should consider the evolving trends in branding and design, as well as the specific needs of your business or project. Canva may continue to evolve by offering even more customization options. As you plan for the future, explore how you can further personalize your brand elements, tailoring them to the unique needs of your audience. Ultimately, the future of branding using Canva will involve staying agile, adaptable, and attuned to shifts in design trends, technology, and audience expectations. Regularly revisiting your branding elements and evolving with the times will be key to maintaining a strong and relevant brand presence.

## **8. Results**

The Brand name, Brand mail and Brand logo using Canva has been created successfully.

### **The Logo Design**



## 9. Conclusion

In conclusion, the process of creating a brand name, email signature, and logo using Canva is a creative and strategic endeavor that plays a pivotal role in establishing a strong and cohesive brand identity. In the digital age, a strong and well-crafted brand identity is vital for creating a memorable and professional image. Canva's user-friendly platform empowers individuals and businesses to design these crucial elements efficiently and cost-effectively.

Remember that the success of your brand name, email signature, and logo relies on alignment with your brand's values and the resonance they create with your target audience. Continuous feedback, iteration, and refinement are essential throughout the design process to ensure that your branding elements effectively convey your brand's unique identity and message.