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1.INTRODUCTION

1.1 OVERVIEW

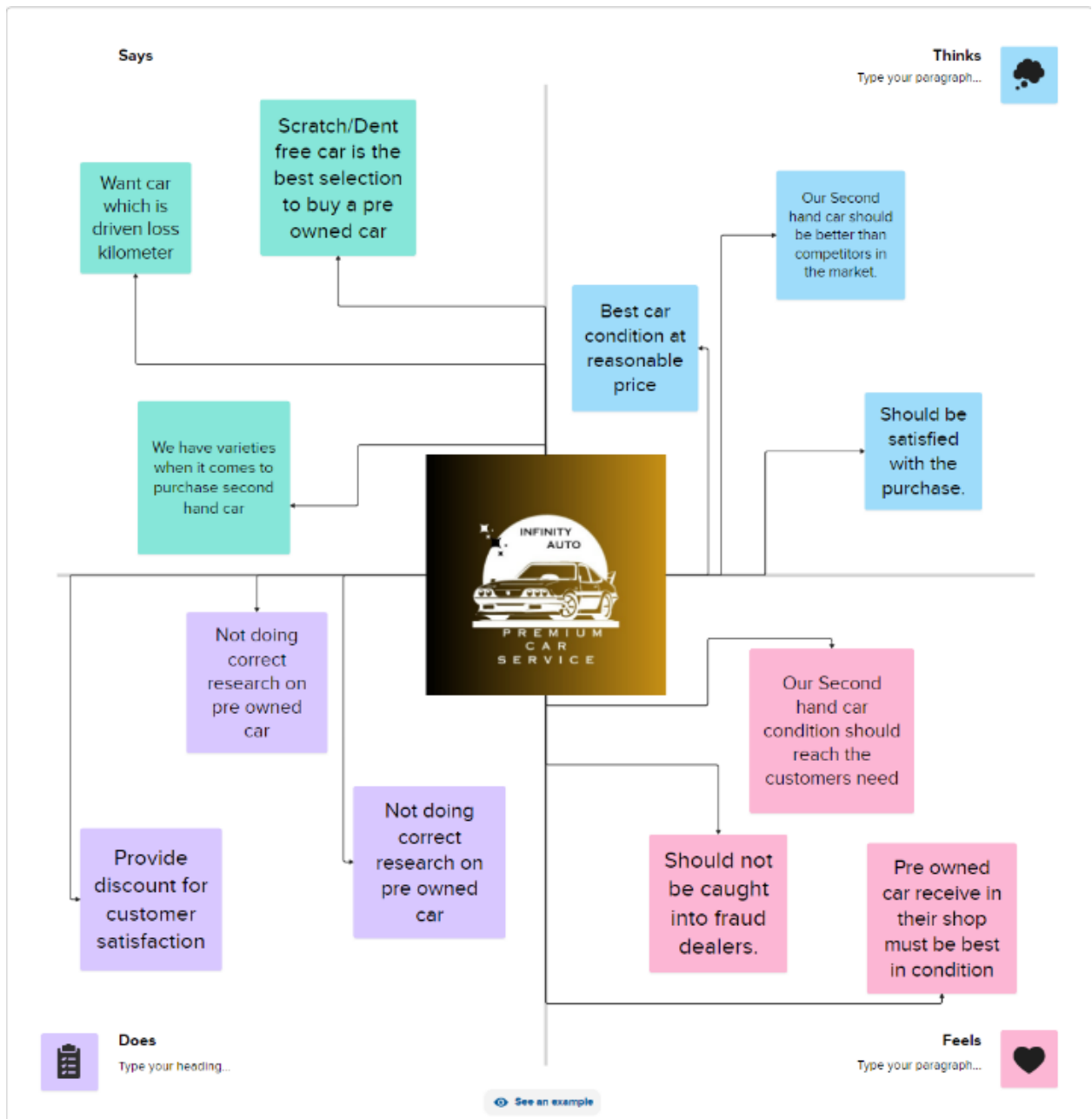
The primary goal of this project is to assist individuals, startups, and small businesses in the development of a brand identity, which encompasses the creation of a brand name, brand email, and brand logo, all utilizing the user-friendly design tool, Canva. Establishing a robust brand identity is crucial for businesses seeking to make a lasting and professional impact in both the online and offline realms.

1.2 PURPOSE

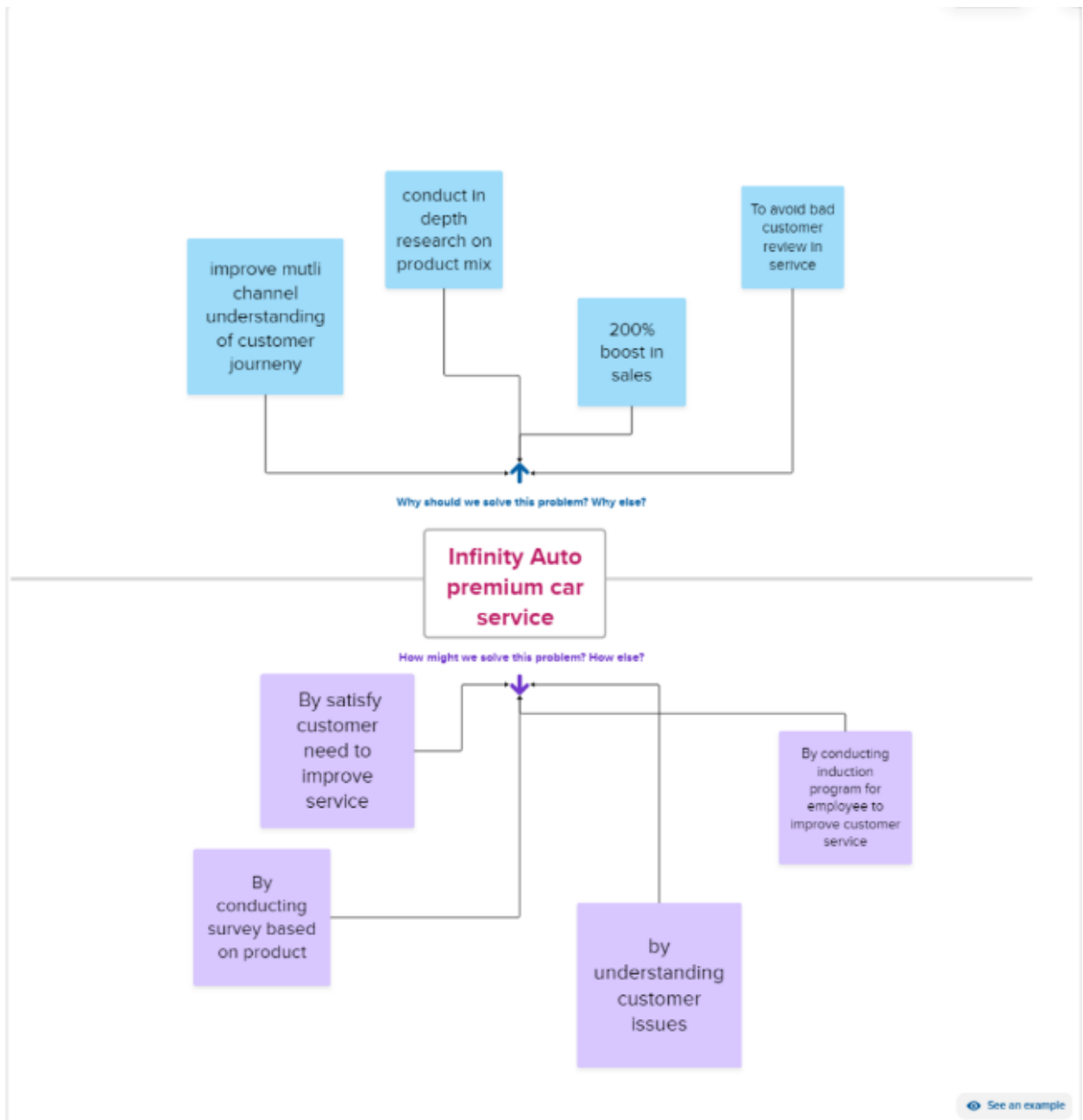
The central aim of this project is to provide individuals and small enterprises with the tools and knowledge needed to construct a strong and coherent brand identity, enhancing brand visibility and credibility. By offering guidance on formulating a brand name, setting up a brand email, and designing a brand logo using Canva, the project seeks to streamline the typically intricate process of branding. Ultimately, this effort assists participants in cultivating a professional and enduring presence in the dynamic realms of both online and offline business.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



3.RESULT



4. ADVANTAGES & DISADVANTAGES

Advantages:

1. Empowerment: This project enables individuals and small businesses to establish a robust brand identity, enhancing professionalism and recognition within the market.

2. Cost-Efficiency: Utilizing Canva for branding proves cost-effective, especially for startups and small businesses with limited financial resources, given its free and budget-friendly pricing options.

3. User-Friendly: Canva's intuitive interface makes it accessible to those lacking extensive design experience, reducing the need for professional designers.

Disadvantages:

1. Complexity Limitation: Canva may not cater to the needs of larger or more intricate businesses with highly specific design demands.

2. Originality Challenge: Employing Canva templates and pre-made elements might result in a lack of uniqueness if not extensively personalized.

3. Design Proficiency Required: While user-friendly, Canva still demands a certain level of design skill to craft a genuinely professional brand identity.

5. APPLICATIONS

1. Startup Branding: New businesses and entrepreneurs can utilize this project to establish a formidable brand identity right from the beginning, aiding them in distinguishing themselves in the fiercely competitive market.

2. Small Business Enhancement: Smaller enterprises with limited financial resources can employ this initiative to construct a

polished brand presence without breaking the bank, bolstering their reputation.

3. Personal Branding: Individuals aiming to develop a personal brand, including freelancers and content creators, can adopt this approach to produce an individual and easily identifiable identity.

4. Educational Workshops: Educational institutions and trainers can utilize this endeavor as a foundation for educational sessions or programs on topics such as branding, design, and online marketing.

5. Nonprofit and Community Organizations: Nonprofit and community associations can apply these principles to enrich their visibility and effectively interact with their target audience.

6. CONCLUSION

In summary, this initiative serves as a valuable resource for individuals, startups, and small enterprises endeavoring to establish a unique brand identity. By providing guidance on crafting a brand name, configuring a brand email, and designing a brand logo through the user-friendly Canva platform, it equips them to project sophistication and distinctiveness within the ever-evolving digital and physical business arena. An effectively constructed brand identity is not only memorable but also pivotal in nurturing confidence and garnering recognition. As businesses continue to adapt in a fiercely competitive market, the knowledge and competencies acquired from this project will lay the groundwork for sustained prosperity.

