

STEPS TO CREATE A BRAND PROMO VIDEO

Brand Logo :

The logo serves as the visual representation of the brand's identity and is a crucial element in establishing brand recognition and fostering a memorable brand image. For the project 'Create a brand promo video using Canva, the logo for the brand promo video can be introduced and defined as the primary visual mark that embodies the brand's unique values, mission, and aesthetic essence. Utilizing Canva design tools, the logo can be created to reflect the brand's personality, incorporating relevant design elements, colour schemes, and typography that align with the brand's overall visual identity.



This is the logo of our brand “SERENITY STONES” under the category of jewellery.

Steps to create a promo video using canva:

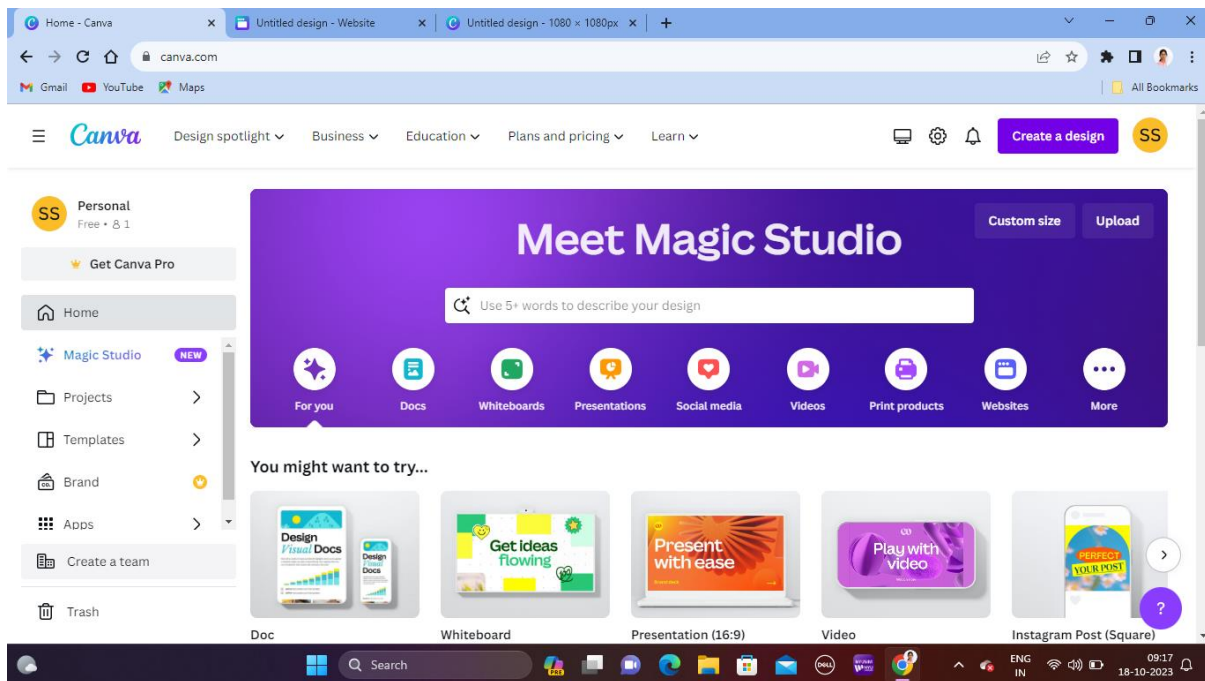
To access Canva's user-friendly design platform, follow these simple steps:

Step 1: Open a Web Browser

Launch your preferred web browser, such as Google Chrome

Step 2: Visit the Canva Website

Type www.canva.com in the address bar and press "Enter" to navigate to Canva's official website.



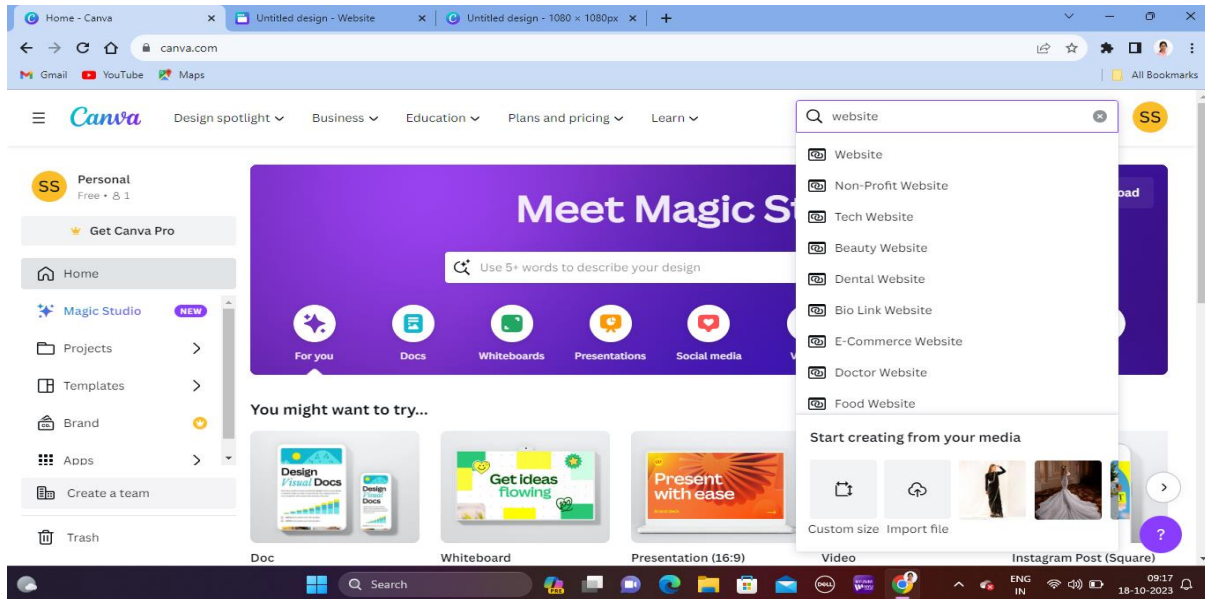
Step 3: Sign In or Sign Up

If you already have a Canva account, click on the "Log In" button and enter your credentials to access your account. If you are new to Canva, click on the "Sign Up" button and follow the prompts to create a new account.

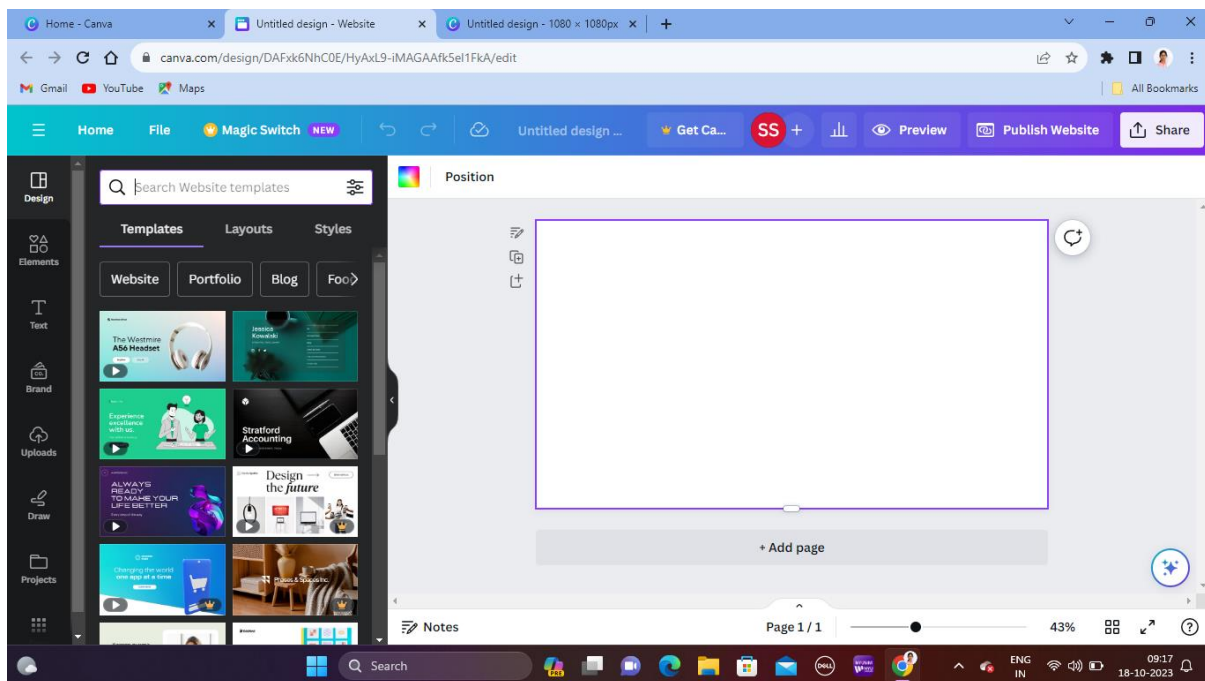
Step 4: Explore the Dashboard

Once you are logged in, you will be directed to the Canva dashboard, which serves as the central hub for all your design projects.

Step 5: Search for website



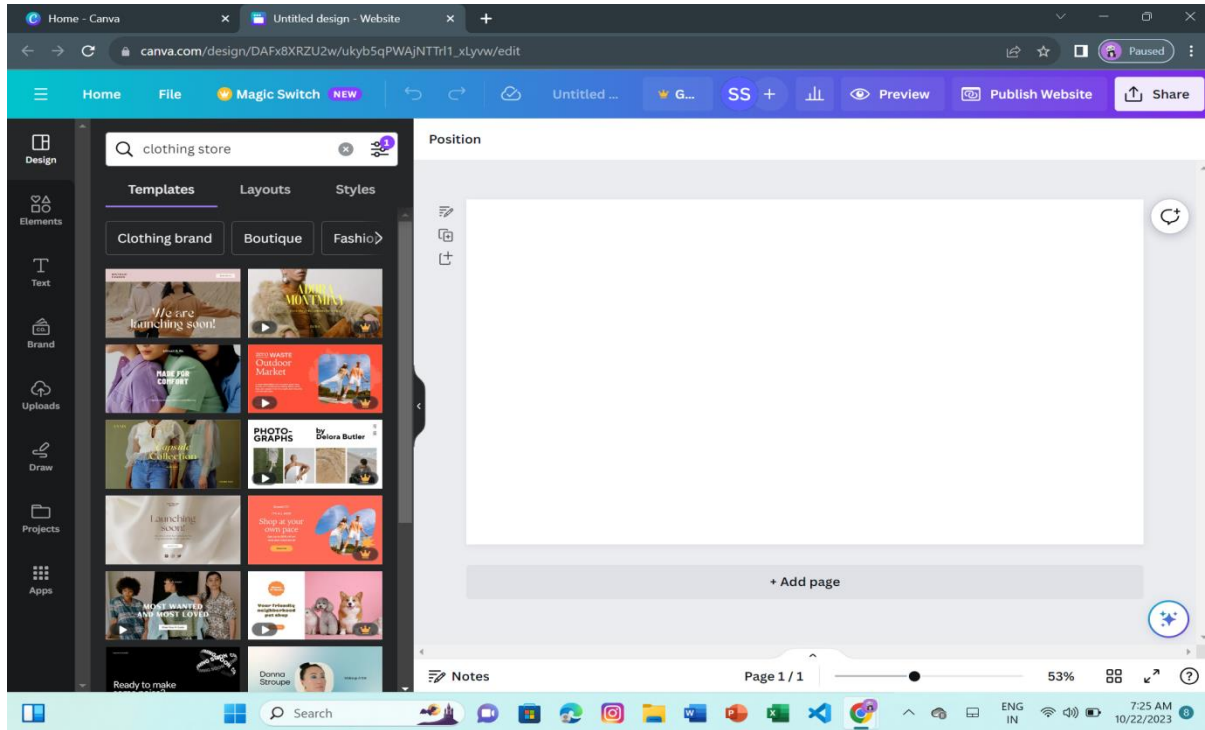
On the top right corner you can see a search bar, search for Promo video templates.



Then you will be navigated to a blank template page to edit the promo video.

Step 6: Choosing a Template for promo video

Browse through the available templates for brand promo video to find the most suitable one for your project. Select the desired template by clicking on it to begin the editing process.



Step 7: Customizing the Template

Utilize Canva's user-friendly editing tools to customize the template for the brand promo video according to your brand's style and preferences. Edit the template's text, images, colours, and layout to align with your brand's unique identity and aesthetic.

- **Accessing Canva:**

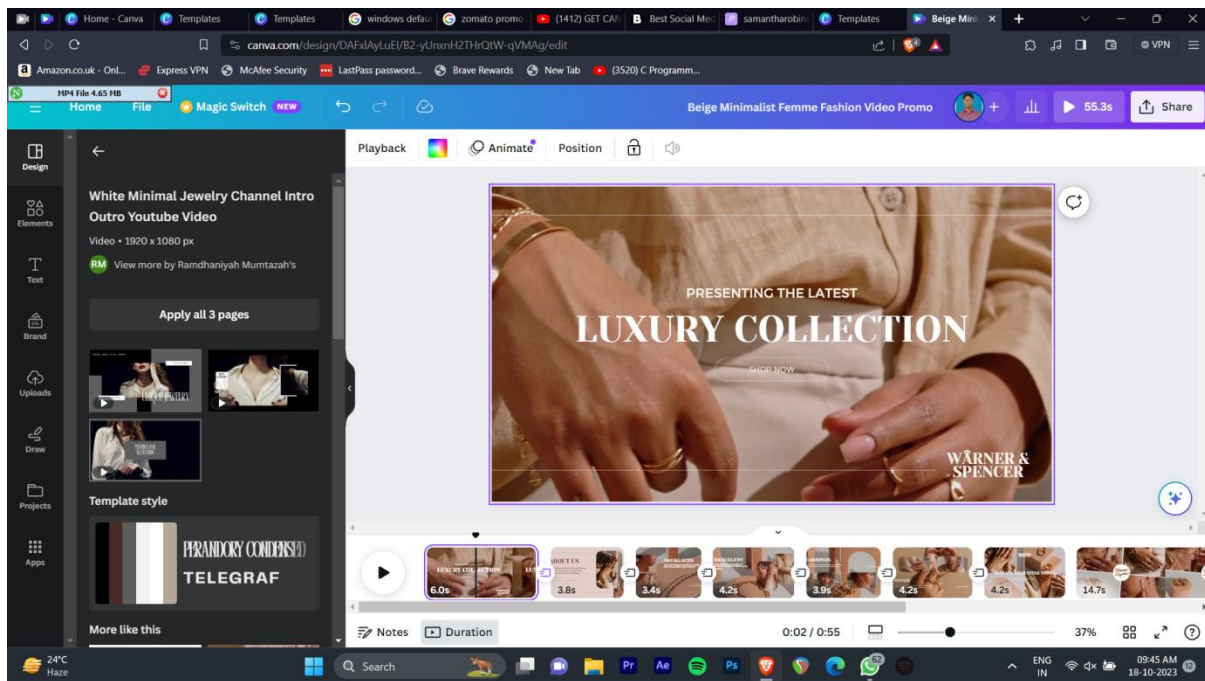
Immerse yourself in the digital wonderland of Canva, your gateway to infinite design possibilities.

- **Creating a New Design:**

Click, and watch as the "Create" button ignites a spark of creativity, signaling the start of your design journey.

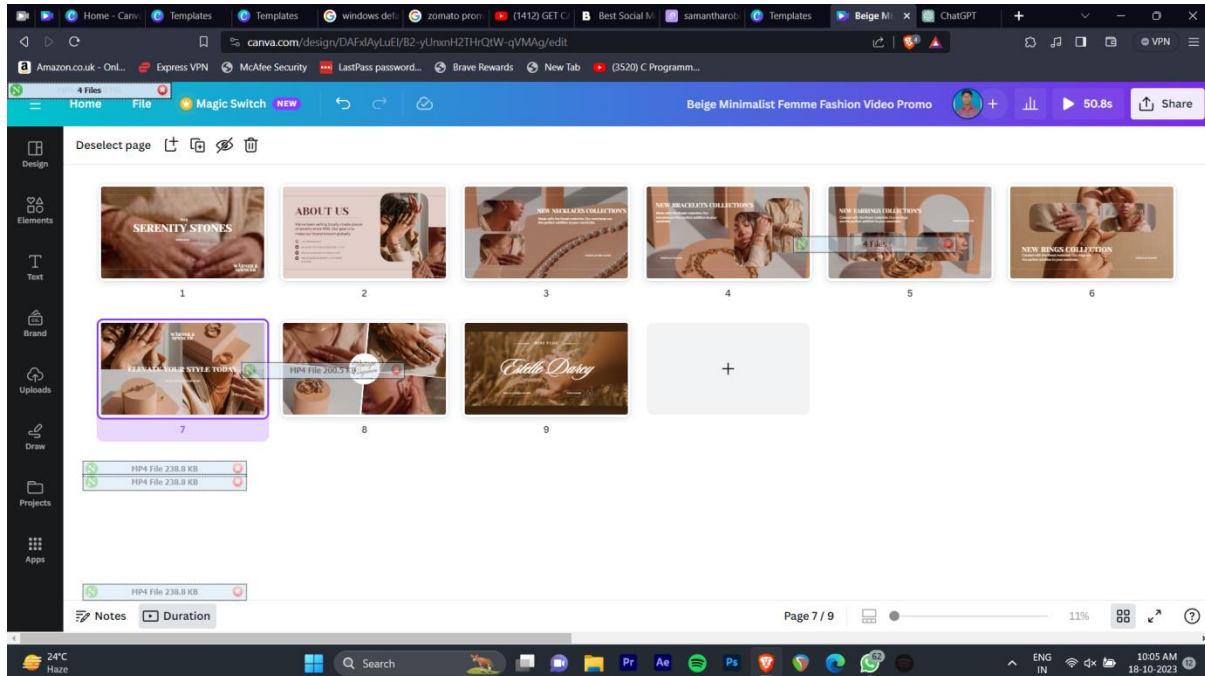
- **Selecting Promo video Design:**

Type 'P-R-O-M-O V-I-D-E-O' in the search bar, and witness as the letters dance into a magical portal leading you to a realm of promo video design options.



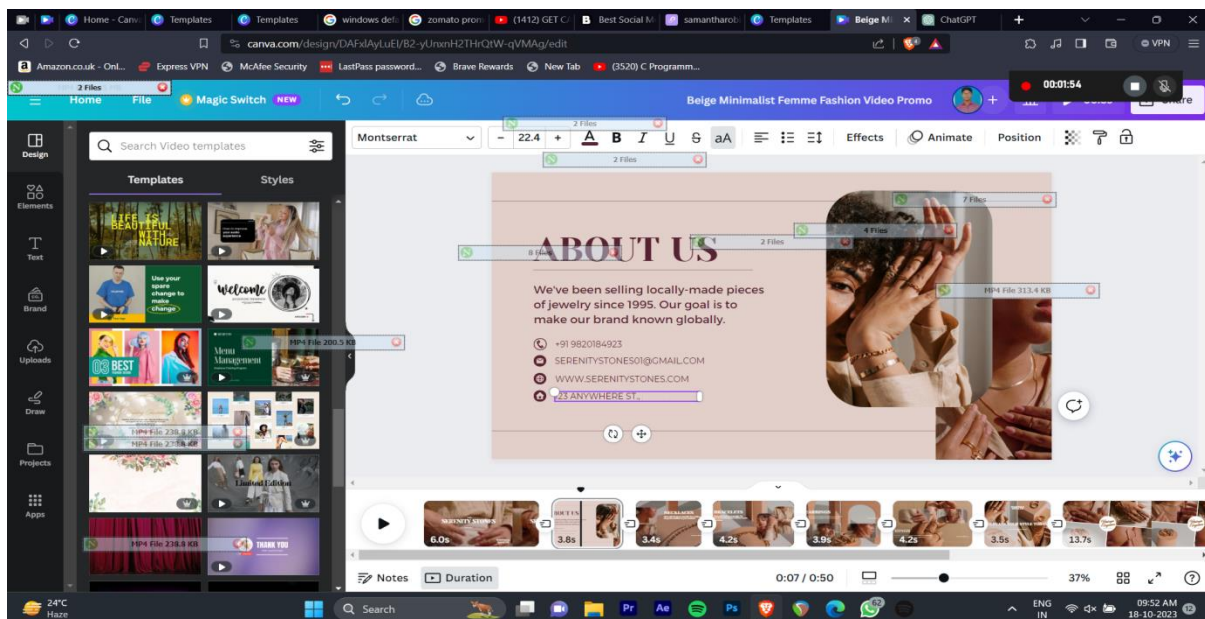
Step 8: Add pages for the video

Click the + icon to add new page and choose different templates of your liking to make the video longer.



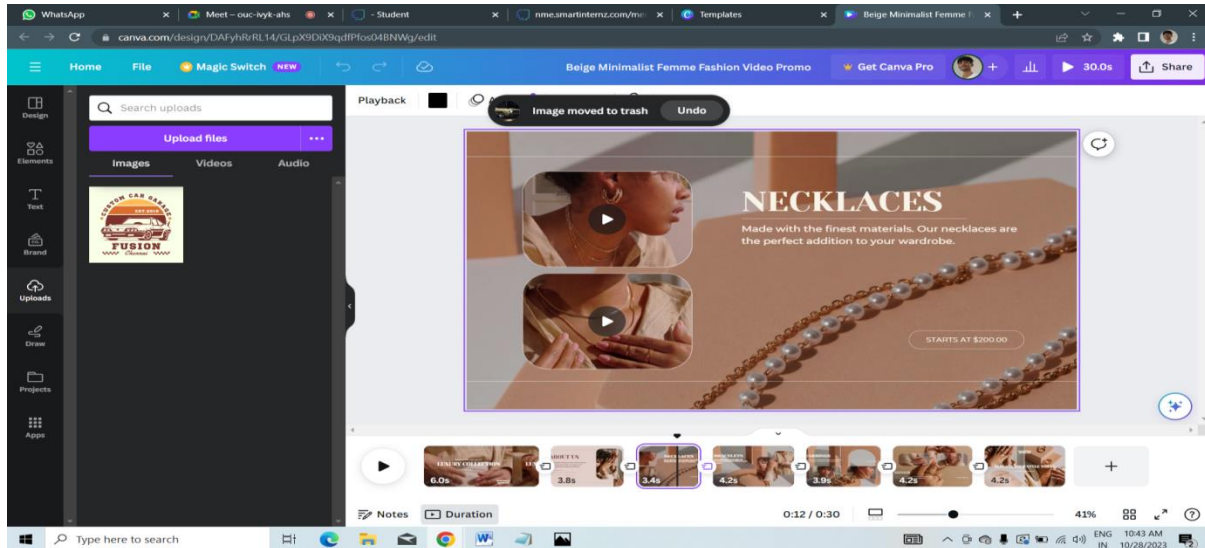
Step 9: Edit text content

Customize the selected template by incorporating Serenity Stones' logo, color palette, typography, and thematic motifs. Modify the video elements, transitions, and visual effects to resonate with the brand's elegance and timeless appeal.



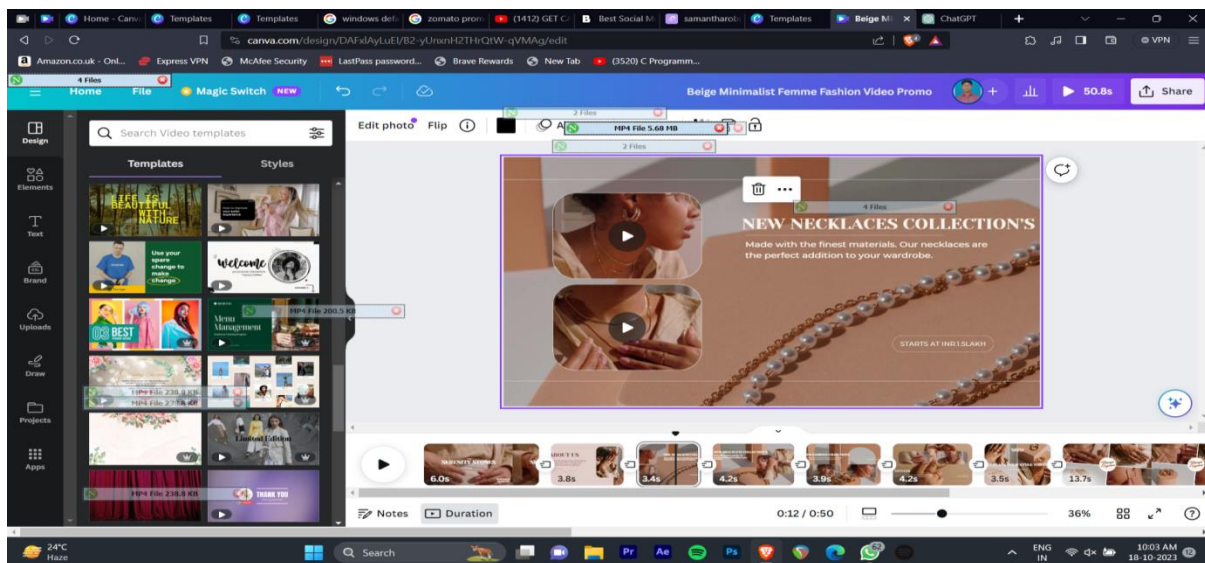
Step 10: Uploads the images and logo to the template

We can upload our brand related images and logo's by clicking the upload option which is shown on the left side of the edit bar.



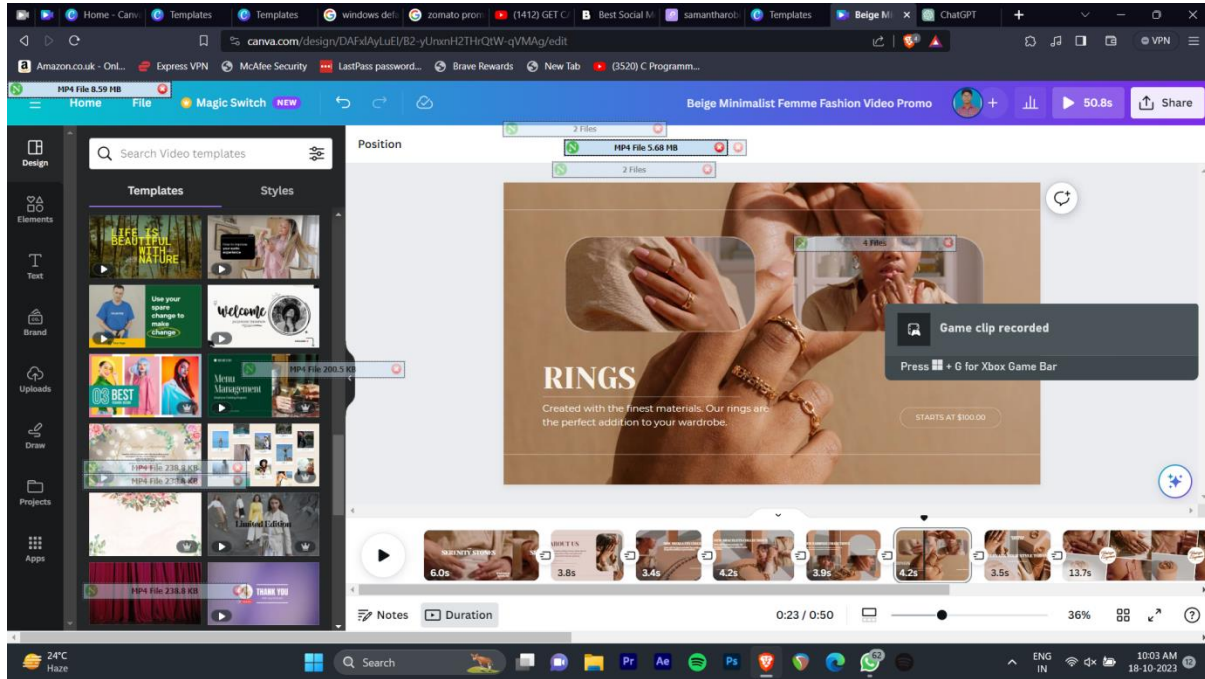
Step 11: Edit the background

Within the Canva editing interface, navigate to the "**Background**" tab located on the left-hand side of the screen. Choose a colour palette that resonates with the brand's elegance, sophistication, and thematic sensibilities. Adjust the background colour by selecting the "**Colour**" option and exploring the various shades and gradients available.



Step 12: Background colour editing

click the box icon and edit the background colour.



Step 13 : Animation for the template

Click the animate option on the top of the edit bar, We can animate the template for our promo video.

Selecting Animation Effects:

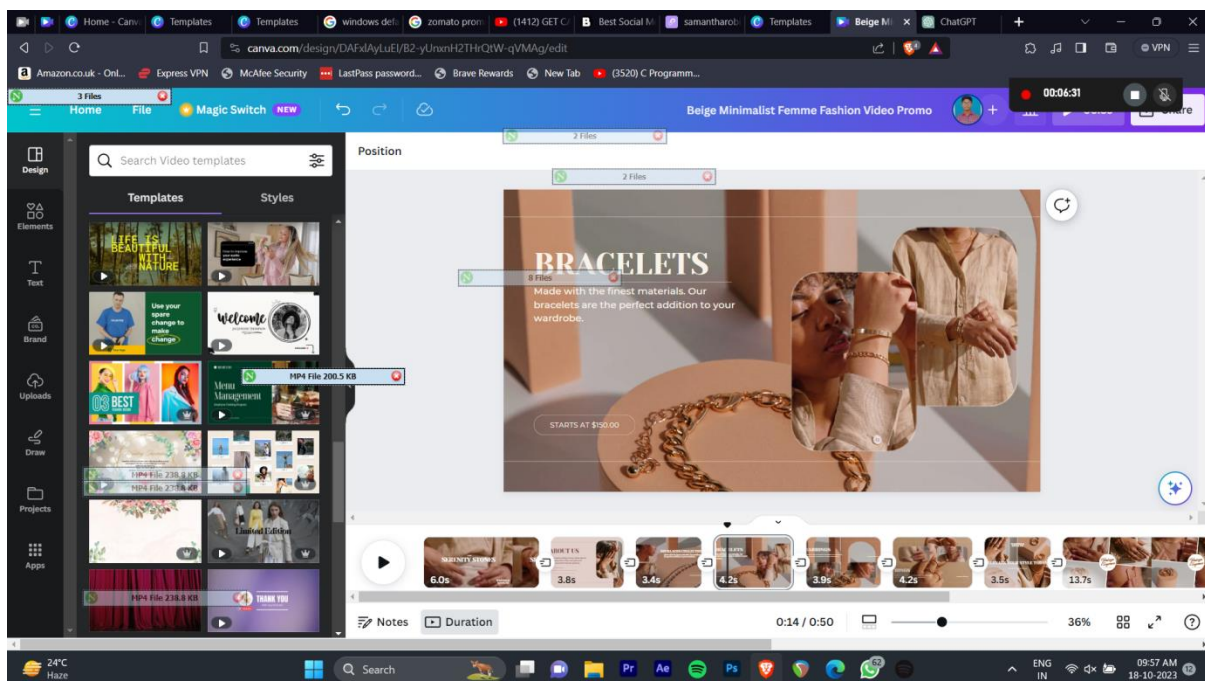
- Within the Canva video editing interface, navigate to the "Animations" tab located on the left-hand side of the screen.

Applying Animation Effects:

- Choose animation effects that resonate with the brand's elegance, sophistication, and thematic sensibilities. Implement subtle transitions, captivating visual effects, and engaging motion graphics that elevate the brand promo video's visual appeal and storytelling capabilities.

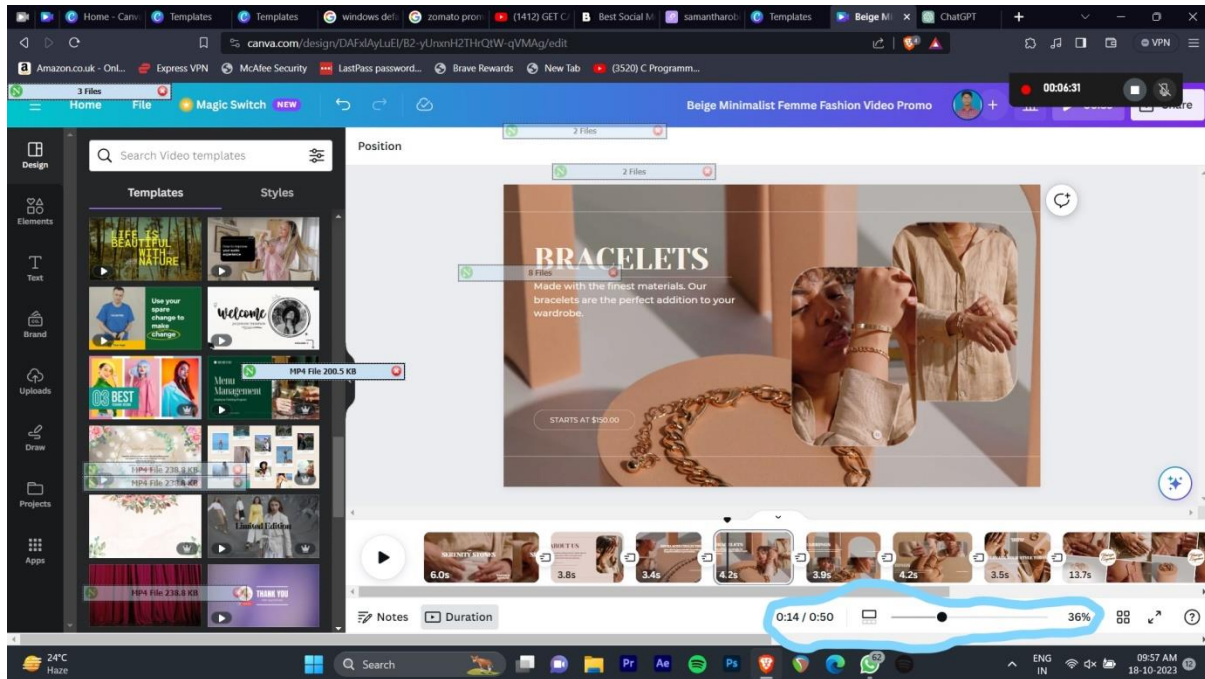
Customizing Animation Timelines:

- Adjust the timing and sequencing of animation effects to create a seamless and visually engaging narrative flow that accentuates the brand's design aesthetics and emotional resonance. Utilize the timeline editor to fine-tune the animation sequences and ensure a cohesive and immersive viewing experience for the audience.

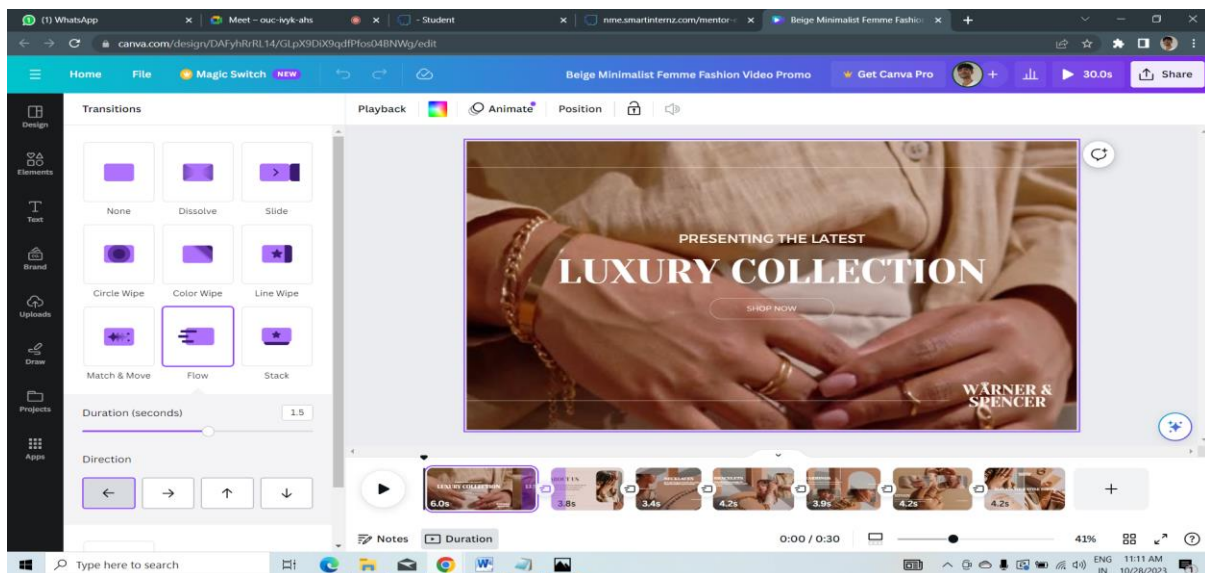


Step 14 : Transition for the template

you can increase or decrease the length of the video by selecting the edge and dragging it.

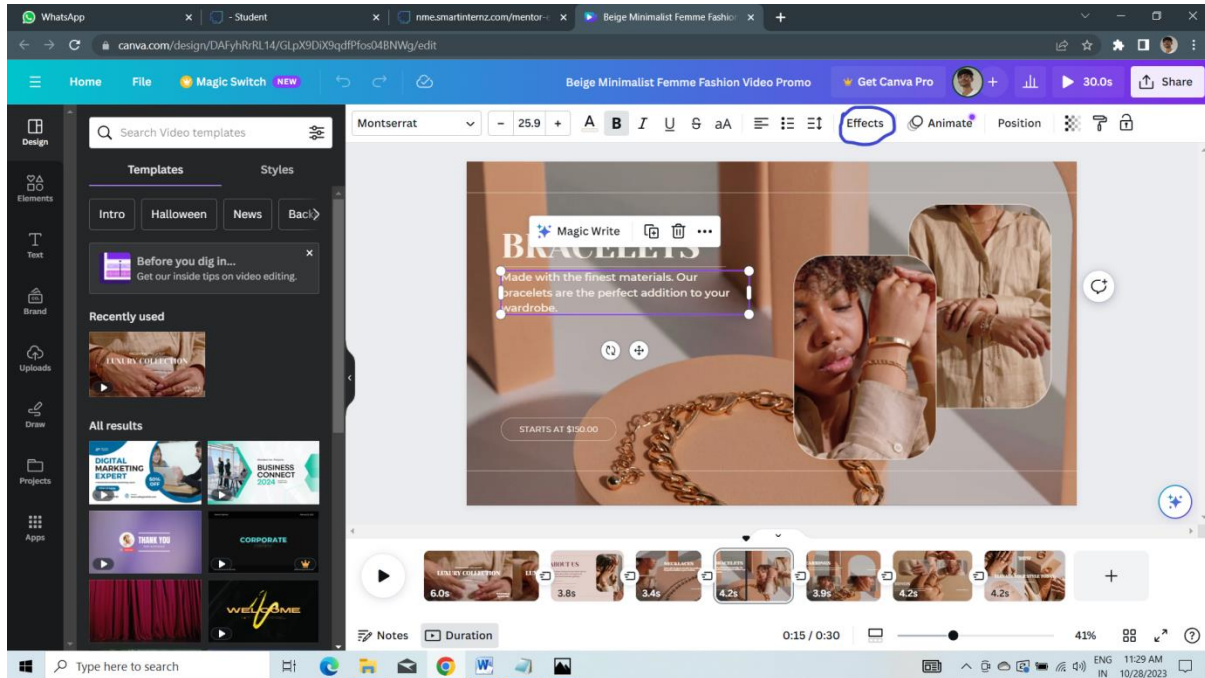


By selection the transition button we can add different transition in between every templates.

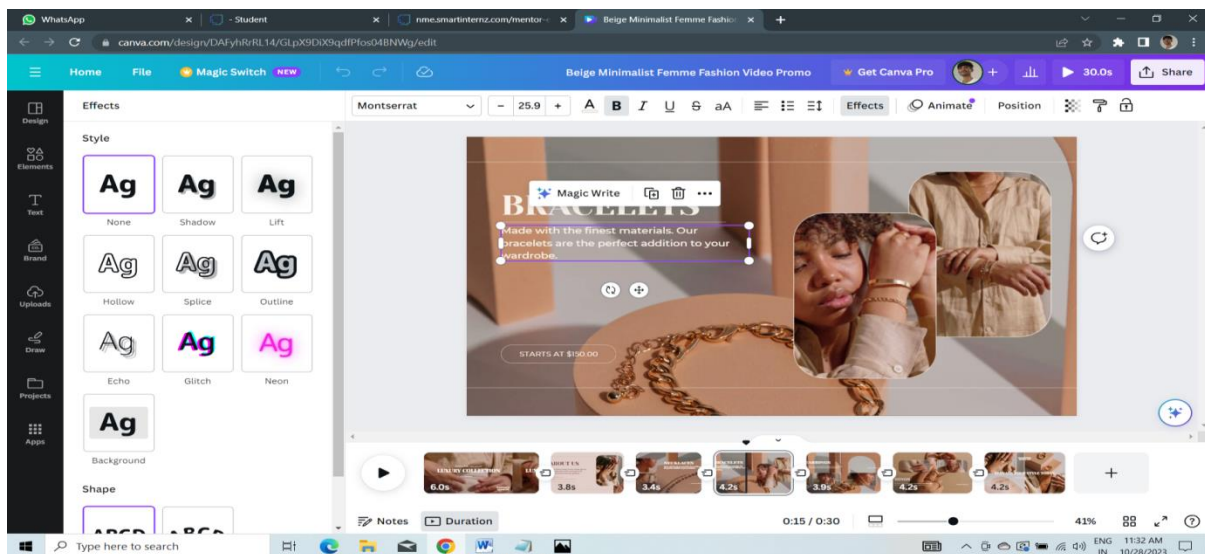


Step 15 : Adding text effects

Click on the effect option on the top bar and some effects to the text that your given in the template which makes the content more attractive.

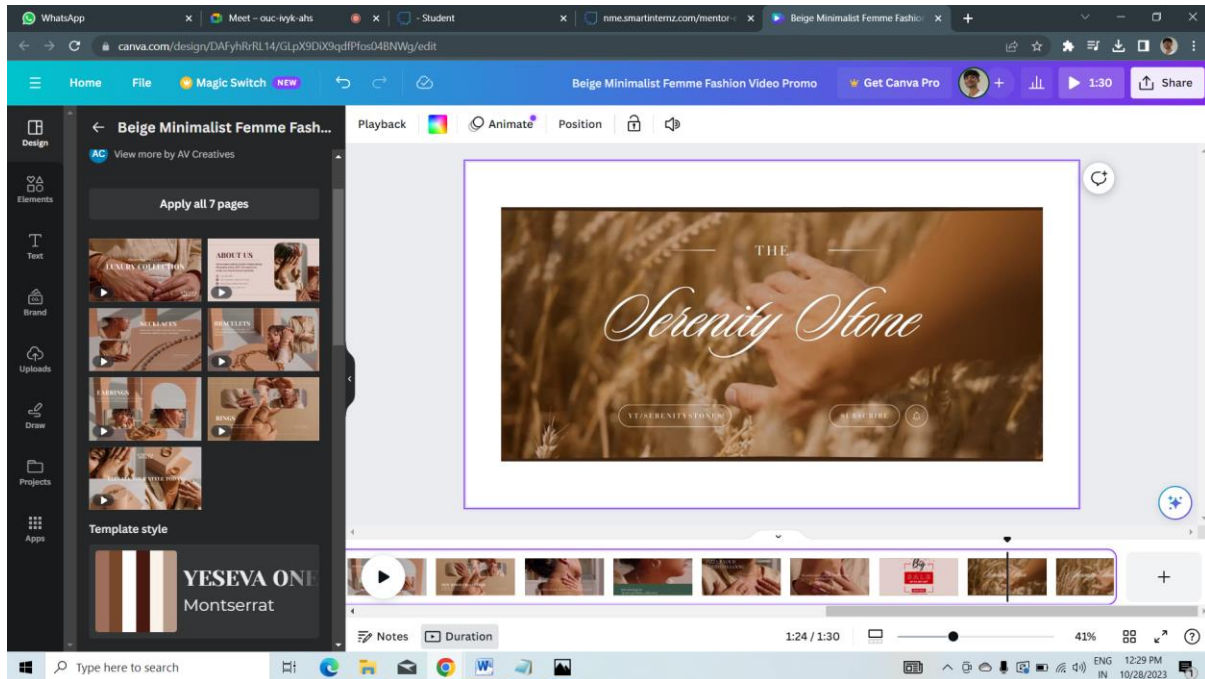


After clicking the effects option you can see the effective letters for your text on the left side.



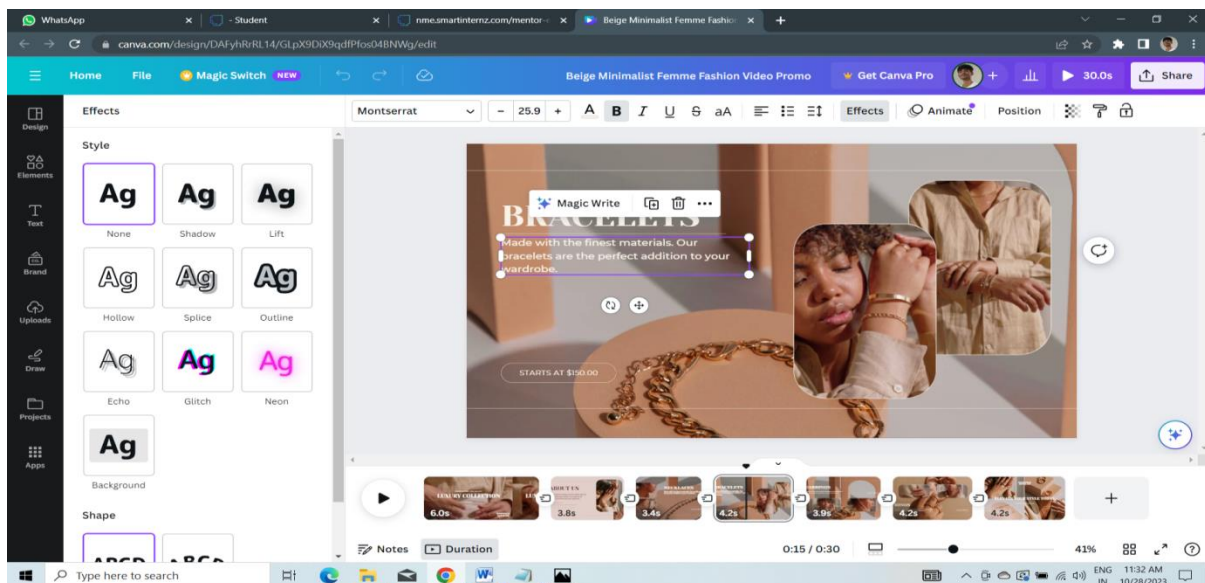
Step 16 : Finalize the edit

Finalize your edit on the template and customize the video to download.



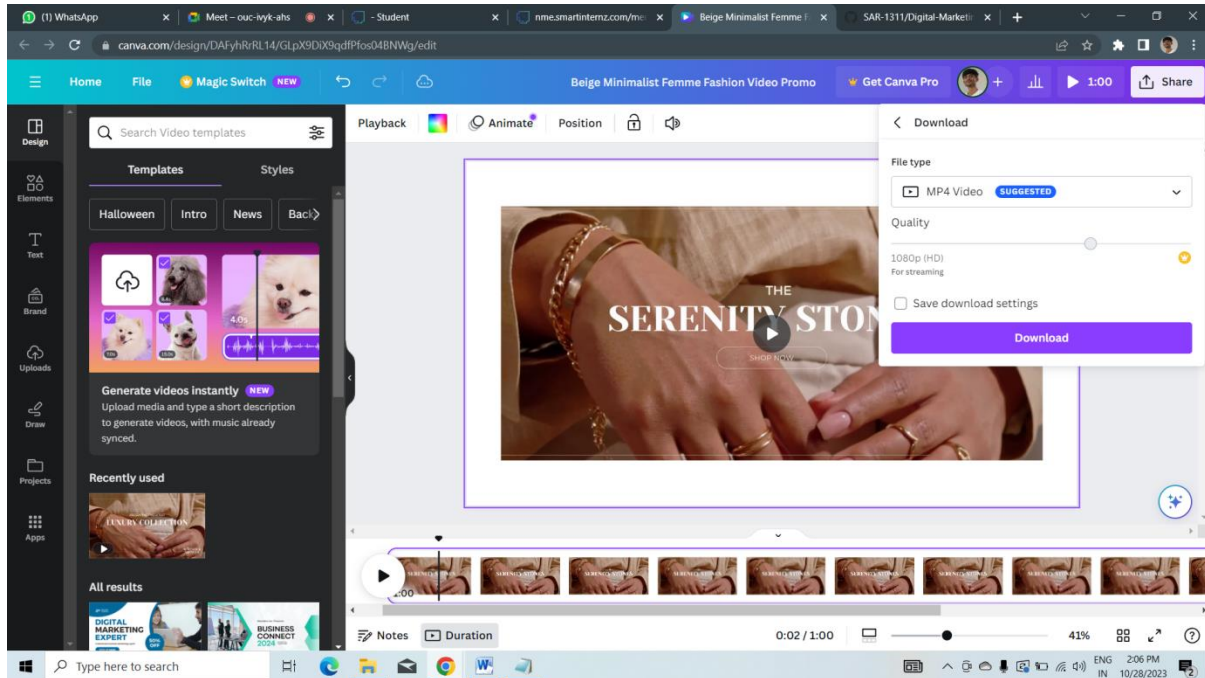
Step 17 : Share and Download

On the top left corner you can see the share option click that to download your video.

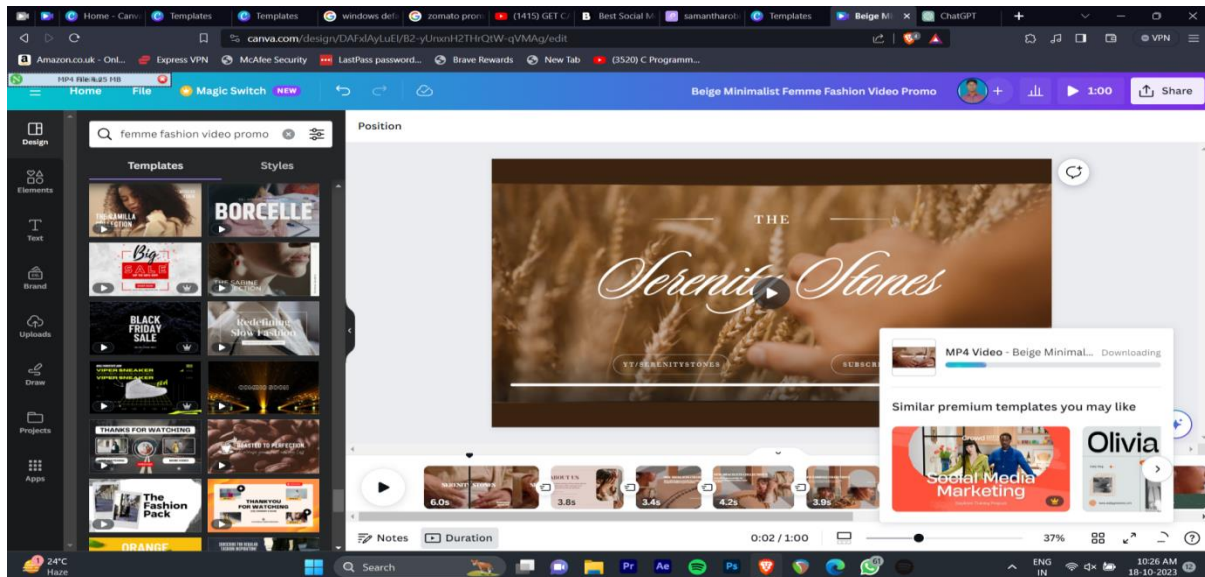


Step 18 : Download the video

By clicking the download option we can download the video as per the quality adjustment.

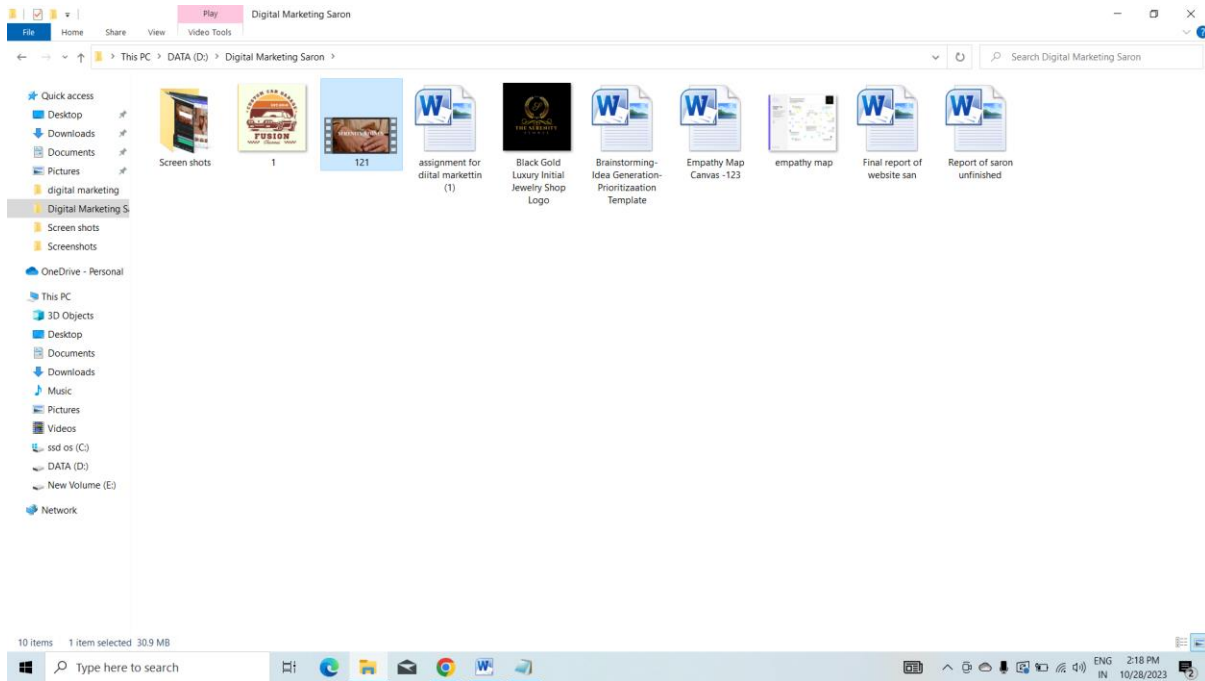


The downloaded video will be stored to the specified folder on your device that you have selected.



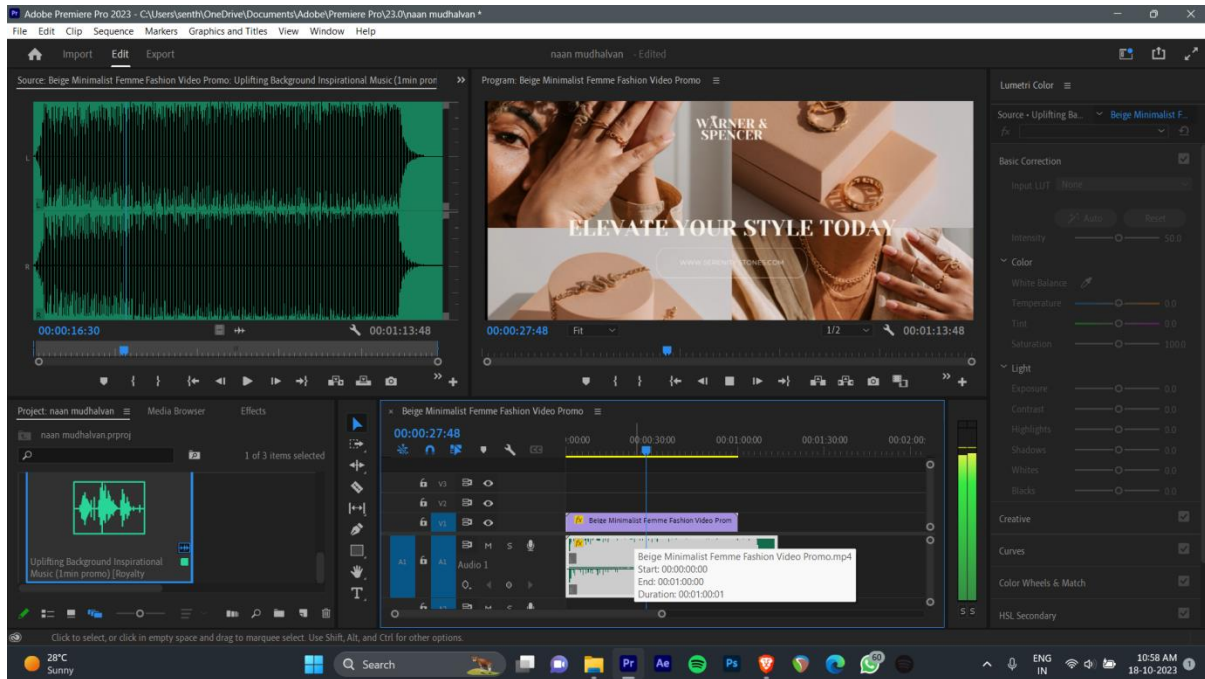
Step 19 : Store the video

The location of the file which is stored on the Digital marketing file to the D drive of our system.



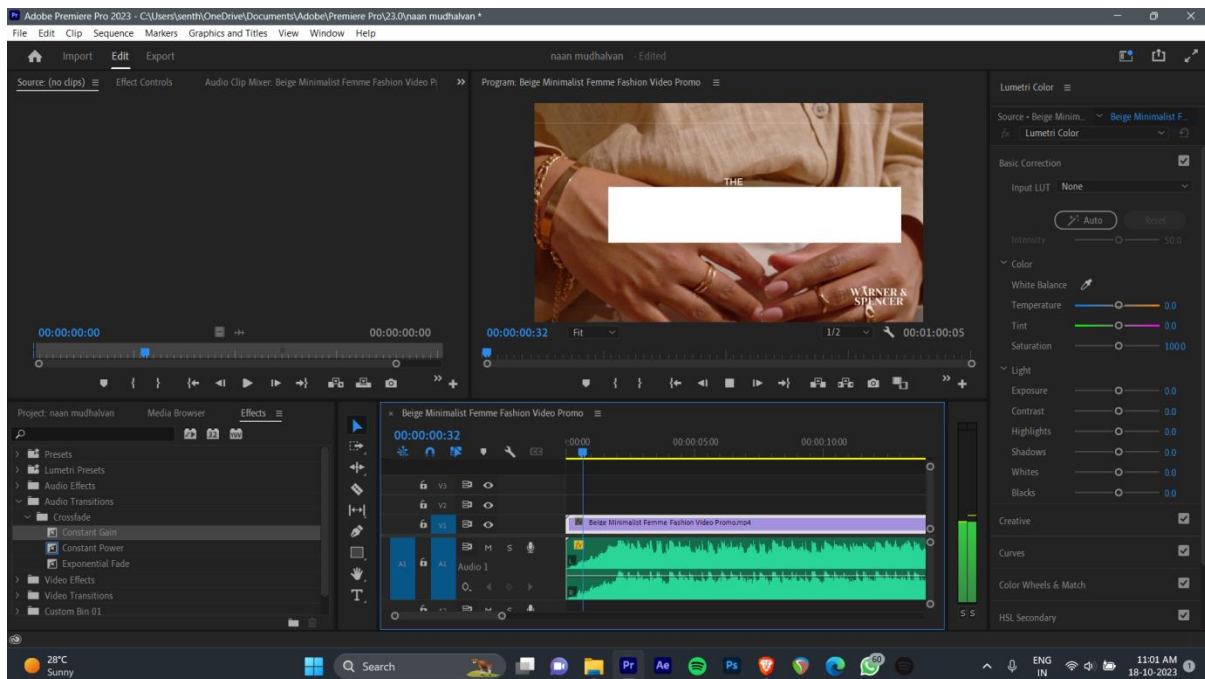
Step 20 : Render the video

Render the video using the adobe.



Step 21 : Add music to the video

Add the music and adjust the volume of the music upto the level of the audience.



Step 22 :Import the video

The video imported will be stored in the specific folder that we have selected.

