

# CREATING A BRAND NAME, BRAND EMAIL AND BRAND LOGO USING CANVA

## 1. INTRODUCTION

1.1 **Brand Name:** SSSTECHNOLOGY

1.2 **Category:** Software Service

1.3 **Brand Email:** [ssstechnologypvt@gmail.com](mailto:ssstechnologypvt@gmail.com)

1.4 **Overview**

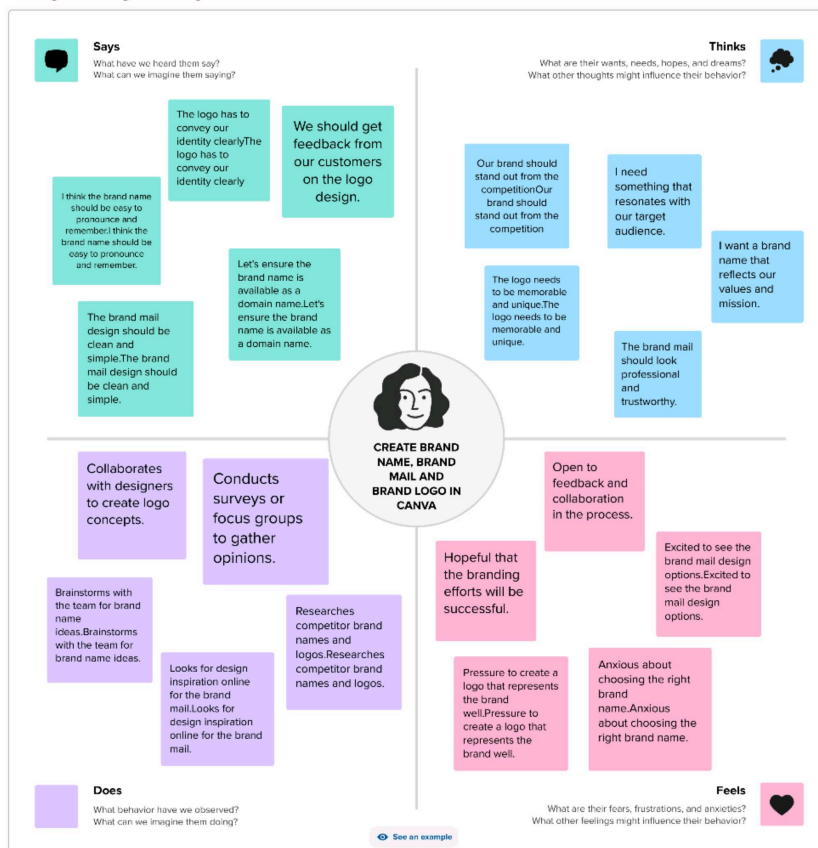
In this project, is going to be creating Brand Name, Brand Email and Brand Logo using Canva. After publish it is going to be uploaded in Github.

1.5 **Purpose**

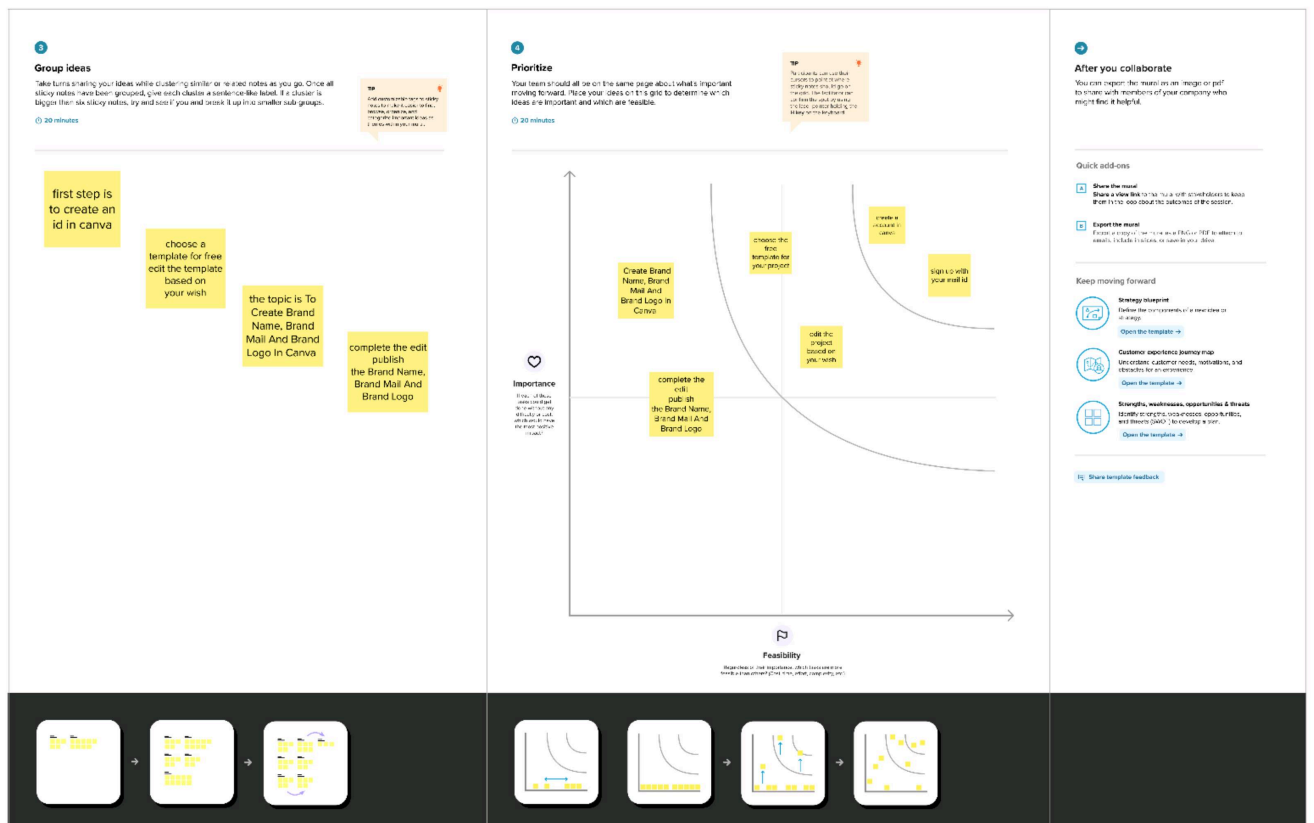
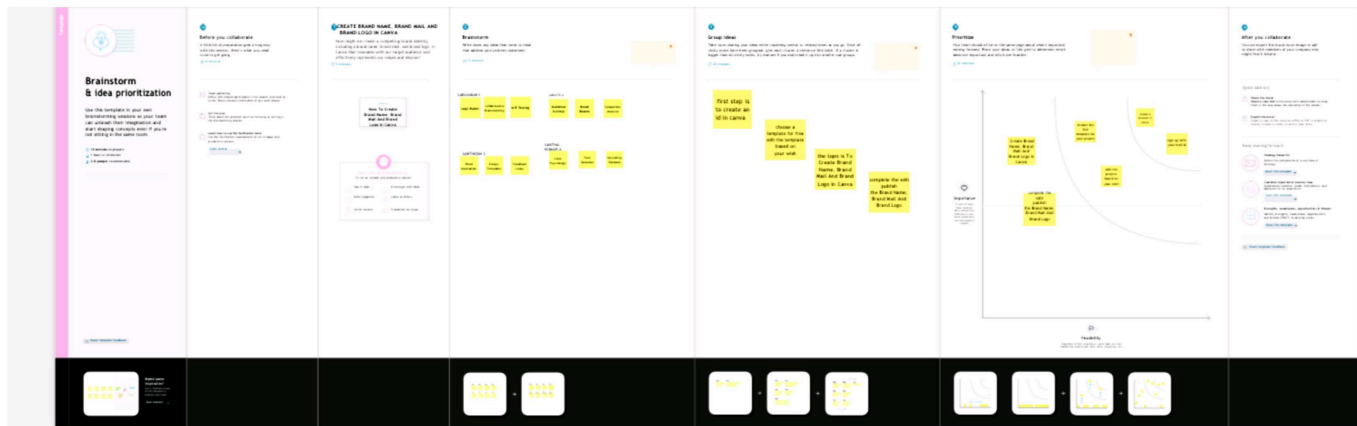
The purpose of the project is learnt how to create a Brand Name, Brand Email and Brand Logo using Canva for digital marketing. Because Canva is a easy platform to create a logo and edit it.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 Empathy map



## 2.2 Ideation & Brainstorming



### **3. RESULT**

#### **LOGO**



#### **4. ADVANTAGES**

- 1 Canva is budget-friendly.
- 2 Canva offers a professional look.
- 3 Canva is a customize template.
- 4 Canva is collaboration design projects.

#### **DISADVANTAGES**

- 1 Alignment concerns
- 2 Unique elements cannot be created.
- 3 Internet connection required.
- 4 Subscription cost.

## **5. APPLICATION**

For digital marketing this brand name, brand email and brand logo will be more useful to promote their service and sale the products, etc.

## **6. CONCLUSION**

In this we learnt to how to use Canva tool to create brand name, brand email and brand logo and use it for effective business purposes.