Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1. **Team gathering**
   Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
2. **Set the goal**
   Think about the problem you'll be focusing on solving in the brainstorming session.
3. **Learn how to use the facilitation tools**
   Use the Facilitation Superpowers to run a happy and productive session.

Open article

CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

How might we create a compelling brand identity, including a brand name, brand mail, and brand logo, in Canva that resonates with our target audience and effectively represents our values and mission?

5 minutes

Focus on

How To Create Brand Name, Brand Mail And Brand Logo In Canva

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

SARAVANAN S

- Logo Maker
- Collaborative Brainstorming
- A/B Testing

SAKATH A

- Audience Surveys
- Mood Boards
- Competitor Analysis

SANTHOSH S

- Mood Generation
- Design Templates
- Feedback Loops

SANTHA KUMAR A

- Color Psychology
- Font Selection
- Storytelling Elements

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub groups.

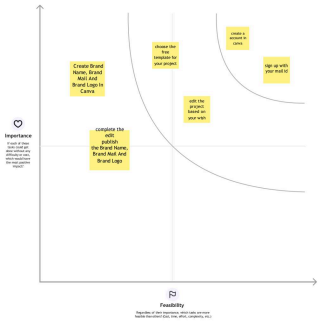
20 minutes

- first step is to create an id in canva
- choose a template for free edit the template based on your wish
- the topic is To Create Brand Name, Brand Mail And Brand Logo In Canva
- complete the edit publish the Brand Name, Brand Mail And Brand Logo

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- **Strategy Blueprint**
  Define the components of a new idea or strategy.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT), to develop a plan.
  Open the template

Share template feedback

Need some inspiration?
See how teams use this template in the session to achieve our goal.
Open example