Project Design Phase-I Proposed Solution Template

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| NM ID | BF65628C5F4C176991E4180F64CA6B6F |
| Project Name | How to Create Brand Name, Brand Mail and Brand Logo in Canva |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Company seeks to establish a compelling brand identity by creating a distinct brand name, a professional brand email, and an appealing brand logo. This brand identity should align with the company's values, target audience, and mission, differentiating it from competitors and enhancing market presence and recognition. |
| 2. | Idea / Solution description | Establish clear brand guidelines that dictate how your brand elements (logo, colors, fonts) should be used in all communications. This ensures consistency and uniformity in your brand's representation. |
| 3. | Novelty / Uniqueness | Develop a brand identity that evolves over time based on market trends, customer feedback, and real-time data analysis. AI can adapt your logo, color palette, and messaging to remain relevant and appealing. |
| 4. | Social Impact / Customer Satisfaction | An appealing brand logo and a distinct name can lead to better brand recognition. When customers easily recognize your brand, they are more likely to choose your products or services, leading to increased satisfaction. |
| 5. | Business Model (Revenue Model) | Customers are more likely to be satisfied when they see that a brand's identity aligns with their own values. When your branding reflects values that resonate with your target audience, it can create a stronger emotional connection and satisfaction. |
| 6. | Scalability of the Solution | Develop standardized and efficient processes for creating brand identities. This includes templates, guidelines, and best practices that can be consistently applied to various client projects. |