

## PROJECT DESIGN PHASE - 1

Date	01 NOV 2023
TeamID	NM2023TMID08660
Project Name	Create brand name, brand mail and logo in canva

### PROPOSED SOLUTION

S.No.	Parameter	Description
1.	Brand Strategy and Values:	<ul style="list-style-type: none"><li>Start by defining your brand's mission, values, and unique selling points.</li><li>This will guide the creation of your name and logo.</li></ul>
2.	Market Research:	<ul style="list-style-type: none"><li>Conduct thorough market research to understand your target audience, competitors, and industry trends.</li><li>This will help you position your brand effectively.</li></ul>
3.	Name Creation	<ul style="list-style-type: none"><li>Brainstorm potential brand names that align with your brand's values and target audience. Consider factors like uniqueness, memorability, and domain name availability.</li><li>Use online tools and dictionaries to check the meanings and connotations of potential names.</li><li>Test the names with a focus group or target audience to gather feedback.</li></ul>
4	Trademark search	<ul style="list-style-type: none"><li>Before finalizing the name, perform a comprehensive trademark search to ensure it's legally available and protectable.</li></ul>
5	Logo design	<ul style="list-style-type: none"><li>Create a design brief that outlines your brand's personality, color preferences, and design style. If you're not a designer, consider hiring a professional or using a design platform.</li><li>Ensure the logo is simple, scalable, and versatile for various applications.</li><li>Choose a color scheme that reflects your brand's values and resonates with your target audience.</li></ul>
6	Brand email	<ul style="list-style-type: none"><li>Purchase a domain name that matches your brand.</li><li>Set up branded email addresses (e.g., info@yourbrand.com) through a service like G Suite or Microsoft 365.</li><li>Configure your email with professional signatures and branding elements</li></ul>

## SOLUTION ARCHITECTURE:

