PROJECT DESIGN PHASE - 1

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

**PROPOSED SOLUTION**

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| **S.No.** | **Parameter** | **Description** |
| 1. | Brand Strategy and Values: | * Start by defining your brand's mission, values, and unique selling points. * This will guide the creation of your name and logo. |
| 2. | Market Research: | * Conduct thorough market research to understand your target audience, competitors, and industry trends. * This will help you position your brand effectively. |
| 3.  4  5  6 | Name Creation  Trademark search  Logo design  Brand email | * Brainstorm potential brand names that align with your brand's values and target audience. Consider factors like uniqueness, memorability, and domain name availability. * Use online tools and dictionaries to check the meanings and connotations of potential names. * Test the names with a focus group or target audience to gather feedback. * Before finalizing the name, perform a comprehensive trademark search to ensure it's legally available and protectable. * 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. * Ensure the logo is simple, scalable, and versatile for various applications. * Choose a color scheme that reflects your brand's values and resonates with your target audience. * Purchase a domain name that matches your brand. * Set up branded email addresses (e.g., info@yourbrand.com) through a service like G Suite or Microsoft 365. * Configure your email with professional signatures and branding elements |

**SOLUTION ARCHITECTURE:**