

COLLEGE NAME	SARANATHAN COLLEGE OF ENGINEERING
TITLE	HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA
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## **IDENTIFY YOUR TARGET AUDIENCE**

- Identifying the target audience for a boutique is a crucial step in developing a successful and sustainable business. To effectively cater our ideal customers, it's essential to understand their demographics, preferences, and behaviours.
- Start by considering factors such as age, gender, income level, and location. Beyond these basic demographics, delve deeper into their lifestyle, interests, and fashion preferences.
- Are they eco-conscious consumers seeking sustainable fashion, or do they prefer high-end luxury items? Do they value unique and handcrafted pieces, or are they more inclined toward trendy, mass-produced fashion ? , We do the needful based on their perspectives.
- By crafting a detailed profile of our target audience, we can tailor your boutique's product selection, marketing strategies, and customer experience to meet their specific needs and desires, creating a loyal and engaged customer base.

## DEFINE YOUR BRAND PERSONALITY

A boutique's brand personality refers to the unique set of characteristics, traits, and values that define its identity and shape how it is perceived by its target audience. A boutique's brand personality can vary widely depending on its niche, but some common attributes often associated with boutique brands include:

1. **Unique** : Boutiques often aim to offer distinctive and one-of-a-kind products that set them apart from larger, mainstream retailers.
2. **Personal** : A boutique's brand personality typically conveys a sense of personalized service, attention to detail, and a commitment to understanding and meeting the specific needs of individual customers.
3. **Stylish** : Many boutiques focus on curating fashionable and on-trend items, projecting an image of style and sophistication.
4. **Authentic** : Boutique brands often emphasize authenticity, showcasing the craftsmanship and quality of their products while avoiding mass-produced or generic offerings.
5. **Local or Artisanal** : Some boutiques position themselves as champions of local artisans and small-scale producers, reflecting a commitment to supporting the community and promoting sustainable, handmade goods.
6. **Exclusive**: The sense of exclusivity is a key element in many boutique brand personalities, making customers feel like they're part of an elite, insider club.
7. **Trendsetting**: Boutiques often pride themselves on staying ahead of fashion trends, introducing new and innovative styles to their customers.

## **MAKE A LIST OF BRAND NAME IDEAS**

- Creating a list of brand name ideas for a boutique is a pivotal initial step in the process of establishing a memorable and distinctive identity for our business. The right name can set the tone for our boutique and resonate with our target audience.
- To begin, consider the essence of our boutique, the products we offer, and the feelings we want to evoke in our customers. Think about our unique selling points, style, and the values we want to convey.
- A great boutique name should be memorable, easy to spell and pronounce, and ideally, reflect the nature of our offerings. It's a creative endeavour that can involve wordplay, alliteration, or even combining meaningful words to craft a unique moniker. While brainstorming, keep our target audience in mind and strive for a name that will connect with their tastes and aspirations.
- Moreover, conduct thorough research to ensure that the name we choose is not already in use by another business in your industry and region to avoid potential legal conflicts down the road. A thoughtfully crafted list of brand name ideas will serve as the foundation for our boutique's identity, helping us make a lasting impression in the competitive world of fashion and retail.
- By creating and listing a brand of names finally we came to the choice of name as “FORSTEE” for our enriching development.

## NARROW YOUR LIST

- Once we have compiled a list of potential brand name ideas for our boutique, the next critical step is to narrow it down to find the perfect fit. This process involves carefully evaluating each name to ensure it aligns with our boutique's vision, values, and target audience.
- Consider factors like uniqueness, memorability, and relevance to our offerings. Reflect on whether the name effectively conveys the style, ambiance, and essence of our boutique.
- Seek feedback from trusted friends, family, or potential customers to gain different perspectives. Eliminate names that might be too common, hard to spell or pronounce, or could be easily confused with existing brands. Pay attention to how each name sounds when spoken aloud and how it appears visually.
- Ultimately, our boutique's name should leave a lasting impression and resonate with our audience. By narrowing our list in a thoughtful and strategic manner, we will be on our way to selecting a brand name that sets our boutique apart and captivates our customers.
- By creating and listing a brand of names finally we came to the choice of name as “FORSTEE” for our enriching development.

## **CHECK FOR AVAILABILITY**

- Checking for social media availability is an important step when finalizing our boutique's brand name.
- We will want to ensure that the name we have chosen is available on the major social media platforms, such as Instagram, Facebook, Twitter, and others that are relevant to our business.
- Here's how to go about it,
  1. Start with a Social Media Search.
  2. Consider Using a Unique Handle.
  3. Use a Social Media Name Checker Tool.
  4. Secure the Handles.
  5. Trademark Consideration.

## **TEST YOUR SHORTLIST OF POTENTIAL BRAND NAMES**

- Conducting a survey of potential brand names for our boutique is a strategic and essential endeavour in the process of establishing your business identity. This survey involves gathering feedback from a diverse group of individuals, such as friends, family, potential customers, or even industry experts, to gauge their reactions to the proposed names.
- By seeking external opinions, we gain valuable insights into the names' overall appeal, memorability, and potential resonance with our target audience. It helps us to identify which names evoke the desired emotions and associations, and which ones might fall flat or be easily forgettable.
- Additionally, a brand name survey can reveal any unintended connotations or associations that could impact our boutique's image. This valuable feedback, when carefully considered, will guide us in selecting a brand name that not only reflects our boutique's identity but also has the potential to create a lasting and positive impression in the competitive world of retail and fashion.

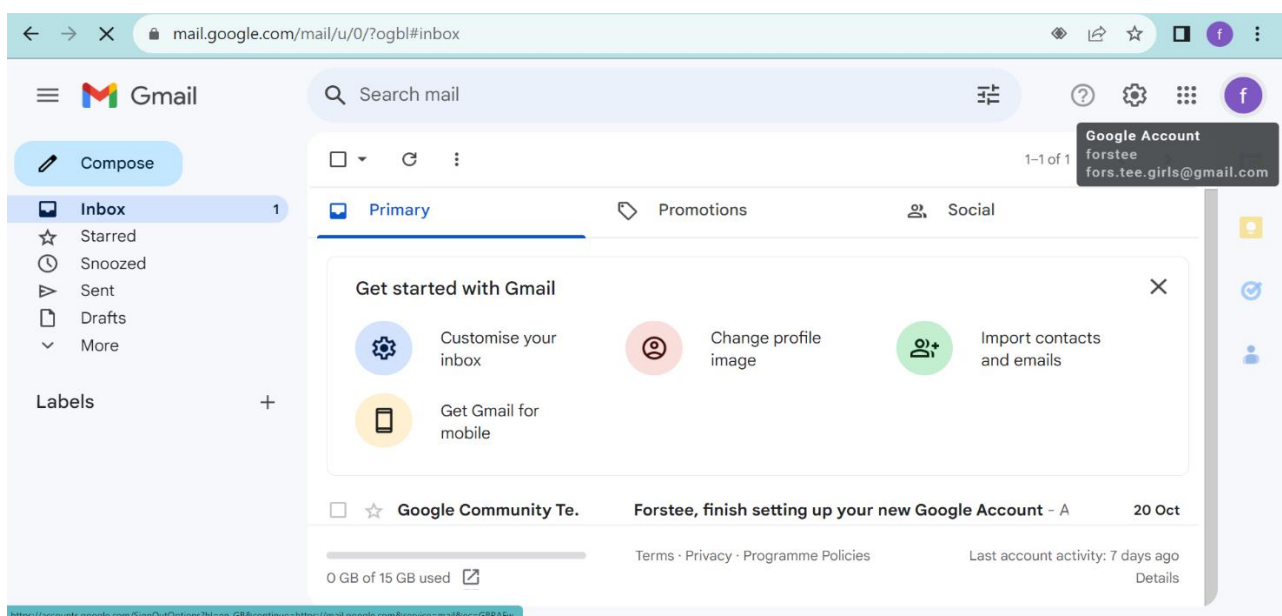
## HOW TO CREATE A BRAND EMAIL

- Creating a brand email for our boutique involves several important steps to ensure it reflects our business's professionalism, identity, and effectively communicates with our audience.
- Here's a step-by-step guide to help us set up a brand email for our boutique,

1. Choose a Domain Name
2. Select an Email Hosting Service
3. Set Up Your Email Account
4. Configure Your Inbox
5. Secure Your Email.

- We have shortlisted the list of rules and created a email for our brand by understanding the criteria you have given ,

Firstname.middlename.lastname = [fors.tee.girls@gmail.com](mailto:fors.tee.girls@gmail.com)





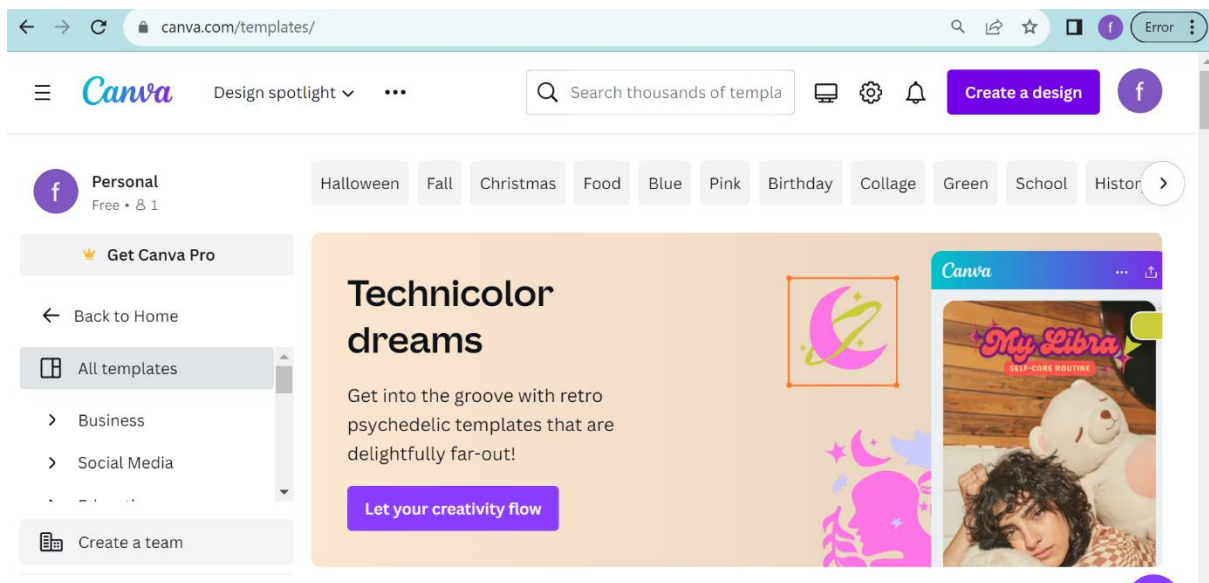
## **HOW TO CREATE A LOGO DESIGN USING CANVA**

➤ Creating a logo design using Canva is a straightforward process. Here are the basic steps:

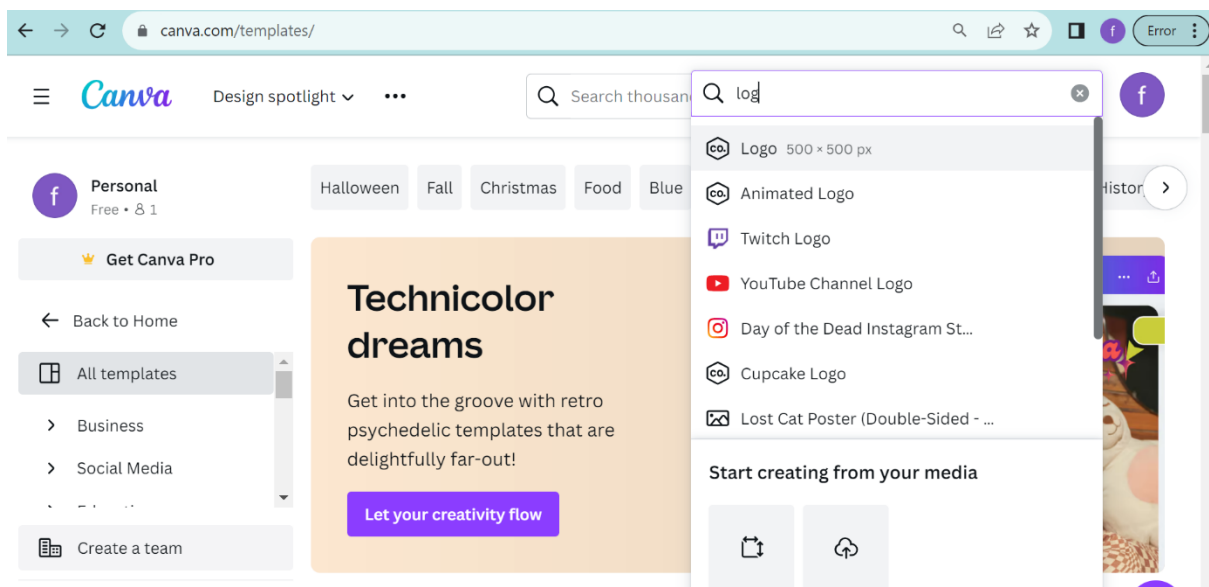
1. Sign In or Create an Account.
2. Choose a Design Type.
3. Select a Template.
4. Edit Text and Elements.
5. Add Shapes and Icons.
6. Upload Images.
7. Save Your Logo.
8. Use Your Logo.

## NAVIGATION

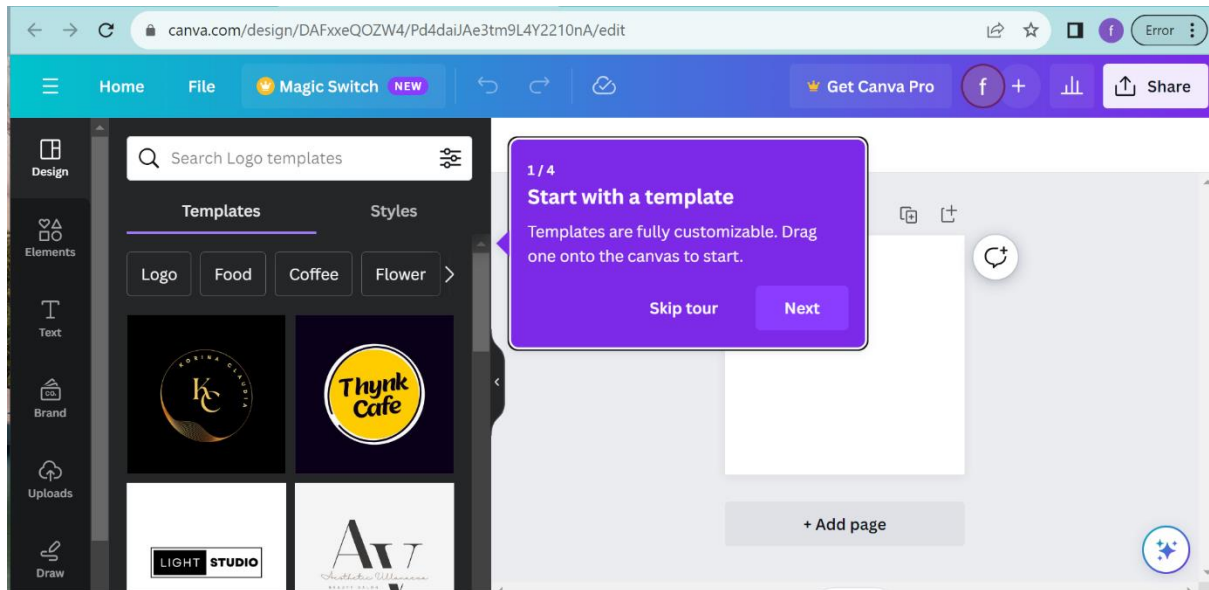
### CREATE A DESIGN :



### LOGO 500\*500 Px :

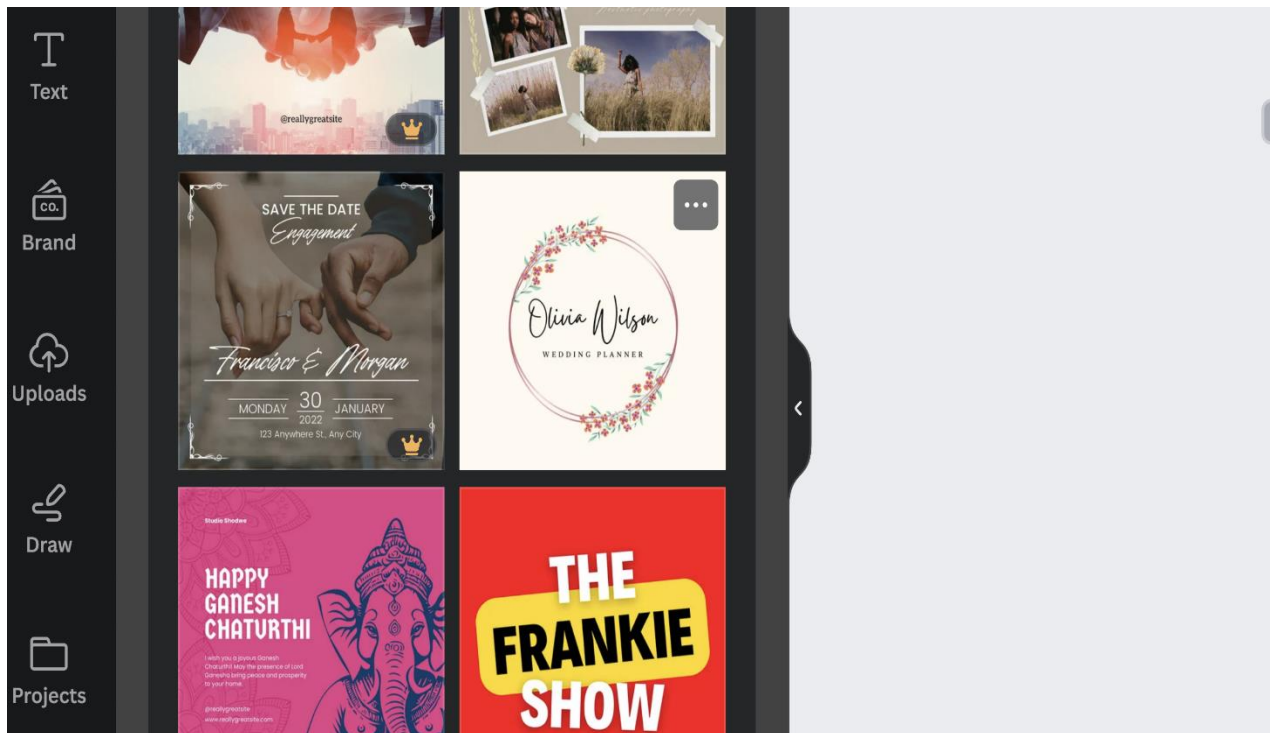


## SEARCH TEMPLATE :

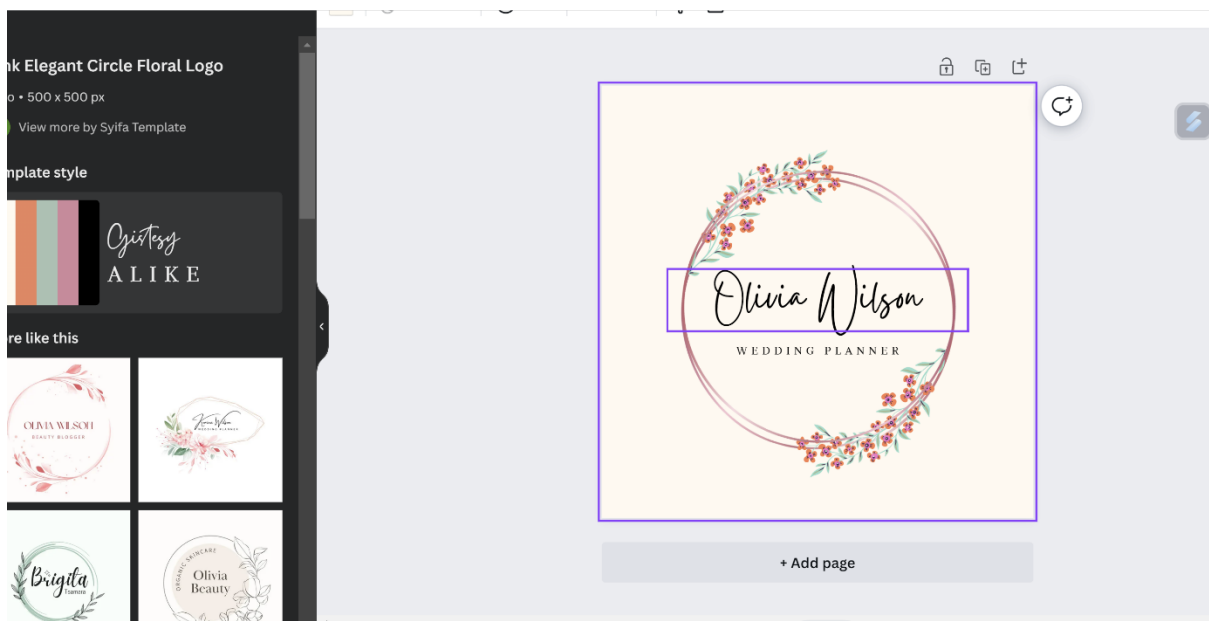


## DESIGN PICKING

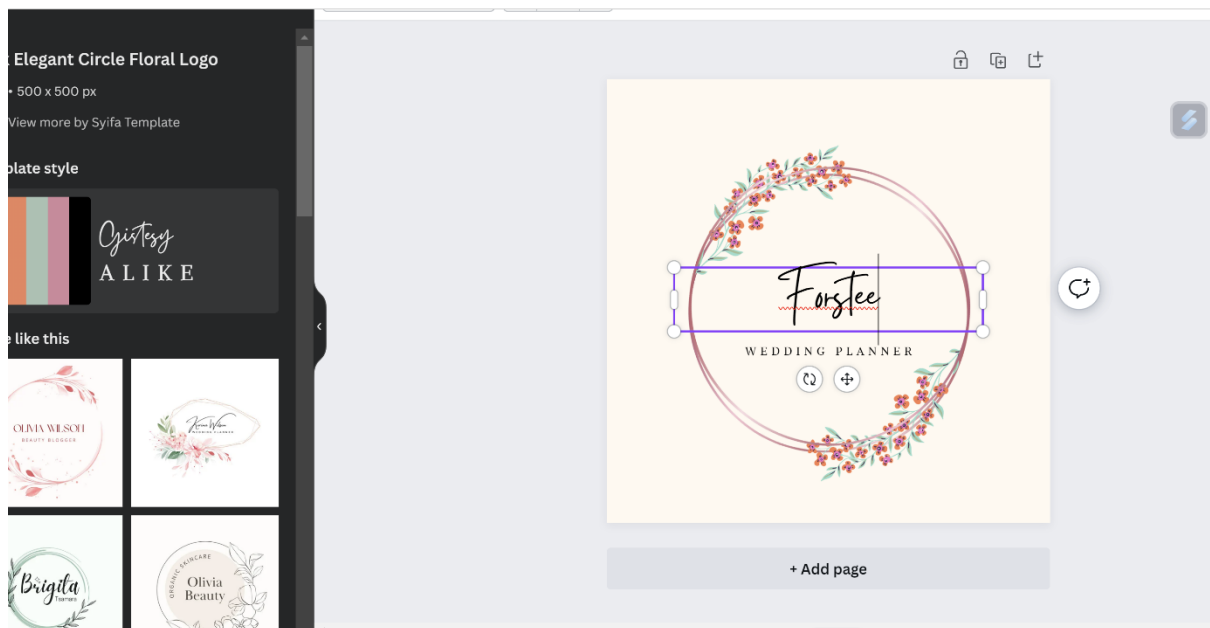
### PICK A DESIGN :



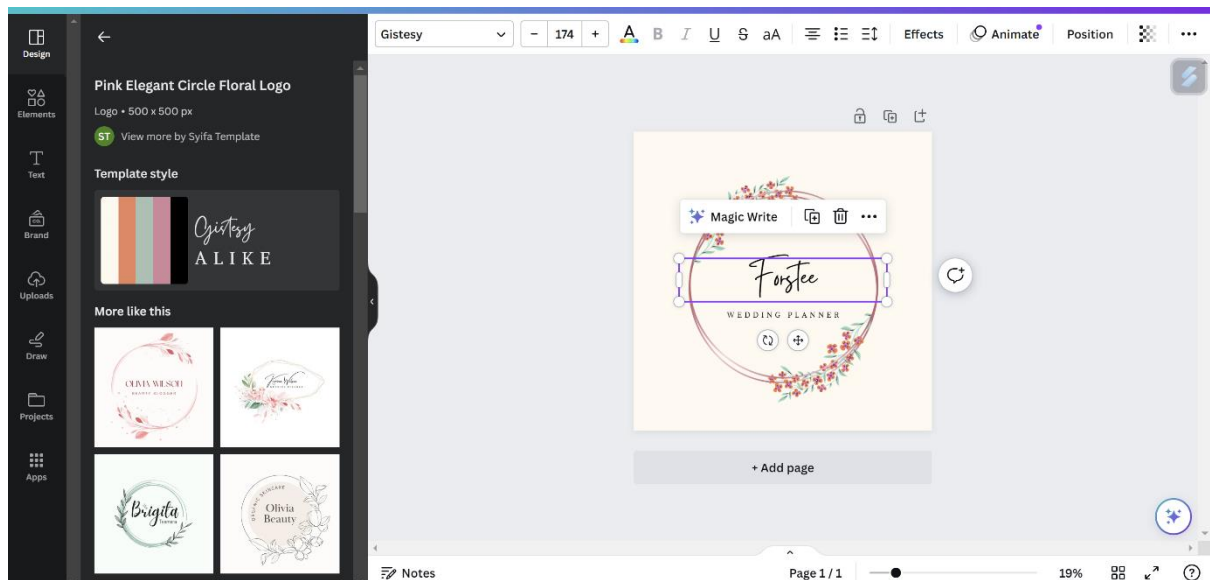
### EDIT THE CONTENTS :



## SELECTION AND EDITION :

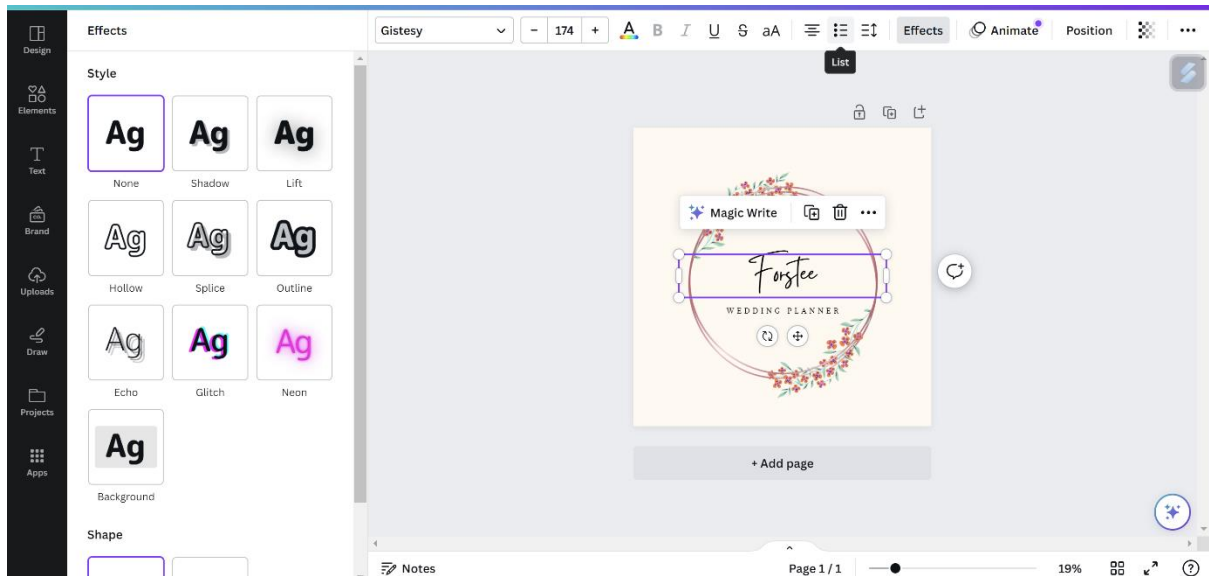


## EFFECTS:

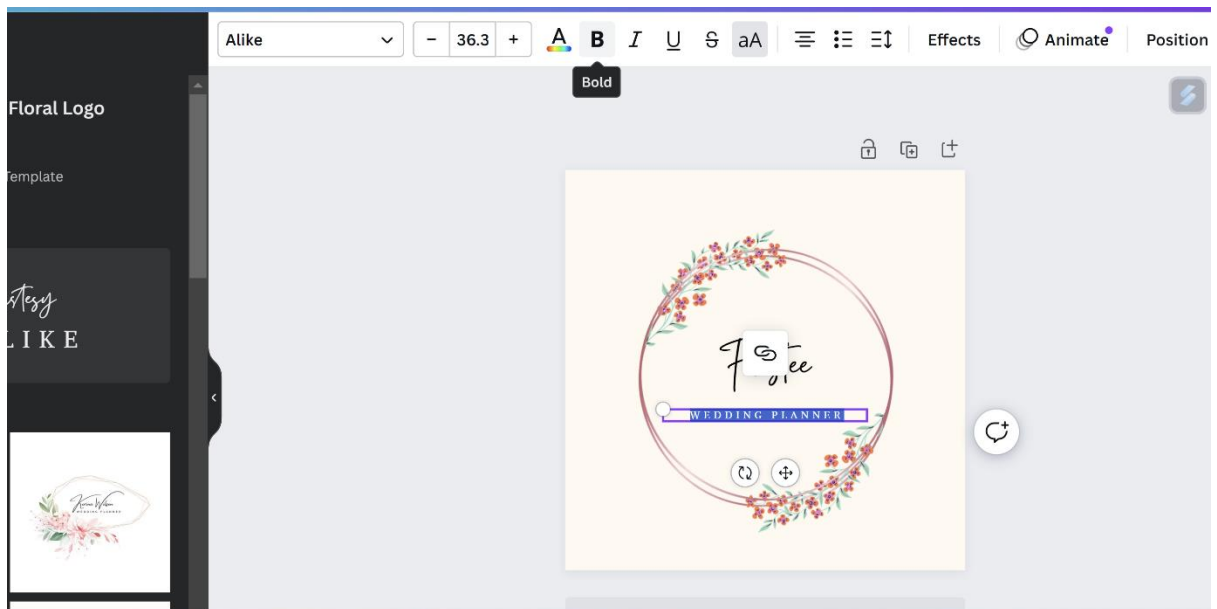


## SELECT DIFFERENT STYLES AND CHOOSE IT

### SELECT DIFFERENT STYLES:



### SELECT BOLD ICON :



## LETTER SPACING :

