

Project Development Phase

Debugging and Traceability

Date	02 November 2023
Team ID	NM2023TMID05849
Project Name	Project – How to create Brand name, Brand mail and Brand logo in Canva.

Debugging and Traceability

Step 1: Define Your Brand Identity

1.1 Define Your Brand Name:

- Choose a unique and memorable name that reflects your project's purpose and values. Make sure it's not already in use by another company.

1.2 Set Up a Brand Email:

- Choose a professional and easy-to-remember email address that incorporates your brand name (e.g., hello@yourbrandname.com).

Step 2: Create a Brand Logo

2.1 Sign Up for Canva:

- Go to Canva's website (canva.com) and sign up for a free or premium account.

2.2 Access the Logo Maker:

- Once you're logged in, search for "logo maker" in the search bar.

2.3 Customize Your Logo:

- Choose a template or start from scratch. Customize elements like colors, fonts, icons, and text to align with your brand's identity.

2.4 Save Your Logo:

- When you're satisfied with the design, click on the "Download" button to save the logo to your computer.

Step 3: Debugging and Traceability

3.1 Debugging:

- Set up a system for tracking and fixing bugs in your project's code. Use tools like version control (e.g., Git) and issue tracking systems (e.g., GitHub Issues, Jira) to manage the debugging process.

3.2 Traceability:

- Implement a system for tracing changes and updates in your project. This can include detailed commit messages in Git, documenting changes in a changelog file, and using version numbers to track progress.

3.3 Testing:

- Conduct thorough testing to identify and rectify any issues in your project. This can include unit testing, integration testing, and user acceptance testing.

Step 4: Implementing the Brand Identity

4.1 Use the Brand Name:

- Incorporate your chosen brand name into your project's website, social media profiles, and any other relevant platforms.

4.2 Set Up the Brand Email:

- Create and configure the brand email address (e.g., through a domain registrar or email hosting service) and link it to your preferred email client.

4.3 Display the Brand Logo:

- Integrate the logo into your project's website, documents, presentations, and any other branding materials.

Step 5: Monitor and Iterate

5.1 Monitor Brand Performance:

- Keep track of how your brand is perceived by your audience. Use analytics tools to measure engagement, website traffic, and customer feedback.

5.2 Iterate and Refine:

- Based on the feedback and data you collect, make necessary adjustments to your brand elements, including the name, email, and logo, to better align with your project's goals.