

DESIGN PHASE PART 2

Technical Architecture for Creating a Brand name in Canva

Creating a brand involves multiple components such as the brand name, logo, and email. Here's a simplified technical architecture with a block diagram for these elements:

Technical Architecture for Brand Creation:

1. Brand Name Creation:

Brainstorming and Research:

This stage involves researching the industry, target audience, and competitors to generate potential brand names.

Domain Availability Check:

Use domain name registration services to check the availability of the chosen brand name for the website.

Legal Checks:

Verify the availability of trademarks and ensure the selected name isn't already registered or trademarked.

2. Brand Logo Creation:

Design Tools/Software: Graphic design tools like Adobe Illustrator, Canva, or similar software are used to create the logo.

Concept Creation: Designers create multiple logo concepts based on brand identity, colors, and the nature of the business.

Feedback and Revisions: Feedback loops with stakeholders for revisions and finalization of the logo.

3. Brand Email Setup:

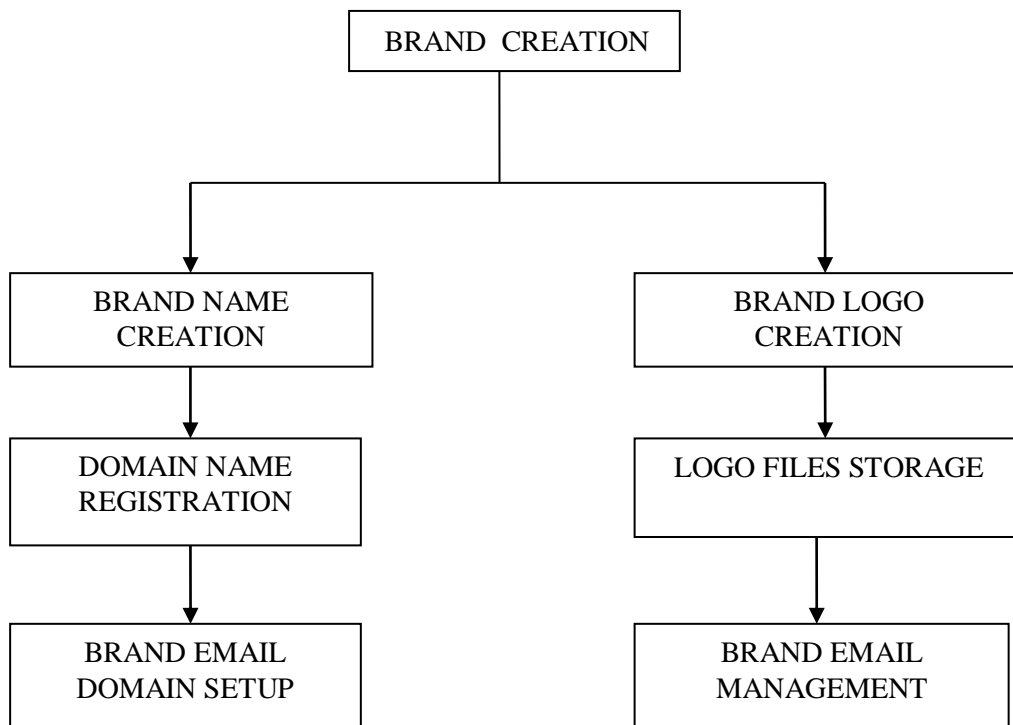
Domain Registration and Hosting: Purchase a domain name for the brand.

Email Hosting Service: Use professional email hosting services like G Suite, Microsoft 365, or others to set up branded email addresses.

Configuration: Configure DNS settings to link the domain to the email hosting service.

User Creation: Create branded email accounts for employees associated with the brand.

Block Diagram:



This architecture illustrates the sequential steps involved in creating a brand name, logo, and setting up branded emails. Each stage has its own set of tasks and processes involved in their creation, leading to the establishment of a cohesive brand identity.