



# **GanadipathyTulsi'sJainEngineering College**

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## **NAAN MUDHALVAN - PROJECT**

### **HOW TO CREATE BRAND NAME, BRAND MAIL, AND BRAND LOGO IN CANVA**

*Submitted By,*

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## **INTRODUCTION**

In a world marked by constant innovation and evolving tastes, Console corner emerges as a unique and vibrant establishment that seamlessly marries the culinary arts with the digital realm. Our establishment stands as a testament to the boundless possibilities of modern dining, where gastronomic delights meet the immersive world of gaming. Within these pages, we proudly present Console Corner, a haven for enthusiasts of both fine dining and the exhilarating universe of console gaming. As you delve into this document, you'll gain insight into the essence and philosophy that drive our establishment. At Console Corner, we have meticulously crafted an experience that transcends the traditional boundaries of dining. Our culinary team's dedication to the art of cooking is reflected in a menu replete with exquisite dishes that cater to diverse palates. From our signature entrees to the sweet crescendo of desserts, each plate is a testament to our unwavering commitment to culinary excellence. The heart of our establishment lies in our dedicated console gaming corner, a space that beckons both seasoned gamers and those looking to explore the world of digital entertainment. Within these walls, you'll find a curated selection of gaming experiences, designed to cater to a wide spectrum of interests and skill levels.

## 1.1 IDENTIFY YOUR TARGET AUDIENCE

At Console Corner Cafe and Resto, our mission is to create a welcoming and engaging environment that caters to a diverse range of patrons spanning all age groups. Our establishment is designed to be an inclusive and multi-generational space, offering something for everyone. Here's a breakdown of our target audience:

### 1. Kids and Teens:

Ages: 6-18 years

Attractions: Our kid-friendly gaming options and colorful, vibrant decor make Console Corner a favorite for children and teenagers. With games suitable for all ages and a menu featuring delicious snacks and mocktails, it's an ideal hangout for after-school fun or weekend get-togethers.

### 2. Young Adults:

Ages: 18-30 years

Attractions: Young adults find Console Corner to be a trendy and social hub. They can unwind with friends over multiplayer games, enjoy our extensive menu that includes both comfort food and contemporary culinary creations, and engage in a lively atmosphere that reflects the latest in pop culture.

### 3. Adults:

Ages: 30-50 years

Attractions: For adults, Console Corner offers a unique opportunity to relive the nostalgia of their gaming days. It's also an excellent venue for a relaxed dinner or casual meeting with friends and family while enjoying a game or two. Our extensive menu caters to mature tastes with a touch of sophistication.

### 4. Seniors:

Ages: 50+

Attractions: Seniors appreciate Console Corner's inclusive environment. It's a place where they can bond with their grandchildren over shared gaming experiences. Additionally, the establishment offers a serene dining atmosphere, ideal for those seeking a peaceful retreat and gourmet dining.

## 5. Families:

Multigenerational Appeal: Console Corner is designed to be a family-friendly space. Families of all sizes can gather here to celebrate special occasions or simply enjoy quality time together. The varied gaming options and diverse menu ensure everyone in the family can find something they love.

### **1.2 DEFINE YOUR BRAND PERSONALITY**

The brand personality of our cafe and restaurant, Console Corner, is defined by our commitment to being a welcoming, innovative, and fun-loving destination. We pride ourselves on being a place for all, where individuals of any age or background can come together to enjoy exceptional food and exciting gaming experiences. We're experts in both our culinary offerings and our gaming corner, ensuring that every visit is marked by quality and a sense of nostalgia for gaming enthusiasts. Our trendy, hospitable, and community-focused approach creates an inviting atmosphere where people can connect, relax, and make lasting memories.

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

- 1.Game & Grub Hub
- 2.PlayPlate Cafe
- 3.Pixel Bites Restaurant
- 4.Gamers' Gourmet Haven
- 5.Joystick Junction Cafe
- 6.Byte & Bite Bistro
- 7.LevelUp Lounge
- 8.Café Gamer's Delight
- 9.The Gaming Palate
- 10.RetroByte Restaurant
- 11.Playful Palate Cafe
- 12.Arcade Appetite
- 13.Console Corner
- 14.Digital Dine & Play

- 15.Nostalgia Nibbles Cafe
- 16.Gamer's Gastronomy
- 17.FusionFun Café & Eats
- 18.Pixels & Platters
- 19.Game On Gourmet
- 20.Playful Palate Restaurant
- 21.Console Cafe & Cuisine
- 22.Gastronomic Game Grid
- 23.Gamer's Grubhouse
- 24.The Pixel Platter
- 25.Play & Savor Café
- 26.Bite & Play Bistro
- 27.Epicurean Expedition
- 28.Gourmet Game Grid
- 29.The Gamer's Table
- 30.Joyful Joystick Junction

#### **1.4 NARROW YOUR LIST**

- 1.PlayPlate Cafe
- 2.Pixel Bites Restaurant
- 3.Joystick Junction Cafe
- 4.Byte & Bite Bistro
- 5.LevelUp Lounge
- 6.Café Gamer's Delight
- 7.Nostalgia Nibbles Cafe
- 8.FusionFun Café & Eats
- 9.Console Corner

## 1.5 CHECK FOR AVAILABILITY

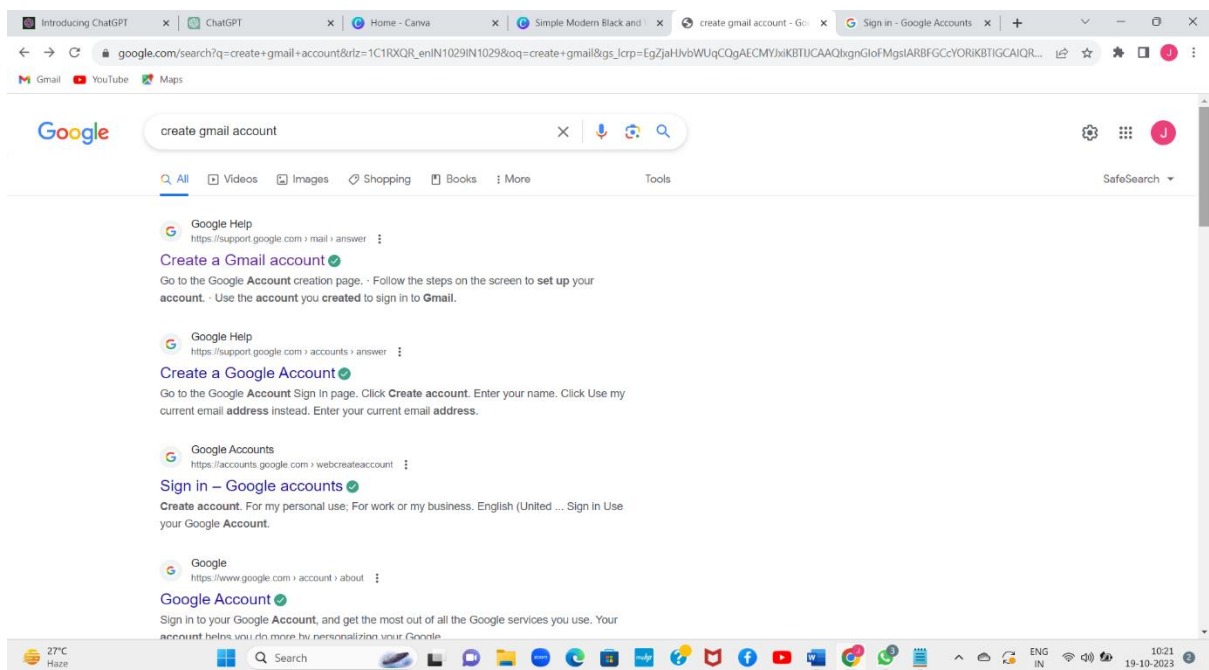
1. Console corner
2. Nostalgia Nibbles café
3. FusionFun Café & Eats
4. Pixels Bites Restaurant

## 1.6 TEST YOUR SHORTLIST OF POTENTIAL BRAND NAMES

1. Console Corner
2. Nostalgia Nibbles Café

## 1.7 HOW TO CREATE A BRAND MAIL

### Step 1:





## Step2:

Introducing ChatGPT x ChatGPT x Home - Canva x Simple Modern Black x Create a Gmail account x Sign in - Google Account x Sign in - Google Account x

accounts.google.com/signup/v2/createaccount?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp

Gmail YouTube Maps

Google

Create a Google Account

Enter your name

First name

console

Last name (optional)

corner

Next

English (United States) Help Privacy Terms

27°C Haze

Search

10:25 19-10-2023

## Step3:

Introducing ChatGPT x ChatGPT x Home - Canva x Simple Modern Black x Create a Gmail account x Sign in - Google Account x Sign in - Google Account x

accounts.google.com/signup/v2/birthdaygender?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4\_lhX0j3i-8GF4RDCNp41vvs9l8U1wzbMid9Me5x5Q4sn4Me2rh1g...

Gmail YouTube Maps

Google

Basic information

Enter your birthday and gender

Month

August

Day

4

Year

2003

Gender

Male

Next

English (United States) Help Privacy Terms

27°C Haze

Search

10:25 19-10-2023

## Step 4:

Introducing ChatGPT x ChatGPT x Home - Canva x Simple Modern Black x Create a Gmail account x Sign in - Google Account x Sign in - Google Account x

accounts.google.com/signup/v2/createusername?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4\_lhXXj3i-8GF4RDCNp41vws9l8U1wzbMid9Me5x5Q4sn4Me2rh1gJedPdb

Gmail YouTube Maps

Google

### Choose your Gmail address

Pick a Gmail address or create your own

☐ cornerconsole217@gmail.com

☐ consolecorner2@gmail.com

☒ Create your own Gmail address

Create a Gmail address

consolecorner@gmail.com

You can use letters, numbers & periods

[Use your existing email](#) [Next](#)

English (United States) Help Privacy Terms

27°C Haze Search

10:26 19-10-2023

## Step5:

Introducing ChatGPT x ChatGPT x Home - Canva x Simple Modern Black x Create a Gmail account x Sign in - Google Account x Sign in - Google Account x

accounts.google.com/signup/v2/createpassword?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4\_lhXXj3i-8GF4RDCNp41vws9l8U1wzbMid9Me5x5Q4sn4Me2rh1gJedPdb

Gmail YouTube Maps

Google

### Create a strong password

Create a strong password with a mix of letters, numbers and symbols

Password

Confirm

☐ Show password

[Next](#)

English (United States) Help Privacy Terms

27°C Haze Search

10:27 19-10-2023

## Step6:

The screenshot shows a web browser window with multiple tabs. The active tab is 'Sign in - Google Acc...'. The address bar shows the URL: `accounts.google.com/signup/v2/idxbyphone?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4_IhXG3i-8GF4RDCNp41vvs9l8U1wzbMld9Me5x5Q4sn4Me2rh1gJedPdb`. The page content is a Google sign-up screen titled 'Confirm you're not a robot'. It asks for a verification code sent to a phone. A dropdown menu shows the Indian flag, and a text box contains '6383xxxxx9'. Below the text box, it says 'Google will verify this number via SMS (charges may apply)'. A blue 'Next' button is at the bottom right. At the bottom of the page, there are links for 'English (United States)', 'Help', 'Privacy', and 'Terms'. The Windows taskbar at the bottom shows the date and time as 10:28 on 19-10-2023.

Google

### Confirm you're not a robot

Get a verification code sent to your phone

Phone number

6383xxxxx9

Google will verify this number via SMS (charges may apply).

Next

English (United States) Help Privacy Terms

## Step7:

The screenshot shows the same web browser window as in Step 6. The address bar shows the URL: `accounts.google.com/signup/v2/confirmation?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4_IhXG3i-8GF4RDCNp41vvs9l8U1wzbMld9Me5x5Q4sn4Me2rh1gJedPdb`. The page content is a Google sign-up screen titled 'Review your account info'. It says 'You can use this email address to sign in later'. Below this, there is a profile icon and the text 'console corner' and 'consolecorner415@gmail.com'. A blue 'Next' button is at the bottom right. At the bottom of the page, there are links for 'English (United States)', 'Help', 'Privacy', and 'Terms'. The Windows taskbar at the bottom shows the date and time as 10:29 on 19-10-2023.

Google

### Review your account info

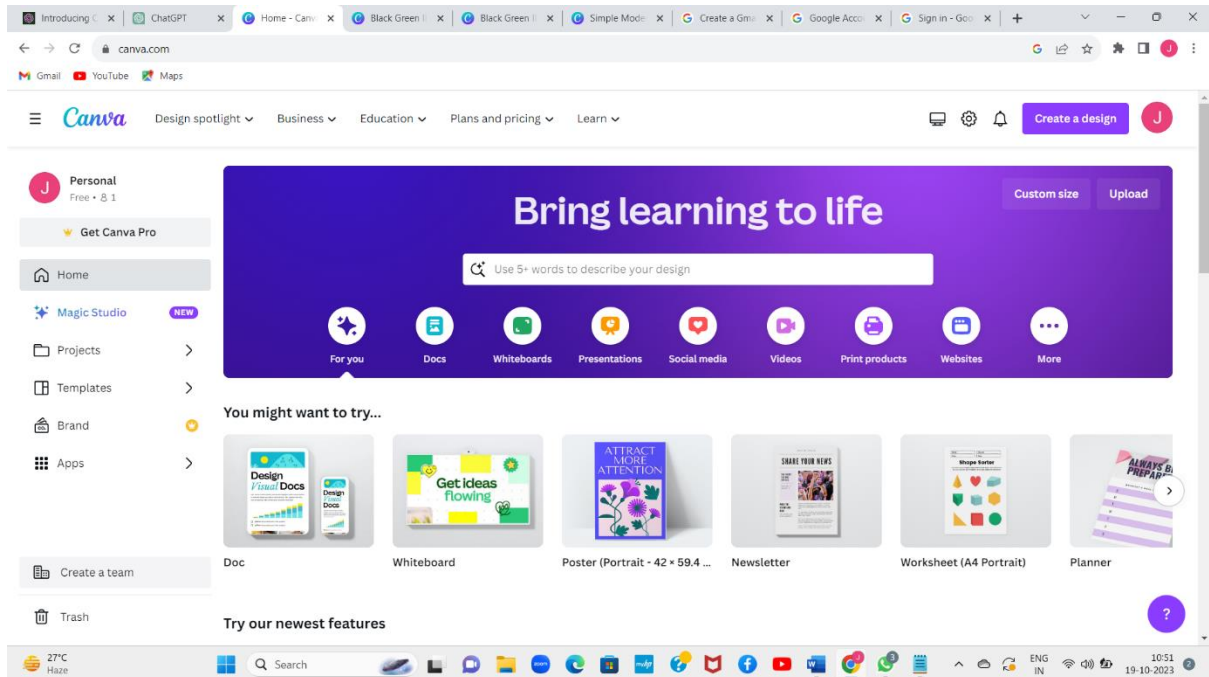
You can use this email address to sign in later

console corner  
consolecorner415@gmail.com

Next

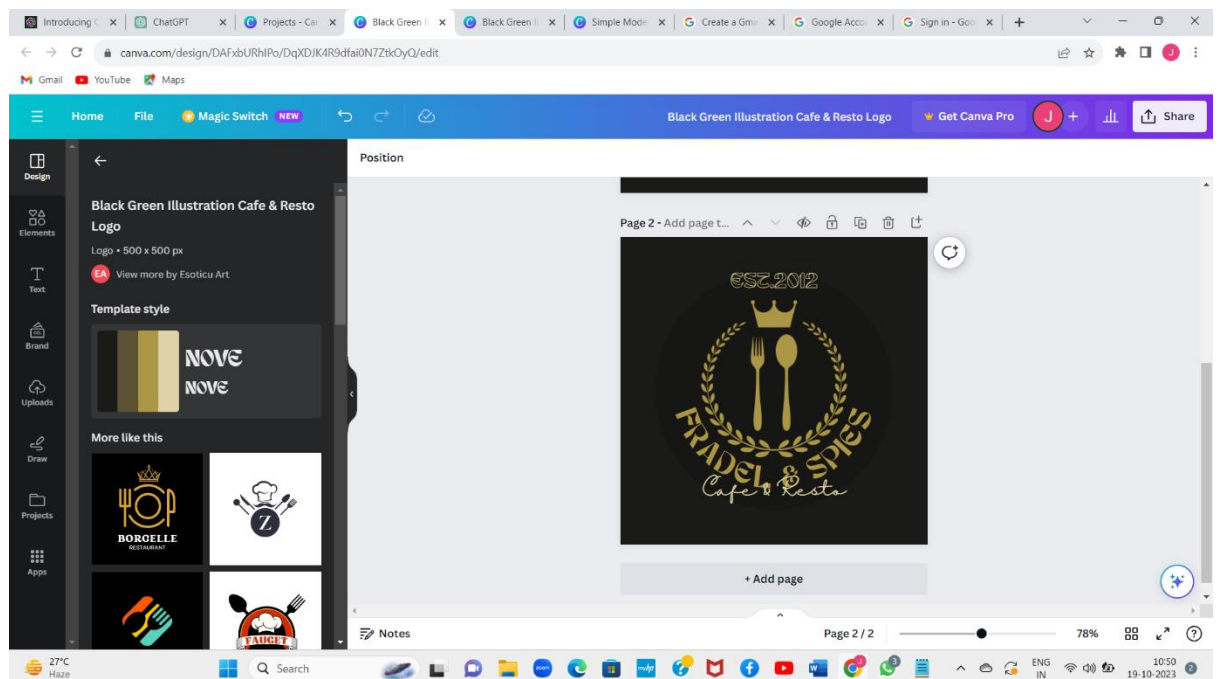
English (United States) Help Privacy Terms

## 1.8 HOW TO CREATE A LOGO DESIGN USING CANVA

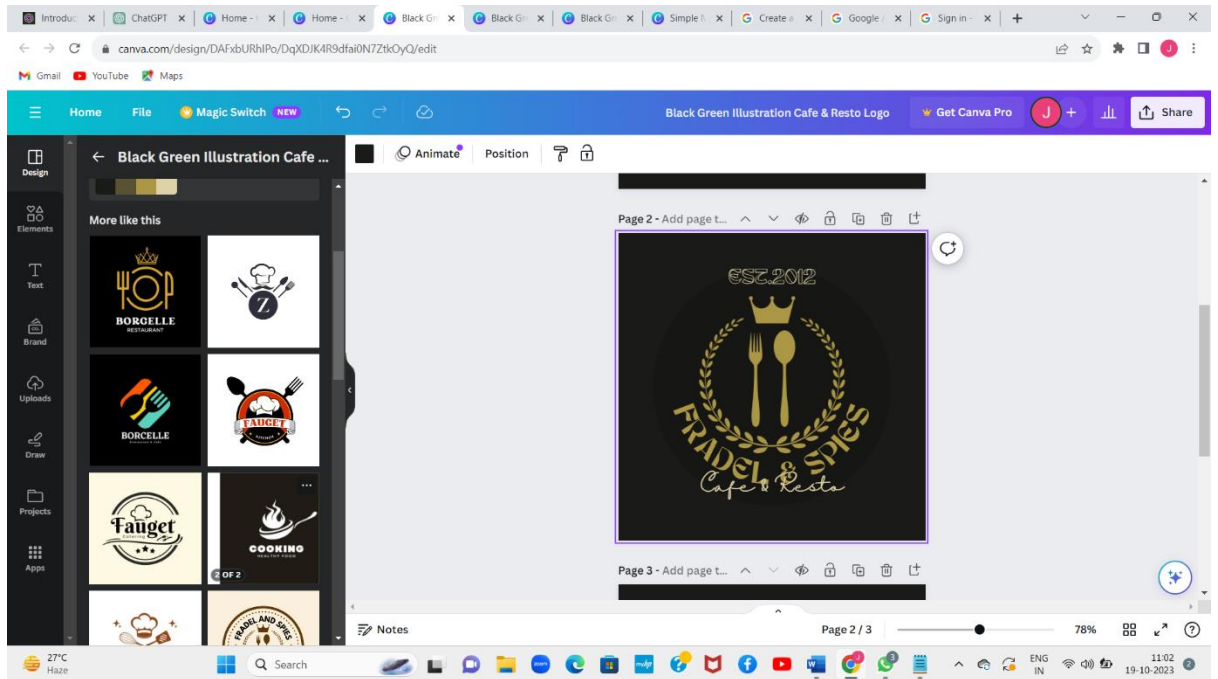


## 2. NAVIGATION

### 2.1 Create a design and click logo 500 x 500 Px

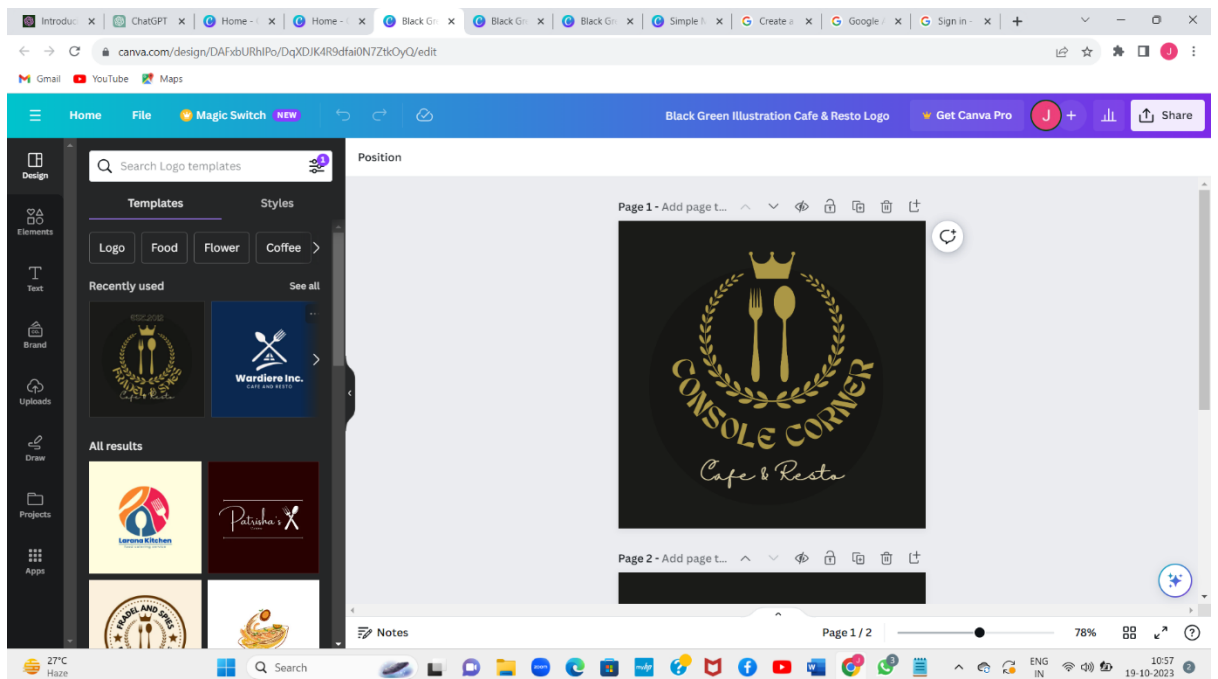


## 2.2 Scroll down to search Templates



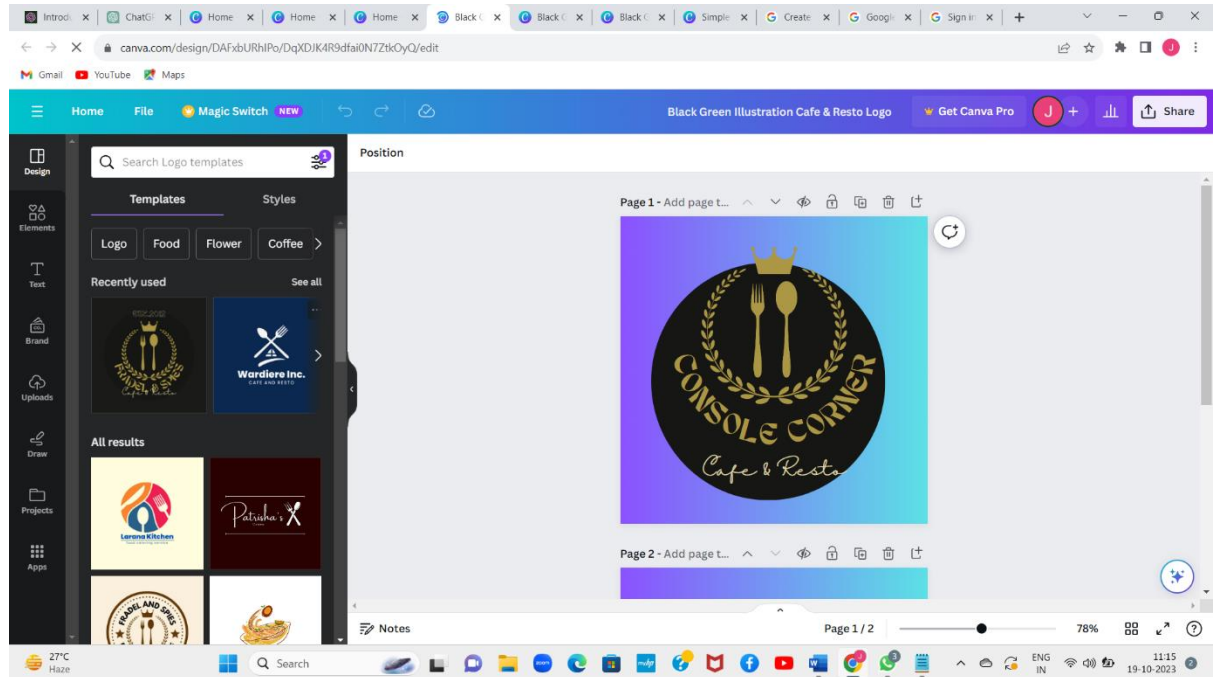
## 3.DESIGN PICKING

The design has been picked and we have edited the contents according to our needs.



#### 4.CLICK EFFECTS

Select different styles and click the text and select bold icon and add letter spacing and background colour has been modified.



#### CONCLUSION

Here the Brand Name, Brand Mail, Brand Logo has been created using canva.

Brand Name: Console Corner Café & Resto

Brand Mail : [consolecorner415@gmail.com](mailto:consolecorner415@gmail.com)