

CREATING A BRAND NAME, BRAND EMAIL AND BRAND LOGO USING CANVA

1. INTRODUCTION

1.1 Brand Name: Happyclicks

1.2 Category: Photography

1.3 Brand Email: happyclicks0124@gmail.com

1.4 Overview

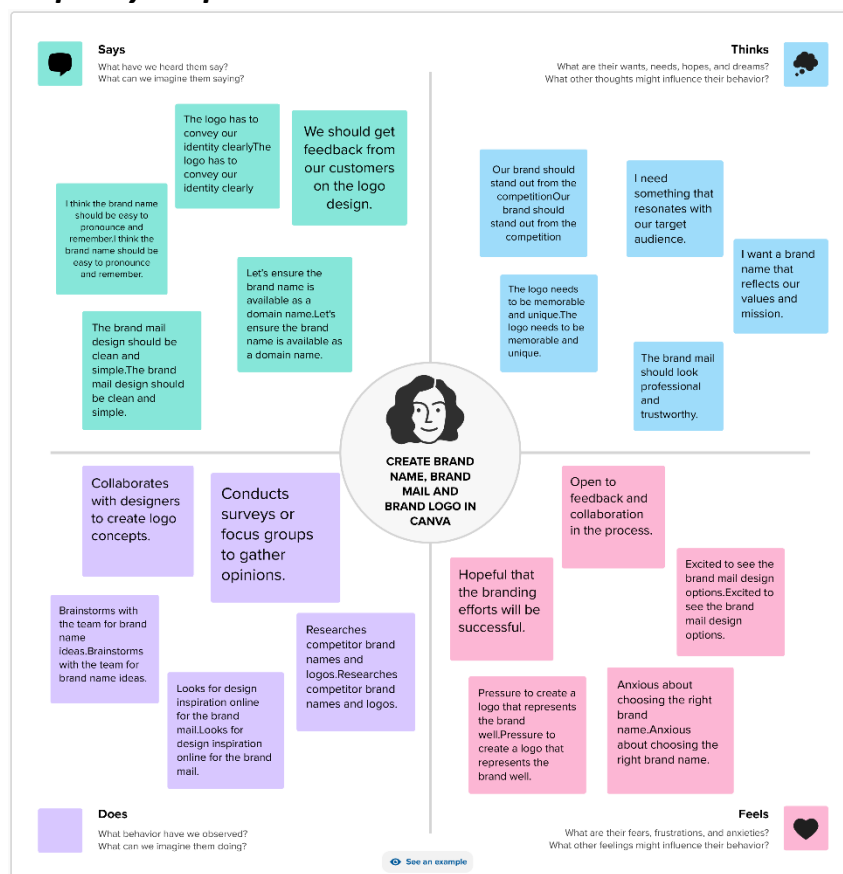
In this project, is going to be creating Brand Name, Brand Email and Brand Logo using Canva. After publish it is going to be uploaded in Github.

1.5 Purpose

The purpose of the project is learnt how to create a Brand Name, Brand Email and Brand Logo using Canva for digital marketing. Because Canva is a easy platform to create a logo and edit it.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstorming

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 team to collaborate
2-8 people recommended

Show template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1. Team gathering
Define who should participate in this session and meet on time. Share relevant information or pre-work ahead.
2. Set the goal
Determine what the problem you'll be focusing on solving is for the brainstorming session.
3. Learn how to use the facilitation tools
Use the facilitation tools to set a happy and productive session.

Open article →

1 CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

How might we create a compelling brand identity, including a brand name, brand mail, and brand logo, in Canva that resonates with our target audience and effectively represents our values and mission?

5 minutes

How To Create Brand Name, Brand Mail And Brand Logo In Canva

Key rules of brainstorming

To turn a search into productive output

- Stay on topic.
- Take judgement.
- Go for volume.
- Encourage wild ideas.
- Let ideas be others.
- If possible, use visuals.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP: No idea is too small. Write down all ideas, even the ones that seem silly.

SURVIL S

Logo Maker, Collaborative Brainstorming, A/B Testing

SHRABAN V

Audience Surveys, Mood Boards, Comparison Analysis

SURABH CHANDRASEKHAR

Word Association, Design Template, Feedback Loops

SURENWAR S

Color Psychology, Post Selection, Storytelling Elements

Need some inspiration?

Yes, I need more ideas. I'm stuck. I need to brainstorm. I need to brainstorm.

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Share template feedback

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence or the label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

20 minutes

TIP: An idea that seems really silly today, may be the only idea that will make the difference between a good idea and a great idea.

first step is to create an id in canva

choose a template for free edit the template based on your wish

the topic is To Create Brand Name, Brand Mail And Brand Logo In Canva

complete the edit publish the Brand Name, Brand Mail And Brand Logo

4 Prioritize

Your team should all be on the same page about what's important moving forward. Pick your ideas so it's clear to everyone which ideas are important and which are feasible.

20 minutes

TIP: No idea is too small. Write down all ideas, even the ones that seem silly.

Importance

Feasibility

create the first template for your project

edit the template based on your needs

create a brand identity

sign up with your email

complete the edit publish the Brand Name, Brand Mail And Brand Logo

5 After you collaborate

You can report the results in an "image or pdf" to make sure members of your company who might find it helpful.

Quick add-ons

Share the result
Share a view link to share a view of your results to keep track of the results and share the results of the session.

Export the result
Export a copy of the results as a PDF or PDF to share it with others. It includes a list of all the results.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.

Open the template →

Customer experience journey map
An outline of customer needs, behaviors, and attitudes for an experience.

Open the template →

Strengths, weaknesses, opportunities & threats
A summary of your organization's strengths, weaknesses, opportunities, and threats (SWOT) for a meeting or plan.

Open the template →

Show template feedback

Share template feedback

3. RESULT

LOGO:



4. ADVANTAGES

- 1 Canva is budget-friendly.
- 2 Canva offers a professional look.
- 3 Canva is a customize template.
- 4 Canva is collaboration design projects.

DISADVANTAGES

- 1 Alignment concerns
- 2 Unique elements cannot be created.
- 3 Internet connection required.
- 4 Subscription cost.

5. APPLICATION

For digital marketing this brand name, brand email and brand logo will be more useful to promote their service and sale the products, etc.

6. CONCLUSION

In this we learnt to how to use Canva tool to create brand name, brand email and brand logo and use it for effective business purposes.