CREATING BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

By-TAMILVANAN S THAMIZHVENDHAN K UDHAYAKUMAR A VASANTHAKUMAR G

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.

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.

Empathy Map:



Says

What have we heard them say? What can we imagine them saying?

> The logo has to convey our identity clearlyThe logo has to convey our identity clearly

We should get feedback from our customers on the logo design.

I think the brand name should be easy to pronounce and remember.I think the brand name should be easy to pronounce and remember.

> The brand mail design should be clean and simple.The brand mail design should be clean and simple.

Let's ensure the brand name is available as a domain name.Let's ensure the brand name is available as a domain name.

Collaborates with designers to create logo concepts.

Brainstorms with the team for brand name ideas.Brainstorms with the team for brand name ideas. Conducts surveys or focus groups to gather opinions.

or eas.
Looks for inspiration

Looks for design inspiration online for the brand mail.Looks for design inspiration online for the brand Researches competitor brand names and logos.Researches competitor brand names and logos. Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Our brand should stand out from the competitionOur brand should stand out from the competition

> The logo needs to be memorable and unique.The logo needs to be memorable and unique.

I need something that resonates with our target audience.

> name that reflects our values and mission.

I want a brand

The brand mail should look professional and trustworthy.

Y

CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

> Hopeful that the branding efforts will be successful.

> > Pressure to create a logo that represents the brand well.Pressure to create a logo that represents the brand well.

Open to feedback and collaboration in the process.

Excited to see the brand mail design options. Excited to see the brand mail design options.

Anxious about choosing the right brand name. Anxious about choosing the right brand name.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



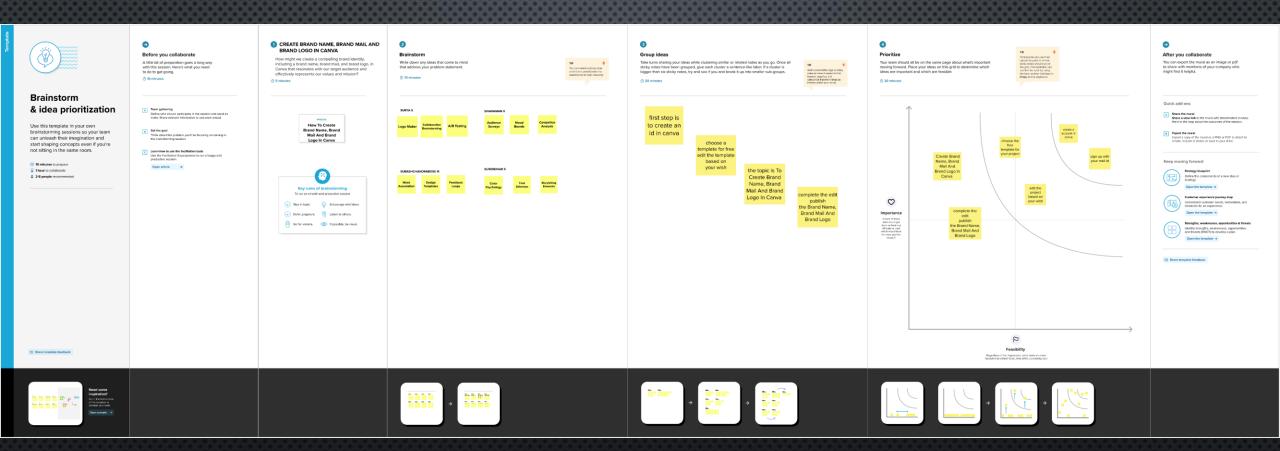
Do

What behavior have we observed? What can we imagine them doing?

mail.



Ideation & Brainstormimg:



RESULT

LOGO:



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.

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.

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.