

DIGITAL MARKETING PROJECT

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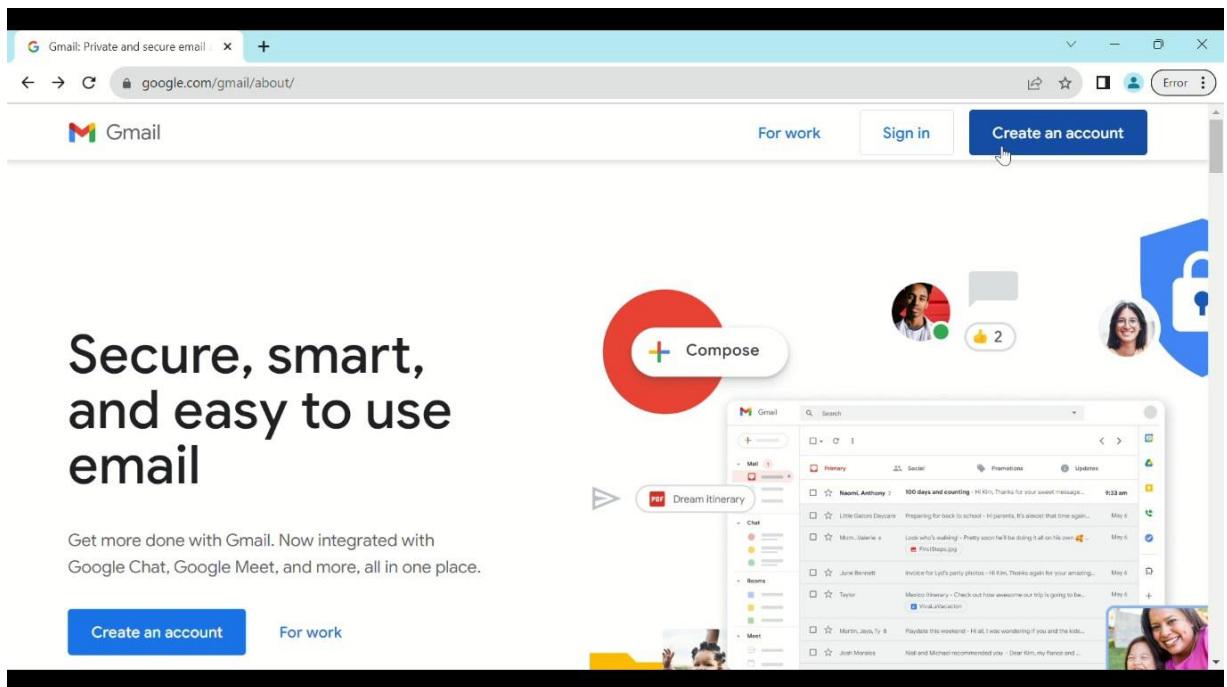
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1. **Brand Name Creation:** Create a brand name, **Brand identity Design:** Design a brand logo - using Canva and **Create an email account on Gmail to link all your project work - (brandname@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created gmail id.**

Brand Name:UrbanChic

Gmail id Creation:

1. Go to www.gmail.com and click on the create account option to create a new account.



2. Enter the first name and last name. Either select from the given username or type a custom username.

Google

Create a Google Account

Enter your name

First name

Urbanchic

Surname (optional)

Next

English (United Kingdom) Help Privacy Terms

3. Enter the password

Google

Create a strong password

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

Password

.....

Confirm

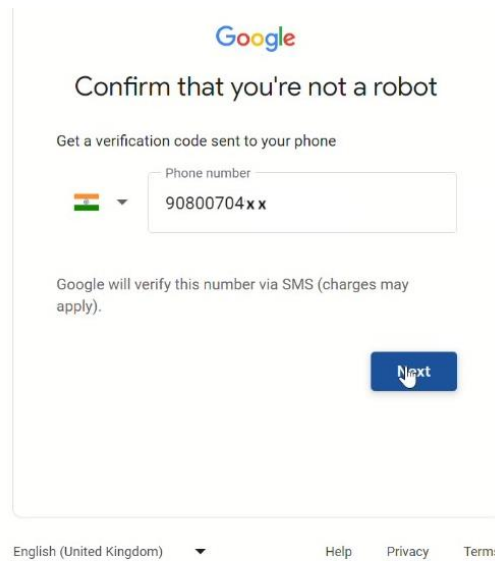
.....

☐ Show password

Next

English (United Kingdom) Help Privacy Terms

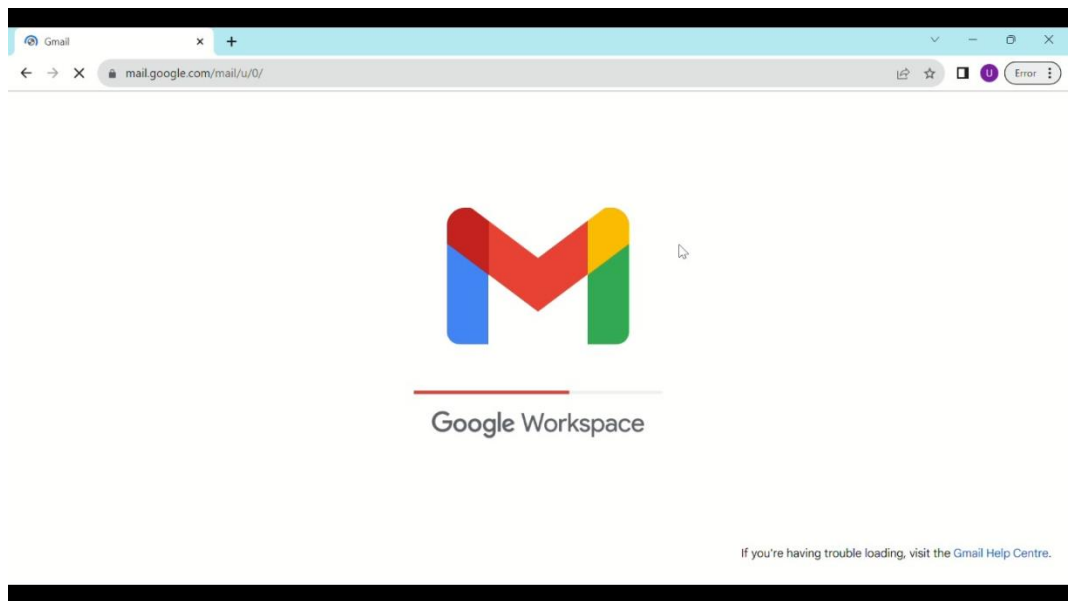
4. Provide a phone number for verification code and enter the OTP received to verify the account.

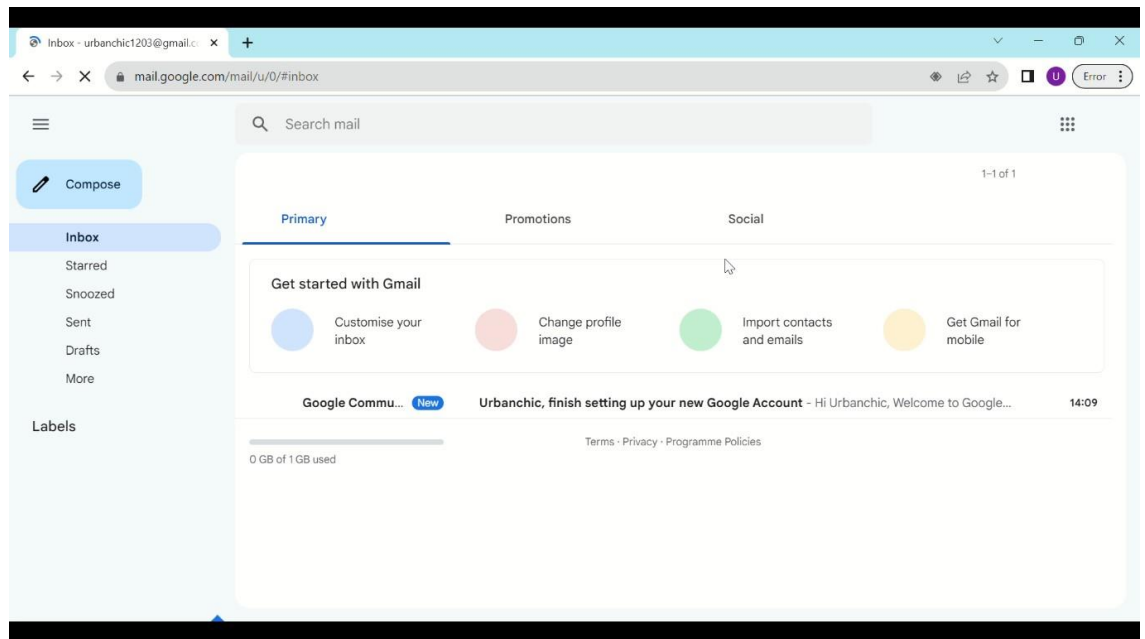


The image shows a Google account verification screen. At the top is the Google logo. Below it, the text "Confirm that you're not a robot" is displayed. Underneath, it says "Get a verification code sent to your phone". There is a dropdown menu for the country code, currently set to India (represented by the Indian flag), and a text input field for the phone number containing "90800704xx". Below the input field, it states "Google will verify this number via SMS (charges may apply)". At the bottom right is a blue "Next" button. At the very bottom, there are links for "English (United Kingdom)", "Help", "Privacy", and "Terms".

5. Once done, the gmail account will be created.

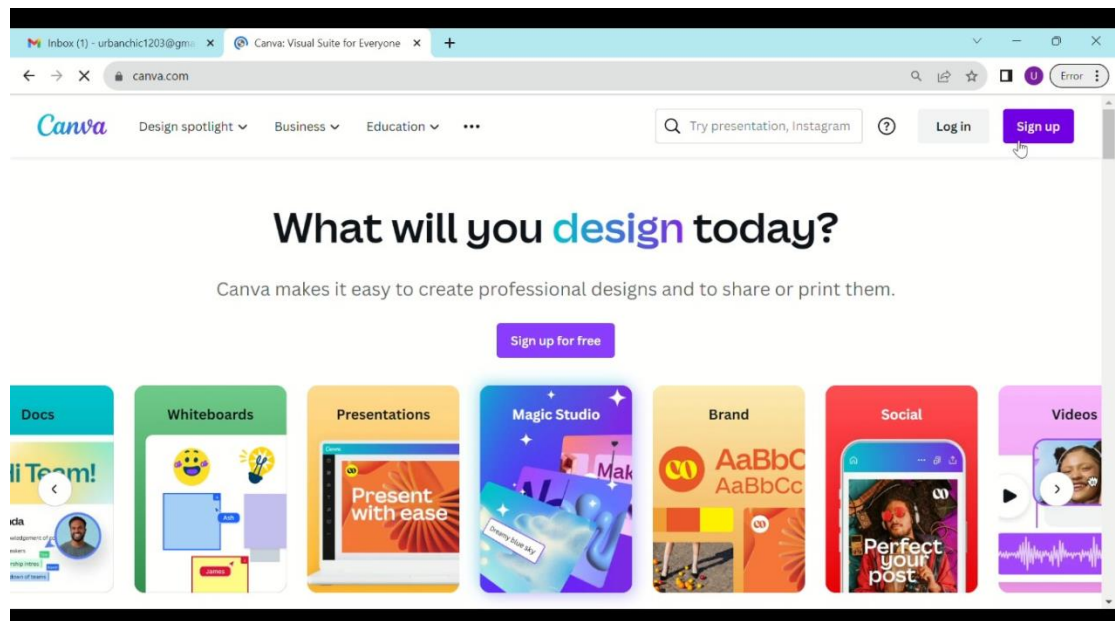
MAIL ID: uniquechic1203@gmail.com

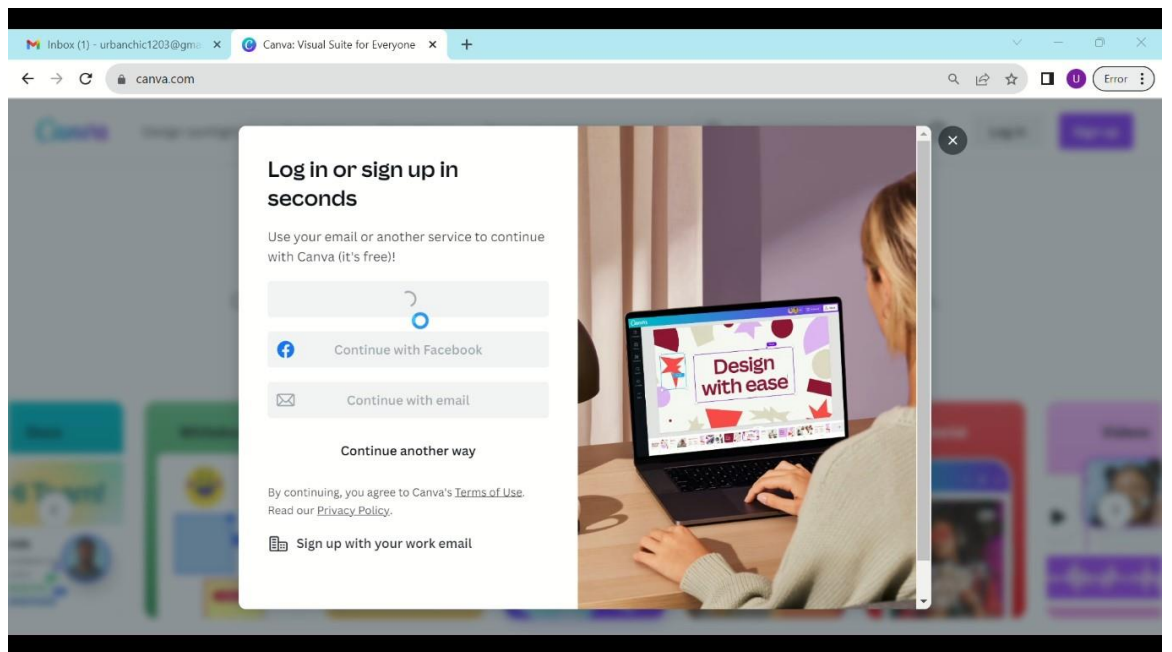
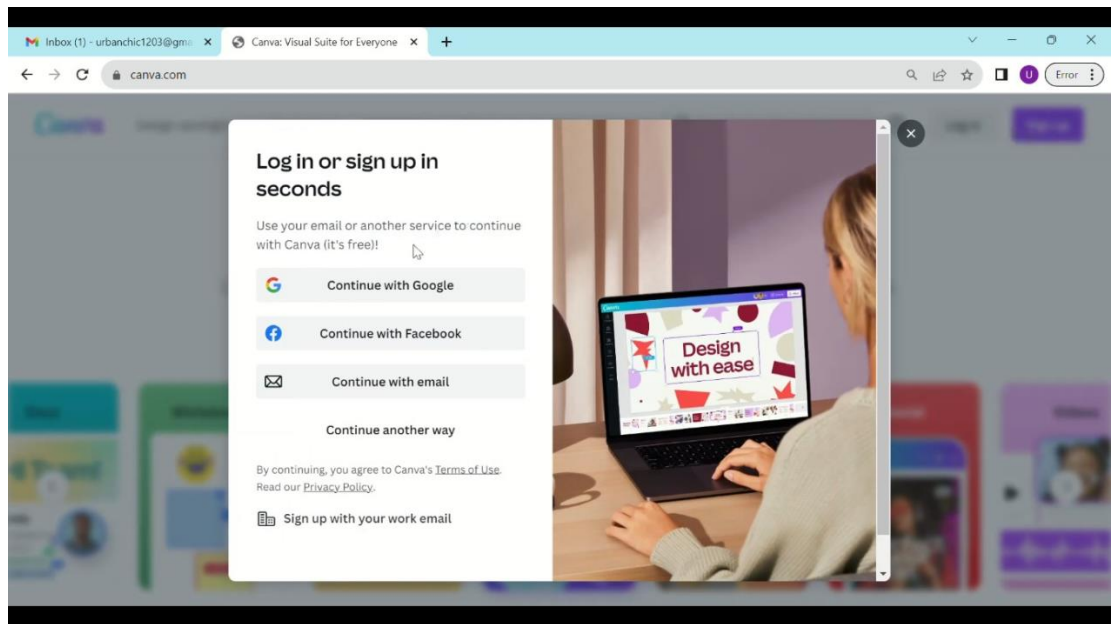




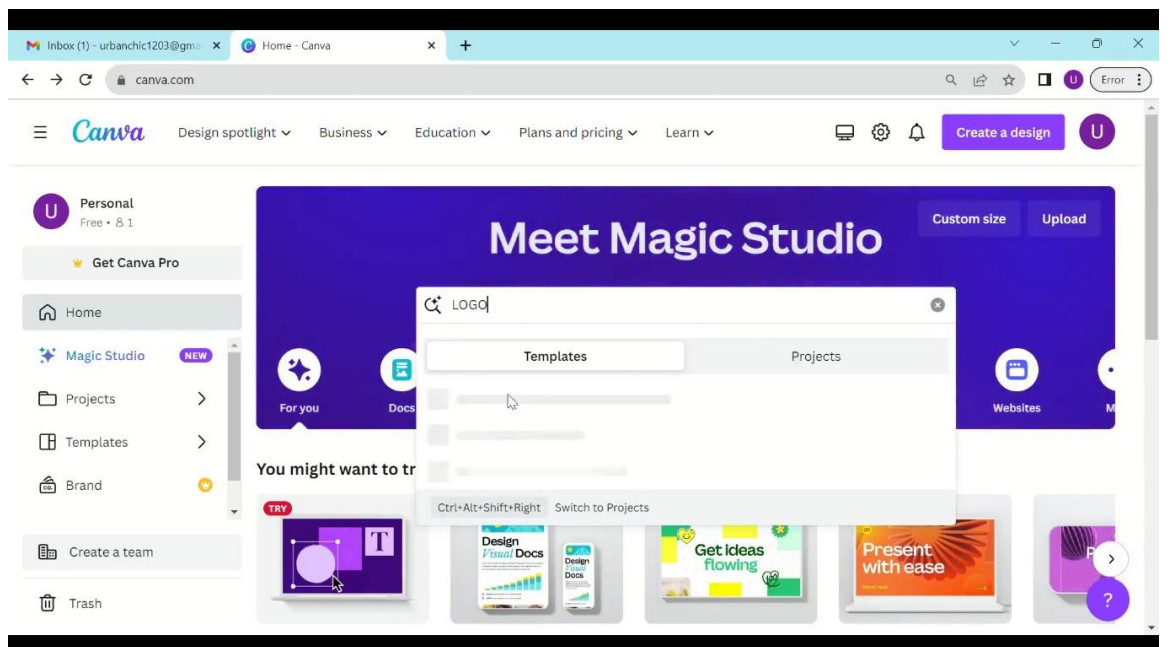
Creating logo:

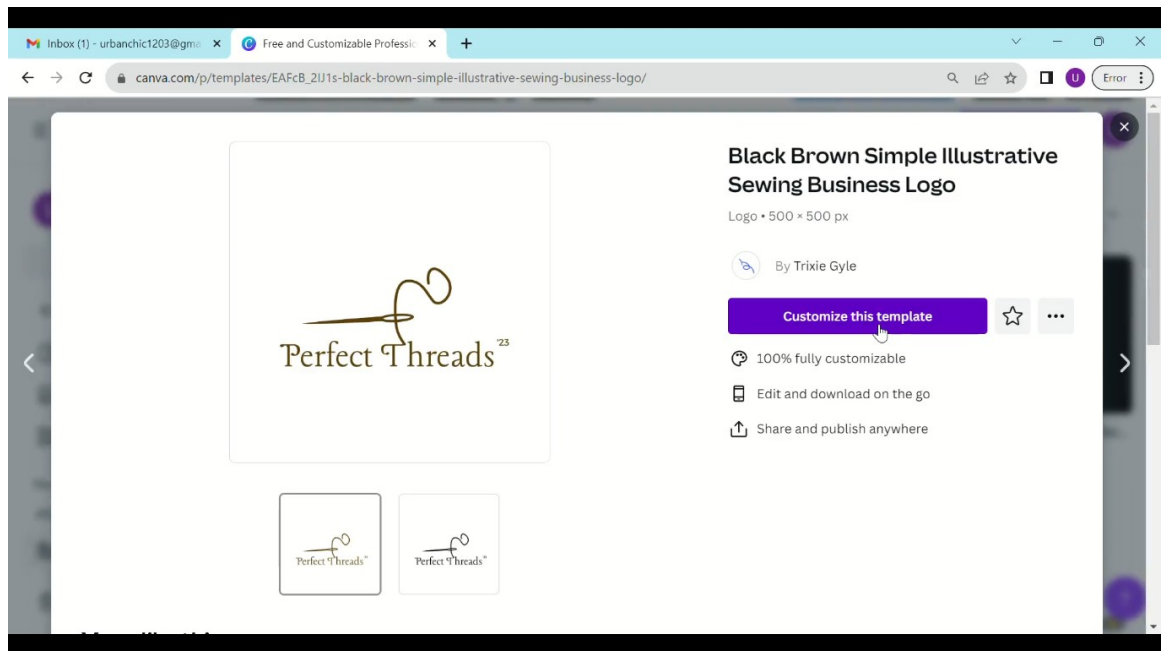
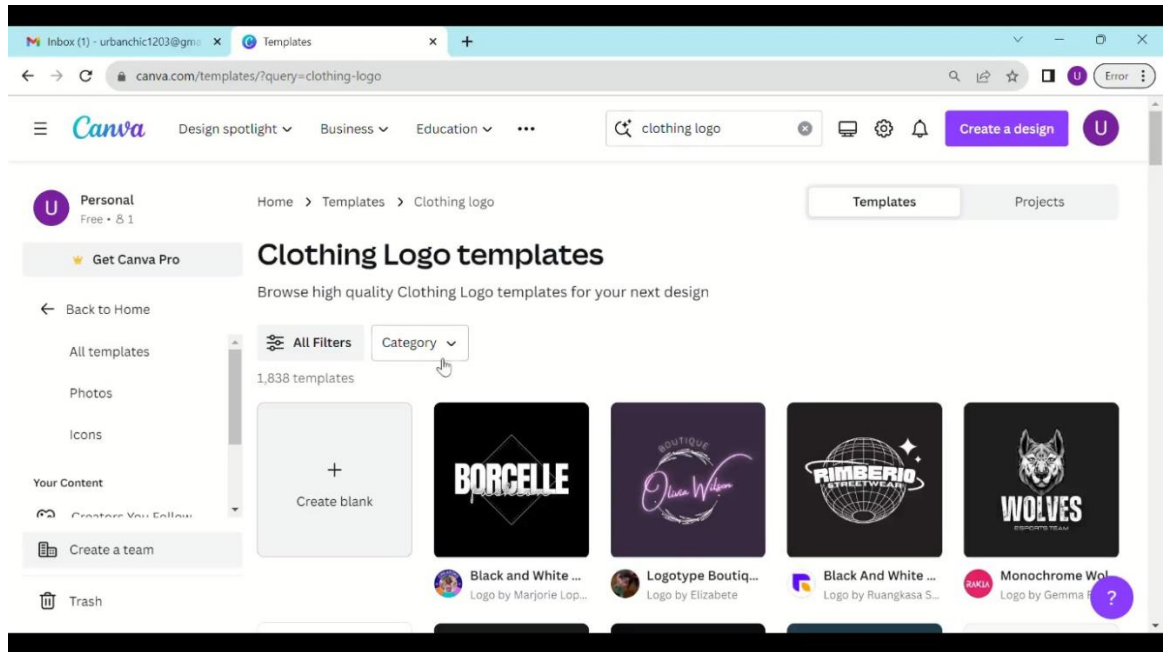
1. Sign into canva using the created email account.



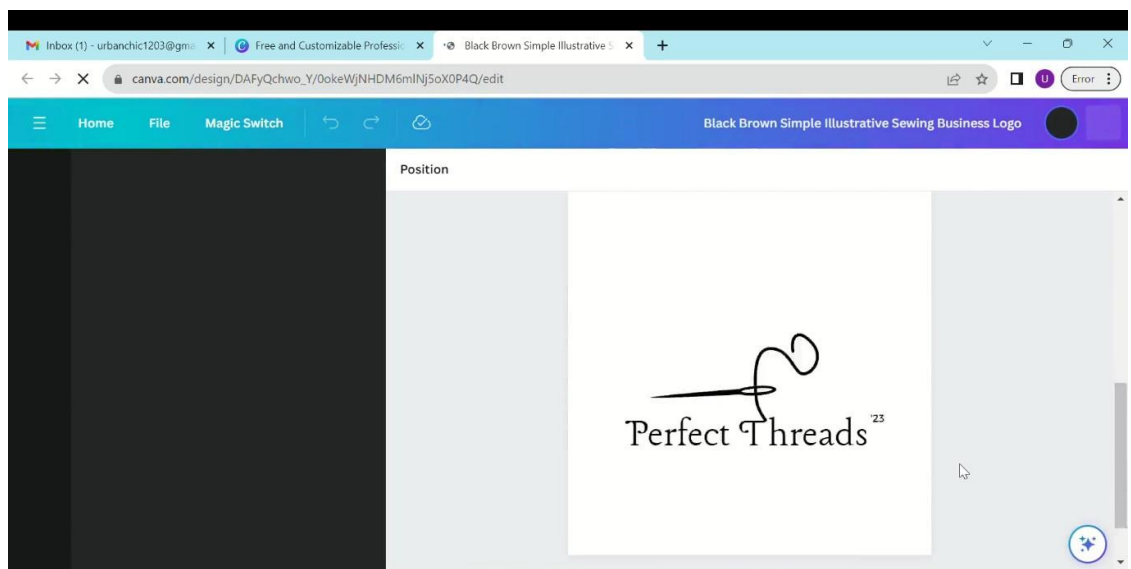


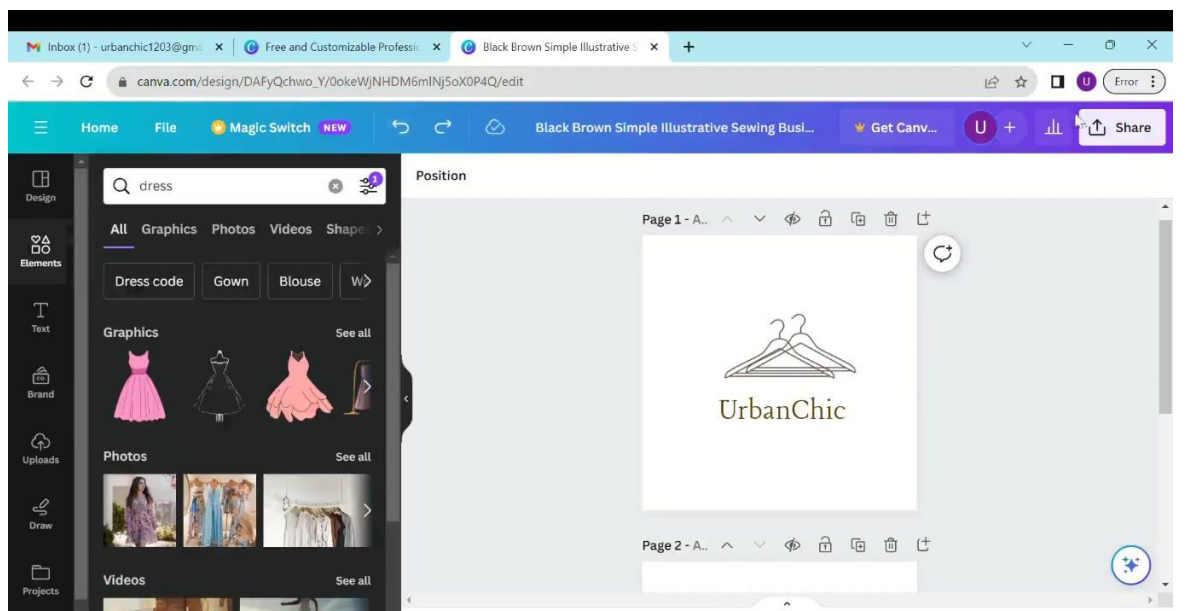
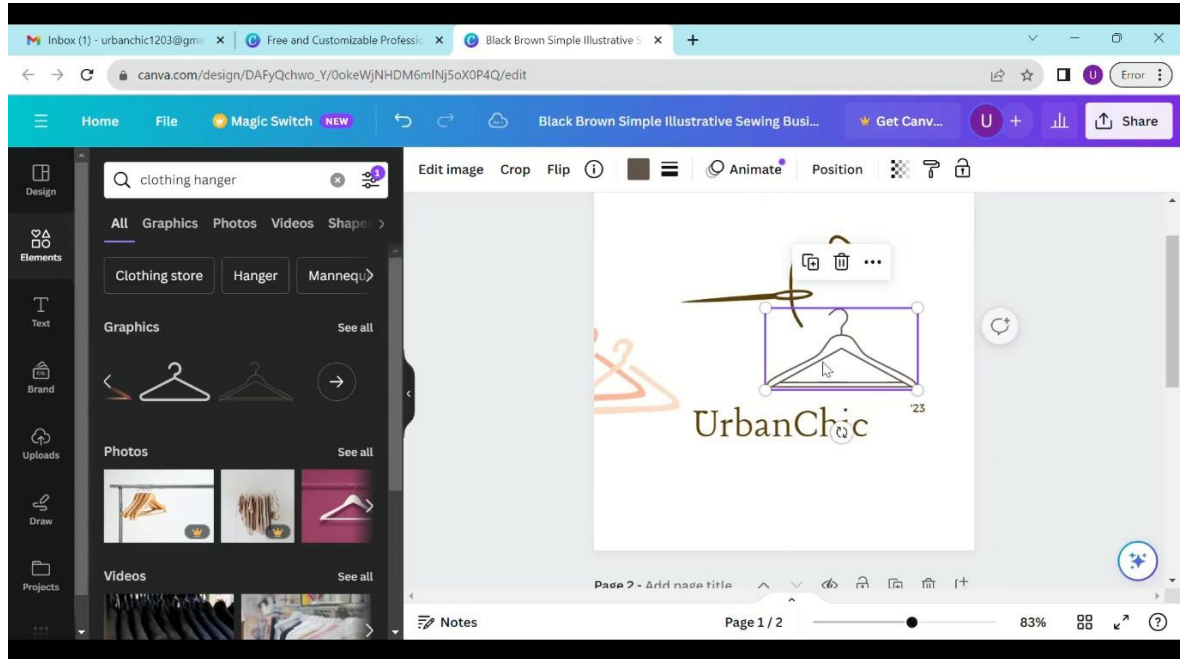
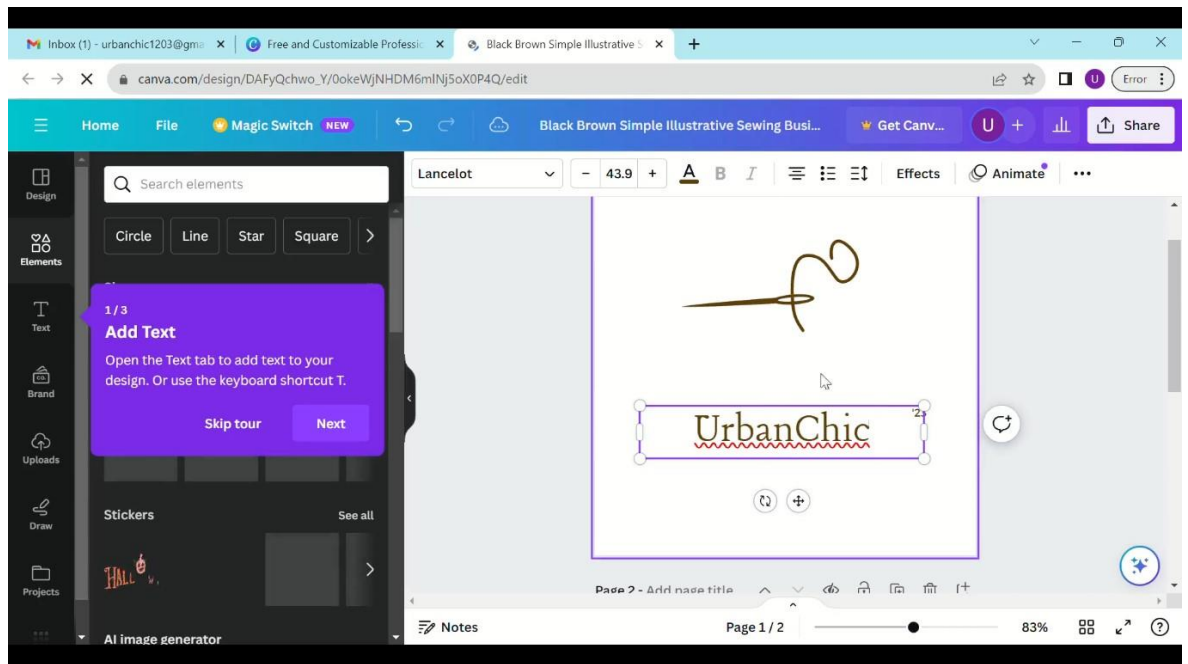
2. Select a template for your logo





3. Customize the logo based on the preferences





4. Download the logo



VISIT IN: <https://github.com/UrbanChicBrand/Project>