

Project Design Phase-I
Proposed Solution Template

Date	03 November 2023
Team ID	NM2023TMID02729
Project Name	How to create Brand Name, Brand Email And Brand Logo
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Canva solves this problem by providing a user-friendly platform with a wide range of templates and design tools. A brand identity is the visual representation of a company or product. It includes the brand name, logo, colors, and fonts. A strong brand identity can help to build trust and recognition with customers.
2.	Idea / Solution description	The idea behind creating a brand name, logo, and email using Canva is to make it easy for anyone to create a professional-looking brand identity, even if they have no prior design experience. Canva offers a wide range of templates for brand names, logos, and emails. You can browse the templates by category or use the search bar to find a specific template.
3.	Novelty / Uniqueness	Experiment with different colors and layouts. Don't be afraid to experiment with different colors and layouts to find a look that is unique to your brand. Canva's drag-and-drop interface makes it easy to experiment with different designs. Canva allows you to create your own custom branding kit, which includes your brand name, logo, colors, and fonts. This makes it easy to apply your branding to all of your designs
4.	Social Impact / Customer Satisfaction	Canva makes it possible for anyone to create a professional-looking brand identity, regardless of their design skills or experience. This can help to level the playing field for small businesses and

		entrepreneurs, and make it easier for them to compete with larger, more established companies. Canva is also affordable and accessible to businesses of all budgets.
5.	Business Model (Revenue Model)	Canva's business model is a combination of both a freemium model and a subscription-based model, with several revenue streams. Canva provides tailored solutions for larger organizations and enterprises. These solutions often include advanced administrative and branding features, custom templates, and support for large teams. Canva has affiliate and partner programs, allowing individuals and organizations to earn commissions by promoting Canva's paid plans.
6.	Scalability of the Solution	Canva has demonstrated a high degree of scalability in its solution, which has contributed to its widespread success and popularity. Canva's user base has grown exponentially since its inception. It has attracted millions of users worldwide, ranging from individuals to businesses of all sizes. The platform's scalability allows it to handle a large and diverse user base effectively. Canva is available to users in multiple languages, making it accessible to people around the world. Its internationalization efforts have played a crucial role in expanding its user base.