Project Documentation

Date	3 November 2023
Team ID	NM2023TMID02729
Project Name	How to create a Brand Name, Brand Mail And Brand Logo In Canva

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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

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

Visually appealing, consistent

Unique, memorable, relevant

Memorable, appealing, relevant

Simple, eye-catching, representative

Professional, easy to remember consistent

Professional, easy to type, revelent

Says

Thinks

Brand Name, Brand Email, Brand Logo

Does

Feels

Research, evaluate, choose

Inspired, confident, confused

Browse, compare, choose

Excited, frustrated,

Organized, efficient, frustrated

Create, test, use

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

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

Ideation Phase
Define the Problem Statements

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

Develop a comprehensive guide for creating a brand name, brand logo, and brand email using Canva, a user-friendly graphic design tool, to help individuals and small businesses establish a distinctive and professional online presence.

This guide should include step-by-step instructions, best practices, and tips for using Canva effectively to create a memorable brand identity, encompassing the design of a brand name, logo, and email signature.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Performance issues	Content creator	Post a logo	It encounters slow loading times	Users internet connection speed	frustrated
Subscription cost	student	Find templates for my project	There are limited free templates	The premium versions are costly	Disappointed
Version control	Professional	Work on my new project	It needs collaborative work	It has Limited versions	Difficult to contribute

Ideation Phase
Brainstorm & Idea Prioritization
Template

Date	3 November 2023
Team ID	NM2023TMID02729
Project Name	How to create Brand name, Brand email and Brand Logo
Maximum Marks	2 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solution.

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 hour to elaborate
- 2-8 people recommended

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

Team gathering
Invite whoever you want to join the session and share. Share video conferencing to get everyone there.

Set the goal
Try to scope the problem you'll be focusing on setting for the brainstorming session.

Learn how to use the facilitation tools
Learn more about Superpowers with our widgets and product resources.

Open editor →

Define your problem statement

Drives value because these are going to brainstorm solutions. A clear problem statement will keep everyone focused on the same goal and improve the quality of ideas. Here's an example to keep your team focused on the goal.

How to create a Brand Name, Brand and Brand Logo

Key rules of brainstorming

Innovation comes from great collaboration

- Stay focused
- Be judgment
- Go for volume
- Encourage wild ideas
- Build on ideas
- It could be, be visual

Brainstorm

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

- 10 minutes

Susmitha.S.R

Varsha M.Nair

Suvetha.k

Subitha.A

Group ideas

Take turns sharing your ideas while creating similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like title. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller subgroups.

- 20 minutes

Prioritize

Your team should be on the same moving forward. Place your ideas ideas are important and which a...

- 20 minutes

Importance
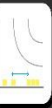
Project Design Phase-I
Proposed Solution
Template

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.

Project Design Phase-I
Solution Architecture

Solution Architecture:

Creating a solution architecture block diagram involves visually representing the components and interactions of a system or solution.

At the top of your diagram, include a title and a brief description to explain the purpose of the architecture.

Show any external interfaces that the solution interacts with, such as users, third-party services, or external systems. These are typically depicted as labeled arrows entering and exiting the diagram.

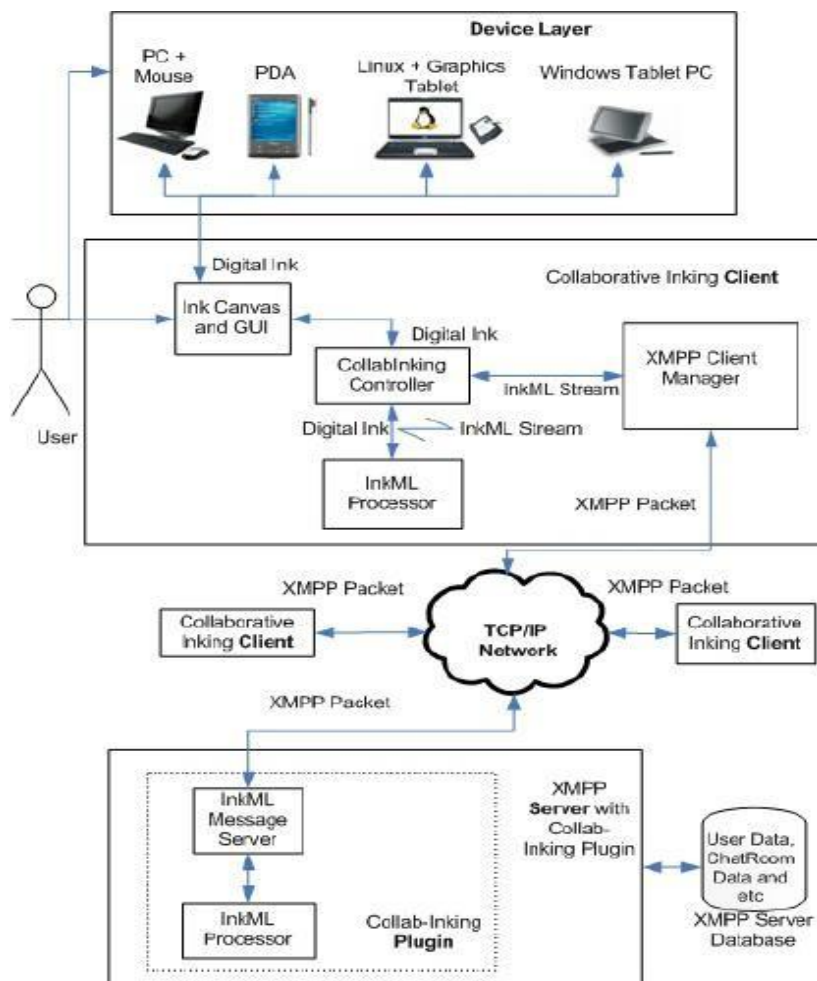## Example - Solution Architecture Diagram:

Figure 1: Architecture of canva

Project Design Phase

Determine The Requirements

Customer Journey Map

AWARENESS
- Use your brand name in all of your marketing materials.
- Create a professional email signature that includes your brand name and logo
- Partner with other businesses in your industry to cross-promote your brands

REPUTATION
- Be consistent.
- Be responsive.
- Be transparent.
- Be involve

SEARCH
- Use your brand mail in your email signature and on your website.
- Use your brand name in your website title, domain name, and meta description.

CONVERSION
- Monitor your brand reputation online.
- consistent brand experience for your customers and build trust.
- Time management

EXP
- Use your brand name a of your touchpoints.
- Personalize your comm their name in your ema This will help to make c appreciated.
- Be responsive to custo When customers reach promptly and professio
- Go the extra mile for y involve offering free sh gift wrapping.

Requirement Analysis

A. Functional Requirements:

FR No.	Functional Requirement	Sub Requirement(Story/Sub-Task
FR-1	Distinctivenes	Highly Distinctive
FR-2	Memorability	Simplicity

B. Non-functional Requirements:

| FR No.	Non-Functional Requirement	Description
NFR-1	Emotional Appeal	The name should evoke positive emotions or sentiments, such as trust, joy,excitement, or nostalgia, depending on the brand's intended image and values.
NFR-2	Cultural Sensitivity	The name should consider cultural nuances and avoid anyunintentional offense or misinterpretation in different regions or markets.
NFR-3	Scalability and adaptability	While primarily non-functional,the name should be adaptable and able to evolve with the brand's growth and changes over time.
NFR-4	Aesthetic and Visual Harmony	Think about how the name fits with the brand's visual identity, logo, and design elements. It should create a cohesive and visually appealing brand image.
NFR-5	Competitive Positioning	The name should position yourbrand appropriately within thecompetitive landscape. It should reflect your unique selling points or market niche.

Flow Charts:
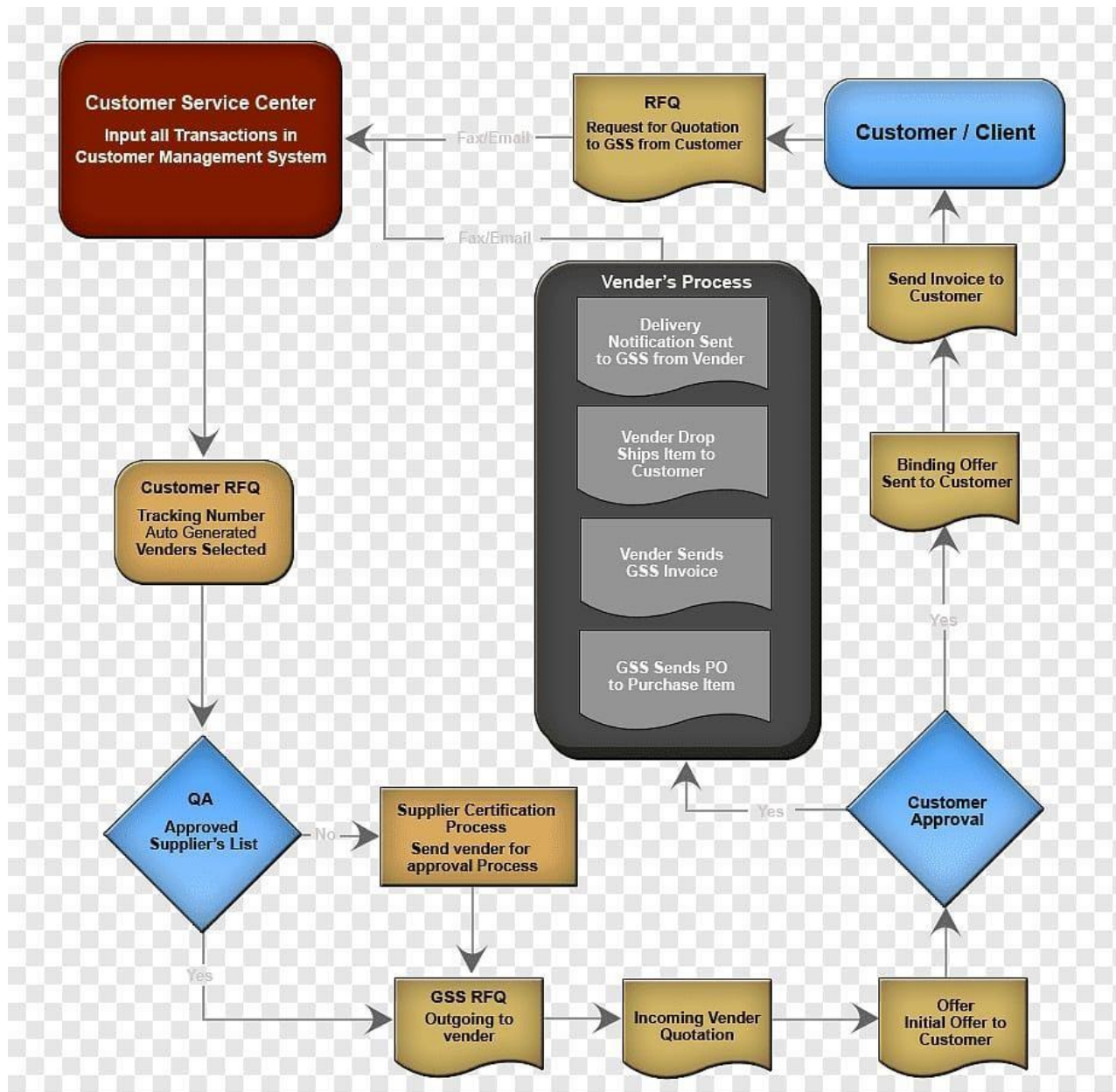
Technical Architecture:

Brand name, logo, and Gmail can be described as the underlying structure and systems that support the brand's visual identity and email communication. By implementing a well-designed technical architecture, companies can ensure that their brand is used consistently and effectively across all channels, both internally and externally.
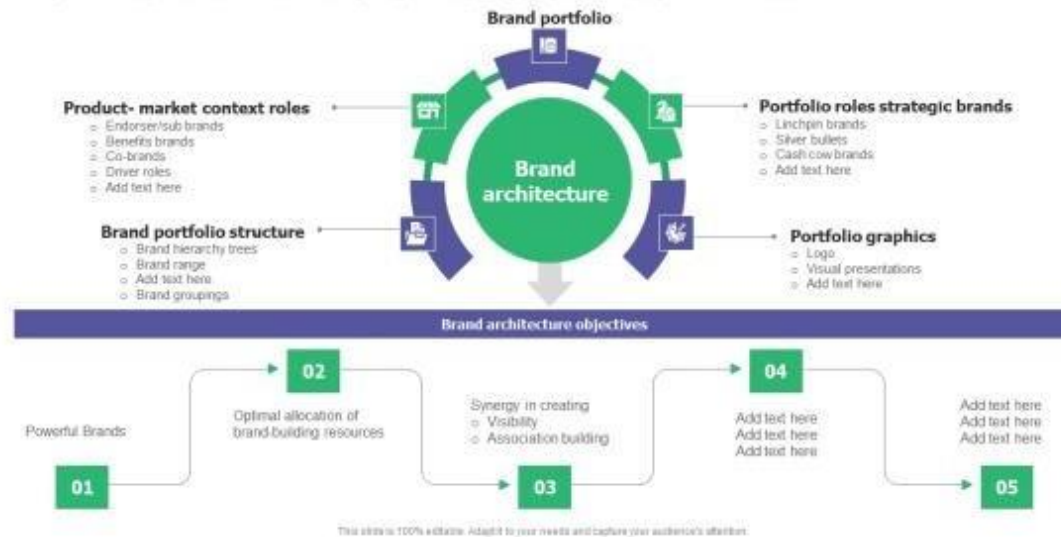
Open Source Frameworks

Branding and Logo Design:

Open-source tools like GIMP (GNU Image Manipulation Program) and Inkscape can be used for graphic design, including creating and editing logos. For branding guidelines and assets management, you can use various open-source content management systems (CMS) like Drupal or WordPress.

Email Services:

If you're looking to set up an open-source email server, you can consider using software like Postfix, Dovecot. Zimbra is another option that offers both open-source and commercial versions. If you want a more comprehensive email solution with collaboration tools, you can look into open-source groupware solutions like Zimbra, Kopano, or SOGo.
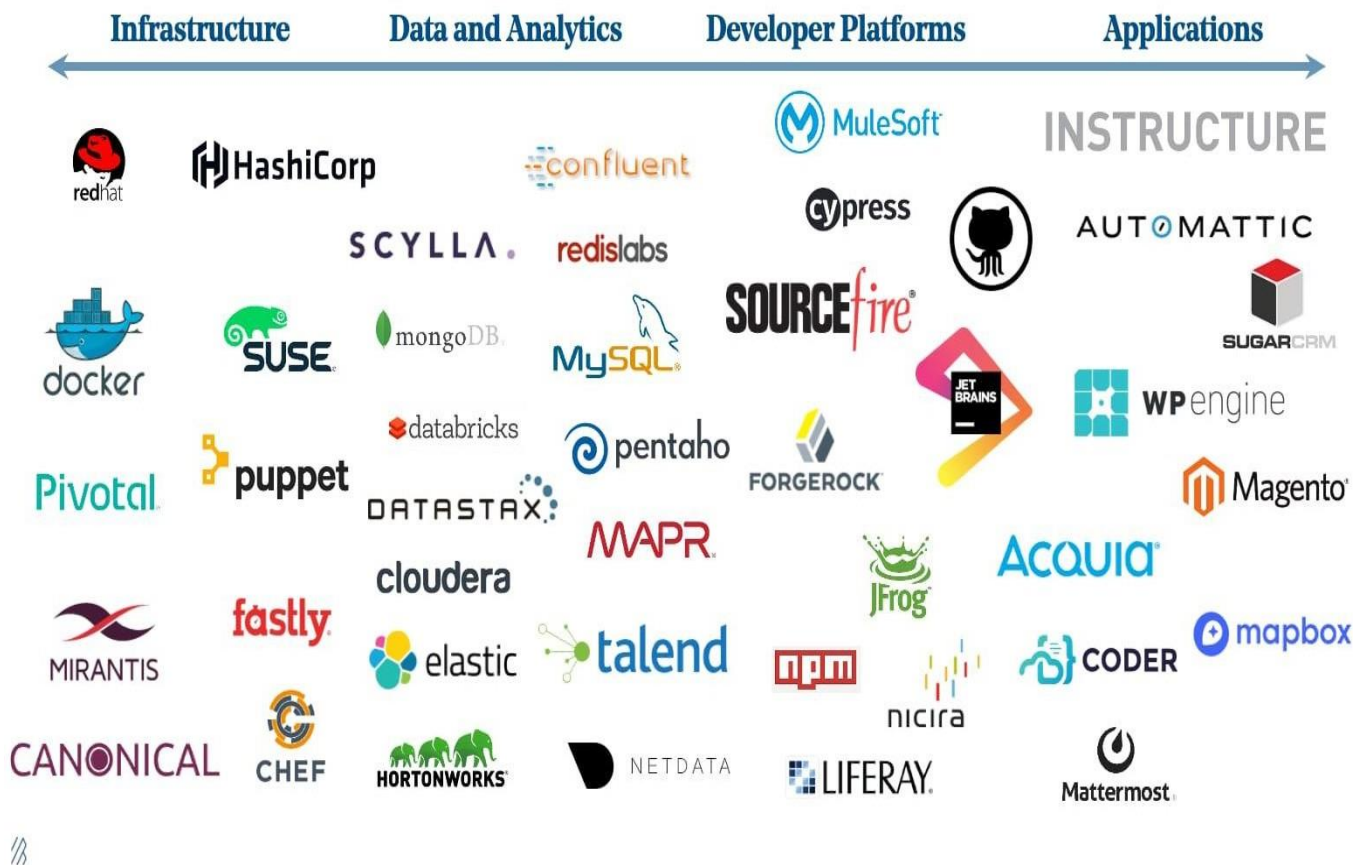
Third Party API's

1. Brand Name and Logo:

Clearbit: Clearbit offers an API that provides company information, including brand names and logos.

Brandfolder: Brandfolder is a digital asset management platform that offers an API for accessing brand assets, including logos.

Brandsync: Brandsync provides an API for fetching brand assets, including logos, from their database.

2. Gmail-related APIs:

Google Gmail API: Google offers an official API for accessing Gmail data, including sending and receiving emails, managing labels, and more.

SendGrid: SendGrid, now part of Twilio, offers an API for sending and managing emails, which can be used for Gmail integration.

Nylas: Nylas provides an email API that can be used to connect with Gmail and other email providers.
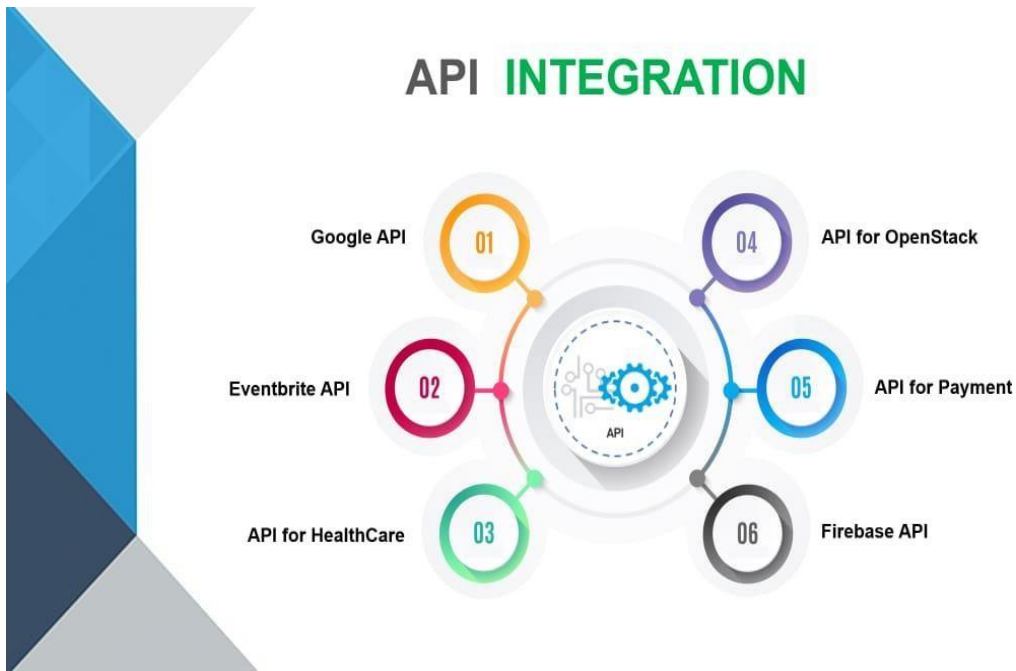
Cloud Deployment

2. To create a brand logo in the cloud, you can use a cloud-based logo design platform such as Canva, Logo Maker, or Looka. These platforms offer a variety of logo templates and design tools that you can use to create a professional-looking logo for your business.

3. To get started, create an account on the cloud-based logo design platform of your choice. Once you have created an account, you can start browsing through the logo templates. When you find a template that you like, you can customize it to match your brand identity. You can change the colors, fonts, and graphics of the template to create a logo that is unique to your business.

4. Once you are happy with your logo design, you can download it in a variety of formats, including SVG, PNG, and JPEG. You can then use your logo on your website, social media pages, and marketing materials.

5. Create a dedicated folder for your logo files in your cloud-based storage service. This will make it easy to find your logo files when you need them.
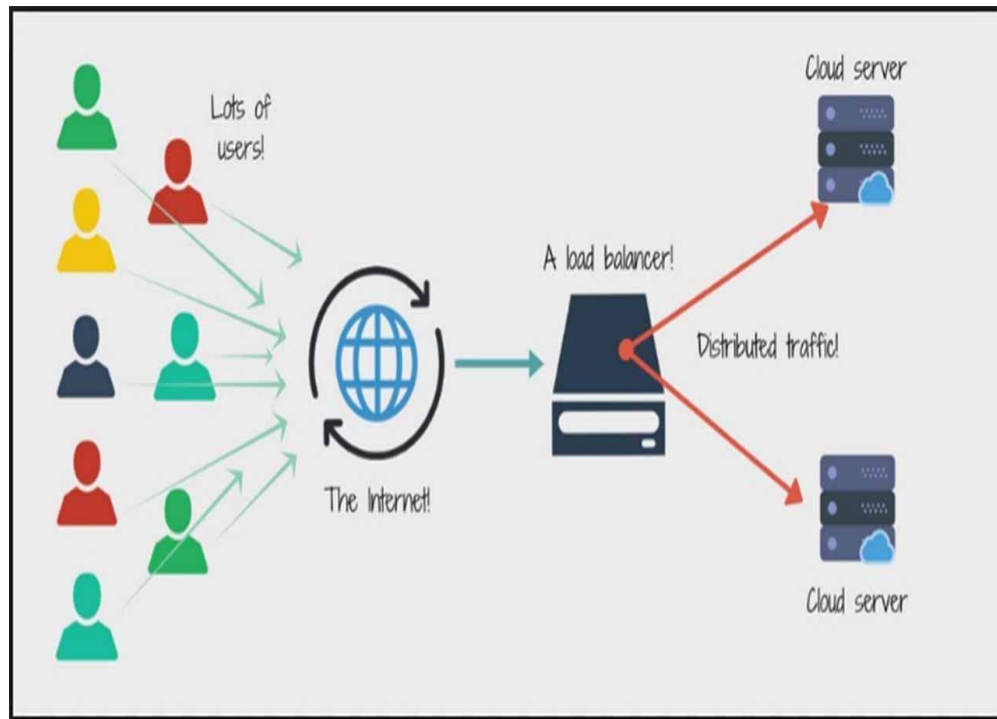
No. Of Functional Features Included In The Solution

Logo Design Tools: Comprehensive tools that allow users to create logos from scratch or modify existing ones. This includes features like shape drawing, layering, alignment, and object manipulation.

Customizable Templates: A library of professionally designed logo templates that users can customize to fit their brand's identity, enabling quick logo creation with a tailored touch.

Image Upload Capability: The ability to upload custom images, graphics, or icons for incorporation into the logo, ensuring the logo represents the brand accurately.

Text and Typography Options: Access to a wide range of fonts, text styles, and text effects for creating and editing text elements within the logo and email branding materials

Color Palette Selection: A color palette tool that offers a spectrum of colors, gradients, and color matching to maintain consistent brand colors in both the logo

and email branding.

Export Options for Various File Formats: Allows users to save logos in different file formats like PNG, SVG, JPEG, and more, ensuring compatibility with various use cases and platforms.

Branding Tools for Consistency: Features for creating and managing branding assets like brand guidelines, color codes, and style elements to maintain a consistent brand identity across all materials.

Email Template Customization: Tools for designing email templates with customizable headers, footers, and other branding elements, ensuring brand consistency in email communication.

Integration with Email Platforms: Seamless integration with email services and clients to directly apply branding elements and signatures to outgoing emails, enhancing brand recognition

Code layout, Readability and Reusablity

Code layout:

The layout of code for creating or working with logos can vary depending on the programming language and libraries or frameworks you're using. However, I can provide a simple example of a Python script for creating a basic logo using the Pillow library. This example demonstrates a code layout for a logo creation task:

```python
from PIL import Image, ImageDraw, ImageFont

# Define logo parameters

logo_text = "My Logo"

font_size = 36

output_file = "my_logo.png"

# Create a blank image

width, height = 200, 200

image = Image.new("RGB", (width, height), "white")

draw = ImageDraw.Draw(image)

# Choose a font and calculate text size

font = ImageFont.truetype("arial.ttf", font_size)

text_width, text_height = draw.textsize(logo_text, font)

# Calculate text position for centering

x = (width - text_width) / 2
```

```python
    y = (height - text_height) / 2

    # Choose text color

    text_color = (0, 0, 0) # Black

    # Add text to the image

    draw.text((x, y), logo_text, fill=text_color, font=font)

    # Save the image as a logo

    image.save(output_file)
```

In this layout:

Import necessary libraries, in this case, the Pillow library for image processing.

Define parameters for the logo, including the text, font size, and output file name.

Create a blank image with specified dimensions and a white background.
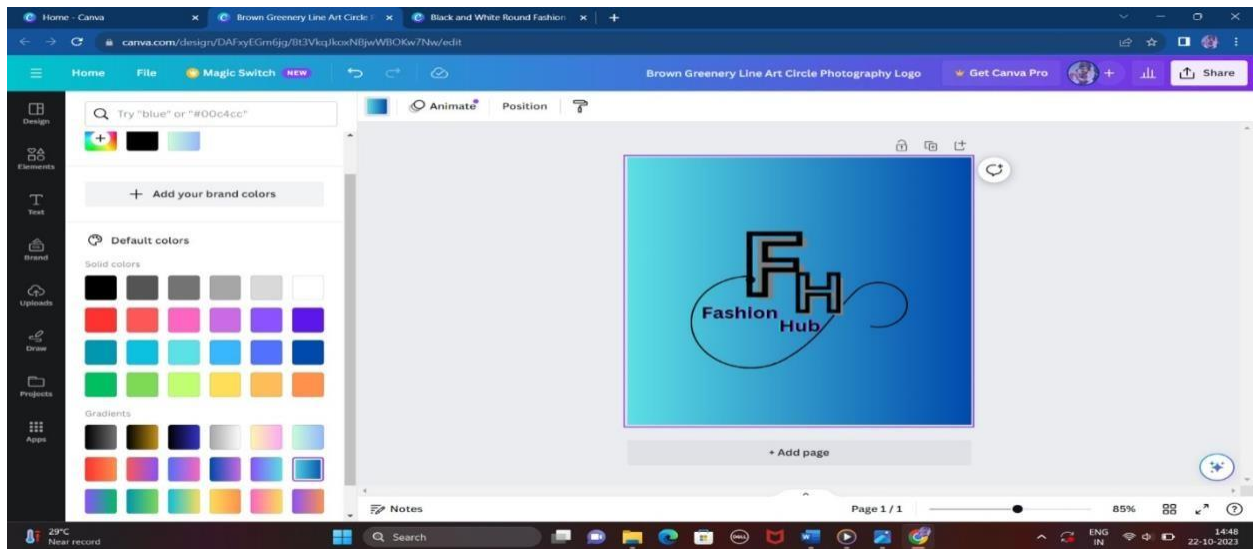
Use the ImageDraw module to draw on the image.

Choose a font and calculate the size of the text to be added to the logo.

Calculate the position for centering the text.

Choose the text color (in this case, black).

Add the text to the image.

Save the image as a logo with the specified output file name.

This layout is a simplified example for creating a text-based logo. In a real-world application, you may have more complex logo designs with images, shapes, and additional branding elements. The code structure would depend on the specific requirements of your logo design

Readability and Reusability

Readability and legibility are crucial factors in logo design because they determine how easily people can understand and recognize your brand based on your logo. Here's a breakdown of the two terms:

Readability:

Readability primarily relates to the clarity of text within a logo. If your logo includes text, whether it's the company name or a tagline, it should be easily readable. Key considerations for ensuring readability include:

Font Choice: Select a legible and appropriate font. Avoid overly decorative or complex fonts that can be hard to read.

Font Size: Ensure that the text is large enough to be easily read, especially when the logo is scaled down for various applications.

Spacing: Adequate spacing between letters (kerning) and lines (leading) is essential for clarity.

Reusablity

Reusability of a logo is an important consideration in branding and design. A logo is a fundamental visual element of a brand's identity, and it should be versatile and easily adaptable for use in various contexts. Here are some key aspects of logo reusability:

Scalability: A reusable logo should scale well from small to large sizes without losing its clarity and impact. It should be equally effective on a business card, a website, a billboard, or any other medium.

Color Variations: A versatile logo should work in various color schemes. It should have both color and monochrome versions for different applications. Consider full-color, single-color, and grayscale variations.

File Formats: Ensure that your logo is available in multiple file formats, such as vector formats (SVG, AI, EPS) for scalability and raster formats (PNG, JPEG) for web and print. This makes it easy to use the logo across different platforms and media.

Clear Design: Keep the design simple and uncluttered. Avoid intricate details and complex elements that may not reproduce well in all sizes or media.

Utilization of algorithms dynamic programming optimal memory utilization

Dynamic programming is a useful technique for optimizing problems with overlapping subproblems, and it can be applied to various aspects of logo design and manipulation, including memory utilization. However, it's important to clarify what you mean by "phase utilization" and how you intend to optimize memory usage in the context of logo design. Below are some key considerations for optimizing memory utilization in logo creation using dynamic programming:

```c
#include <stdio.h>

// Function to perform post-processing on the logo design data

void postProcessLogoData() {

    // Apply algorithms or dynamic programming here to modify the logo design

    // For example, you could change the color scheme or add text programmatically.

    printf("Logo design data post-processed.\n");

}

int main() {
```

```
    // Step 1: Use Canva to design the logo.

    // Step 2: Export logo design data from Canva.

    // Step 3: Post-process the logo data using the C program.

    postProcessLogoData();

    return 0;

}
```

Optimal Subproblem Decomposition: Identify subproblems that can be solved independently and have overlapping substructure. In logo design, this might involve breaking down complex design tasks into smaller, reusable components.

Memoization: Use memoization techniques to store the results of subproblems in memory. This can help avoid redundant calculations and optimize memory usage. In logo design, you might cache intermediate design elements or color information for reuse.

Tabulation: Consider tabulation (bottom-up dynamic programming) as an alternative to memoization. This approach can optimize memory utilization by avoiding recursive function calls and storing results in an array or table.

Data Compression: Implement techniques for memory-efficient data storage. For example, you can use data compression algorithms to reduce the memory footprin

The specific approach you take to optimize memory utilization in logo design using dynamic programming will depend on the nature of your logo creation algorithm and the particular requirements of your application. Dynamic programming can be a powerful technique for efficiently solving problems with overlapping subproblems, but its

application to logo design should be tailored to your specific use case and design goals.

Debugging and Traceability

Debugging:

Debugging a brand logo and mail creation service requires careful attention to various components anderror handling. To demonstrate debugging in a simplified manner, let's consider a Python script that creates a brand logo and simulates email branding with debugging using the print statement. In a real service, you would use logging and more sophisticated debugging tools:

Logging and Debugging Tools:

Implement logging to record events, errors, and important activities in your service. Use Python'slogging module or a similar tool.

Set different log levels (e.g., debug, info, error) to capture different types of information.

Use debugging tools and libraries (e.g., Python's pdb or ipdb) to step through your code and inspectvariables when issues arise.

n or next: Execute the current line and move to the next

one.s or step: Step into a function or method.

c or continue: Resume execution until the next

breakpoint.q or quit: Quit the debugging session.

p variable_name: Print the value of a variable.

l or list: Show the source code around the current

position.h or help: Get help on available commands.

Structured Log Entries:

Create structured log entries that include timestamps, the nature of the event, relevant user information, and details of the event.

Include tracebacks in error log entries to identify the exact location of the issue in the code.

Monitoring and Alerts:

Set up monitoring systems to track the performance and behavior of your service.

Configure alerts to notify you or your team when critical errors or anomalies occur.

Unique Identifiers:

Assign unique identifiers (e.g., transaction IDs) to each logo and email branding task. Log these identifiers along with log entries to trace individual actions.

Traceability

Traceability in the context of brand logos refers to the ability to track and maintain a record of various aspects related to logo creation, usage, and management. This traceability can be crucial for ensuring consistency, monitoring changes, and managing the branding process efficiently. Here are key elements to consider for traceability in brand logos:

Version Control: Implement a version control system for logos. Maintain a history of logo iterations, including design changes, updates, and revisions. This allows you to revert to previous versions if needed.

Timestamps: Add timestamps to logo files and metadata to keep track of when logos were created or modified. This helps maintain a chronological record of logo changes.

User Activity Logs: Record and log all user actions related to logo creation, modification, and usage. This includes who made changes, what changes were made, and when they were made.

Usage Tracking: Monitor where and how logos are used. Keep records of where logos appear, such as on websites, documents, social media profiles, and email signatures.

Metadata Tags: Attach metadata tags to logo files, including information like brand guidelines, approved colors, fonts, and usage restrictions. These tags provide context for logo usage.

Change Control Process: Implement a formal change control process that requires approvals for logo modifications. This process can include documenting reasons for changes and obtaining the necessary permissions.

Asset Management System: Use an asset management system to catalog and organize logo files. Assign unique identifiers or reference numbers to each logo for easy retrieval and reference.

Documentation: Maintain detailed documentation regarding logo design guidelines, style guides, and best practices. This documentation should include information about logo versions, file formats, and usage instructions.

By implementing these traceability measures, you can maintain a comprehensive record of brand logo changes, usage, and compliance, which is valuable for ensuring brand consistency and compliance with branding guidelines.

Exception Handling

Exception handling in a service that creates brand name logos and manages email branding is essential to ensure smooth user experiences and to address potential issues that may arise. Here are some key considerations for exception handling in such a service:

```python
def create_logo(text, font_size, output_file):
    try:
        # Create a blank image with a white background
        width, height = 500, 200
        image = Image.new("RGB", (width, height), "white")
        draw = ImageDraw.Draw(image)

        # Define text and font
        font = ImageFont.truetype("arial.ttf", font_size)

        # Calculate text size and position
        text_width, text_height = draw.textsize(text, font)
        x = (width - text_width) / 2
        y = (height - text_height) / 2

        # Choose text color
        text_color = (0, 0, 0)  # Black
```

```python
    # Add text to the image
    draw.text((x, y), text, fill=text_color, font=font)


    # Save the image as a logo
    image.save(output_file)


    print(f"Brand logo created successfully and saved as {output_file}")
    except FileNotFoundError:
    print("Font file not found. Make sure the font file 'arial.ttf' is available.")
    except Exception as e:
    print(f"An error occurred: {e}")


  # Test the create_logo function
  try:
create_logo("My Brand", 40, "brand_logo.png")
create_logo("Another Brand", "invalid_font_size", "brand_logo.png")
except Exception as e:
print(f"Test Error: {e}")
```

In this example, we have an **create_logo** function that creates a brand name logo and saves it to a file. Exception handling is applied:

If the font file ("arial.ttf") is not found, it catches a FileNotFoundError and provides a specific error message.

For other exceptions, it catches the generic Exception and prints the error message.

Model performance metrics

Evaluating the performance of brand logos involves assessing their effectiveness in achieving the intended branding objectives. Unlike quantitative metrics used in data analysis, logo performance metrics are typically subjective and based on design and marketing principles. Here are some key aspects to consider when assessing the performance of brand logos:

Measure the logo's ability to establish brand recognition. A strong logo should be easily identifiable and associated with the brand it represents. Assess how well the logo achieves this objective through surveys and consumer feedback.

A successful logo is one that remains memorable in the minds of consumers. Evaluate the logo's memorability by conducting recall tests or asking individuals to describe the logo from memory.

Examine how well the logo distinguishes the brand from its competitors. A logo should communicate what sets the brand apart in a distinctive way.

Ensure that the logo is relevant to the brand's products, services, values, and target audience. A logo should resonate with the intended customer base.

Assess how well the logo adapts to various applications, including digital and print media, different sizes, and color variations. A versatile logo retains its impact in diverse contexts.

Evaluate the logo's consistency in its application across all brand collateral, including websites, business cards, social media, and packaging. Inconsistent logo usage can dilute brand identity.

Conduct surveys or focus groups to gather feedback on how consumers perceive the logo. This feedback can provide insights into consumer sentiment and associations with the logo.

Consider whether the logo design has the potential to remain relevant and effective over an extended period. A logo that withstands design trends can be an asset to a brand.

Assess the effectiveness of color choices and typography in conveying brand personality and values. Ensure that the logo's colors and fonts align with the brand's identity.

Test the logo in real-world scenarios to evaluate its impact and effectiveness. For example, you can conduct A/B testing with different logo variations to assess which one resonates best with the target audience.

Ensure that the logo adheres to copyright and trademark laws. Non-compliance can lead to legal issues and negatively affect brand performance.

Continually review and update the logo based on feedback from stakeholders and customers. Brands often evolve, and the logo should reflect these changes.

Measuring the performance of a brand logo is an ongoing process that involves gathering feedback, conducting market research, and staying attuned to changes in the market and brand goals. A well-designed and effective logo can significantly contribute to a brand's success and recognition.