

# **PROJECT REPORT**

<b>Project Title</b>	How to create brand name, brand mail and brand logo using canva.
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## **INTRODUCTION:**

### **OVERVIEW:**

The objective of this project is to develop a brand identity involves three key elements: a brand name, brand mail (commonly referred to as email), and a brand logo. To get started, brainstorm potential brand names that resonate with your business's values, mission, and target audience. Ensure its unique and not already in use. For your brand mail, consider using a professional email address that incorporates your brand name, enhancing your credibility. When designing a brand logo, platforms like canva provide user-friendly tools. You can use canva's logo maker to select from a variety of templates, icons, and fonts, and customize them to match your brand's style and messaging. This comprehensive approach helps establish a distinctive and cohesive brand identity, crucial for recognition and trust-building with your audience.

## **PURPOSE:**

### **Brand Name:**

- Identity and Recognition
- Market Positioning
- Legal Protection

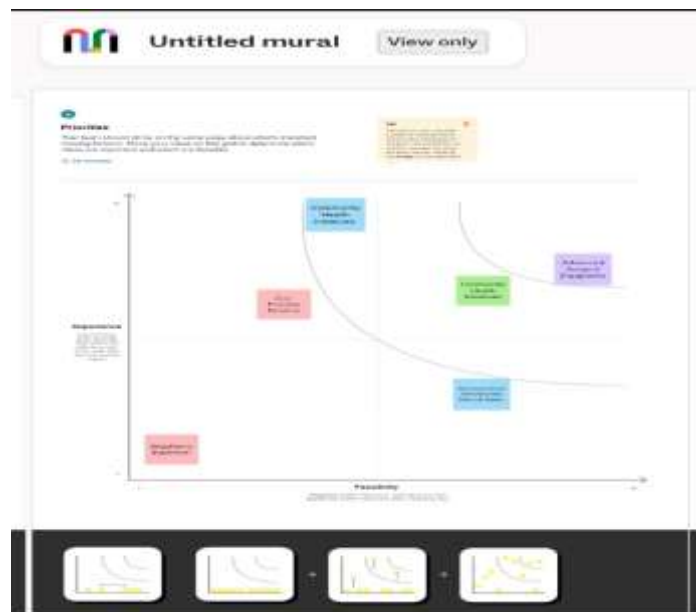
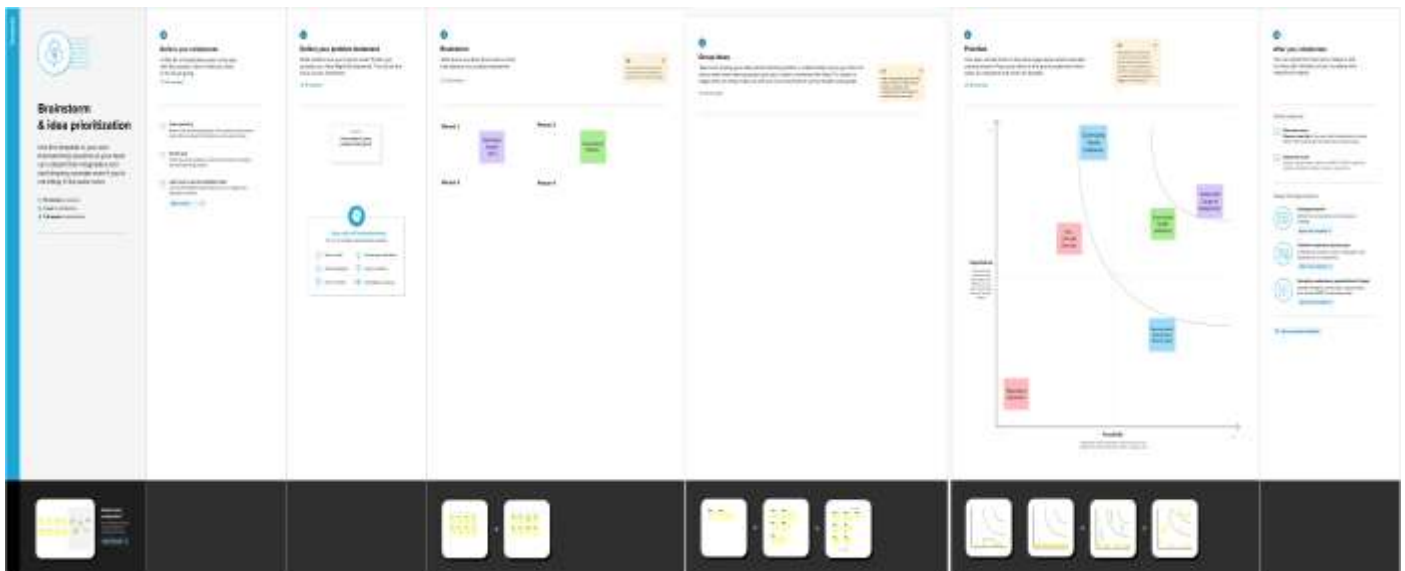
### **Brand Mail (Email):**

- Professionalism
- Consistency
- Trust and Recognition

### **Brand Logo:**

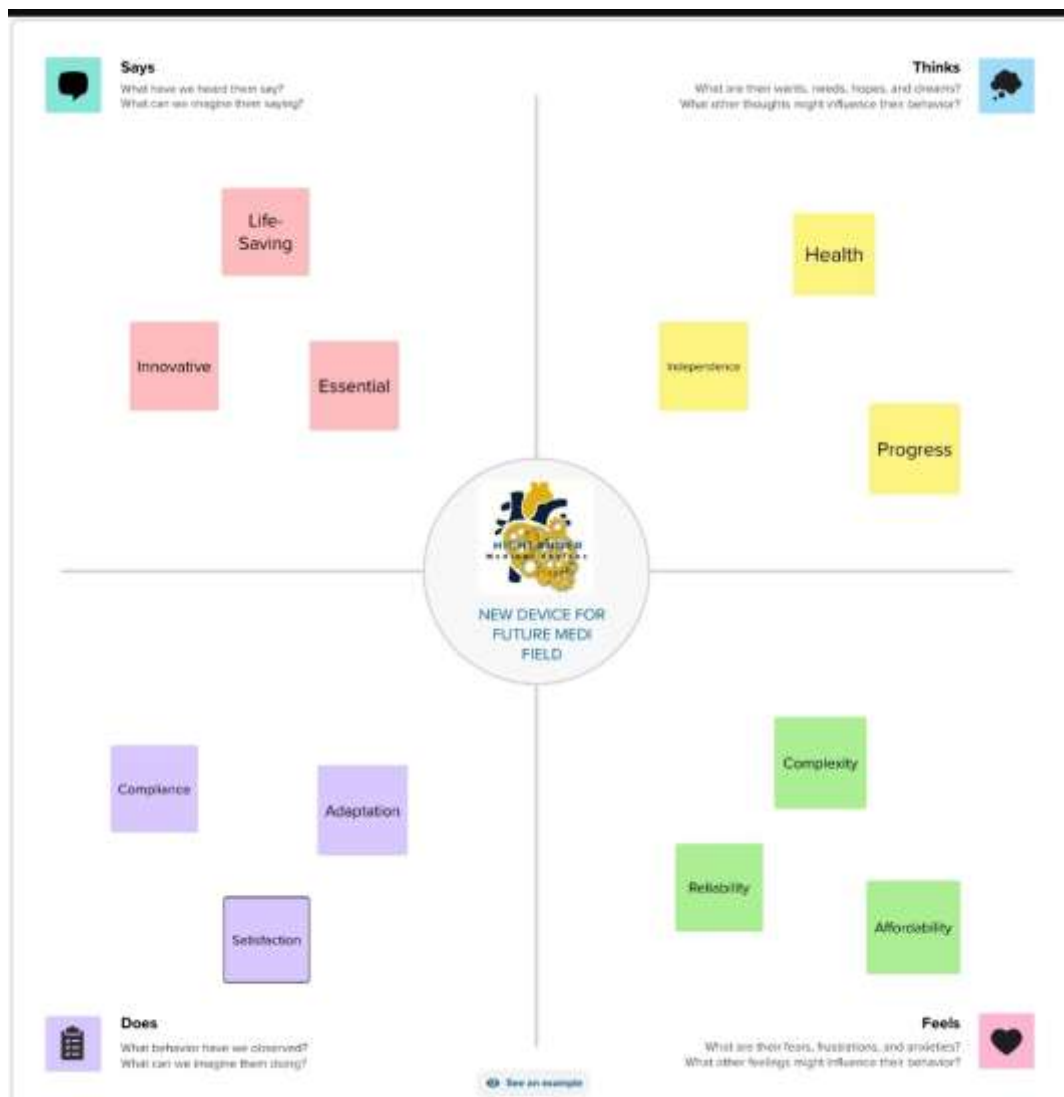
- Visual Identity
- Credibility
- Marketing and Advertising

# BRAINSTORM & IDEATION MAP:



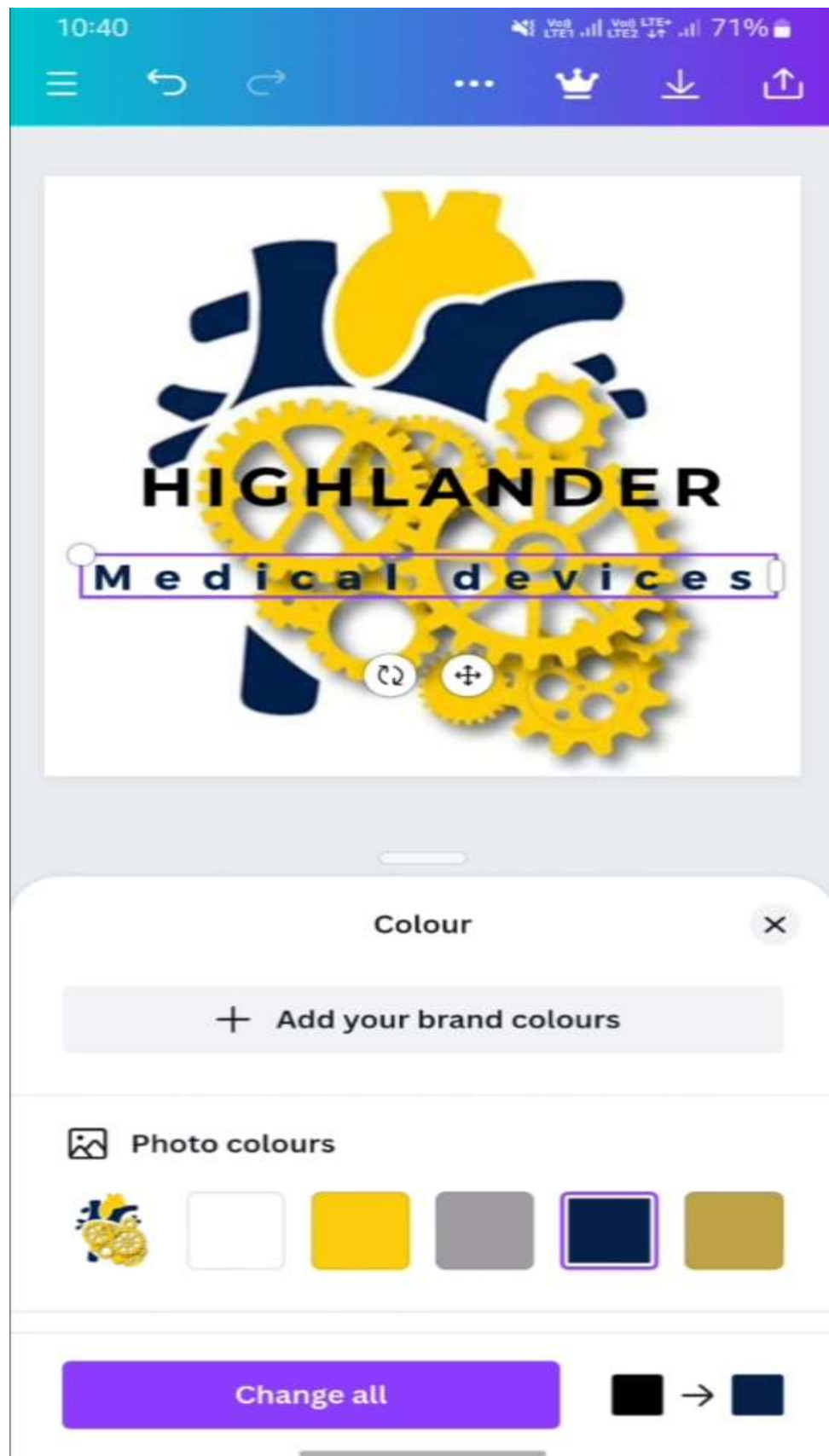
# PROBLEM DEFINITION & DESIGN THINKING

## EMPATHY MAP:

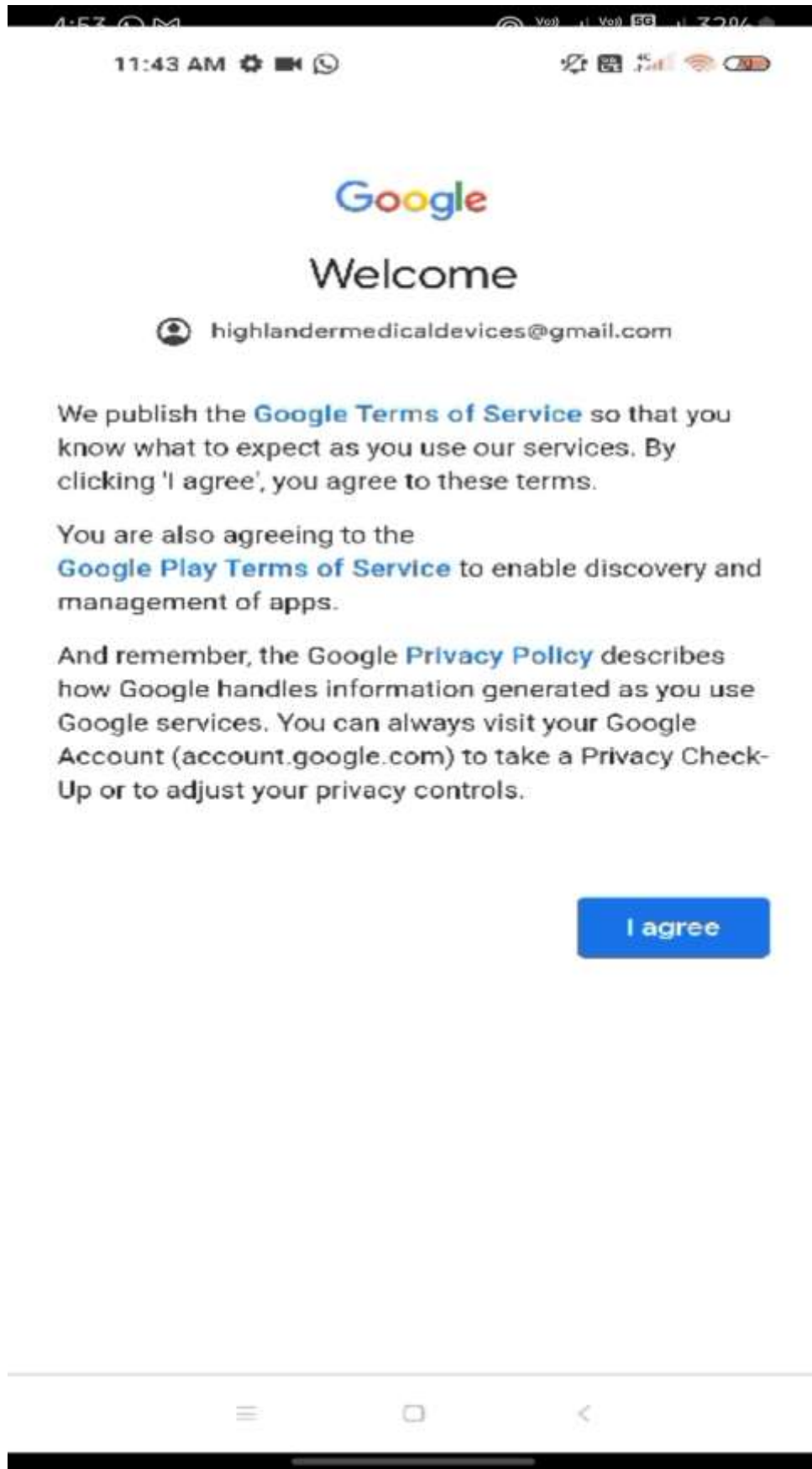


## OUTPUT:

### 1.BRAND LOGO CREATION:



## 2.BRAND MAIL ID CREATION:



## **ADVANTAGES:**

- Cost-Effective.
- User-Friendly.
- Customization.
- Quick Turnaround.
- Consistency.
- Independence.
- Creative Control.
- Ample Resources.
- Accessibility.
- Scalability.

## **DISADVANTAGES:**

- Limited Uniqueness.
- Lack of Originality.
- Design Complexity.
- File Ownership.
- Limited Export Options.
- Brand Consistency.
- Design Skills Required.
- Overreliance.

## **APPLICATIONS:**

### **Brand Name:**

To create a brand name, you don't typically design it in Canva, but you can use Canva for brainstorming sessions and visualizing the branding elements. Canva can help you design marketing materials, such as business cards and banners, featuring your brand name and logo.

### **Brand Mail (Email Signature):**

In Canva, you can design a professional email signature that includes your brand's logo, your name, title, contact information, and links to your website and social media profiles. Use Canva's templates and customization tools to create an email signature that aligns with your brand's style, colors, and fonts. Download the email signature as an image or create an HTML version for your email client.

### **Brand Logo:**

Canva provides a dedicated logo maker that allows you to create a brand logo from scratch or modify existing templates to suit your brand's identity. Start by selecting "Create a design" and choose the "Logo" option to access Canva's extensive library of logo templates, icons, and fonts. Customize the selected template or create a logo from a blank canvas, adjusting colors, fonts, and shapes to match your brand's aesthetic.

Download your logo in various file formats suitable for web and print use.

## **CONCLUSION:**

The successful creation of our brand name, logo, and email identity using Canva represents a significant milestone in our project.

These foundational elements now stand as a powerful representation of our identity and purpose. They not only capture the essence of our brand but also lay a strong foundation for our digital presence and communication.

As we move forward, these assets will serve as cornerstones in our journey to establish a distinct and memorable presence in our market. Canva's user-friendly platform played a pivotal role in bringing our creative vision to life efficiently and effectively.

The choice of Canva as our creative platform proved instrumental, facilitating a user-friendly and cost-effective approach to brand development, demonstrating our commitment to efficiency and innovation in our branding endeavors.