

HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

1. INTRODUCTION

1.1 Overview

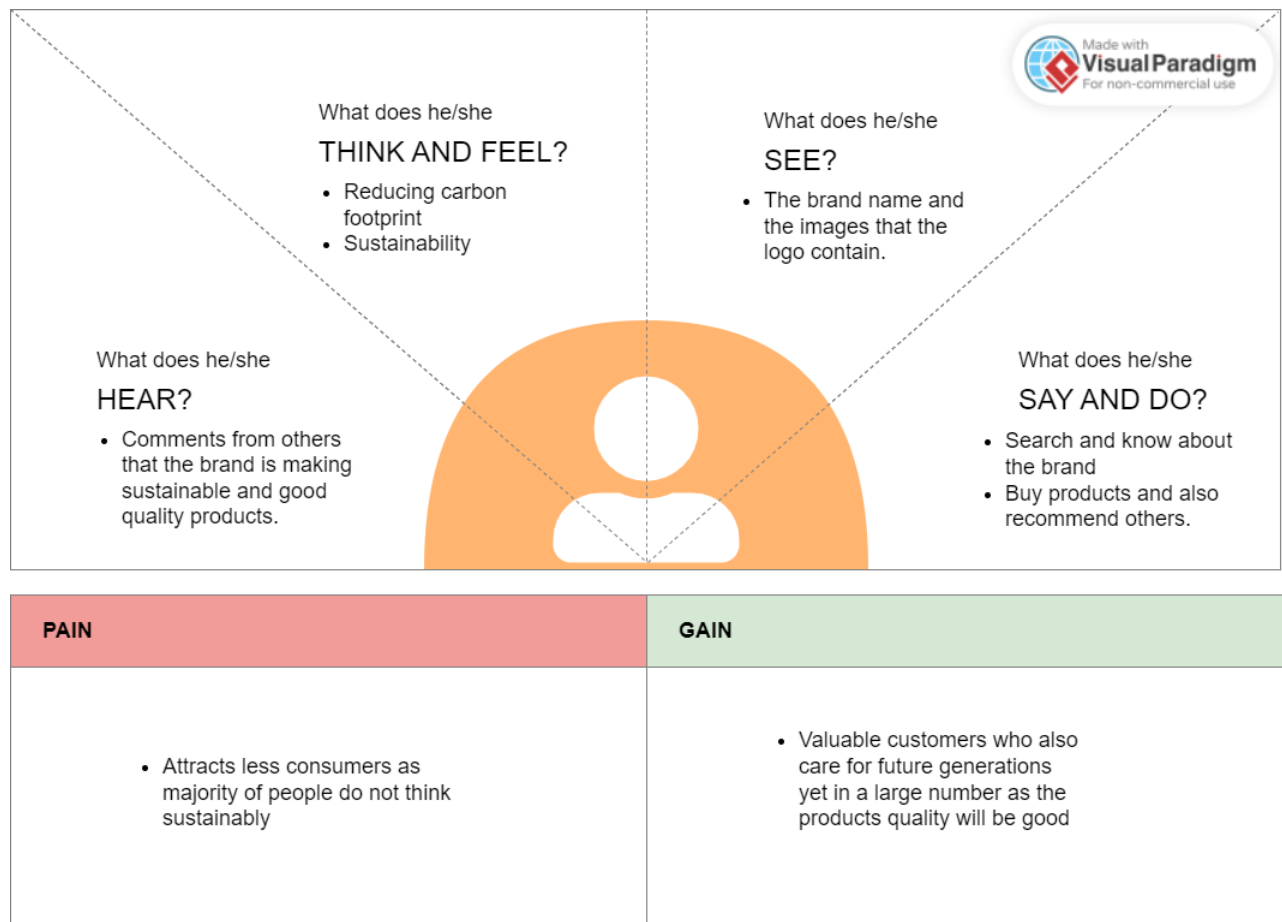
In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

1.2 Purpose

To get maximum reach for the business, making the logo attractive is an important part in making the brand famous.

2. Problem definition and design thinking:

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. RESULT



4. ADVANTAGES & DISADVANTAGES

- Targets consumers having sustainability as a part of their plans, which is a good step towards creating a healthy planet
- Large consumer group has been avoided as major segment of the world is focused on enhancing properties and performance.

5. APPLICATIONS

This logo is helpful in attracting consumers who are interested in reducing carbon footprint by using eco-friendly biopolymer products

6. CONCLUSION

We have learnt how to design a logo by targeting our consumers and thinking of different brand names to easily attract customers.