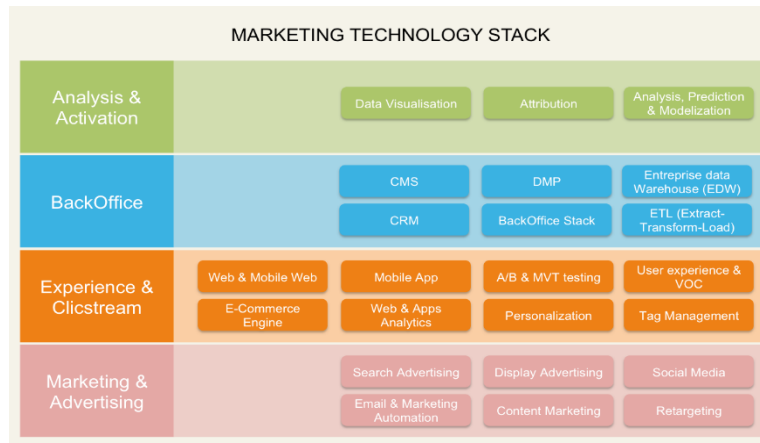


## Project Design Phase-II Technology Stack (Architecture & Stack)

|              |  |
|--------------|--|
| Team ID      | NM2023TMID04577  |
| Project Name | How to create a brand name, brand mail, brand mail using Canva |

**Technical Architecture:** The combination of software and hardware components that make up a system or application



### Guidelines:

Development of digital plat forms, are commonly called technology stacks. An important the existing one. There are many techniques for individual software design phases [1,2] for specific technologies and software systems such as digital platforms. technology stack and on the effectiveness of the air iteration

**Table-1 : Components & Technologies:**

| S.No | Component  | Description  | Technology  |
|------|------------|--|---|
| 1.   | Brand name | Your brand name is the primary identifier for your business. It's the name by which your customers will recognize and remember your brand.   | Brainstorm unique and memorable brand names that reflect your business's values, products, or services. Use Canva to create a list of potential brand names in a visually appealing way. You can use Canva's text and design tools to make the list visually appealing.   |
| 2.   | Brand mail | A brand email is an email address associated with your brand domain. Having a professional brand email (e.g., contact@yourbrand.com) adds credibility to your business communications. | To set up a brand email, you'll need to purchase a domain name (e.g., yourbrand.com) and subscribe to an email hosting service. Canva doesn't provide email hosting services, but you can design email signatures with your brand email address using Canva's tools.  |
|      | Brand logo | Your brand logo is a visual representation of your brand. It should be unique, memorable, and convey your brand's identity.  | <p><u>Design Process:</u><br/> Go to Canva's website and create a free or paid account.<br/> Click on "Create a design" and choose "Custom dimensions" to set the canvas size for your logo.<br/> Use Canva's design tools, including text, shapes, icons, and illustrations, to design your logo. You can upload your custom graphics if needed.</p> <p><u>b. Exporting Your Logo:</u><br/> Once your logo is ready, export it in the appropriate format (e.g., PNG with a transparent background) to ensure it looks good on various platforms.<br/> Consider creating multiple versions of your logo for different use cases, such as a simplified version for small sizes or monochrome versions.</p> <p><u>c. Consistency:</u><br/> Ensure that the colours and design elements in your logo align with your brand's overall design and messaging.</p> |

**Table-2: Application Characteristics:**

| S.No | Characteristics | Description   | Technology   |
|------|-----------------|---|--|
| 1.   | Brand name      | A brand name application assists in brainstorming, checking domain name availability, and verifying trademark availability for your brand name ideas. | You can use domain name registrar websites like GoDaddy or Namecheap to check domain name availability. For trademark availability, consult legal databases or hire a trademark attorney.  |
| 2.   | Brand mail      | A brand email application helps set up and manage professional email addresses associated with your domain, such as                                   | Utilize email hosting services like Google Workspace (formerly G Suite), Microsoft 365, or custom email hosting through your web hosting provider. While Canva doesn't provide email hosting, you can design email signatures in Canva to include your brand email address   |
| 3.   | Brand logo      | Canva is a versatile graphic design tool that allows you to create logos, marketing materials, and other visual content for your brand.               | <p>Canva's technology is a web-based graphic design platform. Here's how to create a brand logo using Canva:</p> <p><u>Design Process:</u></p> <p>Go to Canva's website and create a free or paid account. Click on "Create a design" and choose "Custom dimensions" to set the canvas size for your logo.</p> <p>Use Canva's design tools, including text, shapes, icons, and illustrations, to design your logo. You can upload your custom graphics if needed.</p> <p>Experiment with color schemes, fonts, and layout to create a logo that aligns with your brand's identity.</p> <p>Canva offers logo templates and design elements that you can use as a starting point.</p> <p><u>Exporting Your Logo:</u></p> <p>Once your logo is ready, export it in the appropriate format (e.g., PNG with a transparent background) to ensure it looks good on various platforms.</p> <p>Consider creating multiple versions of your logo for different use cases, such as a simplified version for small sizes or monochrome versions.</p> |

| S.No | Characteristics | Description | Technology  |
|------|-----------------|-------------|---|
|      |                 |             | <p>Consistency: Ensure that the colors and design elements in your logo align with your brand's overall design and messaging.</p> <p>In summary, technology tools like Canva can be a valuable resource for creating brand elements like logos. For other brand-related tasks, such as selecting a name or setting up brand emails, you may need to rely on specialized applications and services that cater to those specific needs. Canva can still play a role in creating complementary visual assets, such as email signatures and marketing materials, to maintain a consistent brand identity.</p> |