

**Project Design Phase-II**  
**Solution Requirements (Functional & Non-functional)**

Team ID	NM2023TMIDO4577
Project Name	How to create Brand Name, Brand Mail, Brand Logo using Canva

**Functional Requirements:**

Following are the functional requirements of the proposed solution

FR NO.	Solution	Functional requirement (Epic)	Sub Requirement (Story/Sub-Task)
FR-1	Brand Name	Brand Identity	Define the essence and identity of the brand, including its values, mission, and vision.
		Market Research	Understand the target audience and market to ensure the brand name resonates with them
		Legal Compliance	Ensure that the brand name is legally available, doesn't infringe on existing trademarks, and can be registered if necessary.
FR-2	Brand Logo	Design Concept	Define the design concept for the logo, considering the brand's identity and values.
		Visual Elements	Decide on the colours, typography, and graphical elements that will be used in the logo.
		Professional Design	Hire a professional graphic designer or design team to create the logo.
FR-3	Brand Mail	Email Address Setup	Configure branded email addresses (e.g., info@yourbrand.com) using a professional email service.
		Consistency	Ensure that the email communication aligns with the brand's tone, voice, and visual identity.
		Email Signature	Design a consistent email signature that includes the brand logo, contact information, and other relevant details.

### Non-Functional Requirements:

Following are the Non-functional requirements of the proposed solution

FR NO.	Non-functional requirement	Description
NFR-1	Scalability	The brand name, logo, and email system should be able to accommodate future growth and expansion without significant redesign or disruptions.
NFR-2	Consistency	The branding elements should maintain a consistent look, feel, and messaging across all touchpoints and applications to establish a strong and recognizable brand identity.
NFR-3	Reliability	The brand name, logo, and email system should be highly dependable, ensuring that they function as intended without frequent downtime or errors.
NFR-4	Performance	The brand elements must load quickly and perform efficiently to provide a positive user experience and avoid frustrating delays.
NFR-5	Security	The brand email system should incorporate robust security measures to protect sensitive information, while the logo and brand name should not be easily counterfeited.