

NAAN MUDHALVAN

DIGITAL MARKETING

Participants:

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PROJECT – 1

Brand name, logo creation

Create a brand name, brand e mail id and design a logo for the brand.

Aim:

To create a brand name, brand e mail id and design a logo for the brand.

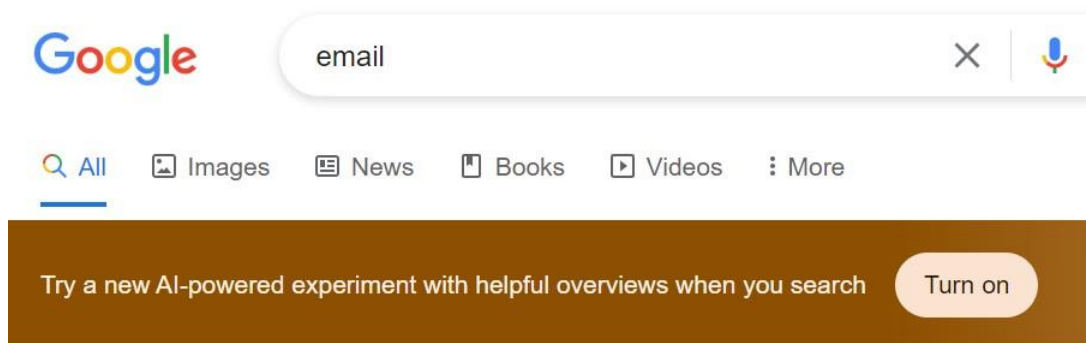
Procedure:

Industry Selection:

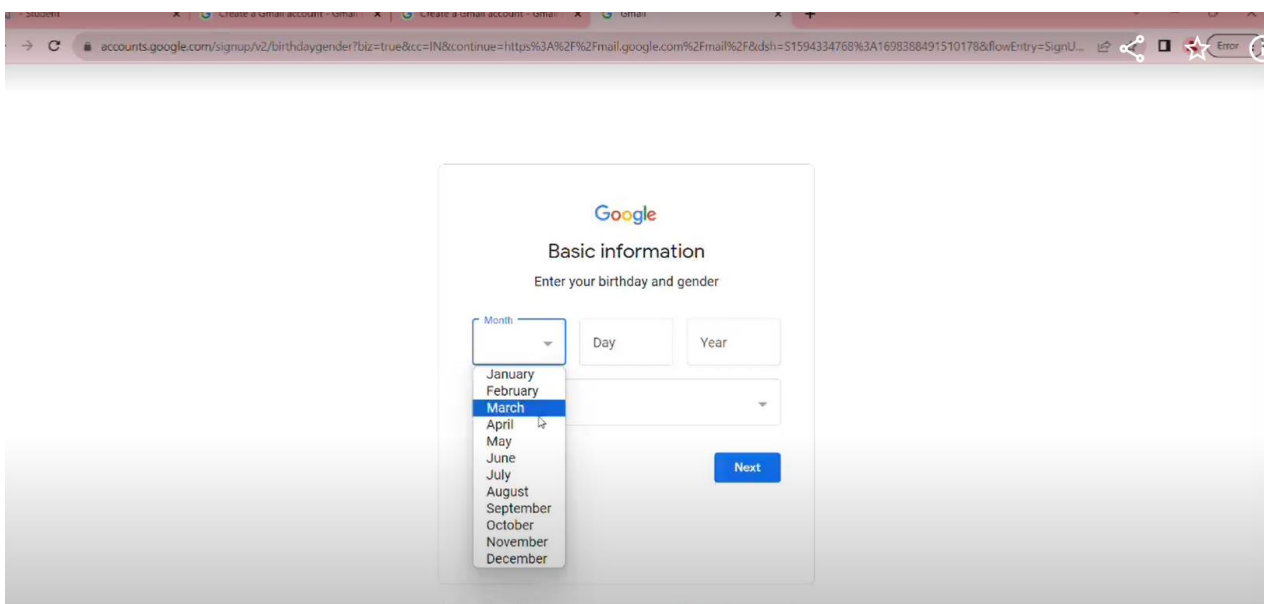
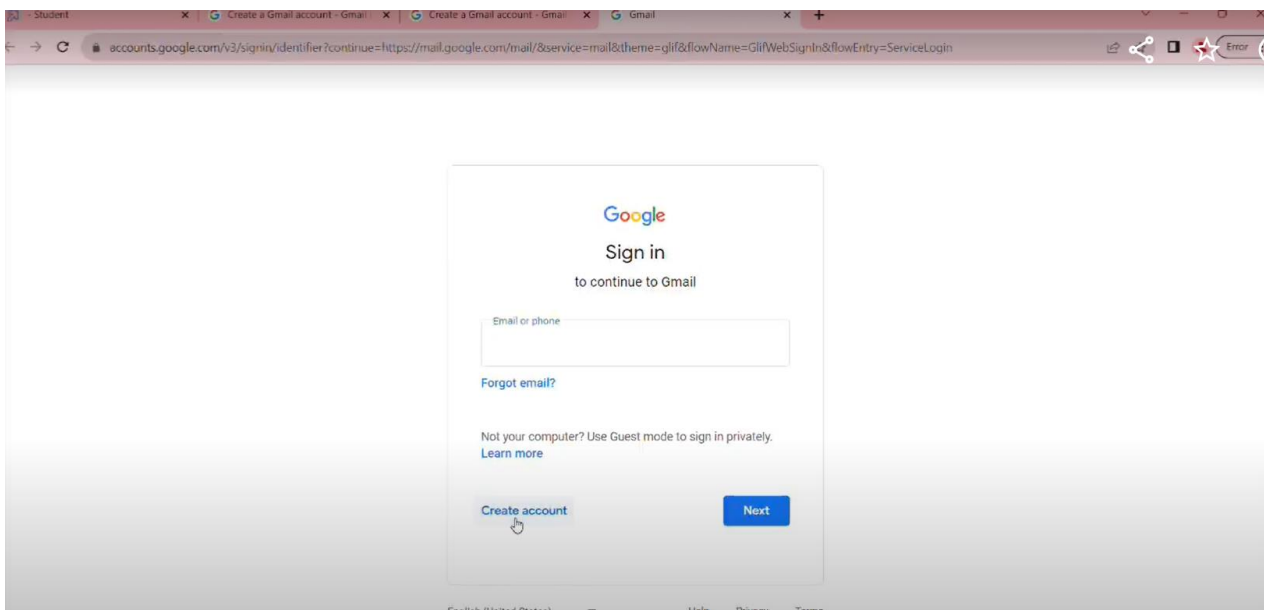
- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

Creating an Email ID:

- Select an email service provider like Gmail, Yahoo, or Outlook.
- Visit the chosen provider's website.



- Click on "Sign Up" or "Create Account."



accounts.google.com/signup/v2/createusername?biz=true&cc=IN&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&dsh=S1594334768%3A1698388491510178&flowEntry=SignU... Error

Google

Choose your Gmail address

Pick a Gmail address or create your own

☐ showg6159@gmail.com

☐ showglowand4@gmail.com

☒ Create your own Gmail address

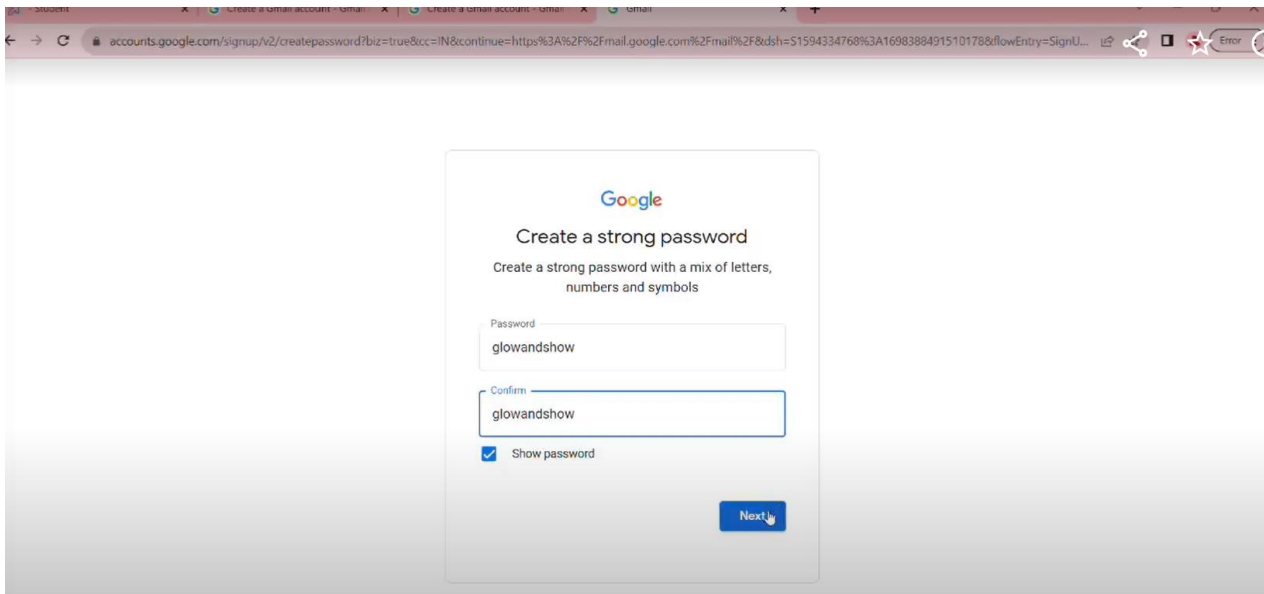
Create a Gmail address

I @gmail.com

You can use letters, numbers & periods

Next

- Fill in your personal information, including your name and preferred email address.



The screenshot shows a web browser window with the URL `accounts.google.com/signup/v2/createpassword?biz=true&cc=IN&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&dsi=S1594334768%3A1698388491510178&flowEntry=SignUp...`. The main content area displays the Google logo at the top, followed by the heading "Create a strong password" and the instruction "Create a strong password with a mix of letters, numbers and symbols". Below this, there are two input fields: "Password" and "Confirm", both containing the text "glowandshow". A checkbox labeled "Show password" is checked. A blue "Next" button is located at the bottom right of the form.

Google

Create a strong password

Create a strong password with a mix of letters, numbers and symbols

Password

glowandshow

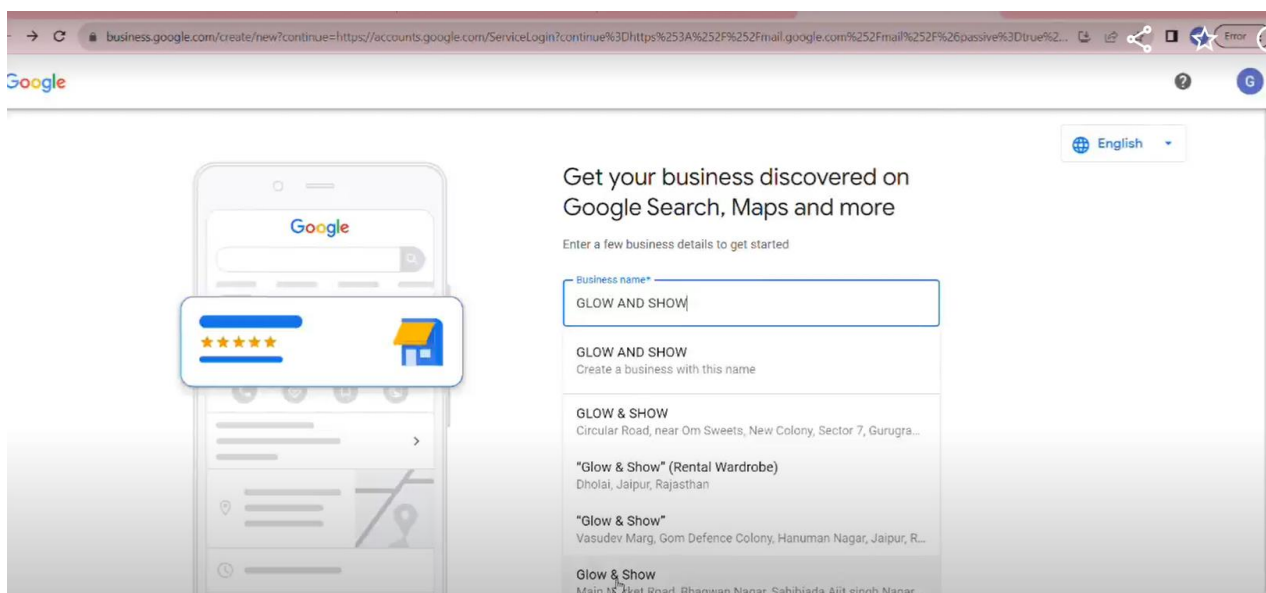
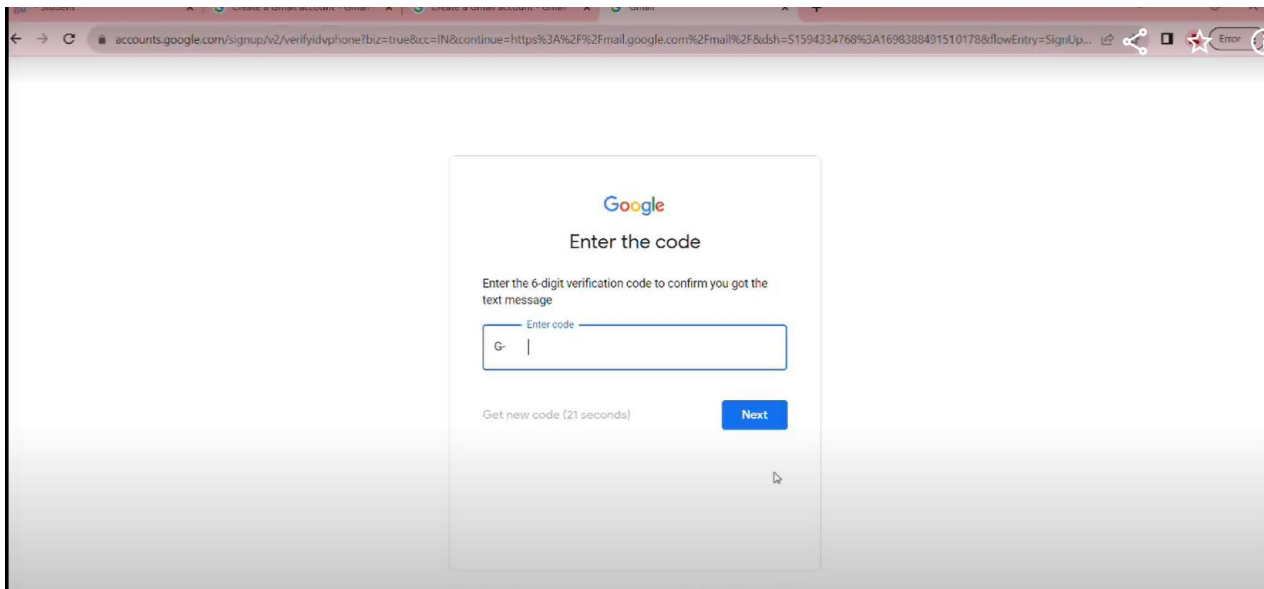
Confirm

glowandshow

☒ Show password

Next

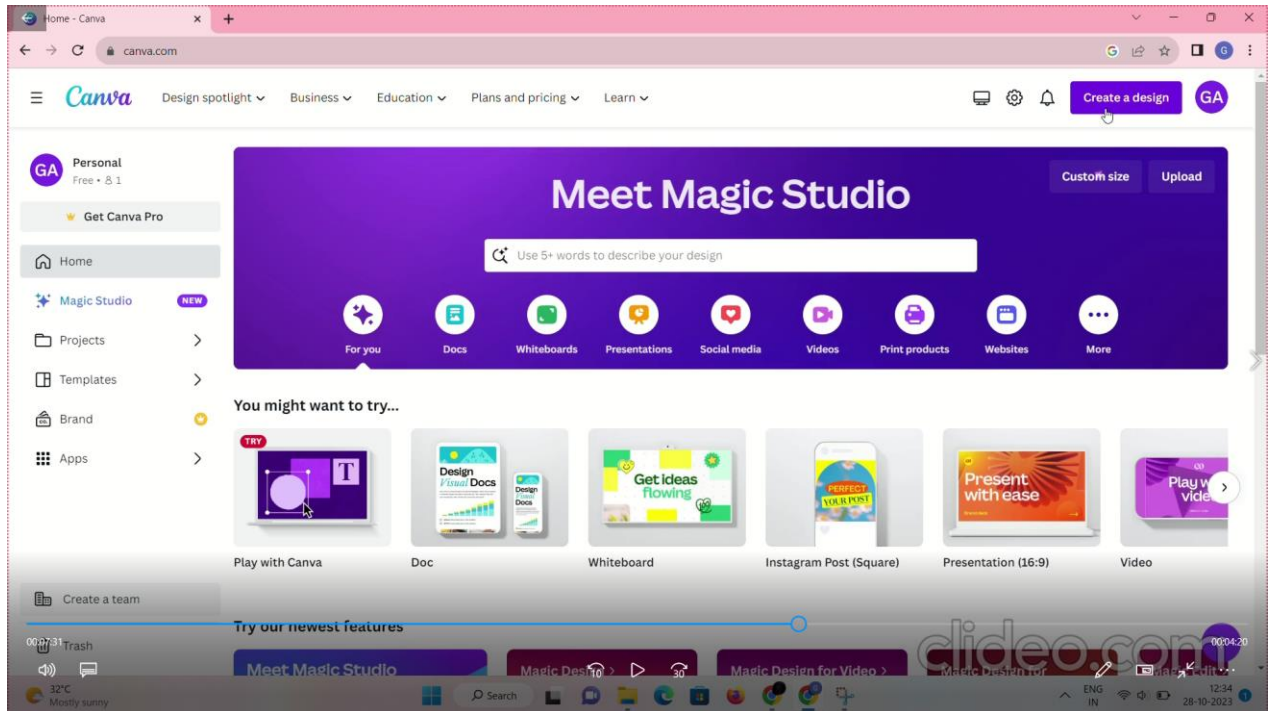
- Set a secure password.
- Verify your identity through a verification code sent to your phone or another email address.



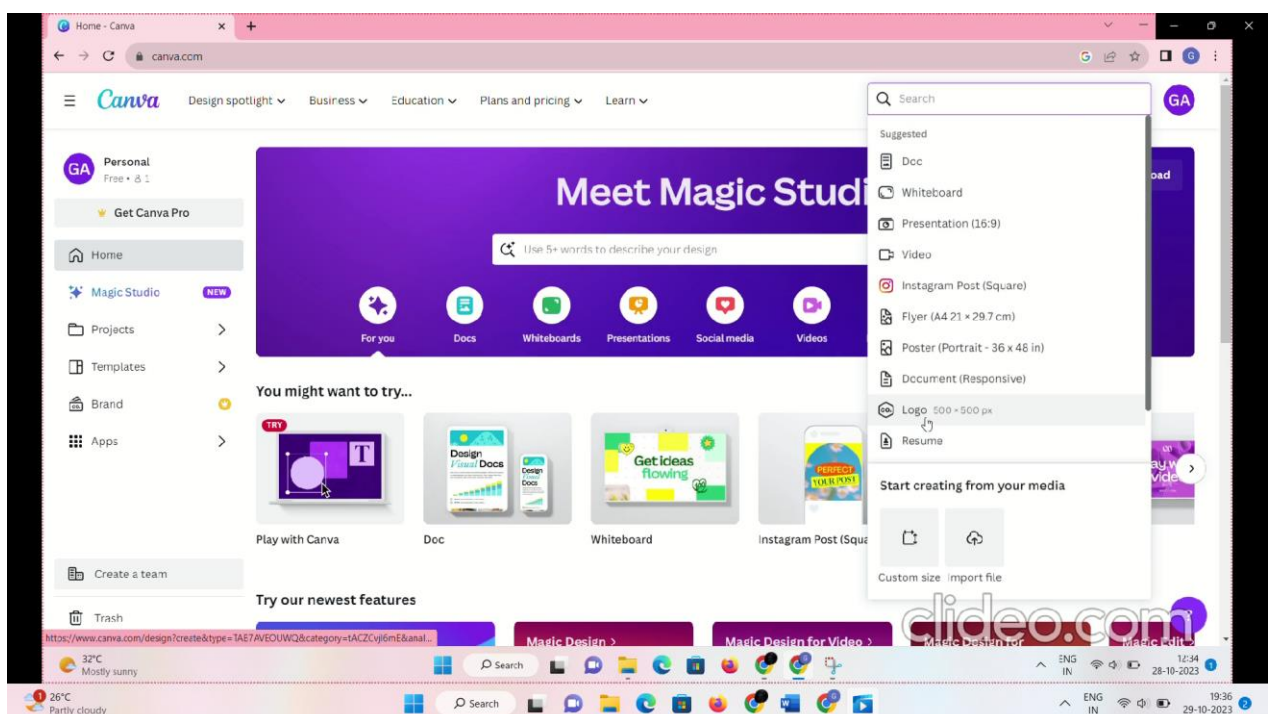
- Your email account is now created.

Designing a Logo using Canva

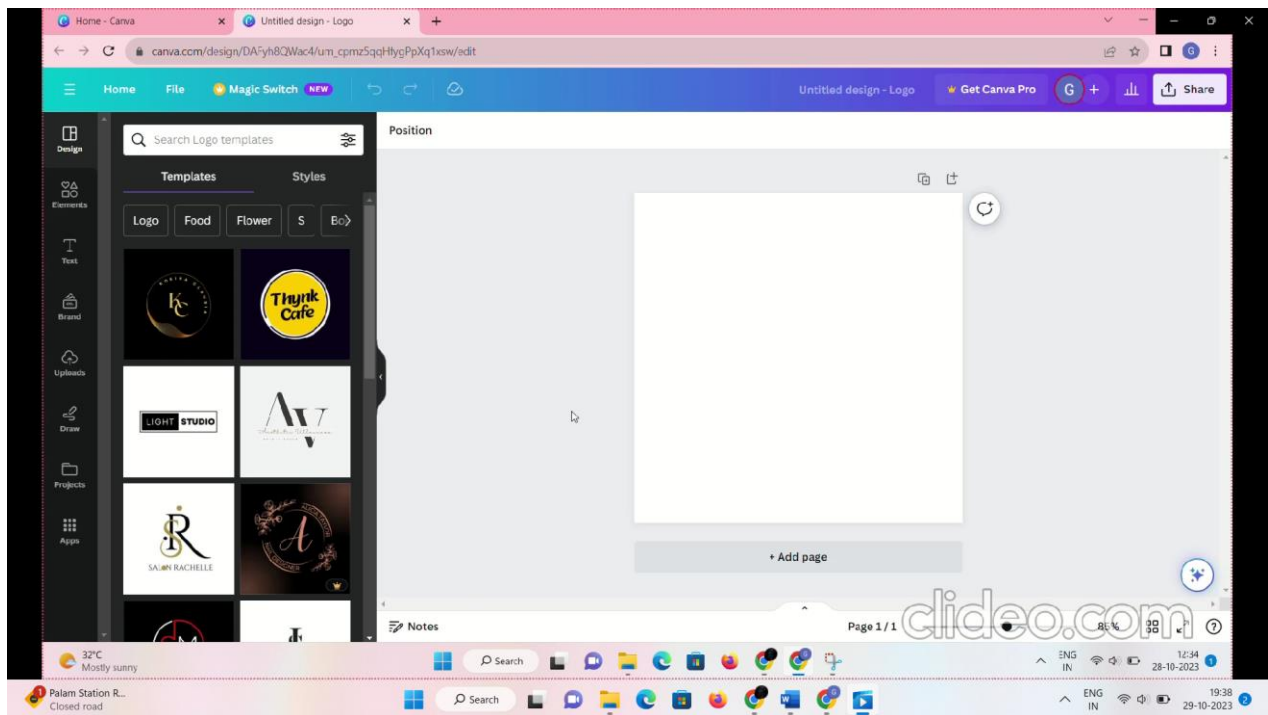
- Navigate to <https://www.canva.com/>
- Click "Create a design".



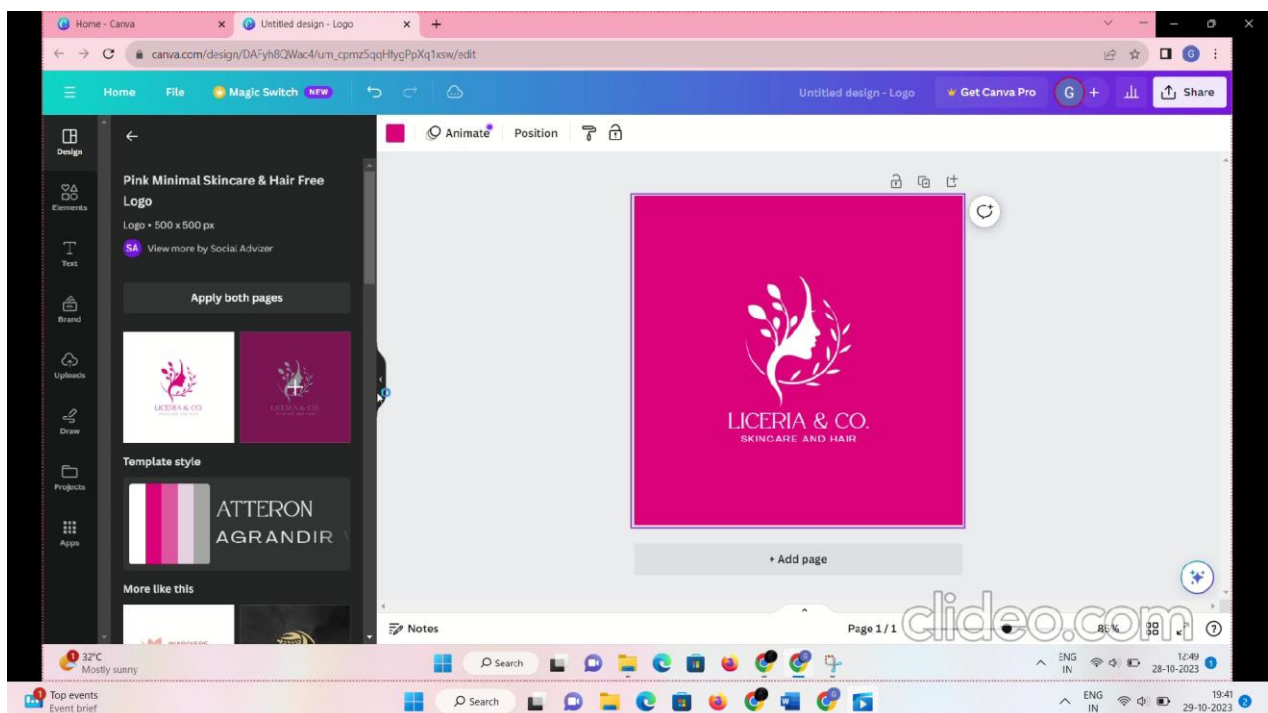
- Click "logo 500 × 500 px" and enter.



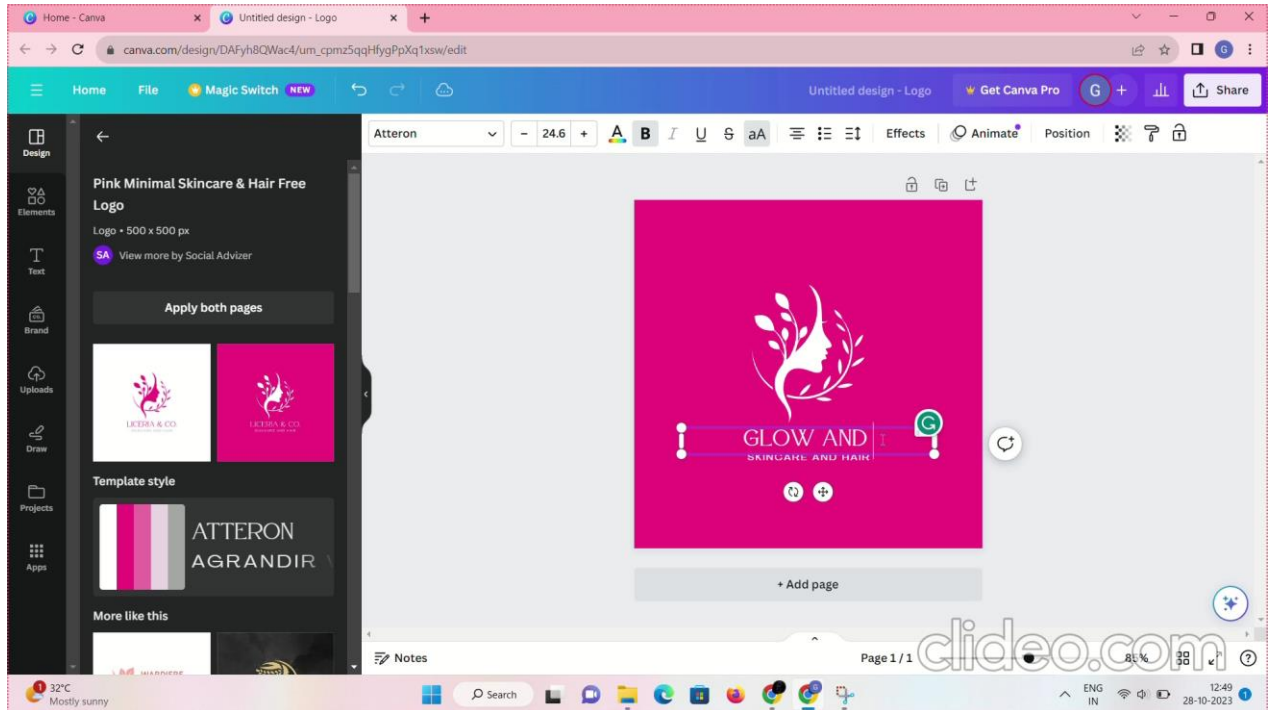
- Scroll Down to Search Templates.



- Pick a design of your choice by selecting it.



- Edit the contents of the design by selecting it.
- Select it and edit it according to your needs.



- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.



Create Brand Name



Result:

- **Email Id:**
glowandshow001@gmail.com
- **Industry Name:**
[Glow and Show](#)
- **Industry Type:**
[Cosmetics](#)
- **Drive Link:**
<https://drive.google.com/file/d/1Im10c7xZSQiqk6MZdFfzvp5c3XC6z98p/view?usp=sharing>
- **Canva Logo:**
https://www.canva.com/design/DAFyh8QWac4/um_cpmz5qqHfygPpXq1xsw/edit?utm_content=DAFyh8QWac4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton