



SKP ENGINEERING COLLEGE

DIGITAL MARKETING



PROJECT NAME:

How To Create Brand name Brand mail Brand logo in Canva

Team ID : NM2023TMID02348

Team Leader:

JANAKARAN M (512220114302)

Team Members

JEEVA K (512220114003)

KANNAN B (512220114004)

SUBASH CHANDRA BOSE M (512220114304)

MENTOR

MR. G.KARTHIKAYAN M.E.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
1	INTRODUCTION	1
	1.1 Description	
	1.2 Purpose	
2	PROBLEM DEFINITION AND DESIGN THINKING	2
	2.1 Empathy Map Canvas	
	2.2 Ideation & Brainstorming	
3	RESULTS	3
4	ADVANTAGES AND DISADVANTAGES	
	4.1 Advantages	
	4.2 Disadvantages	
5	APPLICATIONS	4
6	CONCLUSION	

PROJECT REPORT

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

INTRODUCTION:

DESCRIPTION

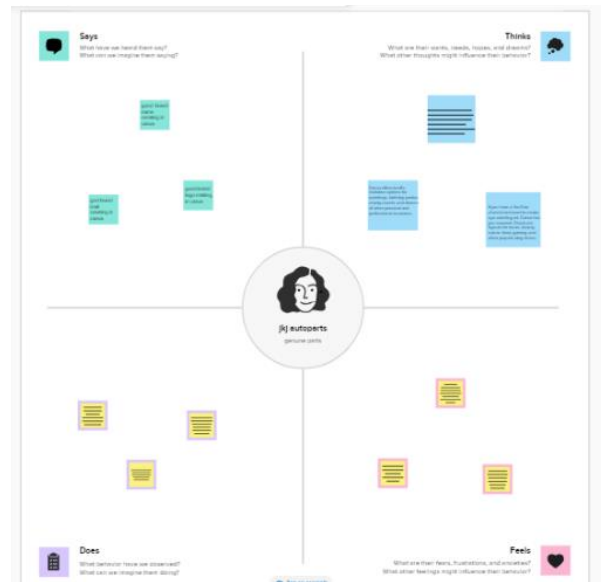
In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that 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.

PURPOSE

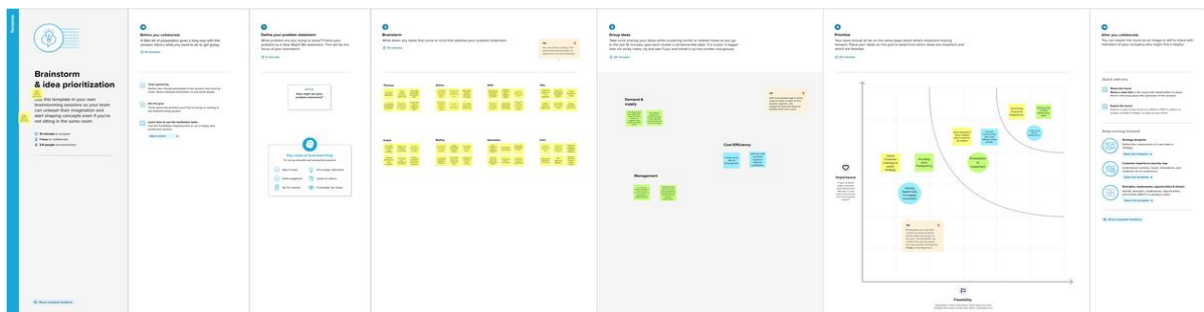
If you're creating a start-up, building a small business, or dreaming bigger, once you've created your Canva logo can help your team can create sleek, on-brand designs with shareable brand color palettes, logos, and elements within the editor.

PROBLEM DEFINITION & DESIGN THINKING:

EMPATHY MAP



BRAINSTORMING MAP



RESULT



ADVANTAGES:

1. Easy to create your business logo in canvas
2. One of the biggest advantages of using Canva to design your logo is that it's affordable.
3. Multiple free templates has in canvas

DIAADVANTAGES:

1. Limitation on the Number of Templates.
2. Cannot Download the “Raw” File to Your Computer.
3. You are Unable to Move One Design to Another Design.

APPLICATIONS:

designing beautiful creative assets easy for everyone. From social media images, videos and gifs to posters, websites, booklets, multimedia presentations, and heaps more, Canva is an invaluable tool for helping you level up your design skills, even if you're just getting started.

CONCLUSION:

Canva is an excellent design app and arguably one of the most useful tools a small business can have in its arsenal it also using brand name brand mail and brand logo

THANK YOU