

Project Report Format

1.

1.1 Project Overview

Creating a brand name, brand email, and brand logo involves multiple steps, and Canva is a helpful tool for designing your logo, but it does not provide email services or suggest brand names. Here's how you can approach each of these elements:

Create a Brand Name:

Brainstorm a unique and memorable brand name that aligns with your business or project. Consider the purpose, target audience, and values of your brand. Ensure the chosen name is not already in use and that a suitable domain (for a website) is available for registration.

Design a Brand Logo with Canva:

Open Canva (web or mobile app).
Click on "Create a design" and select "Custom dimensions" if needed. You can choose standard dimensions for logos or specify your custom size.
Once the canvas is ready, use Canva's tools to create your logo. You can start from scratch or use one of Canva's logo templates for inspiration.
Customize your logo by adding text, shapes, icons, and images. Adjust colors, fonts, and sizes to match your brand's identity.
Download your logo in a suitable format (e.g., PNG or SVG) to use on your website, social media, and marketing materials.

1.2 Purpose

Brand Name: Your brand name is your identity. It should be easy to remember and reflect your brand's values and offerings. It's what customers will associate with your products or services.

Brand Mail: A professional brand email (e.g., info@yourbusiness.com) adds credibility and trust to your communications. It's essential for business correspondence and marketing.

Brand Logo: Your logo is a visual representation of your brand. It's used on your website, business cards, marketing materials, and more. A well-designed logo can make your brand memorable and recognizable.

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

1. Brand Name:

Brainstorm: Begin by brainstorming words or phrases that represent your brand's identity, values, and purpose. Consider your target audience and what you want your brand to convey.

Check Availability: Once you have a few name ideas, check domain name availability to ensure your brand name can be used for a website. You can use domain registration websites like GoDaddy or Namecheap.

2. Brand Email:

Domain Email: To have a professional-looking brand email, you'll need to set up an email address using your domain. This typically involves purchasing domain hosting and email hosting services. Popular email hosting options include G Suite (now called Google Workspace) and Microsoft 365.

Setup: Follow the steps provided by your chosen email hosting service to create a custom brand email address (e.g., yourname@yourbrandname.com). You can often access these settings through the domain registrar you used.

3. Brand Logo in Canva:

Access Canva: Sign in to your Canva account or create one if you don't have one. Canva offers both free and paid design options.

Choose Logo Template: In Canva, search for "logo" in the templates section. Select a template that matches your brand's style or start with a blank canvas.

Customize: Modify the template with your brand name, colors, and any icons or graphics that represent your brand. Canva provides various design tools to help you customize your logo.

Export: Once you're satisfied with your logo design, export it in a suitable format (e.g., PNG) to use on your website, social media, and other branding materials.

Optional: Brand Guidelines: Consider creating a simple brand guideline document that outlines the colors, fonts, and logo usage rules for your brand. Canva can help you design this document as well.



Empathy map

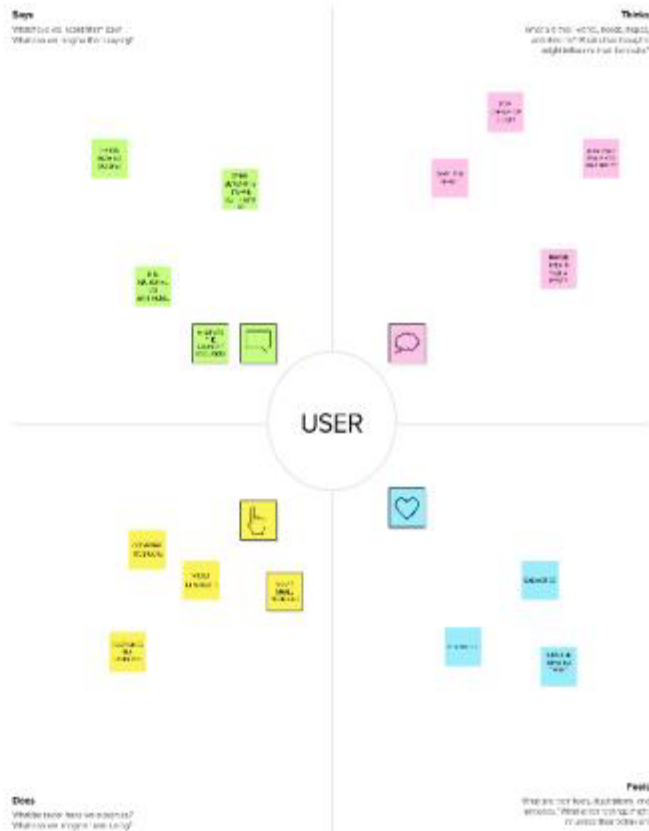
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.



2.3 Ideation & Brainstorming

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

45 minutes to prepare
1 hour to collaborate
3-8 people recommended

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Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

45 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you're focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the facilitation superpowers to run a happy and productive session.

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

15 minutes

Problem

How might we [your problem statement]?

Key rules of brainstorming

To run an efficient and productive session

1 Stay on topic

2 Defuse judgement

3 Go for volume

4 Encourage wild ideas

5 Listen to others

6 If possible, go visual

Brainstorm

We're down very ideas that come to mind. How could we solve problem - deliver with.

45 minutes

Person 1

1. I think we should have a new feature that allows users to customize their profile.

2. We could add a social media integration to our app.

Person 2

3. Maybe we could have a gamification system to keep users engaged.

4. I like the idea of having a leaderboard for our users.

Person 3

5. We could have a chat feature where users can ask questions.

6. Maybe we could have a referral program to get more users.

Person 4

7. I think we should have a new feature that allows users to customize their profile.

8. We could add a social media integration to our app.

Group ideas

Take the ideas from your brainstorming session and cluster them on related notes, as you go. Group all sticky notes that have been grouped, give each cluster a representative label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

45 minutes

Cluster 1: User Profile Customization

1. I think we should have a new feature that allows users to customize their profile.

2. We could add a social media integration to our app.

3. Maybe we could have a gamification system to keep users engaged.

4. I like the idea of having a leaderboard for our users.

Cluster 2: Social Media Integration

5. We could have a chat feature where users can ask questions.

6. Maybe we could have a referral program to get more users.

7. I think we should have a new feature that allows users to customize their profile.

8. We could add a social media integration to our app.

Choose a template or start from scratch.
Add shapes, text, icons, and images to create your logo.
Experiment with colors, fonts, and styles to match your brand's identity.
Download Your Logo:
Once your logo is complete, click on the download button.
Choose the desired format (e.g., PNG or SVG) for your logo file.

3. REQUIREMENT ANALYSIS

3.1 Functional requirement

Define your brand's identity, values, and target audience.
Research to ensure your chosen brand name is unique and not trademarked.
Steps:
Open Canva and create a new design.
Use Canva's text tool to experiment with different fonts, styles, and colors to create a visually appealing brand name.
Make sure the brand name aligns with your brand's identity.
Brand Mail (Assuming you mean an email address associated with your brand):

Functional Requirements:
Decide on the email address format (e.g., info@yourbrand.com).
Purchase a domain name that matches your brand name.
Set up an email hosting service (e.g., G Suite, Microsoft 365) to create branded email addresses.
Steps:
Register a domain name through a domain registrar (e.g., GoDaddy, Namecheap).
Sign up for an email hosting service and configure your branded email addresses.
You can design a professional email signature in Canva to match your brand's visual identity.
Brand Logo:

Functional Requirements:
Understand your brand's visual identity, colors, and symbolism.
Determine where you'll use the logo (website, business cards, social media, etc.).
Steps:
Start a new design in Canva, selecting the "Logo" template.
Experiment with shapes, text, and images to create a logo that represents your brand.
Ensure the logo is versatile and looks good in different sizes and formats.
Save the logo in a suitable file format (e.g., PNG with a transparent background) for various applications.

3 2 Non-Functional requirements

Performance: Ensure that the domain name you choose for your brand is easy to spell, type, and remember. Avoid using special characters or overly long names.
Security: Select a domain registrar and hosting provider that offer robust security features to protect your brand's online presence.
Brand Mail (Email):

Performance: Choose an email hosting service that offers a high uptime guarantee and responsive support. This ensures that your brand's communication is reliable.
Security: Ensure that your email service provider offers strong encryption and spam filtering to protect sensitive information and maintain the integrity of your brand communications.
Scalability: Consider the potential growth of your brand. Make sure the email hosting solution can scale with your needs as your brand expands.
Brand Logo (Design):

Performance: When using a tool like Canva to design your brand logo, ensure you have a fast and reliable internet connection to avoid lag and interruptions during the design process.
Security: Protect your design assets and logo files. Use secure storage solutions, and consider watermarking or encrypting sensitive logo files to prevent unauthorized access.
Scalability: Design your logo in a format and resolution that can be easily scaled for various applications, such as websites, social media, and printed materials.
Additionally, it's important to consider non-functional requirements related to the tools you use, such as Canva:

Performance: Make sure you have a computer or device that can run Canva smoothly. Use a browser with good performance for web-

based applications.

Security: Be mindful of the privacy settings of your Canva account and design files. Use strong, unique passwords, and enable two-factor authentication for added security.

Scalability: Canva offers various subscription plans with different levels of features and collaboration options. Choose a plan that scales with your brand's design needs.

4.3 User Stories

Creating a Brand Name:

As a startup founder, I want to brainstorm and create a unique and memorable brand name for my business using Canva's tools.

As a marketing professional, I need to generate a brand name that resonates with our target audience, and I want to use Canva for inspiration and creativity.

Creating a Brand Mail (Email):

As a business owner, I need to set up a professional brand email address (e.g., info@mybrand.com) to communicate with customers, and I want to learn how to do this within Canva.

As a small business owner, I want to create branded email signatures for my team in Canva to maintain a consistent and professional look in our email communication.

Creating a Brand Logo:

As a new entrepreneur, I need to design a logo that represents my brand's identity and values, and I'm looking for guidance on using Canva's logo design features.

As a marketing manager, I want to create and customize a brand logo for our upcoming campaign using Canva's design tools to maintain visual consistency..

7. ADVANTAGES

User-Friendly: Canva is beginner-friendly, making it accessible to users with little to no design experience.

Cost-Effective: Canva offers free design tools, and their Pro version provides additional features at a reasonable cost.

Templates: Canva provides pre-designed logo templates, helping you get started quickly.

Customization: You can personalize your logo with various design elements to match your brand identity.

Download Options: Canva allows you to download your logo in various formats suitable for web and print.

DISADVANTAGES

Limited Customization: Canva's templates have limitations in terms of customization, which may result in generic-looking branding.

Common Elements: Since Canva is widely used, some design elements might be recognizable as Canva-made, reducing uniqueness.

Ownership and Licensing: There may be restrictions on the use of Canva-generated content, and you might not have complete ownership or rights to your designs.

Lack of Professionalism: While Canva can be great for personal projects, it may not convey the level of professionalism expected for certain businesses.

Dependency: Relying solely on Canva may make your brand's identity vulnerable to changes in Canva's services or pricing.

8. CONCLUSION

The process of establishing a brand name, brand email, and brand logo in Canva is a pivotal step in defining and presenting your brand identity to the world. It involves careful consideration of your brand's core values, target audience, and visual representation. Once you've selected a brand name that resonates with your mission, secured a domain, and set up custom email addresses, the creation of your brand logo in Canva allows you to bring your brand's visual identity to life.

