

Project Title: How to Create a brand e-mail, brand name and brand logo.

Project Report Submitted by,

1. NASRIEN BANU A(513120106055)

2. SWATHY V(513120106706)

3. NIVEDHA S(513120106061)

Team ID: NM2023TMID0198

Industry Mentor: Abdul Malic

Faculty Mentor: R. Kesavraj

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## 1.INTRODUCTION

### 1.1 OVERVIEW:

Creating a brand email logo is an essential part of your overall brand identity. A well-designed email logo can help your emails stand out, build trust with your recipients, and reinforce your brand image. Here's an overview of the steps to create a brand email logo:

#### Define Your Brand:

Start by clearly defining your brand's identity, values, and message. Understand your target audience and what you want to convey through your email logo.

#### Logo Concept:

Decide on the concept for your email logo. It should be a simplified version of your primary brand logo to ensure consistency.

#### Design Principles:

Keep the following design principles in mind:

**Simplicity:** A simple design is easier to recognize and remember.

**Scalability:** Ensure that the logo looks good at various sizes.

**Color:** Use brand colors or a limited color palette.

**Typography:** Choose fonts that match your brand's style.

**Unique:** Your logo should be distinct and memorable.

**Create or Modify the Logo:**

You have several options:

**Design from scratch:** If you have design skills or access to graphic design software, create the logo yourself.

**Hire a professional designer:** A graphic designer can craft a polished email logo based on your brand guidelines.

**Use logo makers:** Online tools like Canva, LogoMakr, or Looka can help you create a basic logo if you're on a budget.

**Consider Logo Types:**

There are different types of email logos, such as wordmarks (text-based logos), lettermarks (initials or acronym-based), or pictorial marks (image-based).

Choose the one that suits your brand.

**Test the Logo:**

Test how the logo looks in an actual email signature. Make sure it doesn't get distorted or pixelated when resized.

**Legal Considerations:**

Check for copyright and trademark issues to ensure your logo doesn't infringe on someone else's intellectual property.

**File Formats:**

Save the logo in various file formats (e.g., PNG, JPEG, SVG) for different use cases and resolutions.

**Integration with Email Signature:**

Add the email logo to your email signature template. Ensure it aligns with the rest of your contact information and branding elements.

**Consistency:**

Maintain consistency across all your email communications, social media profiles, and other branding materials.

Update Email Signatures:

Implement the new email logo across your organization by updating email signatures for all team members.

Monitor and Iterate:

Keep an eye on how the email logo is received and whether it's making the desired impact. Be open to making improvements as needed.

Remember that your email logo is a representation of your brand, so take the time to create a logo that truly reflects your brand's personality and values. It should be professional, memorable, and instantly recognizable by your audience.

## 1.2 PURPOSE

Creating a brand email logo is an essential part of your overall brand identity. A well-designed email logo can help your emails stand out, build trust with your recipients, and reinforce your brand image. Here's an overview of the steps to create a brand email logo:

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**Test the Logo:** Test how the logo looks in an actual email signature. Make sure it doesn't get distorted or pixelated when resized.

**Legal Considerations:** Check for copyright and trademark issues to ensure your logo doesn't infringe on someone else's intellectual property.

**File Formats:** Save the logo in various file formats (e.g., PNG, JPEG, SVG) for different use cases and resolutions.

**Integration with Email Signature:** Add the email logo to your email signature template. Ensure it aligns with the rest of your contact information and branding elements.

**Consistency:** Maintain consistency across all your email communications, social media profiles, and other branding materials.

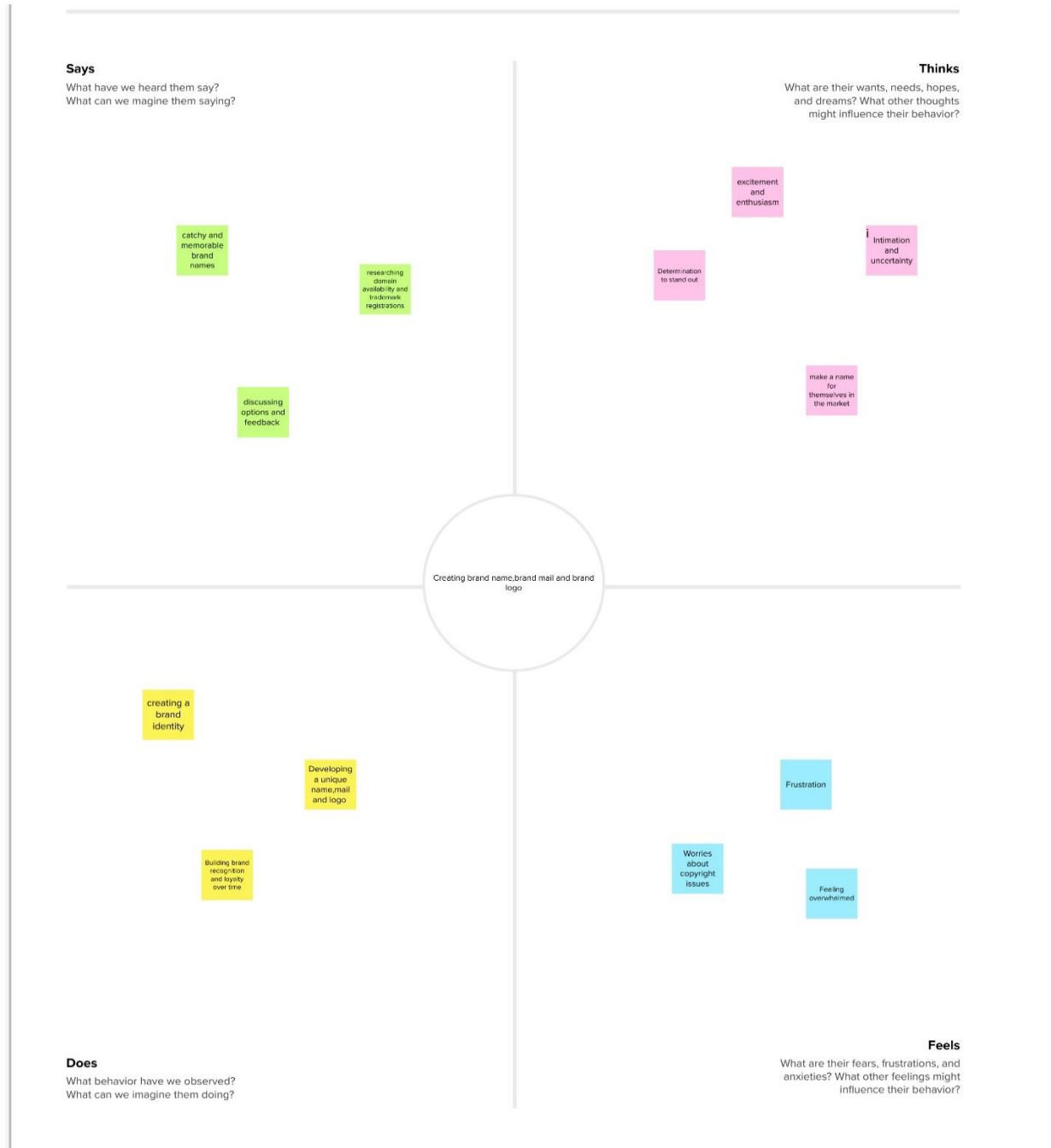
**Update Email Signatures:** Implement the new email logo across your organization by updating email signatures for all team members.

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## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP






## 2.2 IDEATION AND BRAINSTORMING MAP


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.


-  10 minutes to prepare
-  1 hour to collaborate
-  2-8 people recommended




**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.


 10 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'll be 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.

[Open article](#) 

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) (or to start drawing)

NASRIEN BANU

CUSTOMER  
SATISFACTION

GOOD  
QUALITY

NIVETHA

RELIABLE

REASONABLE  
PRICE

SWATHY

DISCOUNT  
AND  
OFFERS

EXCHANGE  
OFFERS

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

**TIP**  
Add customer-like tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

CUSTOMER  
SATISFACTION

GOOD  
QUALITY

RELIABLE

REASONABLE  
PRICE

DISCOUNT  
AND  
OFFERS

EXCHANGE  
OFFERS



4

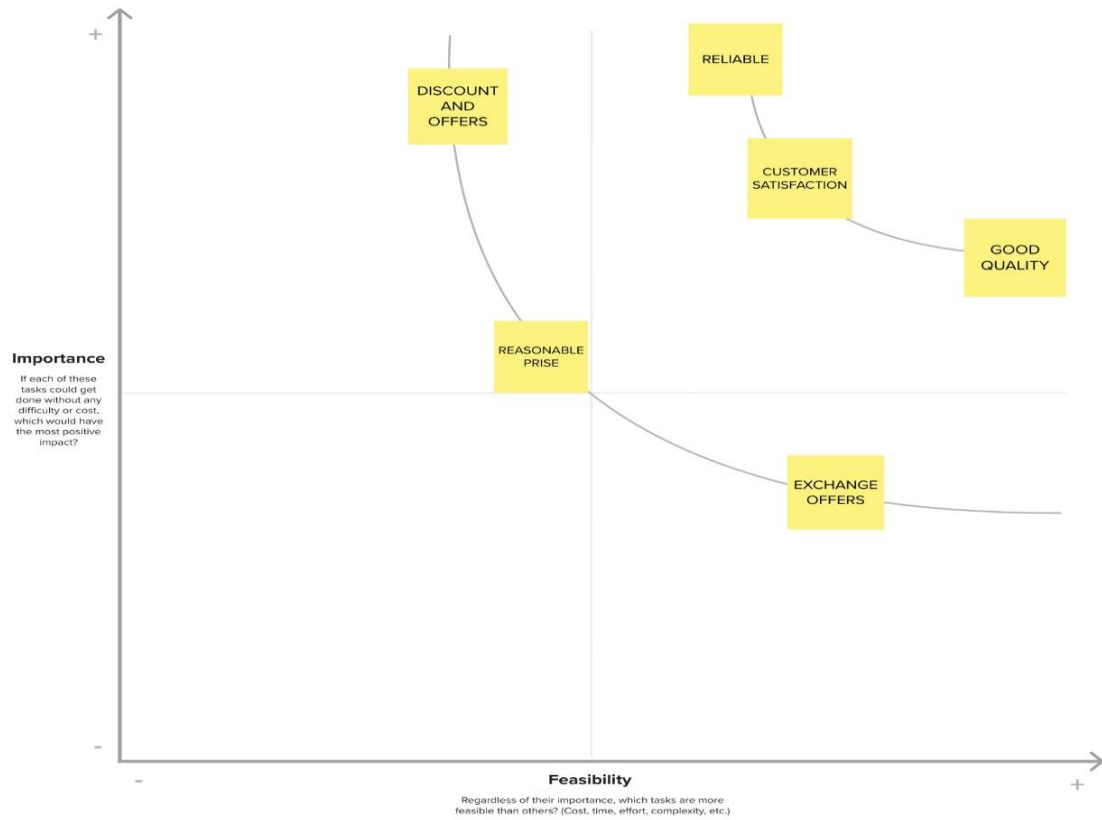
## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

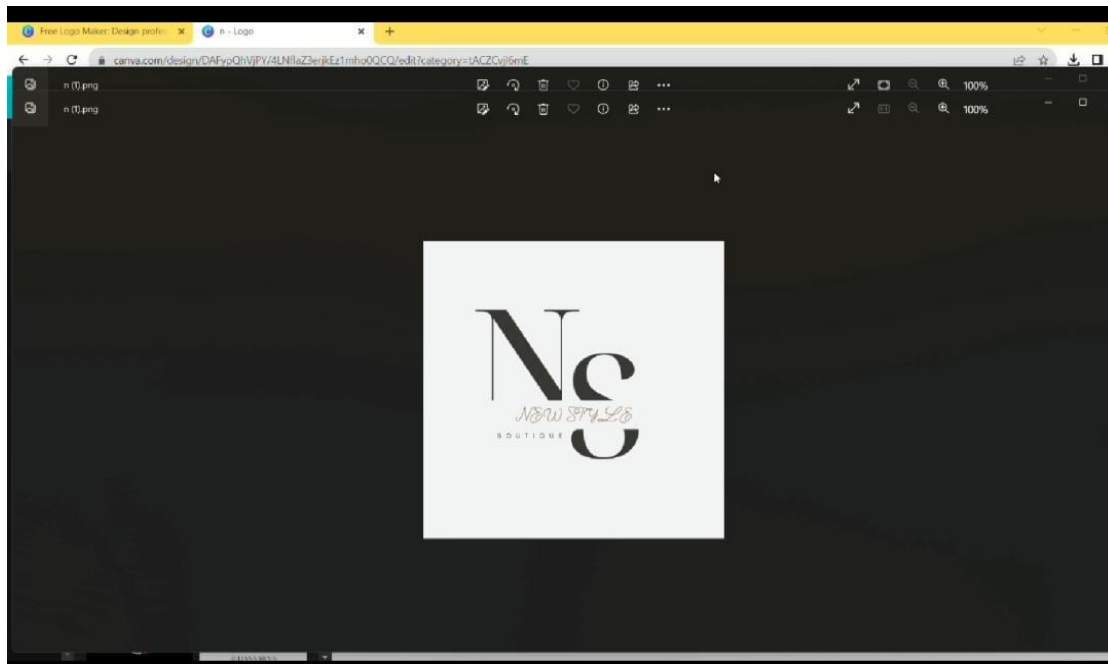
🕒 20 minutes

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



### 3.RESULT



### 4.ADVANTAGES & DISADVANTGES

Brand Email:

Advantages:

**Professionalism:** Using a branded email address (e.g., yourname@yourcompany.com) gives your business a professional appearance. It instills trust in customers and partners.

**Credibility:** A branded email address lends credibility to your business, as it shows you're a legitimate and established entity.

**Consistency:** It helps maintain brand consistency and reinforces your brand identity with every email you send.

**Security:** Branded email services often come with enhanced security features, reducing the risk of phishing or spoofing.

**Marketing Opportunities:** You can use your brand email for marketing and promotional purposes, reaching your customers directly.

**Disadvantages:**

**Cost:** Setting up and maintaining branded email services may involve some cost, especially if you're using a custom domain.

**Technical Expertise:** You may need some technical expertise to set up and manage a branded email system or rely on third-party services.

**Maintenance:** Ongoing maintenance and troubleshooting may be necessary, which can be time-consuming.

**Brand Logo:**

**Advantages:**

**Visual Identity:** A well-designed logo creates a visual identity for your brand, making it instantly recognizable.

**Memorability:** A good logo can leave a lasting impression on customers, helping them remember your brand.

**Professionalism:** A professionally designed logo communicates that your business is serious and established.

**Brand Consistency:** Your logo can be used consistently across various marketing materials, reinforcing your brand.

**Marketing Tool:** A logo can be an effective marketing tool, as it can be easily incorporated into advertisements, social media profiles, and packaging.

**Disadvantages:**

**Cost:** Designing a high-quality logo can be expensive, especially if you hire a professional designer.

**Time-Consuming:** Developing a logo that truly represents your brand can take time, which might delay your marketing efforts.

**Rebranding Challenges:** If you decide to rebrand, changing your logo can be costly and potentially confusing for customers.

**Subjectivity:** What makes a "good" logo is often subjective, and what appeals to one person may not appeal to another.

## 5.APPLICATIONS

### 1. Professional Communication:

**Brand Email:** Using a custom domain-based email (e.g., yourname@yourbusiness.com) creates a more professional and trustworthy image for your business. It enhances your credibility when communicating with customers, partners, and clients.

### 2. Brand Recognition:

**Brand Logo:** A well-designed logo is a visual representation of your brand. It helps customers recognize and remember your business. Consistent logo usage across all platforms reinforces brand identity.

### 3. Brand Consistency:

**Brand Email and Logo:** By incorporating your logo into your email signature and using a custom email domain, you ensure brand consistency in all your communications. This consistency builds brand recognition and trust.

### 4. Marketing and Advertising:

**Brand Logo:** Your logo can be used in marketing materials, advertisements, and social media campaigns, making it easier for customers to identify and associate your business with your products or services.

### 5. Website and Online Presence:

Brand Logo: Your logo is a key element of your website and online presence. It helps create a visually appealing and memorable website, which is important for user engagement and retention.

#### 6. Legal Protection:

Brand Logo: Registering your logo as a trademark provides legal protection against unauthorized use by others, which is crucial for safeguarding your brand.

#### 7. Brand Storytelling:

Brand Logo: A well-designed logo can convey your brand's values, mission, and story. It can tell customers about your business at a glance.

#### 8. Differentiation:Brand Logo:

A unique logo helps your business stand out in a crowded marketplace. It sets you apart from competitors and makes you more memorable.

#### 9. Trust and Credibility:Brand Email:

Using a professional brand email address enhances the trust and credibility of your business. Customers are more likely to engage with a business that uses a custom email domain.

#### 10. Brand Loyalty:Brand Email and Logo:

Over time, a consistent and well-designed brand identity

## 6.CONCLUSION

By creating a consistent brand email and logo, you reinforce your brand's professionalism and make it easier for customers to recognize and connect with your business. These elements are integral in building trust, brand recognition, and long-term success.

## VEDIO DEMONSTRATION

[https://drive.google.com/file/d/1Yp\\_T9m86xtM18BkJVtH\\_bKwYpmJOjQ1-/view?usp=drivesdk](https://drive.google.com/file/d/1Yp_T9m86xtM18BkJVtH_bKwYpmJOjQ1-/view?usp=drivesdk)