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| **Team ID** | NM2023TMID03709 |
| **Date** | 02.11.2023 |
| **Title** | How to Create Brand Name, Brand Mail and Brand Logo in Canva |

**PROJECT DEMONSTRATION:**

**Duration: Approximately 20-30 minutes**

**Materials Needed:**

1. A computer with internet access

2. A projector or screen to display your demonstration

3. Canva account (preferably a premium or pro account for access to advanced features)

4. A pre-prepared script or outline

**Agenda:**

**1. Introduction (2 minutes)**

- Briefly introduce the purpose of the demonstration: Creating a brand identity with Canva.

**2. Brand Name Creation (5 minutes)**

**-** Show how to brainstorm and choose a brand name.

- Demonstrate how to use Canva's text tools to create a simple text-based brand name logo.

- Discuss font and color choices for your brand name.

**3. Brand Mail Creation (5 minutes)**

- Explain the importance of a professional email address for branding.

- Show how to set up a custom branded email address using Canva's integration with email providers (if available).

- Alternatively, guide users on how to design a branded email signature within Canva.

**4. Brand Logo Creation (10 minutes)**

- Discuss the significance of a well-designed logo.

- Walk through the steps of creating a brand logo in Canva, including:

- Choosing logo dimensions

- Selecting logo design elements from Canva's library

- Customizing and personalizing logo elements

- Adding brand colors and typography

- Downloading the logo in different formats (PNG, SVG) for various use cases.

**5. Tips and Best Practices (3 minutes)**

- Share some design tips and best practices for creating a cohesive brand identity.

- Discuss the importance of consistency in branding elements.

**6. Q&A and Interactivity (5 minutes)**

- Encourage the audience to ask questions and provide clarifications on any part of the demonstration.

**7. Conclusion (1 minute)**

- Summarize the key takeaways.

- Encourage the audience to explore Canva further to refine their brand identity.

**Tips for a Successful Demonstration:**

- Practice the demonstration in advance to ensure a smooth flow.

- Have screenshots and visuals prepared to enhance the demonstration.

- Encourage audience participation by asking for their brand ideas or input.

- Provide additional resources or handouts for the audience to refer to after the demonstration.

- Be ready to troubleshoot common issues that participants might encounter during the process.

- Promote Canva's premium features and design services for those interested in taking their brand identity to the next level.