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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 DOCUMENTATION:**

**Project Overview:**

This project aims to guide users through the process of creating a brand name, brand email address, and brand logo using the Canva design platform. Canva is an online graphic design tool that simplifies the design process, making it accessible to individuals and businesses.

**Project Objectives:**

1. To create a unique and memorable brand name.

2. To set up a brand-specific email address.

3. To design a brand logo that represents the business or personal brand.

**Project Stakeholders:**

- Project Manager: [Name]

- Designers: [Names]

- Brand Owners: [Names]

- Canva Users: [Names]

**Project Resources:**

- Canva account or subscription.

- Internet access.

- Devices (computer, tablet, or smartphone).

- Brand-related information and assets (e.g., business name, brand values, etc.).

**Project Steps:**

**Step 1: Research and Planning**

- Define the brand's core values and message.

- Identify the target audience.

- Gather information about the brand's industry and competitors.

- Create a project plan and timeline.

**Step 2: Creating a Brand Name**

- Access Canva's design platform.

- Use Canva's text and logo design features.

- Experiment with different fonts, styles, and layouts.

- Collaborate with team members (if applicable) to brainstorm and finalize the brand name.

**Step 3: Setting Up a Brand Mail**

- Choose a domain name for the brand's email address.

- Use a domain registrar to purchase the domain (if necessary).

- Set up an email hosting service (e.g., Google Workspace, Microsoft 365).

- Create brand-specific email addresses (e.g., info@brandname.com).

**Step 4: Designing a Brand Logo**

- Access Canva's logo design tools.

- Use the design editor to create a unique logo.

- Incorporate brand colors, fonts, and visual elements.

- Save the logo in the preferred format (e.g., PNG, SVG).

**Step 5: Branding Implementation**

**- Update business materials with the new brand name and logo.**

**- Use the brand-specific email address for communication.**

**- Ensure consistent branding across all marketing materials.**

**Project Completion:**

- The project is considered complete when the brand name, brand email address, and brand logo are successfully created and integrated into the brand's identity.

**Project Notes:**

- It's important to maintain consistent branding across all marketing materials and communications to establish a strong brand identity.

- Ensure that the brand name and logo do not infringe on any copyrights or trademarks.