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

**SOLUTION ARCHITECHTURE:**

**1. Define Your Brand Identity:**

Before you start using Canva or setting up email addresses, you need to have a clear understanding of your brand identity. What does your brand stand for? What are your values, mission, and target audience? This information will guide your choices in creating a name, logo, and email address.

**2. Create a Brand Name:**

- Brainstorm potential brand names that reflect your brand's identity.

- Check for domain name availability if you plan to have a website.

- Ensure the name is not already trademarked or in use by another business.

**3. Set Up a Branded Email Address:**

- Choose an email service provider, like Google Workspace (formerly G Suite) or Microsoft 365.

- Purchase a domain name (if you don't have one) that matches your brand name.

- Set up a professional email address using your domain (e.g., yourname@yourbrand.com).

- Configure your email settings and access your email through your chosen provider.

**4. Create a Brand Logo:**

Canva can be a great tool for creating logos. Here's how to do it:

- Go to Canva (canva.com) and sign in or create an account.

- Select "Create a design" and choose the "Custom dimensions" option to specify the size you need for your logo.

- Use Canva's drag-and-drop interface to design your logo. You can add text, shapes, icons, and images.

- Ensure your logo aligns with your brand's identity and is visually appealing.

- When your logo is ready, download it in the desired format (e.g., PNG or SVG) with a transparent background.

**5. Brand Your Email Signature:**

- Create a professional email signature for your branded email address. Include your name, title, contact information, and the logo you created.

- Use the same fonts, colors, and design elements from your logo and brand identity in your email signature for consistency.

**6. Apply Branding Consistency:**

- Use your brand name and logo on your website, social media profiles, business cards, and all marketing materials.

- Consistency in branding elements helps create a strong brand identity.

**7. Test and Iterate:**

- Test your branded email and logo with a sample group of customers or colleagues and gather feedback for improvements.

Remember that building a strong brand takes time, and it's essential to be consistent across all your communications and materials. Canva is a helpful tool for design elements, but for email, you'll need to use an email service provider.

Lastly, it's a good idea to consult with a branding or design professional if you need assistance in ensuring your brand's visual identity is effective and appealing.