



COURSE NAME : DIGITAL MARKETING

GROUP NUMBER : 02

PROJECT TITLE : CREATE BRAND NAME, BRAND MAIL AND
BRAND LOGO WITH CANVA

PROJECT SUBMITTED TO : ANNA UNIVERSITY / NAANMUDHALVAN
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DEPARTMENT : HANDLOOM AND TEXTILE TECHNOLOGY

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1.INTRODUCTION

Creating a Brand identity is a crucial step in establishing a unique and recognizable presence in the market. A successful brand name, logo, and email address can significantly contribute to the overall success of a business.

The project to create a Brand name, Brand logo, and Brand email is an essential endeavour that involves Strategic planning, Creative ideation, and Meticulous execution. The primary goal is to develop a cohesive and appealing Brand identity that aligns with the Company's Values, Vision, and Target audience.

Category: **DIGITAL MARKETING**

Skills required:
DIGITAL MARKETING

1.1. OVERVIEW

In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. begin by defining your brand's identity, encompassing its values, mission, and unique attributes. next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. simultaneously, consider your project's core purpose and what sets it apart from others. once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. the ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

1.2. PURPOSE

OBJECTIVES:

Key objectives of this project may include:

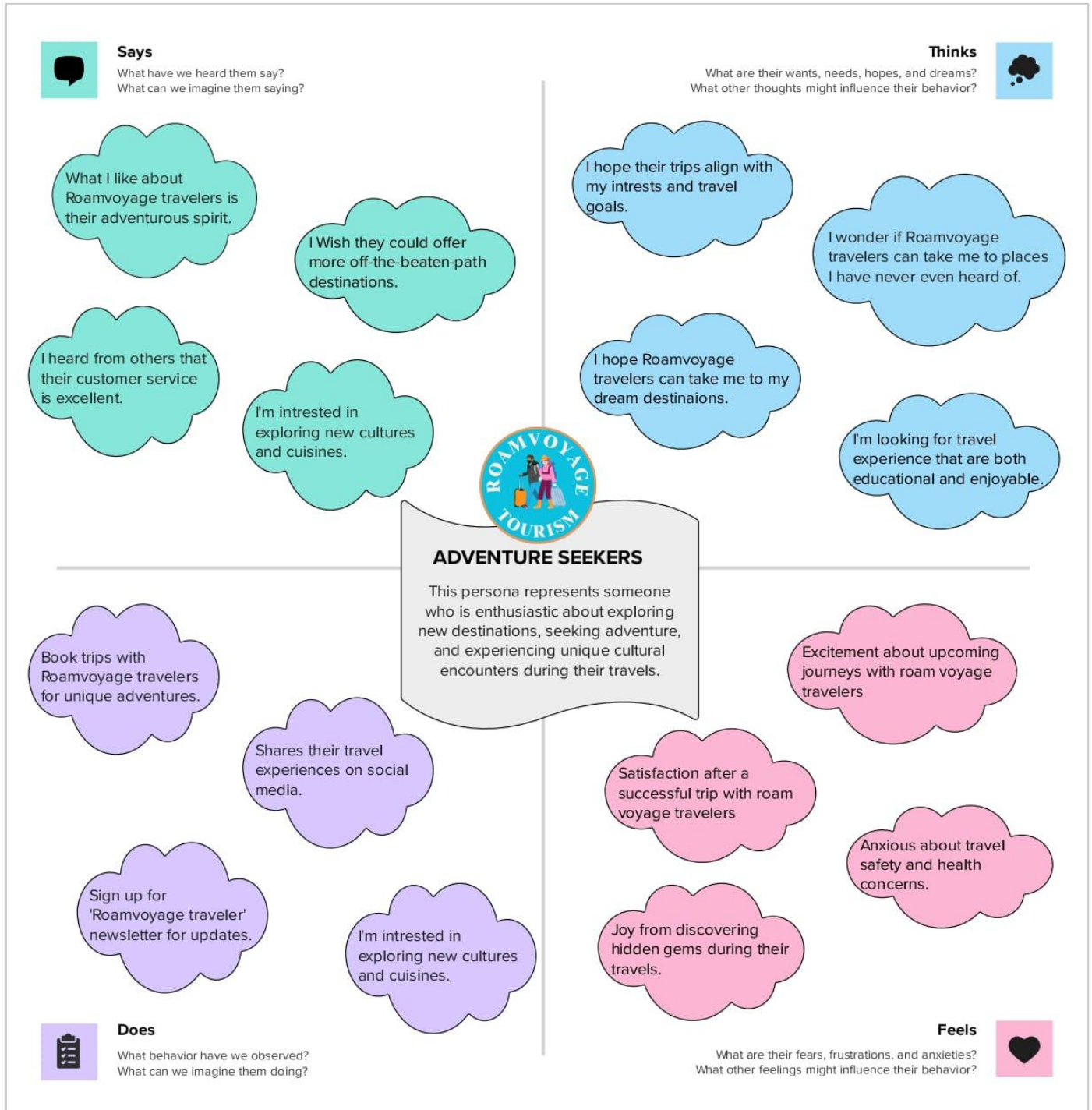
1. **Brand name creation:** Researching industry trends, target audience preferences, and competitor analysis to craft a memorable and distinctive brand name that reflects the company's values, mission, and offerings.
2. **Brand logo design:** Collaborating with talented graphic designers to create a visually appealing and versatile logo that embodies the Brand's essence, resonates with the target market, and effectively communicates the brand's message and values.
3. **Brand email setup:** Establishing a professional and easily recognizable email address that incorporates the Brand name, ensuring consistency across all communication channels and leaving a lasting impression on clients and stakeholders.

To ensure the success of this project, it is essential to conduct thorough market research, gather input from stakeholders, and engage in creative brainstorming sessions to generate innovative ideas. Additionally, maintaining consistency in the brand identity across all platforms and communications is crucial for building brand recognition and trust among the target audience.

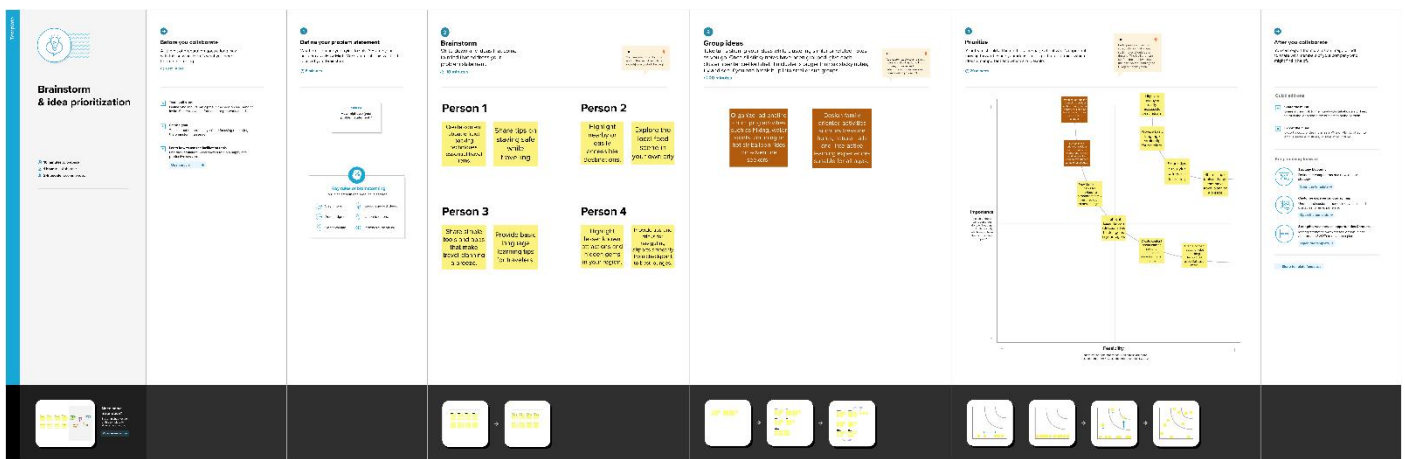
By effectively executing this project, the company can establish a strong brand presence, differentiate itself from competitors, and create a lasting impression in the minds of consumers.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1.EMPATHY MAP



2.2.IDEATION & BRAINSTROMING MAP



3.TARGET AUDIENCE

1.Adventure Seekers: Individuals who are looking for adrenaline-pumping experiences such as Hiking, Camping, Mountain climbing, and other outdoor activities.

2.Cultural Explorers: Travelers interested in immersing themselves in the Local culture, traditions, and history of various destinations.

3. Family Vacationers: Families looking for safe and enjoyable travel experiences suitable for all age groups, including activities and attractions that cater to children and adults alike.

4.Luxury Travelers: High-end clients who seek exclusive and premium travel experiences, including luxury accommodations, fine dining, and personalized services.

5.Solo Travelers: Individuals who prefer to explore destinations independently, seeking opportunities for self-discovery, personal growth, and unique adventures.

6.Business Travelers: Professionals who require efficient and convenient travel services, including accommodations, transportation, and amenities that cater to their work-related needs.

7.Retirees and Seniors: Older individuals who seek leisurely travel experiences, focusing on relaxation, comfort, and activities suitable for their age group.

8.Millennials and Gen z: Younger travellers interested in immersive and Instagram-worthy experiences, as well as sustainable and eco-friendly travel options.



4. BRAND PERSONALITY

1. **Adventurous:** Portray a sense of thrill and excitement, encouraging customers to step out of their comfort zones and explore new destinations.
2. **Friendly:** Cultivate a warm and welcoming environment that makes travellers feel comfortable and well taken care of throughout their journey.
3. **Knowledgeable:** Establish your company as an authority in the travel industry, providing reliable and insightful information to help customers make informed decisions.
4. **Inspirational:** Use storytelling and visual elements to inspire travellers, showcasing the beauty and cultural richness of different destinations.
5. **Reliable:** Build trust by delivering on promises and ensuring a seamless and secure travel experience for your customers.
6. **Culturally Sensitive:** Demonstrate respect for different cultures and traditions, promoting responsible and ethical tourism practices.
7. **Innovative:** Stay updated with the latest trends and technology to offer unique and cutting-edge travel experiences that set your company apart from the competition.
8. **Passionate:** Show a genuine love for travel and a dedication to providing unforgettable experiences, driven by a deep passion for exploring the world.

5.BRANDNAME CREATION

So why it's a Brand name so important?

Having a unique brand name can have a huge impact on your business and can sometimes make or break a company if it's not considered correctly. A strong brand name can build customer recognition, stand out in a potentially competitive market, create customer loyalty and enhance credibility while at the same time bring memorability to avoid being easily forgotten. But for this to happen there are a lot of factors you must take into consideration, so to help with the thought process we have broken down some of those key steps and also included how you can go about creating one.

Be original

Your brand name should not try to emulate an existing established brand name but instead, set you apart from your competitors by showing your personality as a brand and highlighting your unique attributes. And this comes down to both creative thinking and consequently carrying out due diligence by checking your chosen name against those in the market sector, which we'll come to later.

Make it memorable

Finding a memorable brand name that your audience can remember for years to come. just in the way that Google and how over have made their Brand name part of the everyday language of many of their customers. However, this is not something that will happen overnight.

Future-proofed

Getting the name that resonates with your audience now, will enable it to transition with you through the key phases in your business' journey. So, although your brand name has to work for the now, you must consider how it'd live and breathe in many years to come, how it could evolve without losing its essence. Not taking this point into account can

potentially pigeon hole your business, especially if you want to expand into new areas in the future.

User-Friendly

A name should be easy to pronounce and spell. A name without these qualities can potentially hinder the brand awareness and create frustration and annoyance between potential users or investors. Keeping a brand name short, to the point, and reducing the number of syllables is a good way to create a user-friendly name. Creating a name that is long and made up of multiple words can be fine when it's on a logo lockup, but you'll need to consider what happens to it when it becomes an URL, app icon, an Instagram account or even a hashtag. Lastly and something also to consider is that the Brand name might be shortened by your customers, if this was to happen would it still work?

List of brand names:

1. Wander Wise
2. Journey Joy
3. Vista Voyage
4. Trek Trove
5. Explore Ease
6. Roam Relish
7. Adventure Axis
8. Discover Daze
9. Excursion Essence
10. Trek Trails
11. Voyage Verve
12. Nomad Nest
13. Wanderlust Way
14. Globetrotter's Haven
15. Explore Edge
16. Roam Voyage

6.SELECTED BRAND NAME:

"ROAMVOYAGE"

Brand name description:

"ROAM VOYAGE" evokes a sense of exploration, adventure, and travel. Here's a brand name description that aligns with its essence:

"Roam voyage: Where Journeys Unfold"

This description captures the idea that roam voyage is a platform where travellers can embark on exciting and fulfilling journeys. It highlights the freedom to wander and discover new destinations, cultures, and experiences. The phrase "WHERE JOURNEYS UNFOLD" emphasizes the idea that every journey with roam voyage is unique, promising new discoveries and adventures for every traveller.

7.How to create a Brand mail?

What is Gmail account?

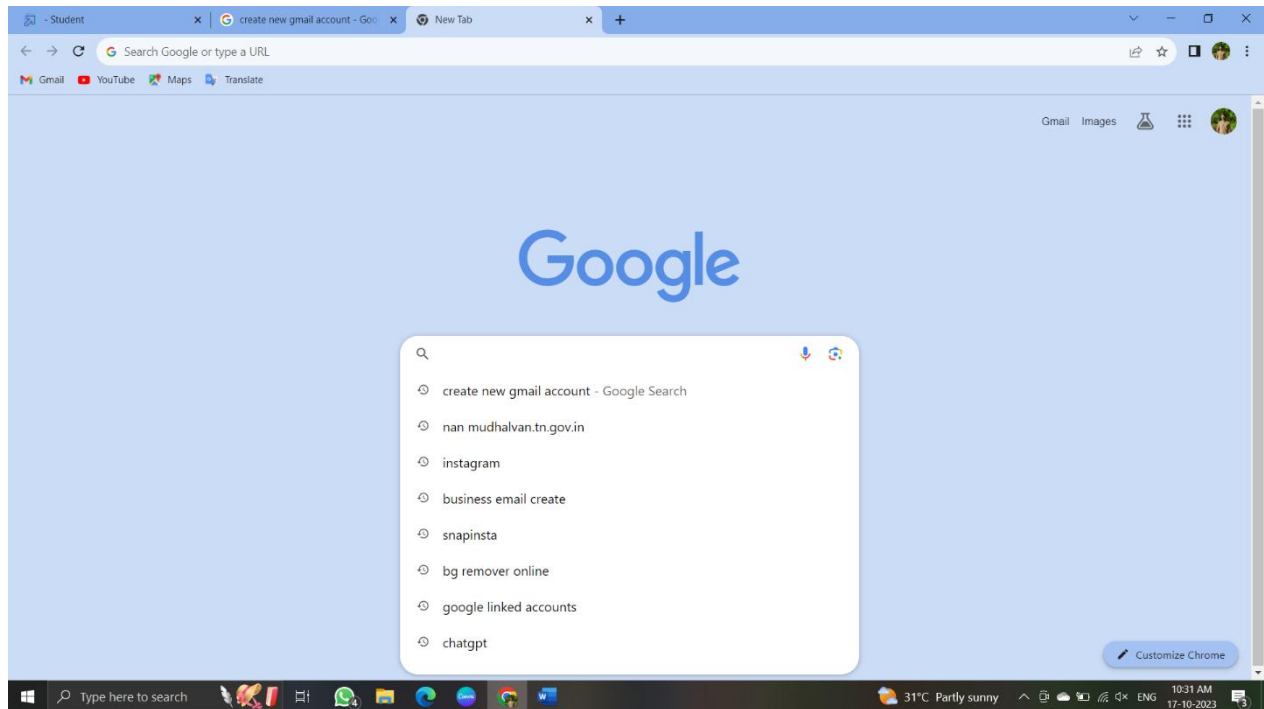
A Gmail account is an email account provided by google. Gmail is one of the most popular email services globally, offering users a secure and reliable platform for sending, receiving, and managing emails. It comes with a range of features, including a user-friendly interface, ample storage space, powerful search functionality, and integration with other google services such as google drive, google calendar, and google docs.

To create a Gmail account, users need to sign up with google, providing personal information such as name, username, password, and recovery information. once the account is created, users can access their inbox, compose and send emails, organize messages into different folders or labels, and utilize various other features provided by the platform. Gmail also includes robust spam filtering and security measures to protect users from potential threats and unwanted emails.

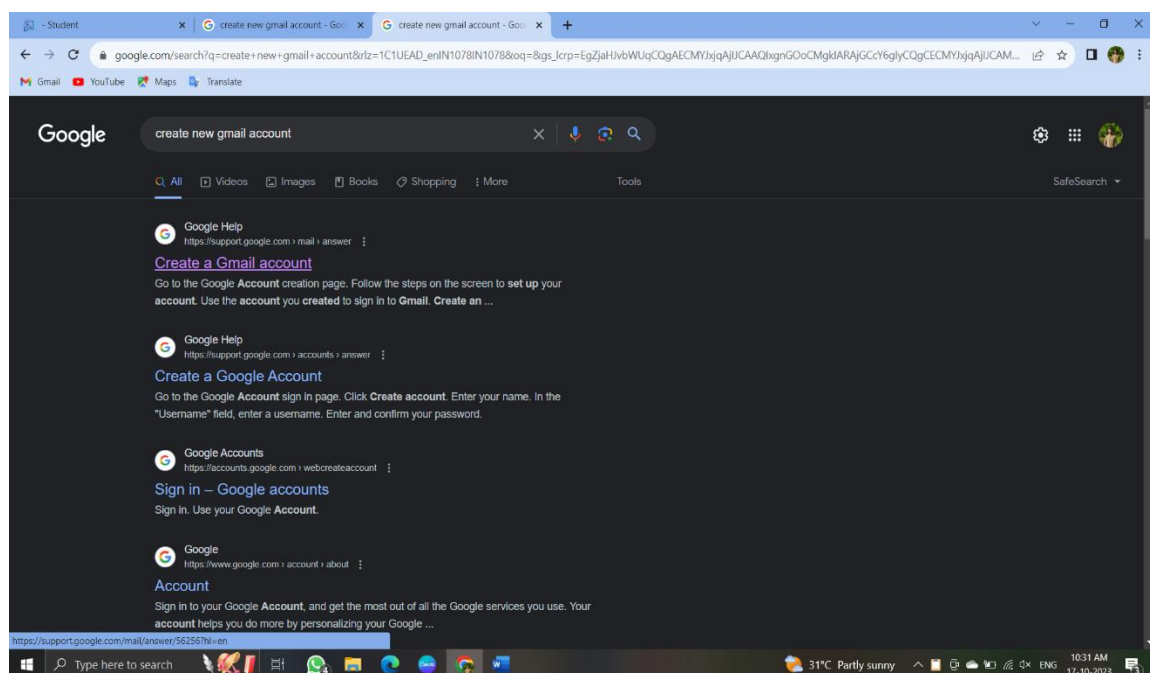
Furthermore, Gmail offers additional features such as the ability to customize the interface, create filters for organizing incoming emails, set up auto-responses, and access emails offline through the Gmail offline feature. with its user-friendly design, reliability, and integration with other google services, Gmail has become a popular choice for personal and business email communication.

To create a brand Gmail account

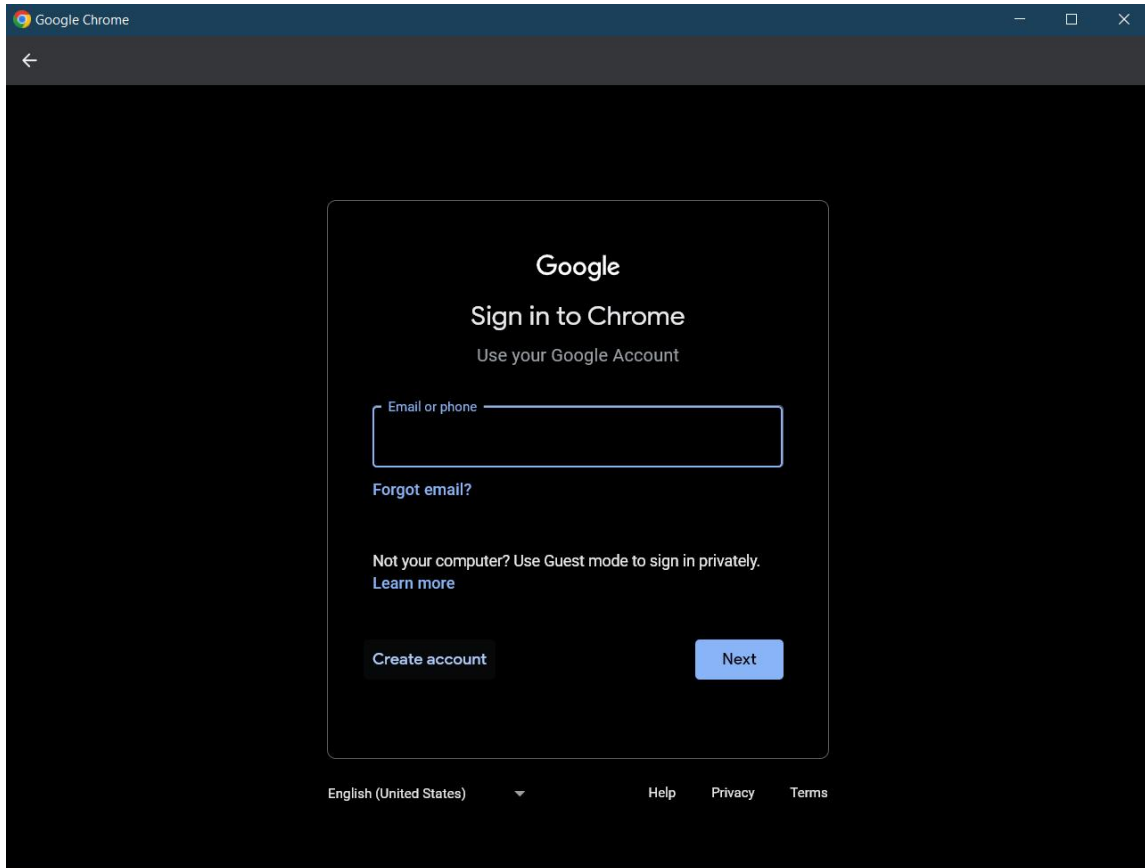
Step 1: Open “Google” in your pc



Step 2: Go to Google Account Sign in page



Step 3: Click create Account



Step 4: Enter your name in the User Name field and click next

Google
Create a Google Account
Enter your name

First name

Surname (optional)

Next

English (United Kingdom) ▼ Help Privacy Terms

Step 5 : Enter all the basic information

Step 6 : Create a mail id and click next then... now create a password and click next

Google
Create a strong password
Create a strong password with a mixture of letters, numbers and symbols

Password

Confirm

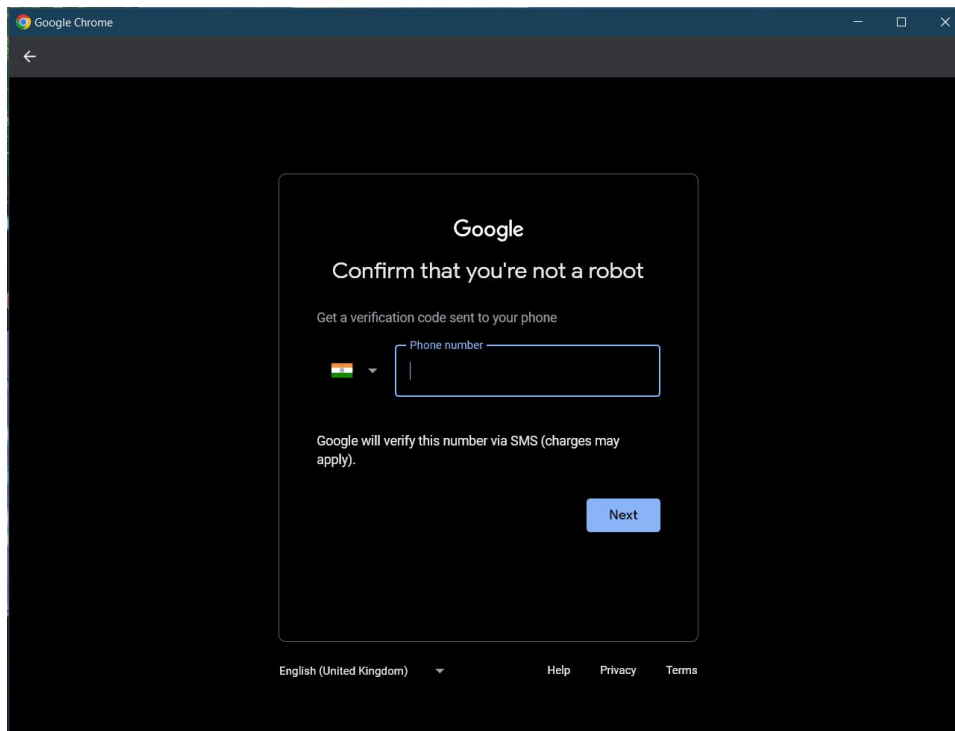
☐ Show password

Next

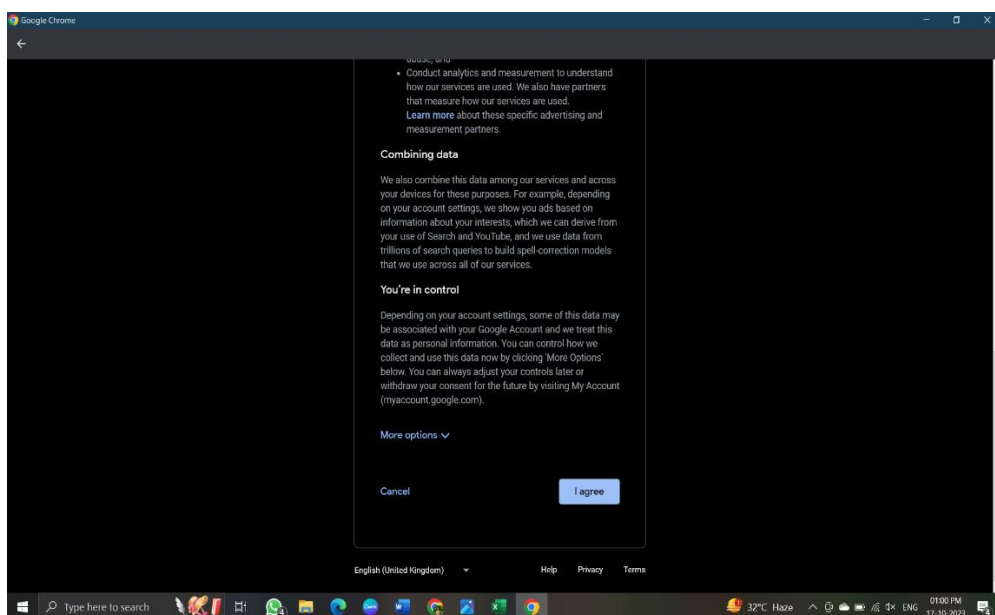
English (United Kingdom) ▼ Help Privacy Terms

Step 7: Click Next.

- Optional: Add and verify a phone number for your account.



step 8: Click next and agree the conditions

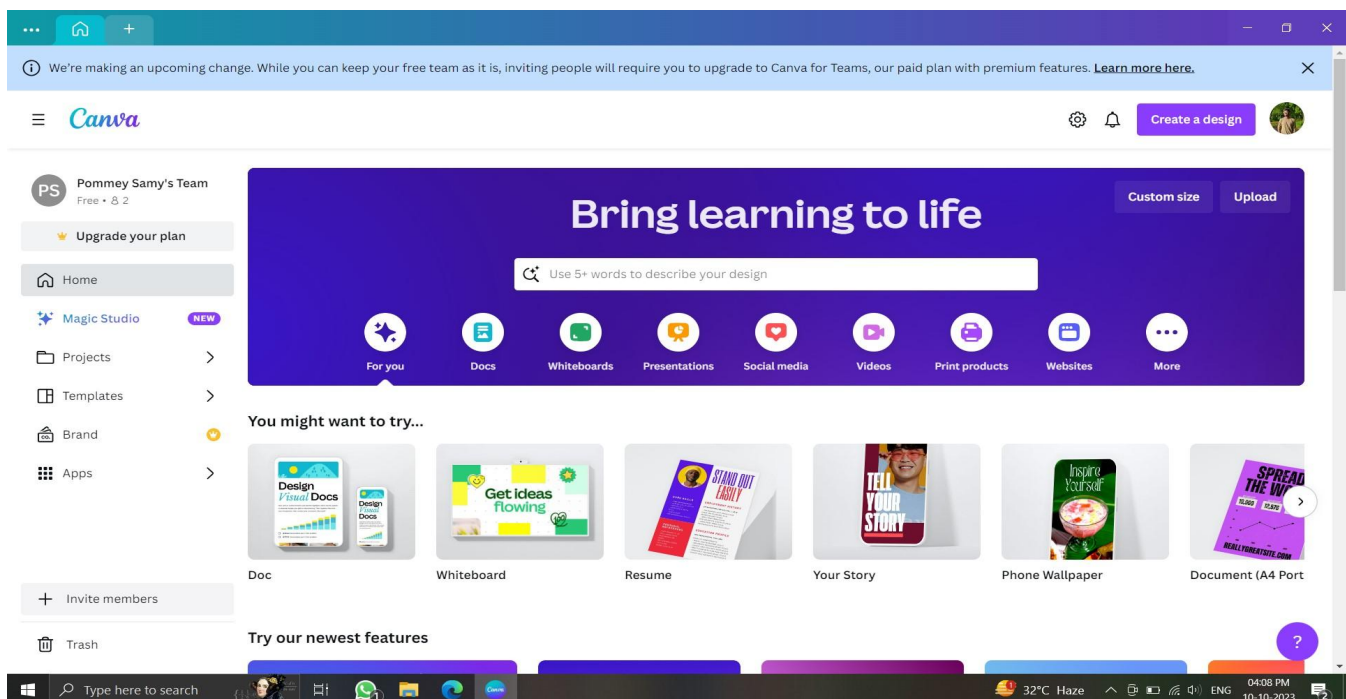


The mail that has created for our brand is

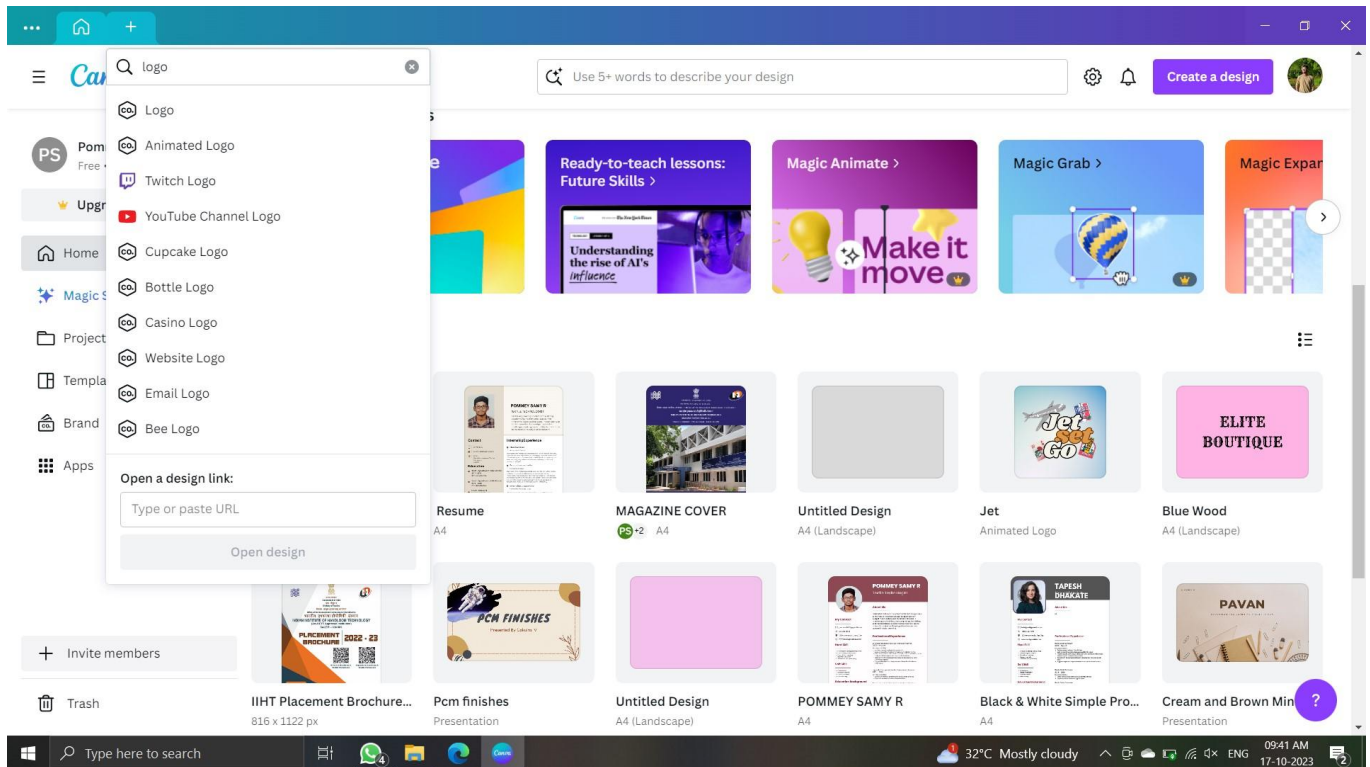
roamvoyage567@gmail.com

8.How to create a logo design using CANVA?

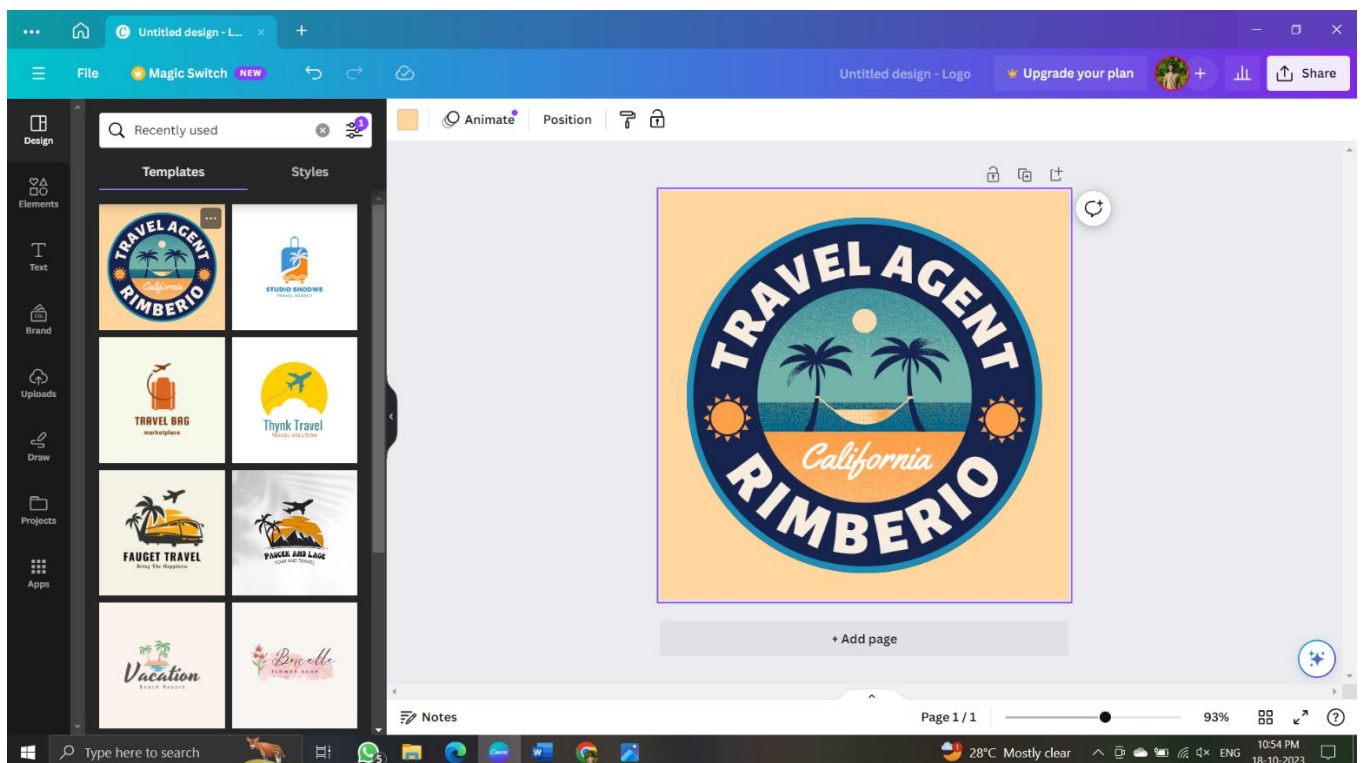
Step 1: Open CANVA. launch CANVA and search for "LOGO" to start creating your own.



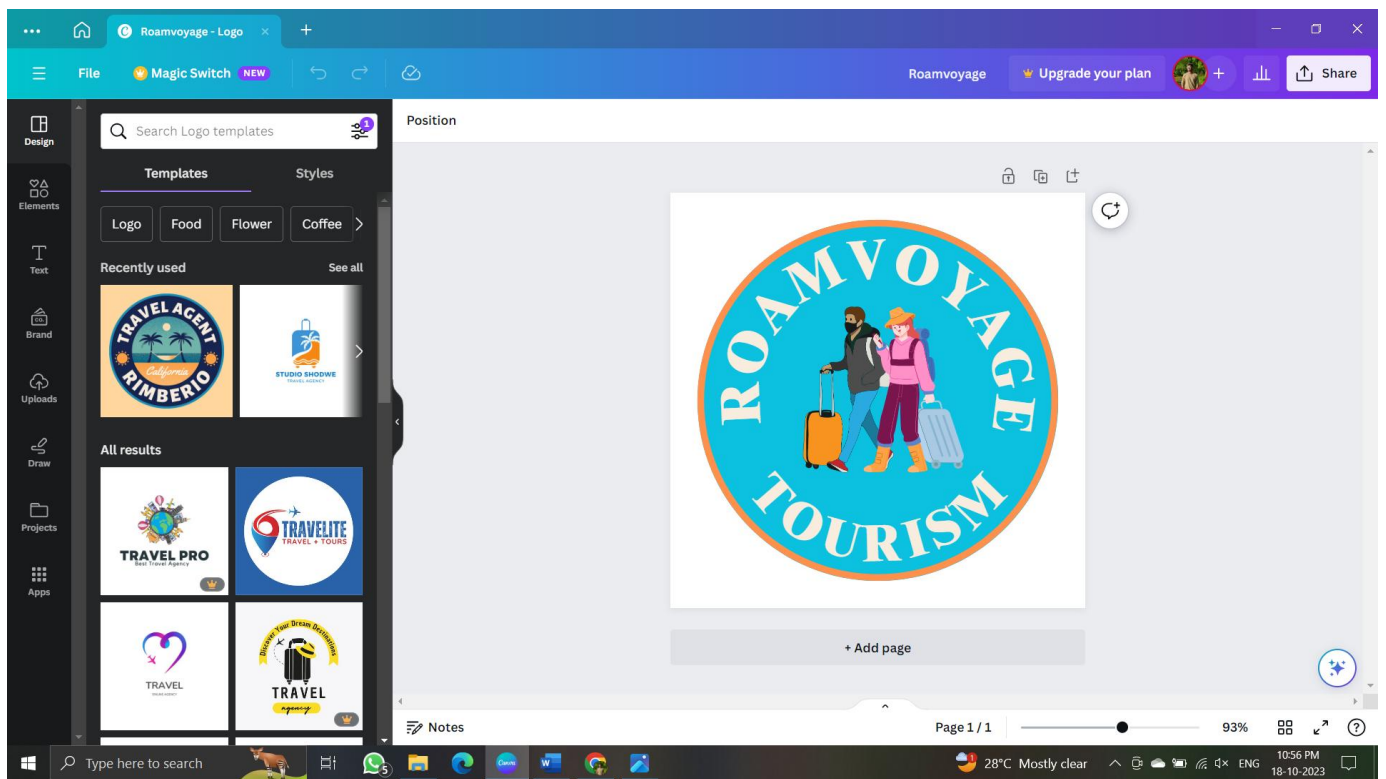
Step 2: Launch CANVA and search for "LOGO" to start creating your own.



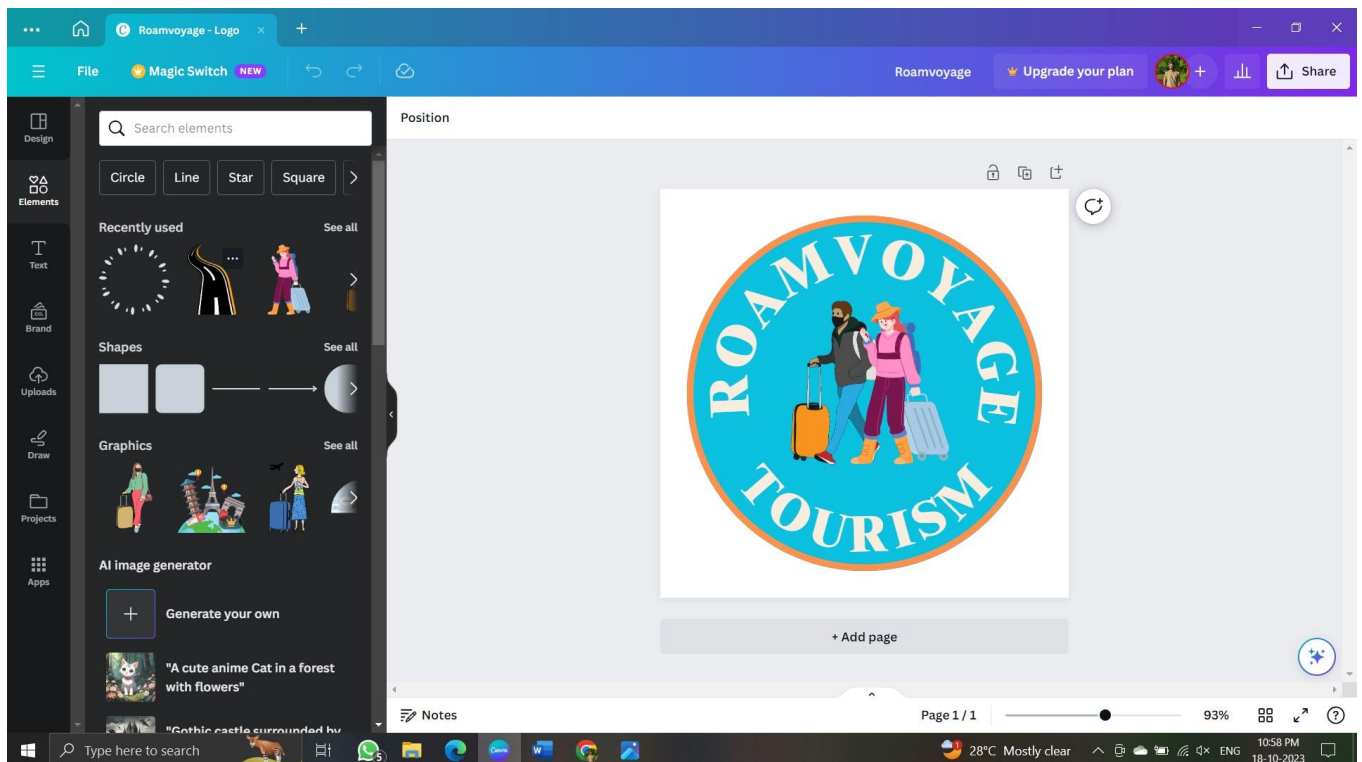
Step 3: Choose a professional template. browse through Canva's massive library of logo templates to customize for your own. ...



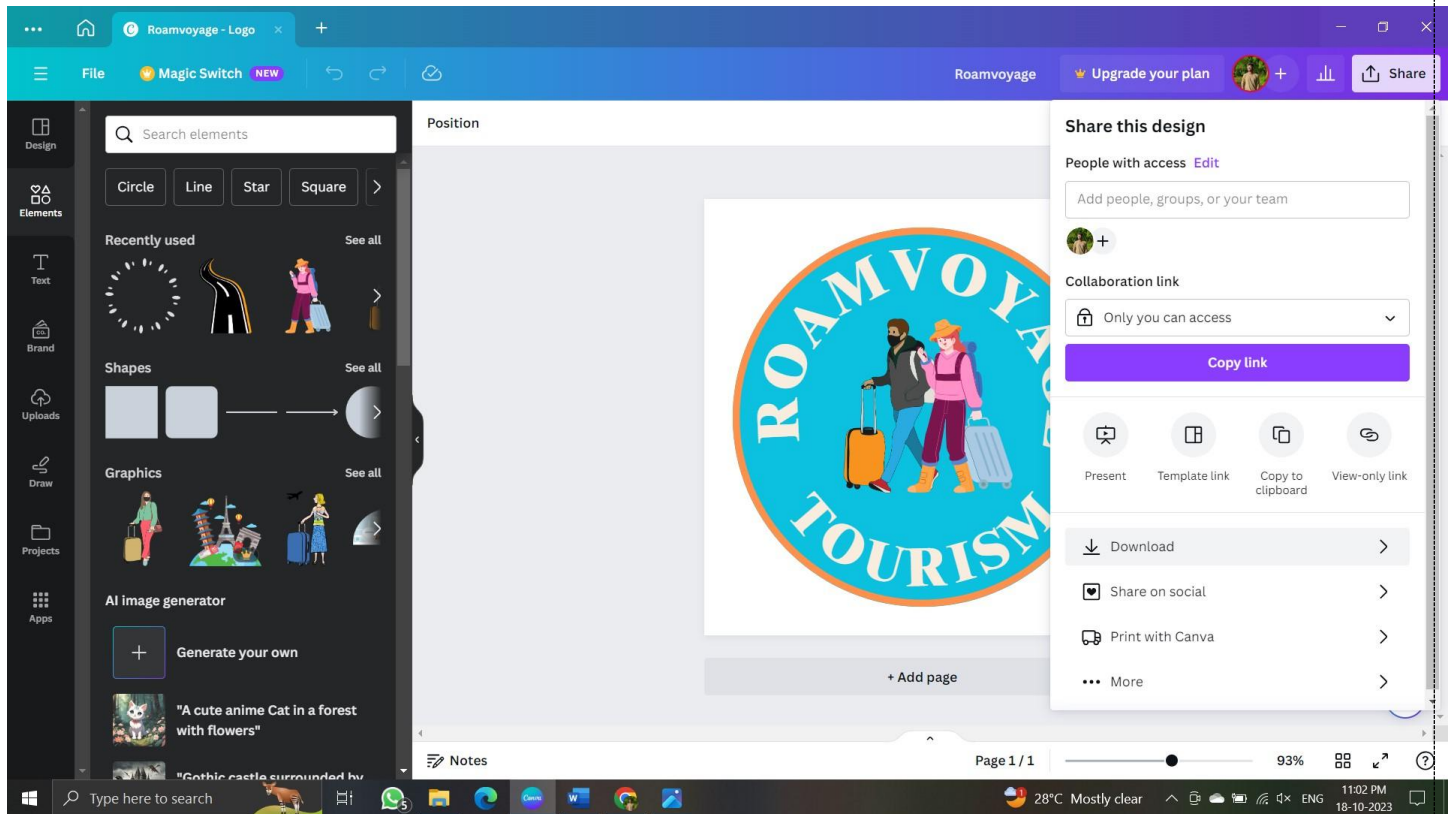
Step 4: Customize your logo design.....



Step 5: Get creative with more design features. ...



Step 6: Download, share and build your brand identity.



With the above-mentioned steps, we can easily create a logo for our brand....

9.RESULT

BRAND NAME :

"ROAMVOYAGE"

BRANDMAIL:

roamvoyage567@gmail.com

BRANDLOGO:



Link to view project in canva

https://www.canva.com/design/dafxfvzyqpo/cssywp56ctyazggty2fbja/view?utm_content=dafxfvzyqpo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

10.ADVANTAGE OF USNING BRAND LOGO

Using a brand logo offers several advantages for a business. Some of the key advantages include:

1. **Brand Recognition:** A well-designed logo can help a brand to stand out and be easily recognized by consumers. This recognition is essential for building brand awareness and loyalty.
2. **Professionalism and Trust:** A logo gives a sense of professionalism and stability to a business. A professional and well-designed logo can instill trust in the minds of consumers, making them more likely to choose your brand over competitors.

3. **Differentiation:** In a crowded marketplace, a unique logo can help a brand to differentiate itself from competitors. A distinctive logo can make your brand more memorable and help consumers distinguish your products or services from others.

4. **Brand Loyalty:** A strong brand logo can foster a sense of loyalty and attachment among customers. People often develop an emotional connection with brands, and a well-designed logo can serve as a symbol of that connection.

5. **Marketing and Branding Efforts:** A logo becomes the face of a brand and is used in all marketing and branding efforts, including advertisements, packaging, and online presence. A consistent and recognizable logo can contribute to the overall success of marketing campaigns.

6. **Consistency:** A logo provides a consistent brand identity across different platforms and media. It ensures that all marketing materials and communications are easily identifiable as coming from your brand, thus maintaining a coherent and unified brand image.

7. **Credibility and Authority:** A professionally designed logo can enhance the credibility and authority of your brand in the eyes of consumers, partners, and investors. It can communicate that your brand is established and reputable.

8. **Brand Expansion:** A recognizable logo can facilitate brand expansion into new products or services. If customers have had a positive experience with your brand, they are more likely to try new offerings with the same logo.

9. **Memorability:** A well-crafted logo can leave a lasting impression on consumers. A memorable logo can help consumers recall your brand when making purchasing decisions, leading to increased sales and market share.

Overall, a brand logo is a crucial element in establishing and maintaining a successful brand identity. It serves as a visual representation of the brand's values, personality, and offerings, making it a fundamental aspect of any business's marketing and branding strategy.

11.ABOUT OUR BRAND AND COMPANY

"Welcome to **Roamvoyage**, where adventure meets luxury and every journey becomes a cherished memory. as a premier travel partner, we specialize in crafting bespoke travel experiences that cater to the wanderlust

of every adventurer. whether you seek the tranquility of sun-kissed beaches, the thrill of rugged terrains, or the cultural richness of exotic destinations, we curate seamless and unforgettable travel itineraries tailored to your desires.

At **Roamvoyage**, we pride ourselves on our meticulous attention to detail, ensuring that every aspect of your travel, from accommodation to transportation and guided tours, surpasses your expectations. our team of experienced travel consultants and local experts are dedicated to bringing you an unparalleled level of personal service, ensuring that each step of your journey is imbued with comfort, authenticity, and a touch of local flavour.

Embark on a voyage with us, and let our passion for travel ignite your sense of exploration. uncover hidden gems, immerse yourself in vibrant cultures, and create lasting connections with people and places around the globe. discover the world with confidence and ease, knowing that your travel experiences are in the hands of a trusted and experienced partner.

Join us at **Roamvoyage** as we redefine the art of travel, one extraordinary adventure at a time."

12.Conclusion

creating a brand logo and establishing a brand mail are crucial steps in building a strong brand identity and professional communication channel. these components play a significant role in shaping how a company is perceived by its audience and stakeholders. the following conclusions can be drawn from the process of creating a brand logo and brand mail:

1. brand logo importance: A brand logo serves as the visual representation of a company's identity. it should reflect the brand's values, mission, and overall image. a well-designed logo

has the potential to leave a lasting impression on customers and make the brand easily recognizable.

2. brand recognition and recall: A well-crafted logo contributes to brand recognition and recall. it should be simple, memorable, and unique, enabling customers to associate it with the brand's products or services easily. consistent use of the logo across various platforms fosters a sense of familiarity among consumers.

3. communication and branding consistency: The brand logo serves as a communication tool, conveying the essence of the brand to the target audience. consistency in branding, including the logo, helps in establishing trust and credibility among customers and stakeholders. it ensures that the brand message remains cohesive across all touchpoints.

4. professionalism in communication: The use of a brand mail enhances the professional communication of a business. it creates a sense of authenticity and reliability, making it easier for customers and business associates to trust the brand. a branded email address also reinforces the brand's legitimacy and professionalism in the market.

5. cohesive brand identity: The combination of a well-designed logo and a branded email address contributes to the creation of a cohesive brand identity. this identity should be reflected consistently across all marketing materials, digital platforms, and communication channels, strengthening the brand's position in the market and fostering a sense of unity and coherence among the target audience.

6. brand differentiation and positioning: A unique logo and a professional brand mail address contribute to the brand's differentiation from its competitors. they help in positioning the brand as distinctive and innovative, allowing it to stand out in a crowded marketplace.

In conclusion, the creation of a brand logo and brand mail is a fundamental aspect of building a successful and recognizable brand. it serves to communicate the brand's values, establish professionalism, and differentiate the brand in the market. consistency and cohesiveness in branding are key to ensuring that the brand remains memorable and relevant in the minds of consumers.