 **Brand Name, Brand Mail And**

**Brand Logo In Canva**

## A PROJECT REPORT

***Submitted by***

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***In partial fulfilment for the award of the degree***

***Of***

# BACHELOR OF ENGINEERING

**IN**

## ELECTRONICS AND COMMUNICATION ENGINEERING

**SRI BHARATHI ENGINEERING COLLEGE FOR WOMEN KAIKURICHI,PUDUKKOTTAI-622 303**

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# BONAFIDE CERTIFICATE

Certified that this Project report **“** **Brand Name, Brand Mail And BrandLogo In Canva”**is bonafide work of **ABIRAMI.S(Reg.No:912620106001)**, **ANUSHYA.M(Reg.No:912620106002), SONIYA.P(Reg.No.912620106007)** who carried outthe project work under my supervision.

**SIGNATURE OF SIGNATURE OF**

**MENTOR EVALUATOR**

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**SPOC HEAD OF THE DEPARTMENT**

**1. Introduction:**

This project report provides an overview of the process and outcomes of creating a website using Canva, a popular online graphic design tool. The objective of this project was to leverage Canva's features and functionalities to design and develop a visually appealing and user-friendly website.

**2. Project Overview:**

The purpose of this project was to design a business poster using Canva, featuring the business name and email, to promote our company effectively.

**3. Project Objectives:**

* Create an eye-catching business poster.
* Include the business name prominently.
* Display the business email address.
* Ensure the design is professional and engaging.

**Tools Used:**

Canva - Online graphic design platform.

Company logo (if applicable).

**4. Project Steps:**

**a. Define the Poster's Purpose:**

Determine the primary message and goal of the poster (e.g., promotion, announcement, contact information).

**b. Research and Inspiration:**

* Research poster design trends and styles.
* Gather ideas and inspiration for the poster.

**c. Gather Resources:**

Collect relevant company information, including the business name and email.

**d. Canva Setup:**

* Access Canva's online platform.
* Create a new design, selecting the appropriate dimensions for the poster.

**e. Design Elements:**

* Choose a background color or image.
* Add the business name in a prominent and attractive font.
* Incorporate the business email address in a legible manner.
* Integrate other design elements, such as images, shapes, or icons as needed.

**f. Typography and Color Selection:**

Choose fonts and colors that align with the company's branding.

**g. Layout and Composition:**

* Arrange the elements in an organized and visually pleasing layout.
* Ensure the poster is easy to read and understand.

**h. Graphic Enhancement:**

* Enhance the poster with visuals that complement the message.
* Add the company logo if applicable.

**i. Review and Proofreading:**

* Carefully review the poster for any errors or inconsistencies.
* Proofread the business email address for accuracy.

**j. Finalization:**

* Save the poster in a suitable file format (e.g., JPEG, PNG).
* Consider creating multiple versions for different platforms or sizes.

**k. Testing:**

Test the poster on different devices to ensure it displays correctly.

**l. Distribution and Promotion:**

Share the poster on appropriate platforms (e.g., social media, email, physical print).

Monitor engagement and make necessary adjustments.

**5. Conclusion**

The project resulted in the successful creation of a visually appealing business poster featuring the business name and email address. The poster is ready for distribution and promotion to reach our target audience effectively.

**6. Recommendations**

Based on the experience gained from this project, the following recommendations are provided:

- Consider the project's complexity and required functionality before choosing Canva as the design tool.

- Explore additional web development tools or platforms for more advanced features and customization options.

- Continuously update and optimize the website based on user feedback and changing requirements.

Overall, creating a website using Canva can be a cost-effective and efficient solution for projects that prioritize visual appeal and user-friendly design.

**DEMO LINK:**

# BRAND LOGO:

# <https://www.canva.com/design/DAFxB4f-ag8/-X8DmLguBYAlPy4kixoDKQ/edit?utm_content=DAFxB4f-ag8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

# BRAND POSTER:

# <https://www.canva.com/design/DAFxCCuiimA/-CK41gMeOLJ-eJ8v-9ahpA/edit?utm_content=DAFxCCuiimA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

# BRAND MAIL:

# [anucakeshop@gmail.com](mailto:anucakeshop@gmail.com)

# BRAND NAME:

# ANU CAKE SHOP

# <https://www.canva.com/design/DAFxB4f-ag8/-X8DmLguBYAlPy4kixoDKQ/edit?utm_content=DAFxB4f-ag8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>