

UNIVERSITY COLLEGE OF ENGINEERING

TINDIVANAM

(A Constituent College of Anna University)



ELECTRONICS AND COMMUNICATION ENGINEERING

NAAN MUDHALVAN DIGITAL MARKETING PROJECT

TEAM MEMBERS

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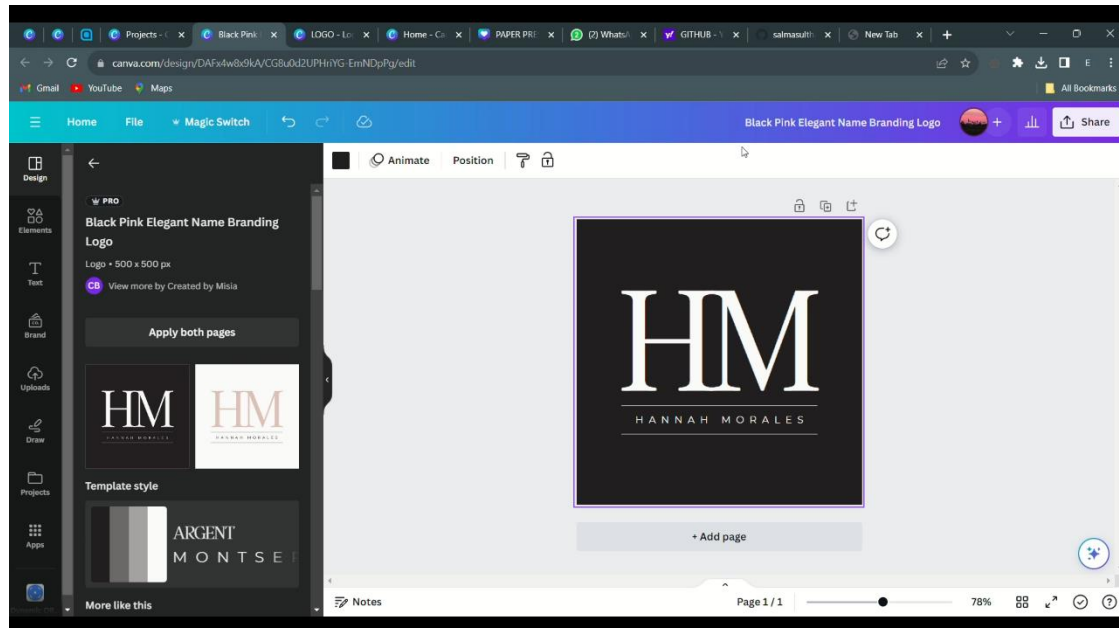
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NM ID: B2F1B08D3AAD6933C4DE188787D625

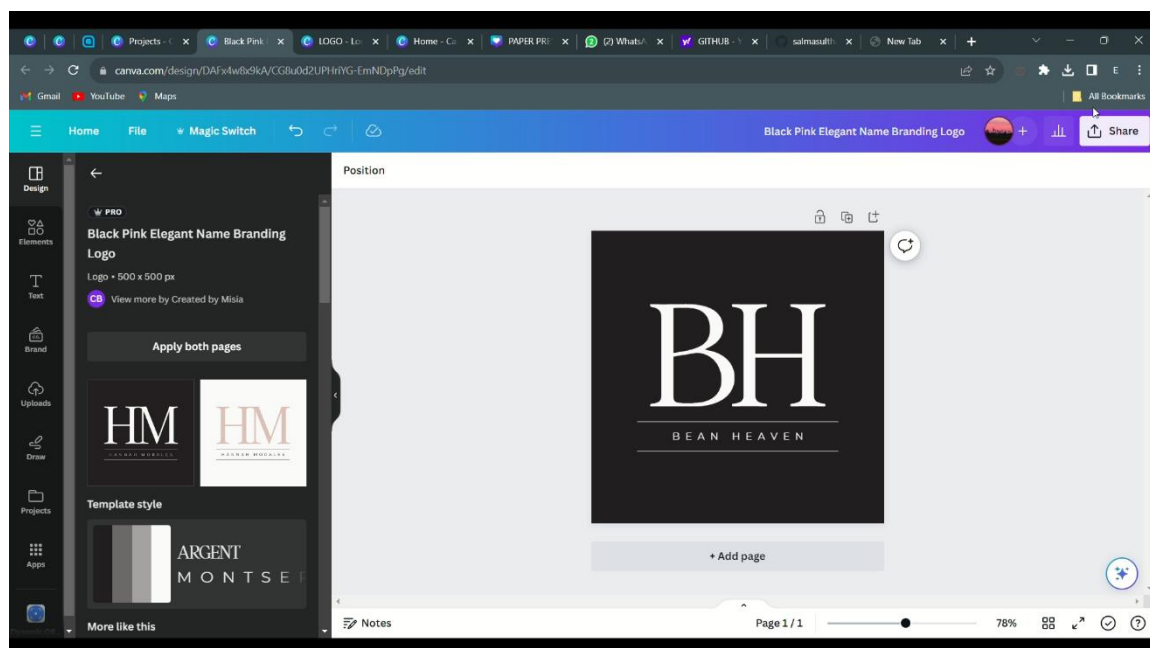
PROJECT TITLE: HOW TO CRATE BRAND NAME, BRAND MAIL,
BRAND LOGO USING CANVA.

a) HOW TO CREATE BRAND NAME:

STEP 1: Open Canva and choose the required template to create brand name.



STEP 2: Edit the template with the required brand name i.e., our brand name is “BEAN HEAVEN “.



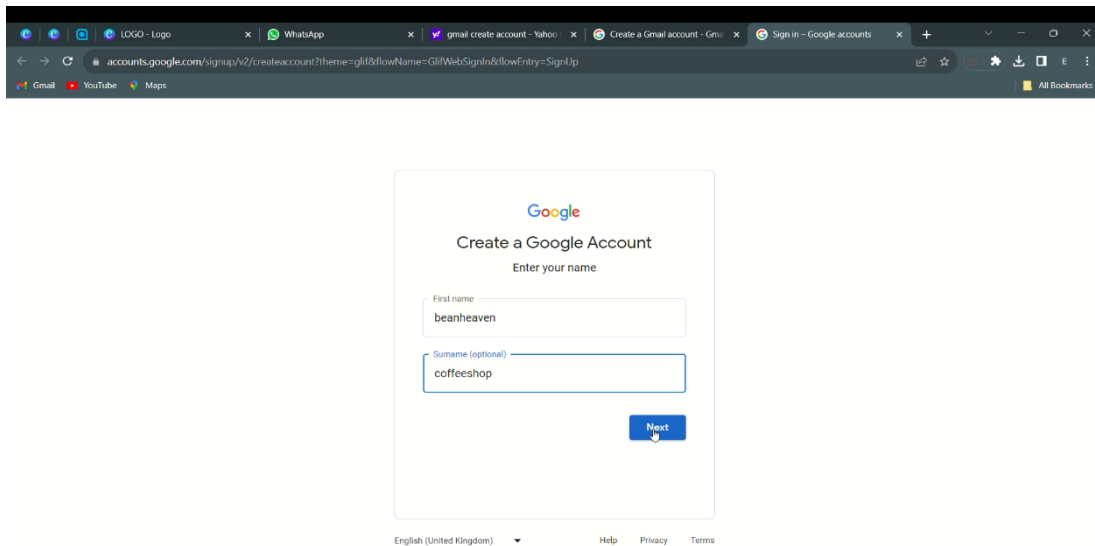
RESULT:

OUR BRAND NAME: **'BEAN HEAVEN '**

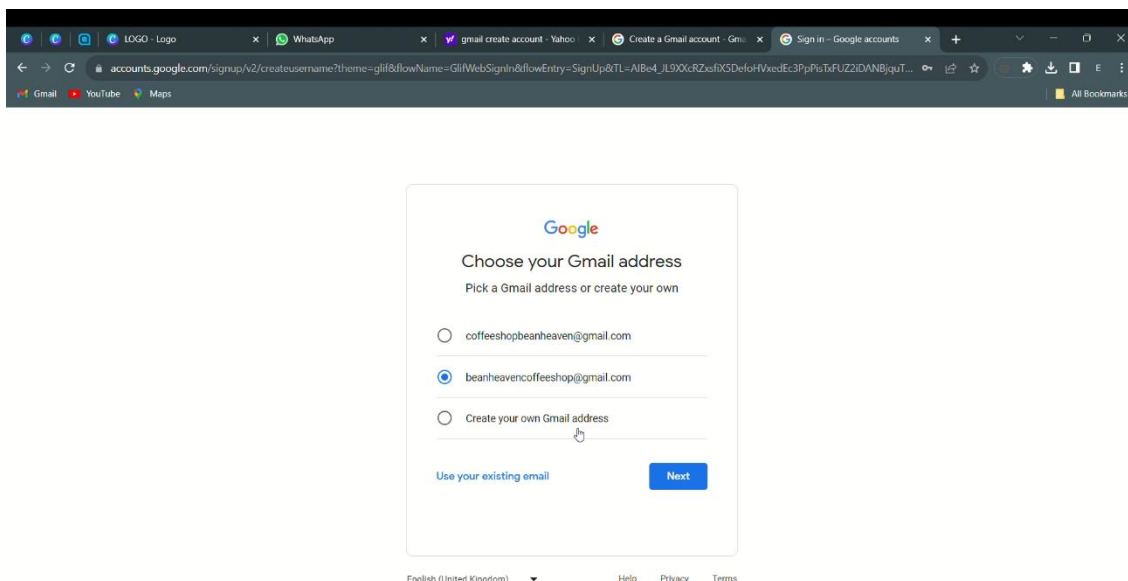


(b) HOW TO CREATE BRAND MAIL USING GMAIL:

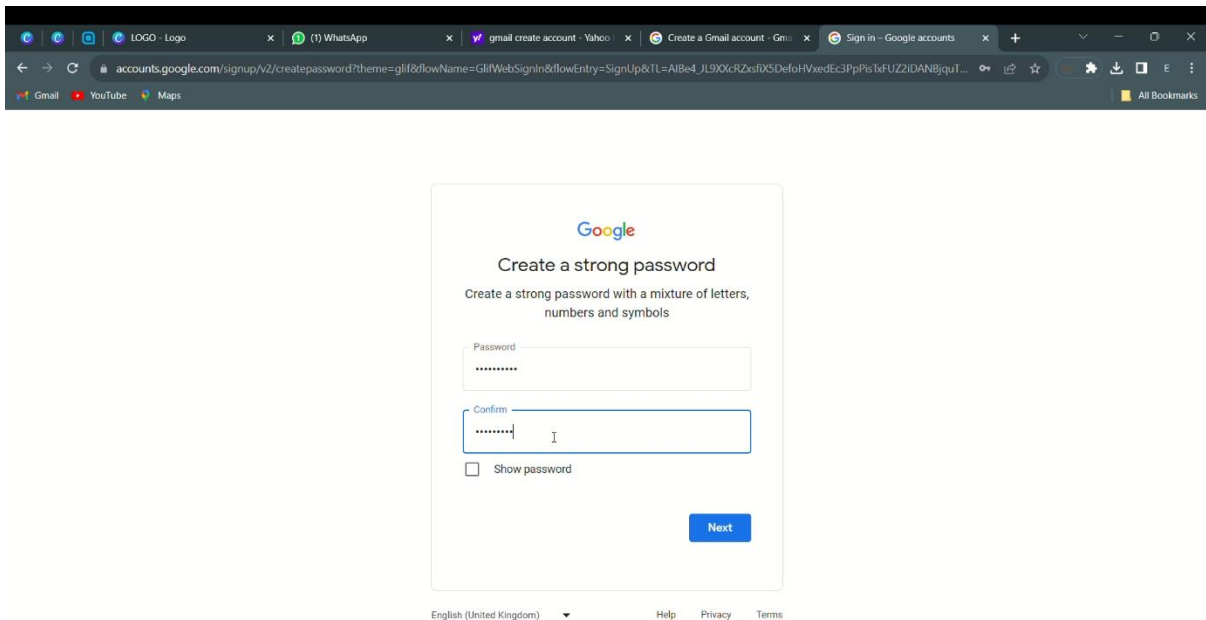
STEP1: First enter the first name and surname respective to our brand name.



STEP2: Then choose our mail id relative to our brand name preferred by google or even we can type our mail id as our wish.

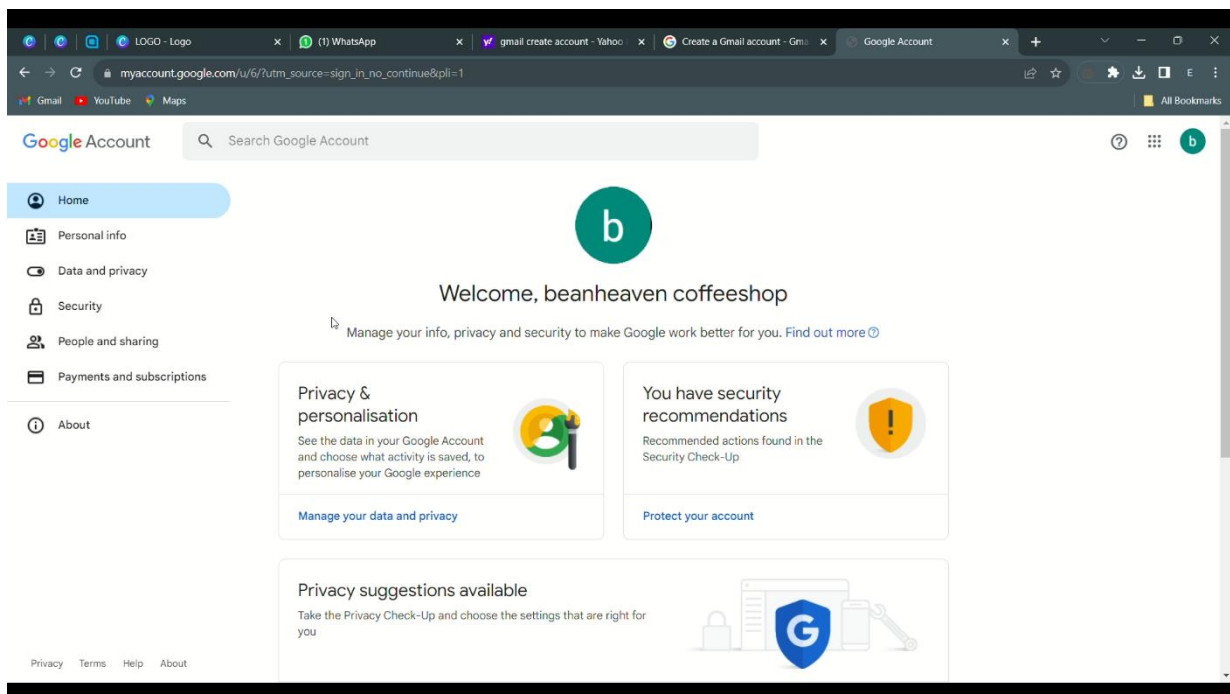


STEP3: Create a password to our mail id, then click on next to continue the process

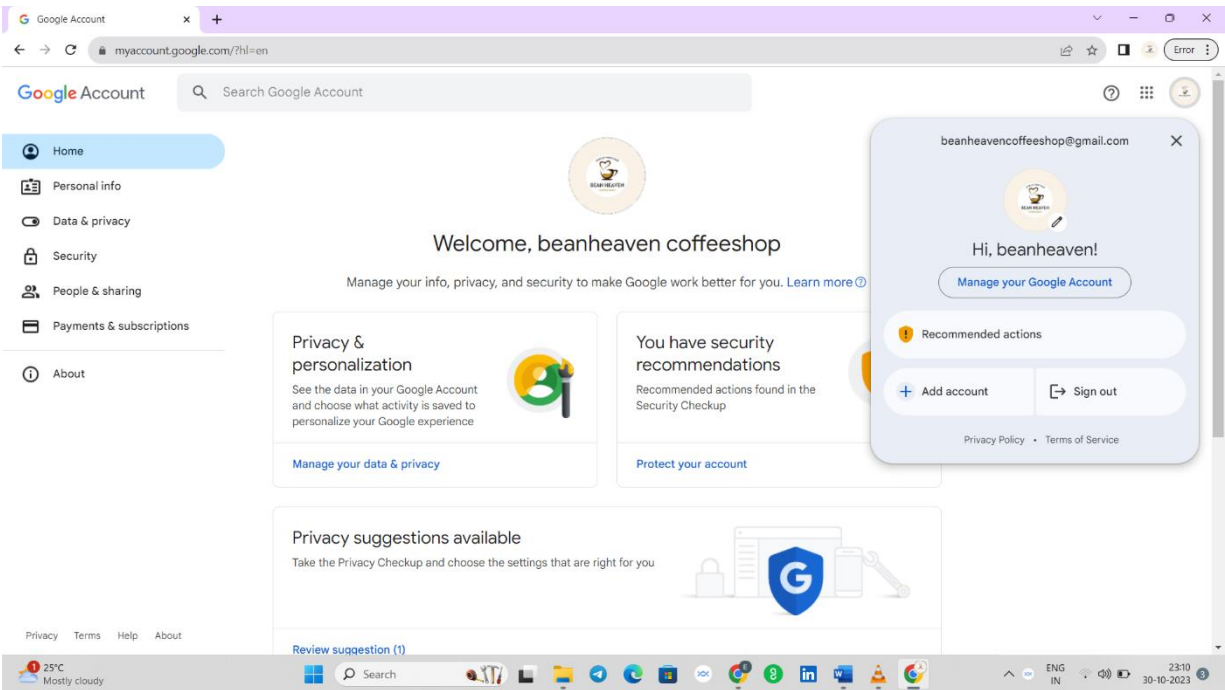


The screenshot shows a web browser window with the URL `accounts.google.com/signup/v2/createpassword?theme=glif&flowName=GlifWebSignIn&flowEntry=SignUp&TL=AlBe4_JL9XXcRZxsIX5DefoHVxedEc3PpPsIxFUZZIDANBquT...`. The page displays the Google logo and the heading "Create a strong password". Below this, it instructs the user to "Create a strong password with a mixture of letters, numbers and symbols". There are two input fields: "Password" and "Confirm", both containing masked characters (dots). A checkbox labeled "Show password" is present below the "Confirm" field. A blue "Next" button is located at the bottom right of the form. At the very bottom of the page, there is a language selector set to "English (United Kingdom)" and links for "Help", "Privacy", and "Terms".

STEP4: Next complete the recovery process and read the terms and condition then click on agree button, finally brand mail is created.

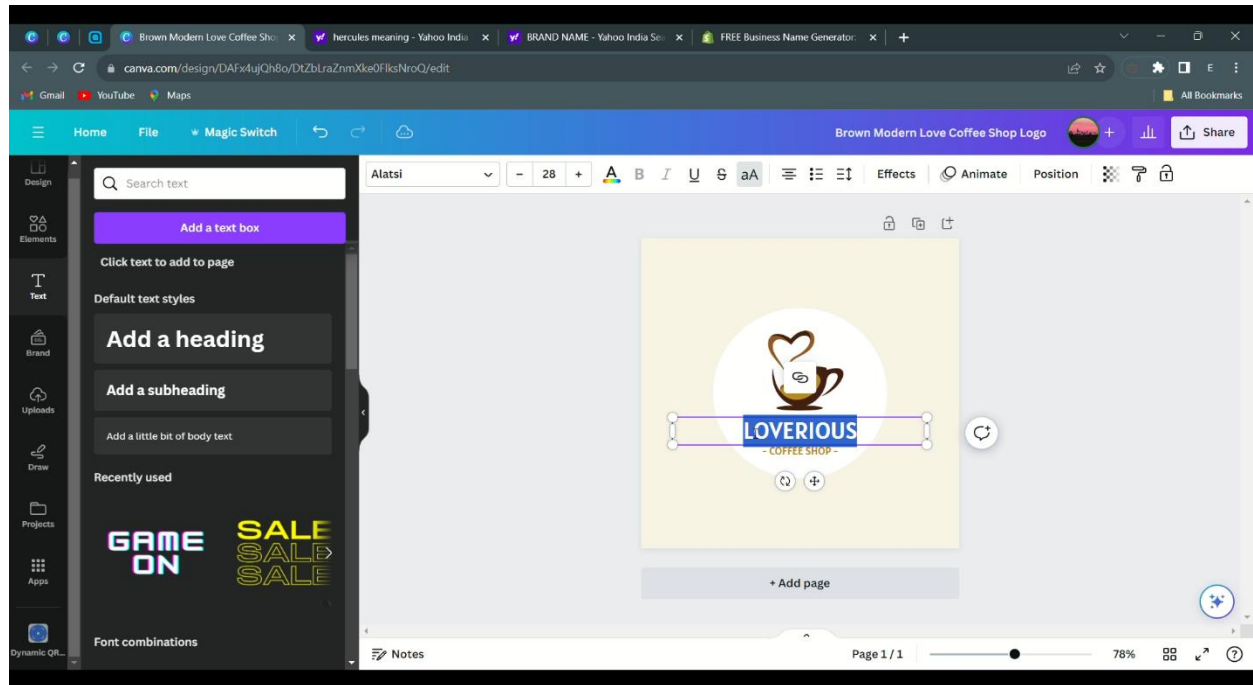


STEP5: Then change the profile picture and click on upload button.

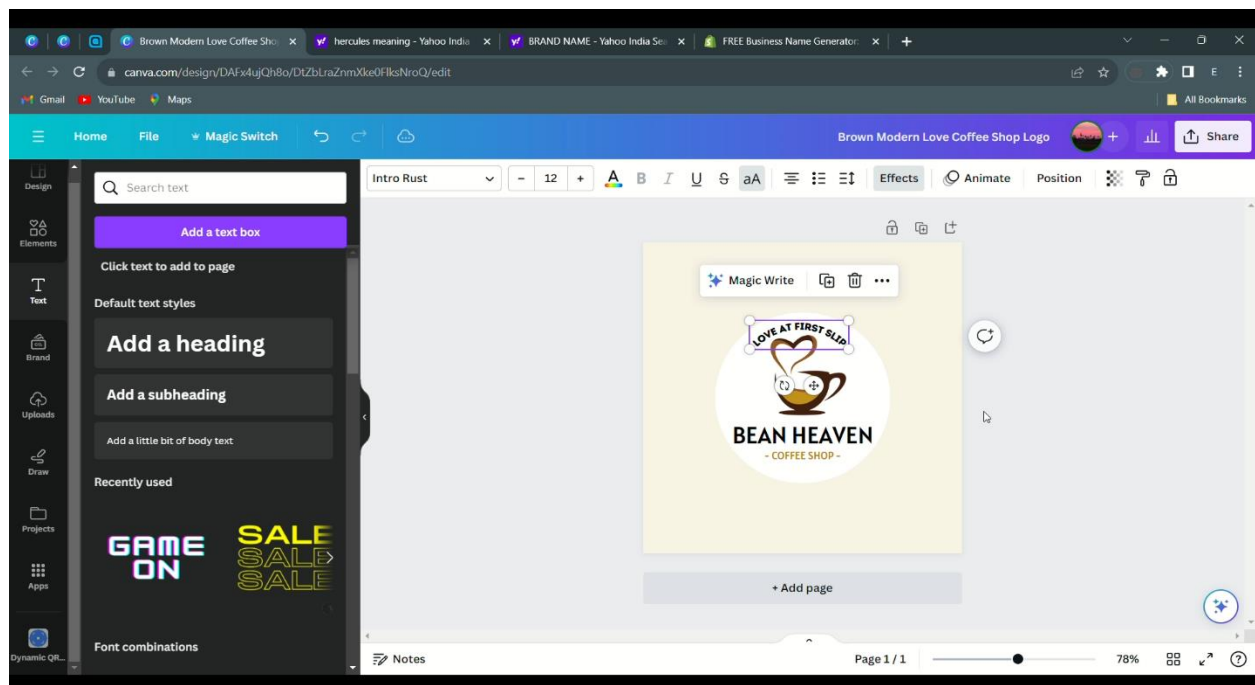


(c) HOW TO CREATE BRAND LOGO IN CANVA

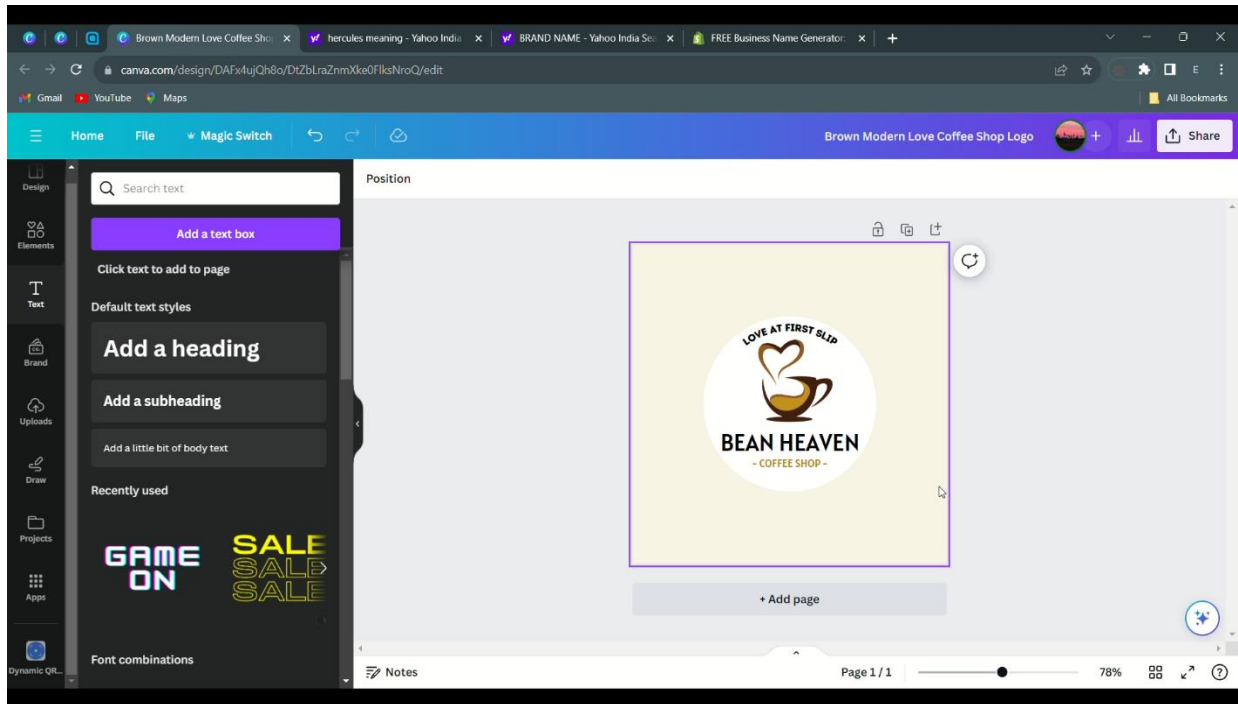
STEP1: Open Canva and choose the required logo template.



STEP2: Then change the logo name as our brand name and add the related tagline in the logo.



STEP3: Then click on share button and download the logo in the required format (i.e., JPG, PNG)



RESULT:



DEMO VIDEO LINK:<https://drive.google.com/file/d/1NsTstB3-khsHUMYsiOw5KfzVVxxjoWJp/view?usp=drivesdk>