

How To Create A Brand Name, Brand Mail, Brand Logo In Canva

Procedure For Brand Name :

Step 1 - Login to Canva

If you don't have an account, you'll need to sign up for one.

Step 2 - Open a New Project

Click on "Create a design" and choose a template or create a custom size for your project.

Step 3 - Add Text

Click on the "Text" tab in the left sidebar.

Choose a text style that fits your brand or customize it further.

Type in the brand name you've chosen or are considering.

Step 4 - Experiment with Fonts

Canva offers a wide range of fonts. Test different ones to see what resonates with your brand.

Step 5 - Play with Colors

Use the color picker to select colors that represent your brand identity.

Step 6 - Arrange and Edit

Adjust the size, position, and orientation of the text elements to create a visually appealing composition.

Step 7 - Explore Graphic Elements

Canva provides shapes, illustrations, and other design elements you can incorporate into your brand name design.

Step 8 - Preview and Save

Once you're satisfied with your brand name design, preview it to see how it looks.

Save your design in a format that suits your needs (e.g., PNG, JPG, PDF).

Procedure For Brand Logo :

Step 1 – Log In To Canva

If you don't have an account, you'll need to sign up for one.

Step 2 – Choose A Design Type

Click on "Create a design" and select "Custom dimensions". Enter the dimensions you want for your logo. A typical logo is usually square.

Step 3 - Explore Templates

On the left sidebar, click on "Templates". Type "logo" in the search bar to see logo templates.

Step 4 - Customize Your Logo

Select a template that resonates with your brand or start from scratch. You can modify the text, colors, fonts, and elements of the template.

Step 5 - Add Elements

Click on the "Elements" tab on the left sidebar. Here you can add shapes, lines, illustrations, and other design elements to your logo.

Step 6 - Edit Text

If you have text in your logo, you can click on the text box to edit it. Change the font, size, color, and alignment to suit your brand.

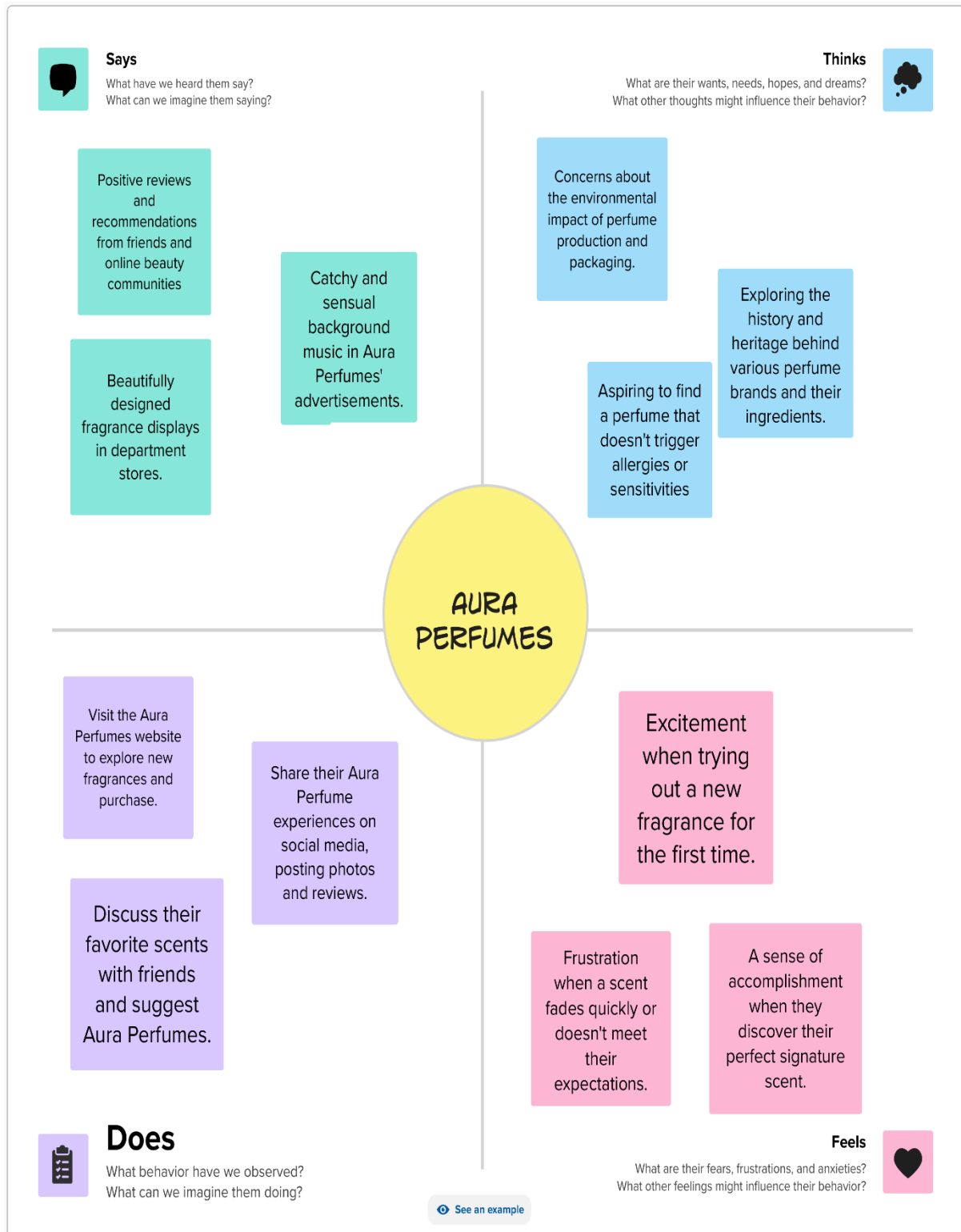
Step 7 - Arrange and Align

Use the alignment tools to make sure your elements are properly positioned and spaced.

Step 8 - Preview and Save

Click on the "Download" button when you're satisfied with your logo. Canva offers various file formats, choose the one you need and save it to your device.

Empathy Map :



Brainstrom :

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

Perfumer: The perfumer is the creative mind behind the fragrance. They are responsible for designing and creating unique scent compositions. This role requires a deep understanding of fragrance materials, olfactory artistry..

Quality Control Specialist: Quality control specialists ensure that the final product meets the company's standards. They conduct tests and inspections to check the consistency, stability, and overall quality of the perfumes

Production Manager: The production manager oversees the manufacturing process, ensuring that the perfumes are produced efficiently, meet quality standards, and are delivered on schedule.

Marketing and Branding Specialist: This role is responsible for developing marketing strategies and branding concepts for new fragrances. They work on creating packaging, advertising, and promotional materials to attract consumers.

Links...

Project Demo Link –

https://drive.google.com/file/d/1w7fO0HOlsGZQ_oCkdHkgcM77Jla4Anc5/view?usp=sharing

Project Link - Canva

Brand Logo –

https://www.canva.com/design/DAFxZsed3PI/imBvDQVcHhkvRK6TIgpA-Q/edit?utm_content=DAFxZsed3PI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Brand Name –

https://www.canva.com/design/DAFxZgvyCQ/CzfuCfIGbZ_00lExE3c8fw/edit?utm_content=DAFxZgvyCQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Git hug link –

<https://github.com/sat15M/NM-ASSIGNMENT-AND-PROJECT-HOW-TO-CREATE-A-BRAND-NAME-BRAND-LOGO-BRAND-MAIL-IN-CANVA-/upload>