

# Project: Brand name creation

Brand name: Stride

Tagline: Stride with Pride

Category: Sneakers brand

Target Audience: All (Men, Women, Kids)

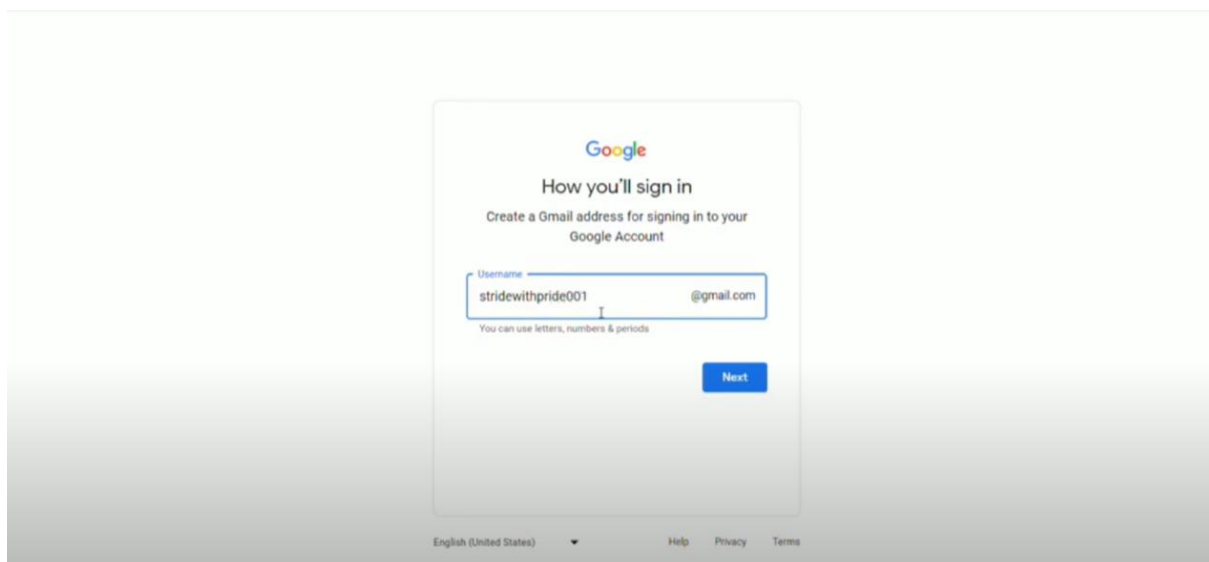
Email: stridewithpride001@gmail.com

Logo Theme: A designed Sneaker with a tagline – Purple theme

Created an Email id for the brand, created a logo for the brand.

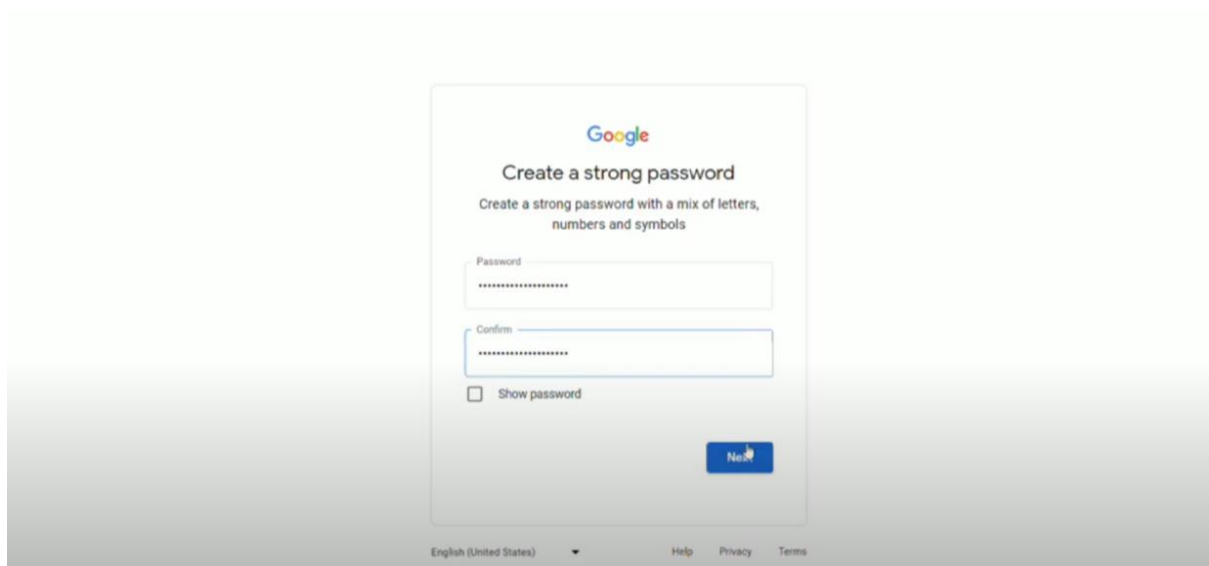
## Steps in creating Email ID:

- Creating a username

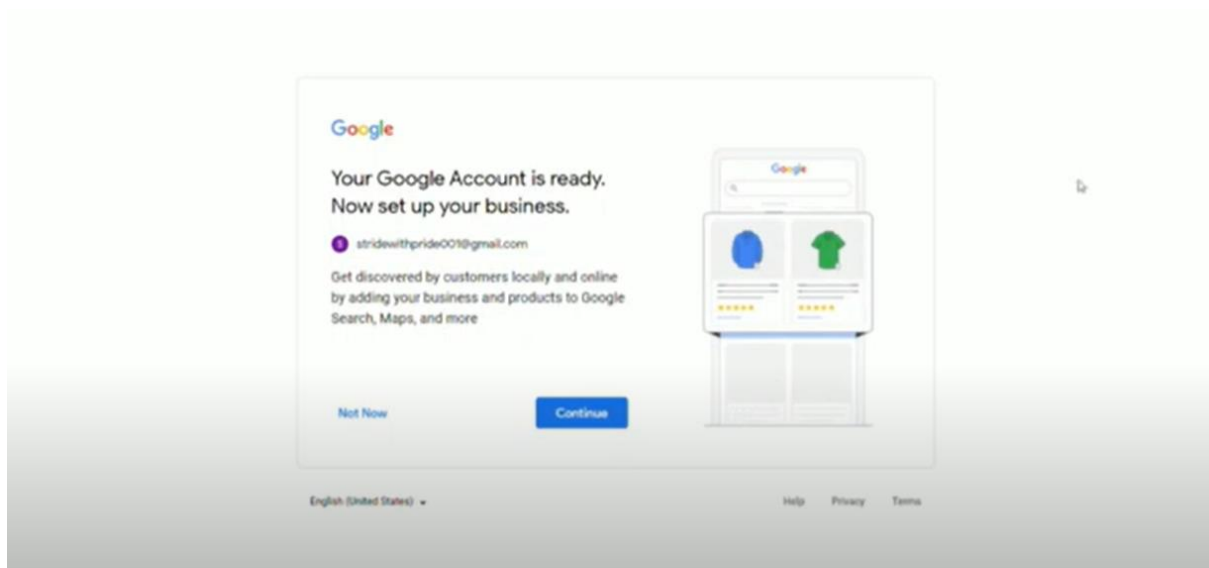


The screenshot shows the Google account creation interface. At the top is the Google logo. Below it, the heading 'How you'll sign in' is followed by the instruction 'Create a Gmail address for signing in to your Google Account'. A text input field is shown with 'Username' as a placeholder. The field contains 'stridewithpride001' and '@gmail.com' is shown to the right. Below the field, a small note says 'You can use letters, numbers & periods'. A blue 'Next' button is at the bottom right. At the very bottom, there are links for 'English (United States)', 'Help', 'Privacy', and 'Terms'.

- Creating a strong password

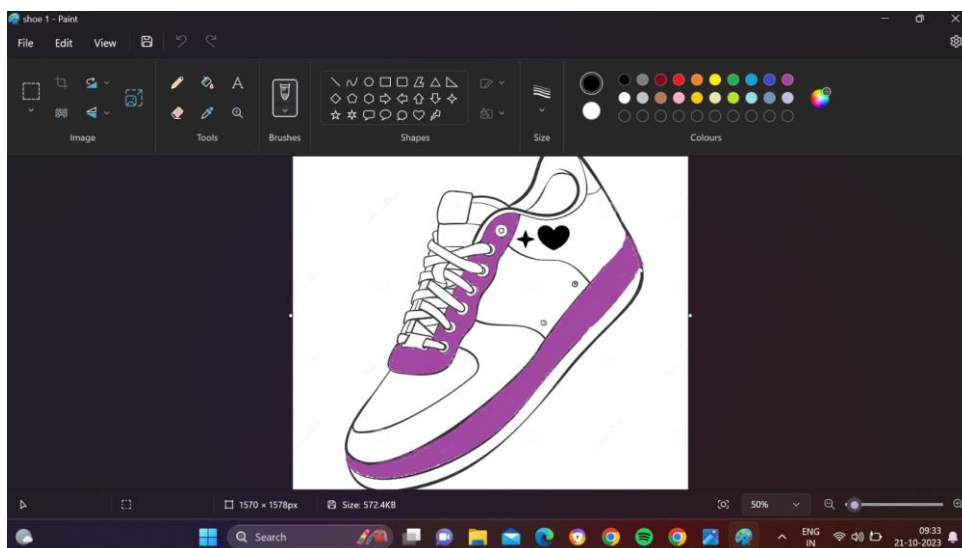


The screenshot shows the Google account creation interface for creating a strong password. At the top is the Google logo. Below it, the heading 'Create a strong password' is followed by the instruction 'Create a strong password with a mix of letters, numbers and symbols'. There are two text input fields: 'Password' and 'Confirm'. Both fields are filled with dots. Below the 'Confirm' field, there is a checkbox labeled 'Show password'. A blue 'Next' button is at the bottom right. At the very bottom, there are links for 'English (United States)', 'Help', 'Privacy', and 'Terms'.

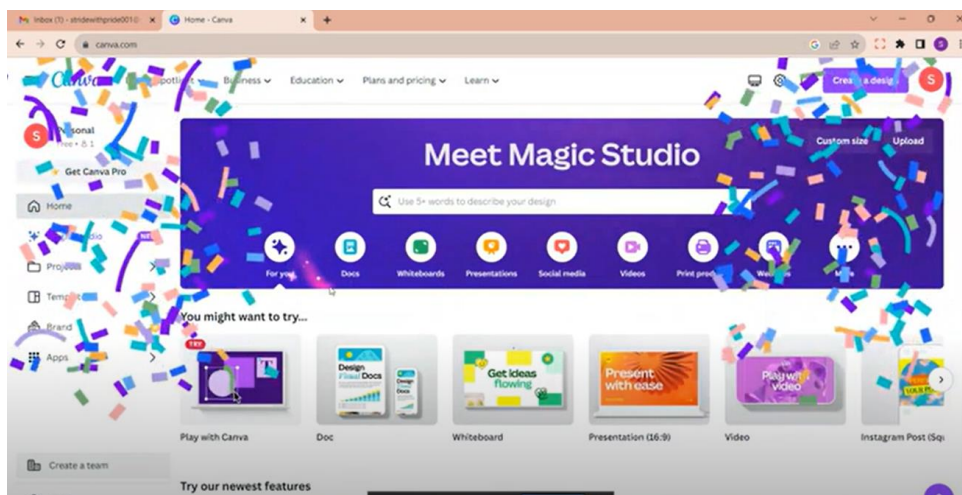


## STEPS IN LOGO DESIGNING

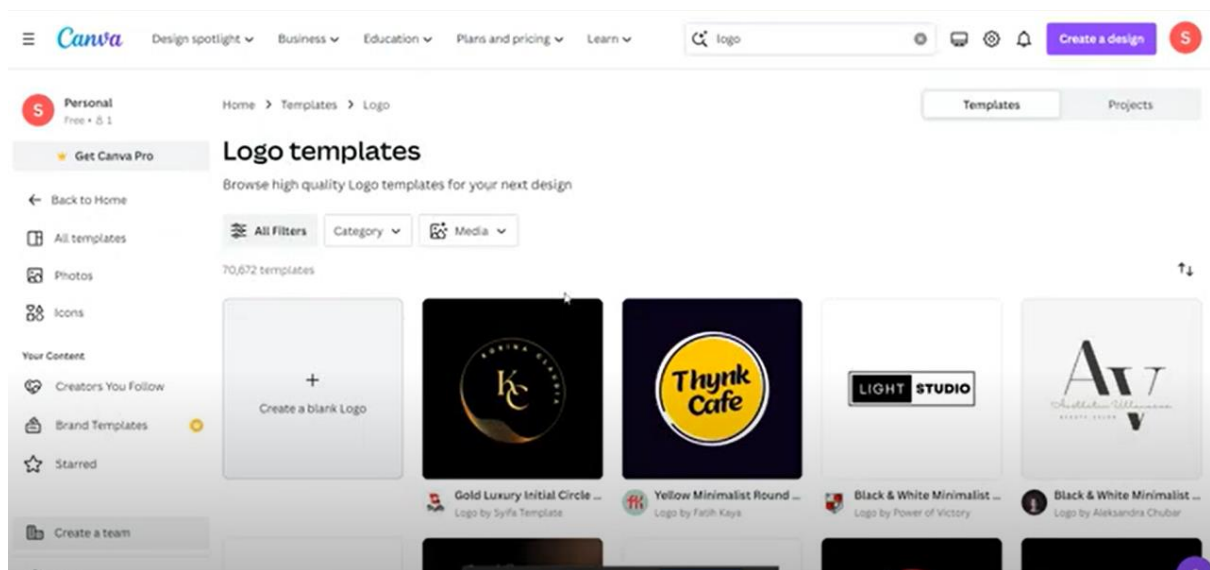
- Designed a sneaker for the logo using paint tool



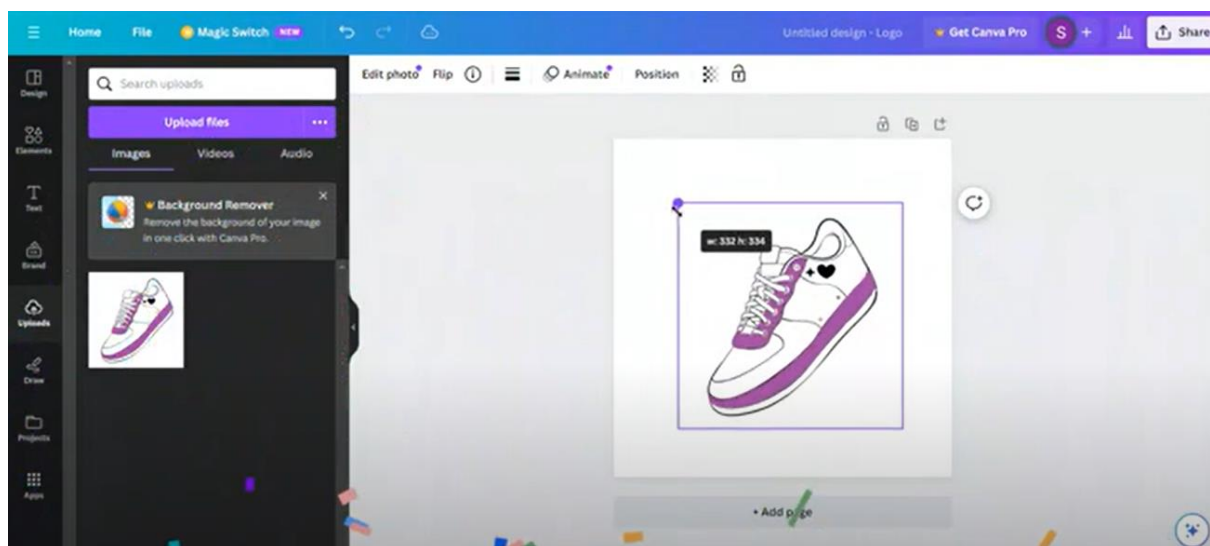
- Created a Canva account using the Brand's email id.



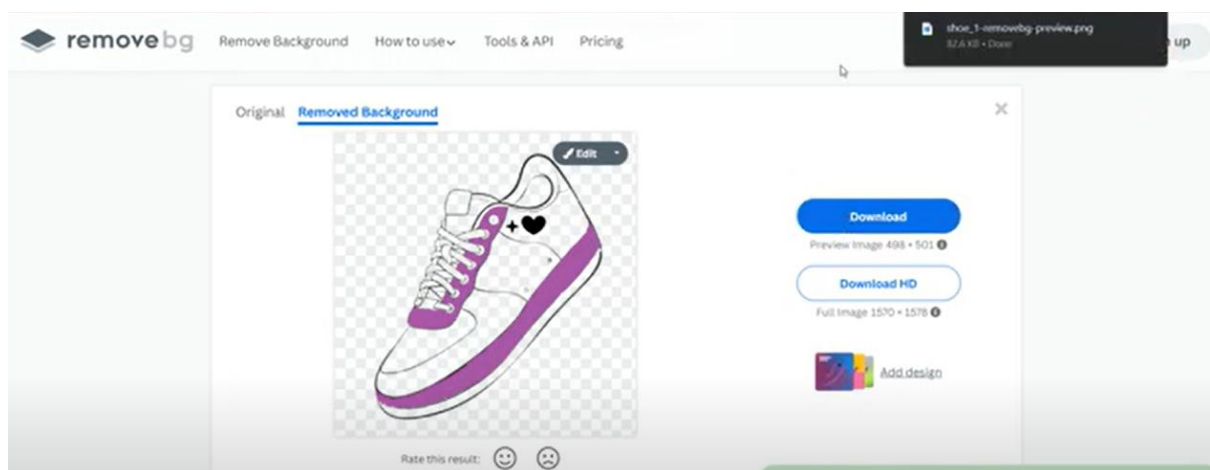
➤ Chose a Logo template



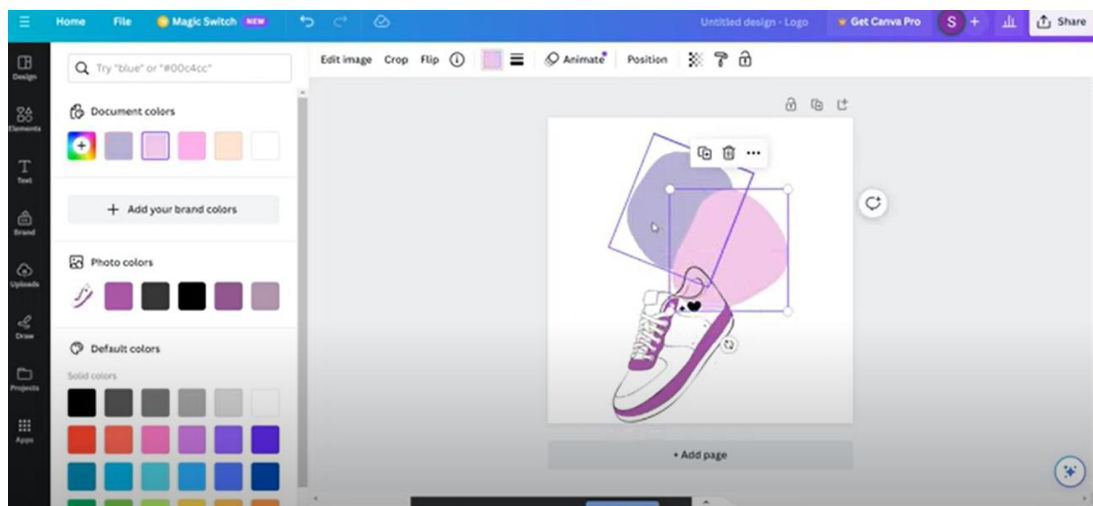
➤ Uploaded the designed sneaker in Canva



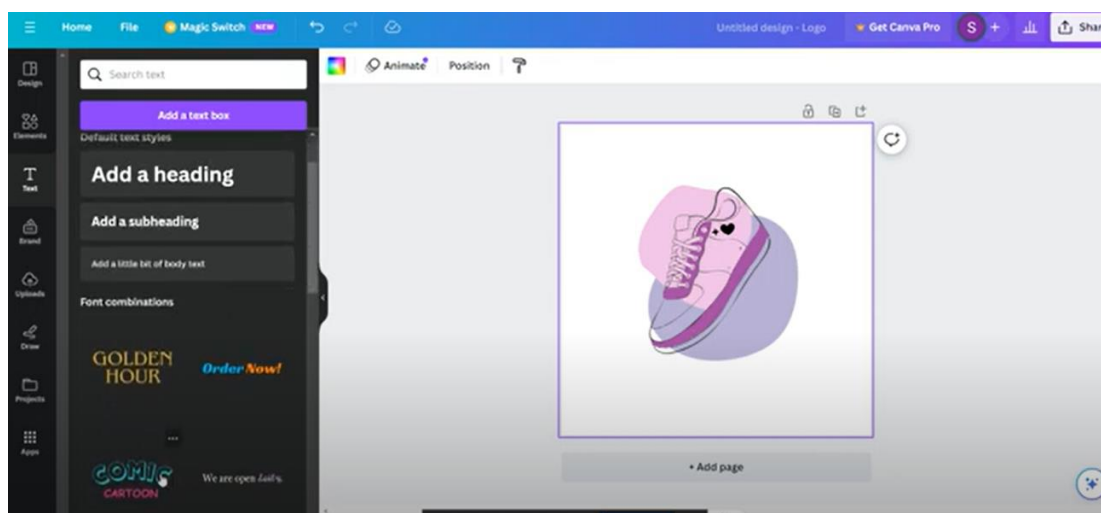
➤ Removed the Background in the sneaker image.



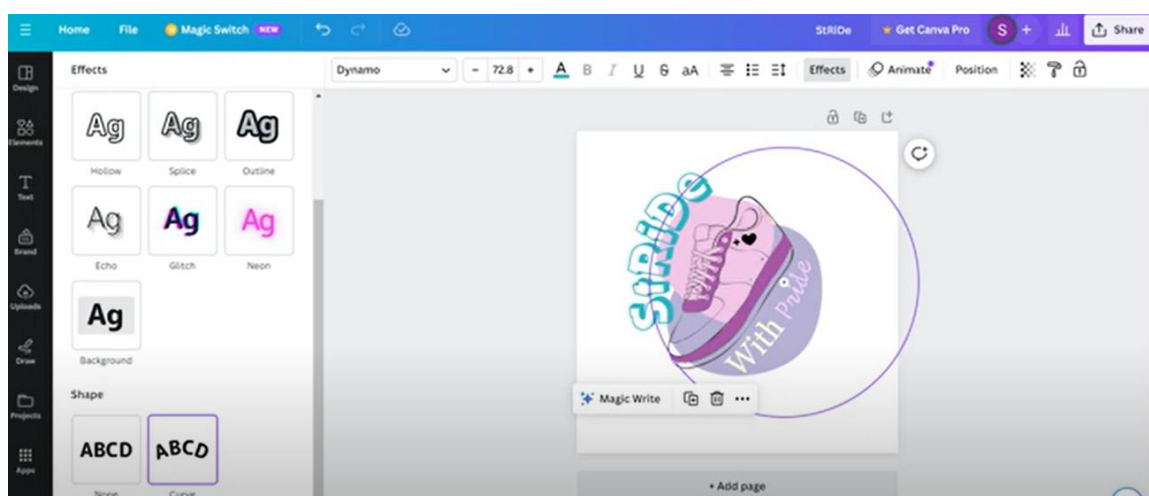
- Added Abstract shapes with purple shades



- Used “comic cartoon” – a text font, for the brand name



- Used another font for the tagline and modified the shapes(curve) of the font.



➤ The final logo

