

DIGITAL MARKETING

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

A PROJECT REPORT

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

The "Chicken Blast Branding" project, categorized under Restaurants, is initiated with the primary objective of establishing a strong and distinctive brand identity for our restaurant, Chicken Blast. The project focuses on three key objectives: creating a memorable and unique brand name for Chicken Blast, setting up professional brand mail addresses to enhance communication, and designing a visually appealing and representative brand logo using Canva's design tools. By accomplishing these objectives, we aim to bolster our online presence and improve customer recognition. The project's scope encompasses the processes of brand name creation, the setup of professional brand mail addresses, and the design of a brand logo using Canva's user-friendly design tools. The key deliverables include a unique and memorable brand name, functional and professional brand mail addresses, and a visually appealing brand logo that effectively represents our restaurant.

1.2 PURPOSE

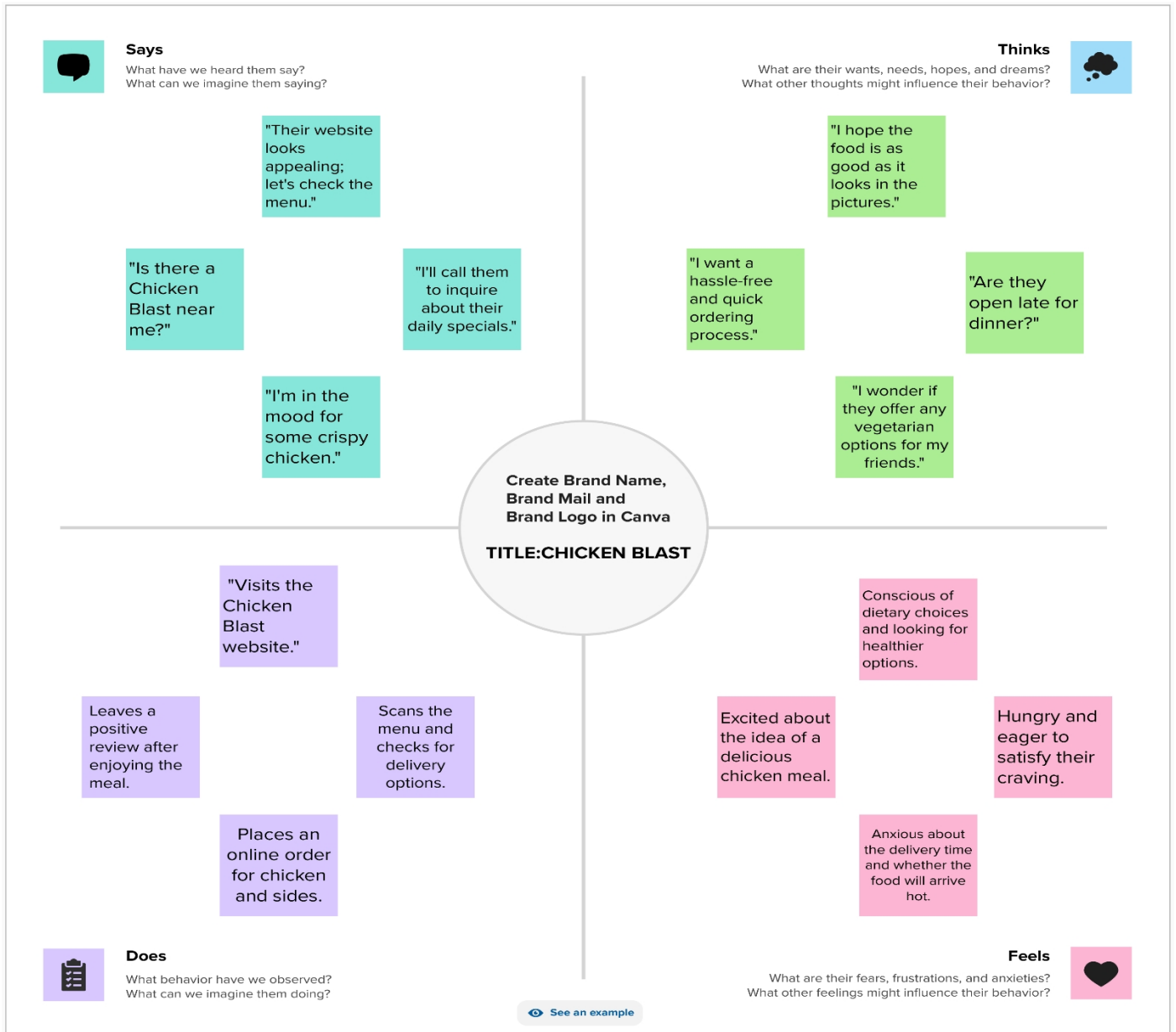
The purpose of the "Chicken Blast Branding" project in the Restaurants category is to establish a unique brand identity for Chicken Blast. This involves creating a distinctive brand name, setting up professional brand mail addresses, and designing an eye-catching brand logo using Canva. The project's scope includes brand name creation, mail address setup, and logo design, with key deliverables being a memorable brand name, functional brand mail addresses, and a visually appealing logo.

Stakeholders include the project team and restaurant owners, working together to enhance the brand's identity. Key milestones include finalizing the brand name, setting up brand mail addresses, and approving the logo design, leading to project completion.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

→

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes

PROBLEM


"How might we establish a distinctive and compelling brand identity for 'Chicken Blast' that effectively communicates its welcoming atmosphere, fun dining experience, in order to differentiate the restaurant from competitors and drive increased customer engagement, loyalty, and growth? This project aims to address the need for a distinctive and memorable brand presence in a crowded market, ultimately driving increased customer engagement, loyalty, and growth for the restaurant."



Key rules of brainstorming

To run an smooth and productive session

 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil icon to switch to sketch mode (icon to right drawing)

Person 1

Make a fun app for the menu to show what's great at 'Chicken Blast.'

Share short videos showing how much we love 'Chicken Blast.'

Sell cool shirts and cups with 'Chicken Blast' stuff.

Person 2

Give rewards to people who eat a lot at 'Chicken Blast.'

Get famous local people to talk about 'Chicken Blast' online.

Show pictures of our kitchen and chefs on Facebook.

Person 3

Make 'Chicken Blast' look more fun inside.

Ask people how to make 'Chicken Blast' better.

Make one special food or drink that everyone loves.

Person 4

Send emails with good stuff and deals for 'Chicken Blast' fans.

Let people order food online before they come to eat.

Have parties for families and friends at 'Chicken Blast.'

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Digital Engagement and Merchandise

Make a fun app for the menu to show what's great at 'Chicken Blast.'

Share short videos showing how much we love 'Chicken Blast.'

Sell cool shirts and cups with 'Chicken Blast' stuff.

Loyalty Programs and Social Media Promotion

Give rewards to people who eat a lot at 'Chicken Blast.'

Get famous local people to talk about 'Chicken Blast' online.

Ask people how to make 'Chicken Blast' better.

Restaurant Ambiance and Specialties

Make 'Chicken Blast' look more fun inside.

Make one special food or drink that everyone loves.

Ask people how to make 'Chicken Blast' better.

Email Marketing and Customer Experience

Send emails with good stuff and deals for 'Chicken Blast' fans.

Let people order food online before they come to eat.

Have parties for families and friends at 'Chicken Blast.'



Step-3: Idea Prioritization

4

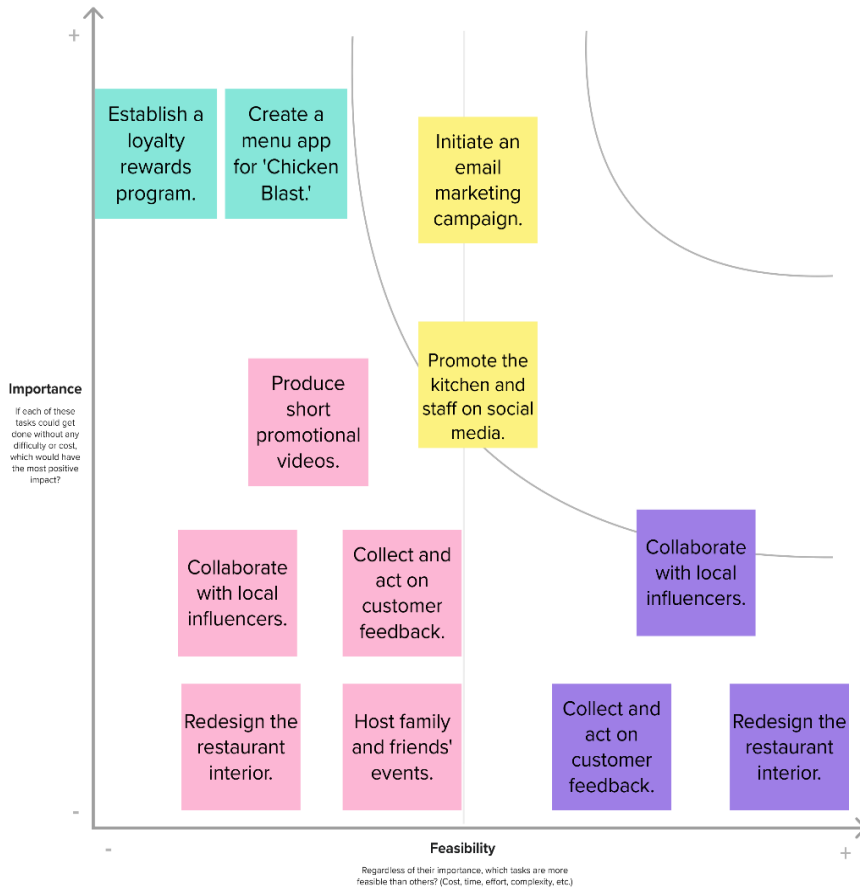
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



●

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

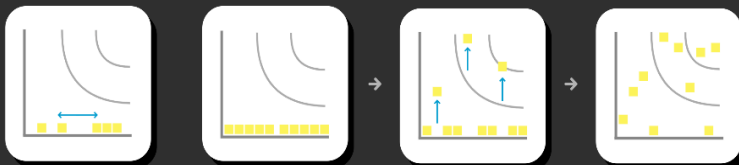


Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[Share template feedback](#)



CHAPTER 3

RESULT:

Brand Name: ChickenBlast

Category: Food Restaurant

Target Audience: All

Email: chickenblast.co@gmail.com

Password: chickenblast

Identify Your Target Audience:

Chicken Lovers: These are individuals who have a particular fondness for chicken in various forms, such as fried chicken, grilled chicken, chicken sandwiches, and chicken-based soups or salads.

Food Enthusiasts: People who appreciate high-quality and unique food offerings. They are willing to try new and creative chicken dishes or combinations.

Families: Families often look for quick and tasty meal options, making them a potential customer base for your shop. Family-sized chicken meals or combo deals may be appealing to them.

Health-Conscious Consumers: Some individuals seek healthier chicken options, like grilled or baked chicken, and may be interested in lean protein choices.

Students: College students and young adults may be attracted to affordable and convenient chicken options, such as chicken wraps, sandwiches, or value meals.

Local Businesses: Offer catering services for local businesses looking for lunch options for their employees or special events.

Define Your Brand Personality:

Energetic: Create a vibrant and lively atmosphere in your chicken shop. Use bold, energetic colors in your branding and decor. Organize events or promotions that exude excitement and energy, making customers associate your brand with a fun dining experience.

Tasty and Flavorful: Ensure that your chicken dishes are not only delicious but

bursting with flavor. Highlight unique seasoning, sauces, and cooking techniques that set your offerings apart.

Friendly and Welcoming: Train your staff to provide excellent customer service. Greet customers with a warm smile, engage in friendly conversation, and make them feel at home. Encourage repeat visits through personalized service.

Innovative Menu: Regularly introduce new and creative chicken dishes to keep customers intrigued. Feature "chef's specials" or seasonal items to showcase your culinary creativity.

Quality Assurance: Emphasize the quality of your ingredients and the care taken in food preparation. Use fresh, locally sourced ingredients whenever possible and maintain high food safety standards.

Fast and Convenient Service: Implement efficient ordering and delivery systems for quick and hassle-free service. Offer online ordering and delivery options for added convenience.

Community Engagement: Show your commitment to the local community by supporting local charities or participating in community events. Consider offering discounts or promotions to local residents to build a sense of belonging.

Affordability with Value: Keep your pricing competitive and consider offering combo meals or family-sized deals to make your chicken dishes an economical choice for families and groups.

Make A List Of Brand Name Ideas:

1. Chicken Delights
2. Cluck 'n Crave
3. Feathered Flavors
4. Chicken Blast
5. The Coop Kitchen
6. WingFusion
7. Golden Roost
8. Cluck & Grub
9. Hen House Eats
10. Crispy Feathers

Narrow Your list:

1. Cluck 'n Crave
2. Wing Fusion
3. Chicken Blast
4. Golden Roost
5. Crispy Feathers
6. The Clucker
7. Poultry Palace

Check For Availability:

The screenshot shows a web browser window with the GoDaddy domain search results for 'chickenblast.com'. The browser's address bar shows the URL: godaddy.com/en-in/domainsearch/find?segment=repeat&domainToCheck=chicken+blast&tmskey=1dom_03_godaddyb. The GoDaddy logo is in the top left, and navigation links like 'Contact Us', 'Blog', 'Help', 'Sign In', and a shopping cart icon are in the top right. Below the header, a search bar contains 'chicken blast' with a search icon and a 'Continue' button. Below the search bar, there are tabs for 'RESULTS', 'FILTER', 'FAVORITES', and 'HISTORY'. The main content area shows a large illustration of a group of people with their arms raised, overlaid with a large blue 'X'. To the right of the illustration, the text reads: 'Your domain is available!', 'chickenblast.com', '₹1,299 ₹949 for first year', 'Estimated Value ₹ 121,250', and a 'Make It Yours' button. To the right of this, there are two boxes: 'FREE WEBSITE BUILDER INCLUDED' with the text 'Create and publish your website for free. Add paid features like an online store when you're ready.' and 'FREE PRIVACY PROTECTION FOREVER' with the text 'Protects your contact information from fraud and prevents email spam.' At the bottom, there is a footer with the text 'Why GoDaddy.' and a small illustration of a person sitting at a desk.

GoDaddy Domain Name Search

godaddy.com/en-in/domainsearch/find?segment=repeat&domainToCheck=chicken+blast&tmskey=1dom_03_godaddyb

GoDaddy India

Contact Us Blog Help Sign In

chicken blast

RESULTS FILTER FAVORITES HISTORY

Your domain is available!

chickenblast.com

₹1,299 ₹949 for first year

Estimated Value ₹ 121,250

Make It Yours

FREE WEBSITE BUILDER INCLUDED

Create and publish your website for free. Add paid features like an online store when you're ready.

FREE PRIVACY PROTECTION FOREVER

Protects your contact information from fraud and prevents email spam.

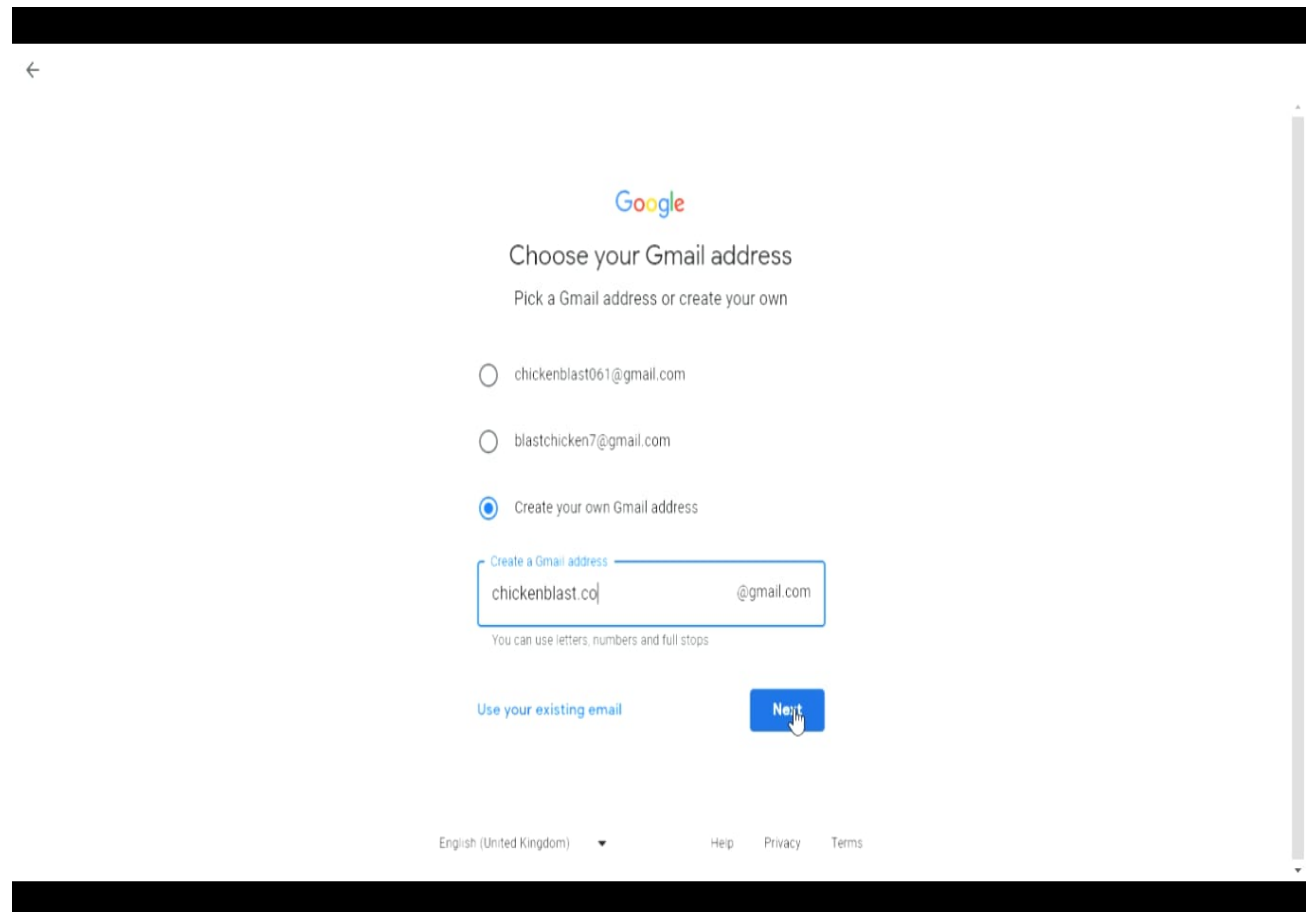
Why GoDaddy.

Test Your Shortlist Of Potential Brand Names:

CHICKEN BLAST

The atmosphere at "Chicken Blast" is welcoming, with friendly staff eager to make your visit a memorable one. We've created a space that's as inviting for families as it is for friends and colleagues looking for a quick and convenient meal. Our modern and clean interior design complements our playful and energetic branding, reflecting our commitment to providing a fun and enjoyable dining experience.

How To Create A Brand Email:



The screenshot shows the Google Gmail creation interface. At the top, the Google logo is displayed. Below it, the text "Choose your Gmail address" is followed by the instruction "Pick a Gmail address or create your own". There are three radio button options: "chickenblast061@gmail.com", "blastchicken7@gmail.com", and "Create your own Gmail address" (which is selected). Below these options is a text input field with the placeholder "Create a Gmail address". The field contains "chickenblast.co" and "@gmail.com" is shown to the right. Below the input field, a note states "You can use letters, numbers and full stops". At the bottom left, there is a link "Use your existing email". At the bottom right, there is a blue "Next" button with a hand cursor icon. At the very bottom, there is a footer with "English (United Kingdom)" and a dropdown arrow, followed by links for "Help", "Privacy", and "Terms".



Create a Google Account

Enter your name

First name

CHICKEN

Surname (optional)

BLAST

Next

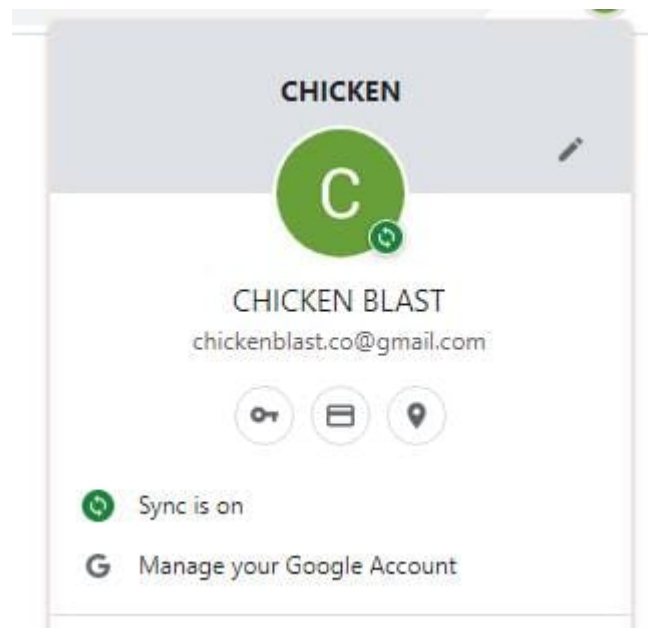


English (United Kingdom) ▼

[Help](#)

[Privacy](#)

[Terms](#)



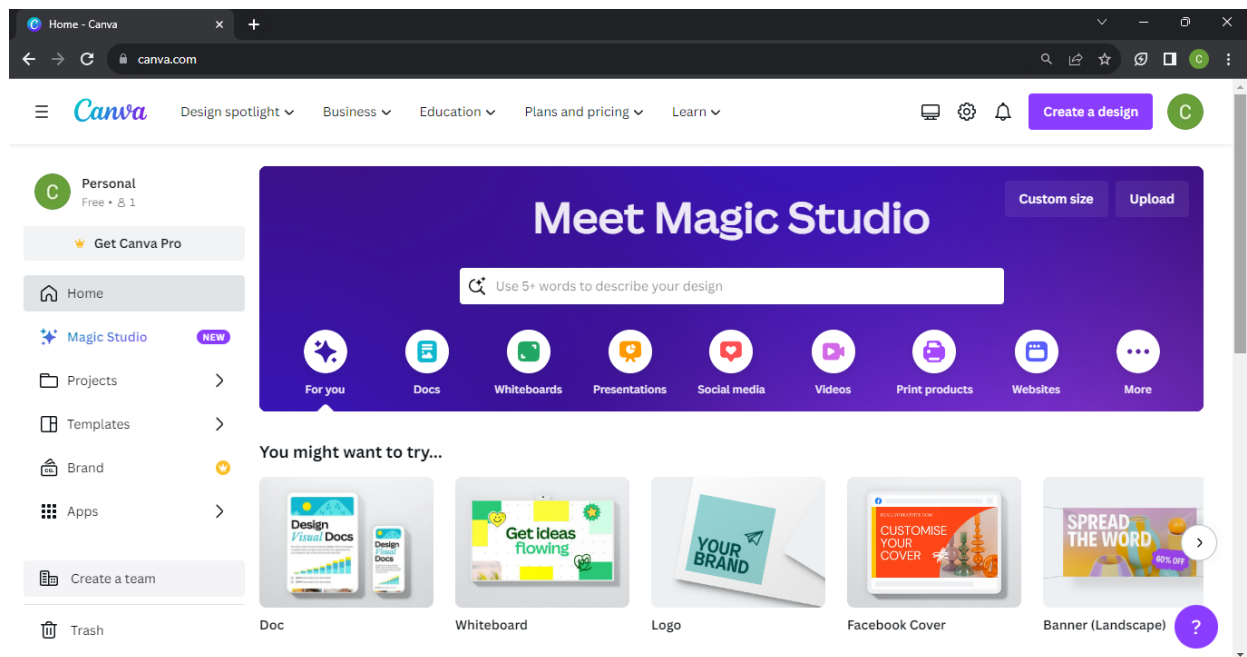
How To Create A Logo Design Using Canva:

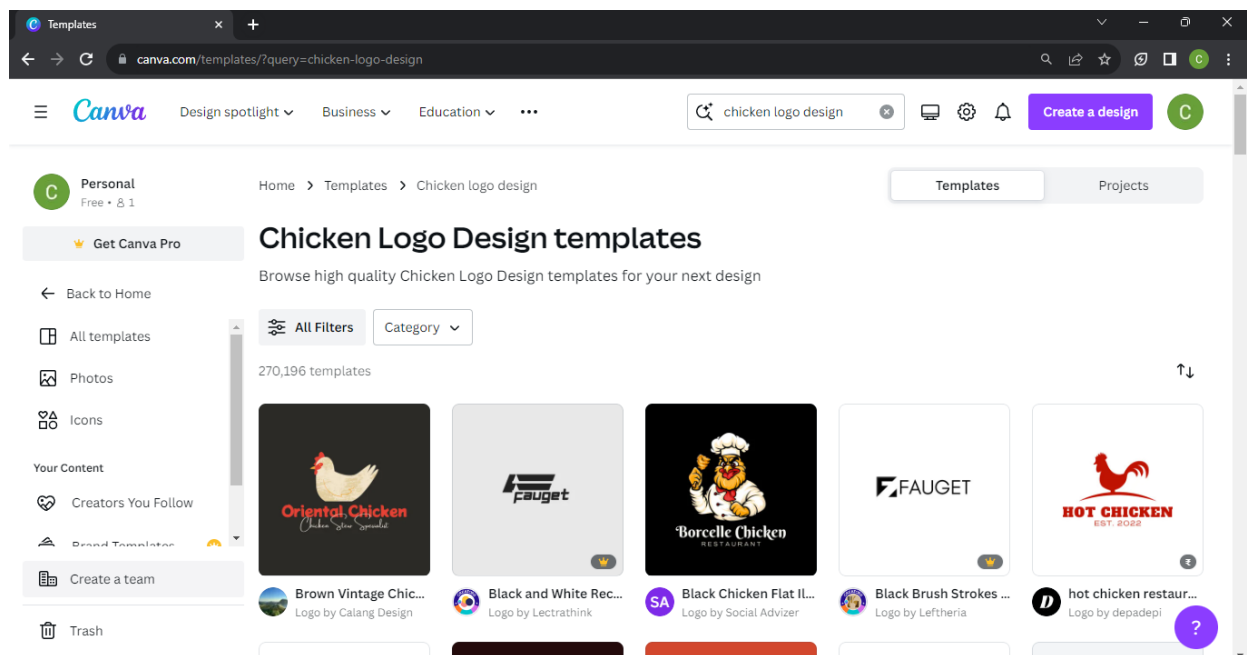
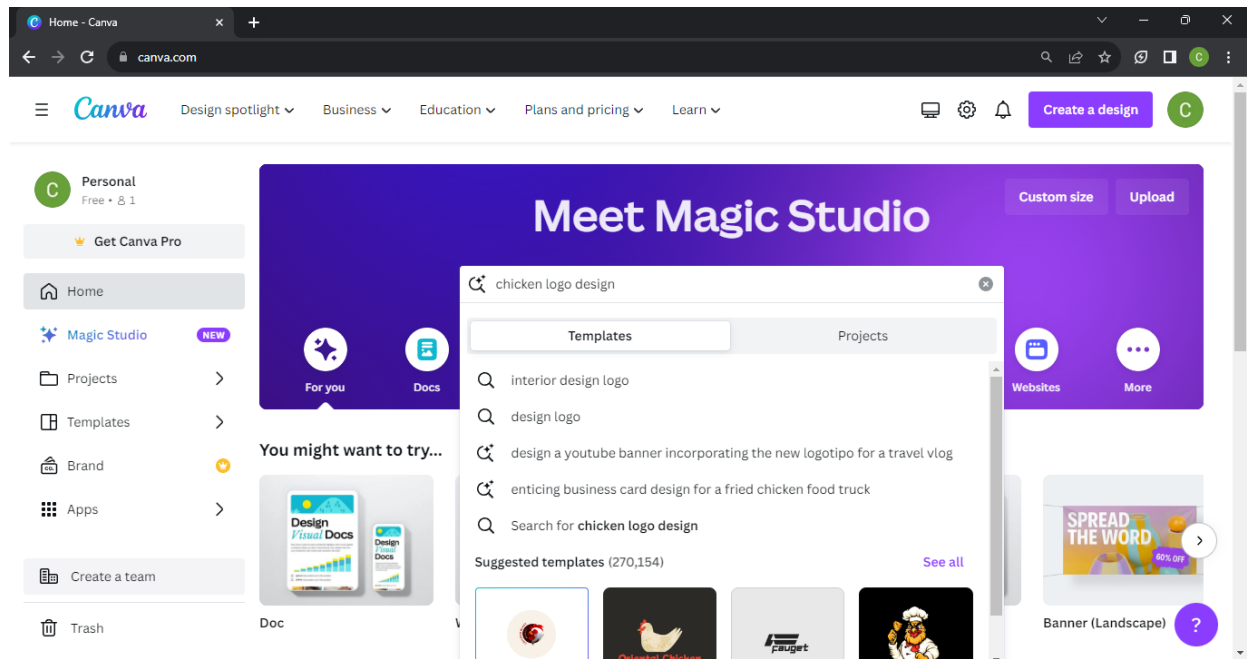
Canva Website URL:

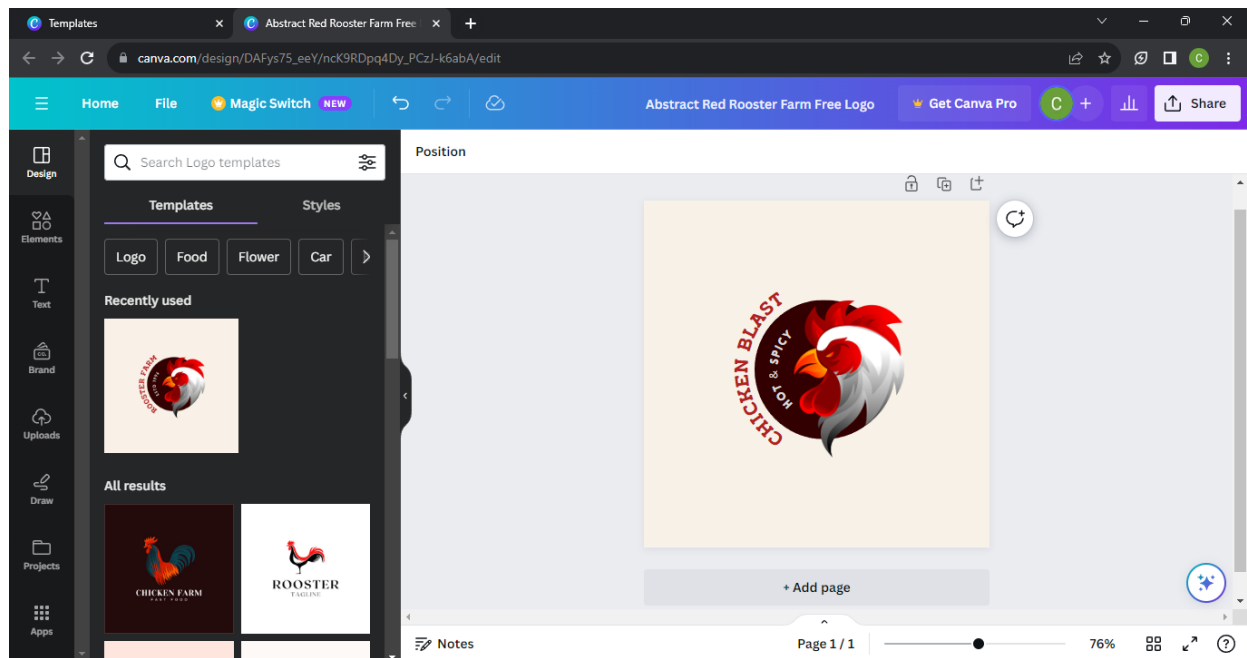
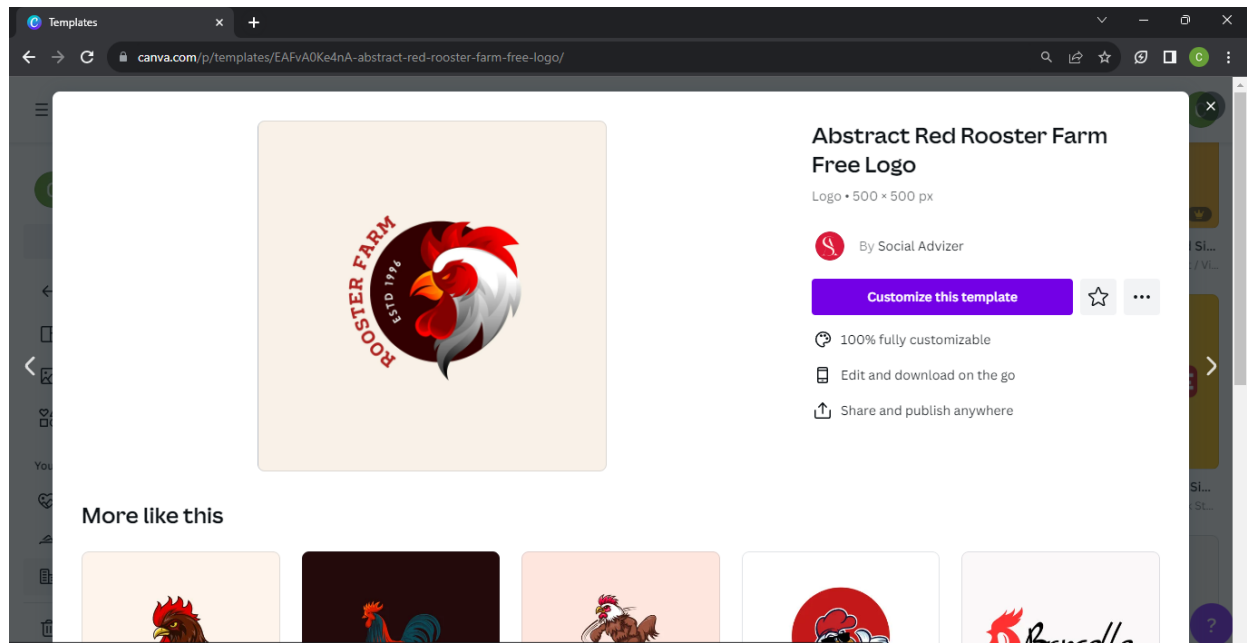
https://www.canva.com/design/DAFys75_eeY/ncK9RDpq4Dy_PCzJ-

[k6abA/edit?utm_content=DAFys75_eeY&utm_campaign=designshare&utm_medium=link2](https://www.canva.com/design/DAFys75_eeY/ncK9RDpq4Dy_PCzJ-k6abA/edit?utm_content=DAFys75_eeY&utm_campaign=designshare&utm_medium=link2)

[&utm_source=sharebutton](https://www.canva.com/design/DAFys75_eeY/ncK9RDpq4Dy_PCzJ-k6abA/edit?utm_content=DAFys75_eeY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)







Final logo design:



CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Enhanced Brand Identity: The project will result in a unique and memorable brand name, professional brand mail addresses, and an attractive logo. This will help establish a strong brand identity for Chicken Blast, making it more recognizable to customers.

Improved Online Presence: A well-designed logo and professional email addresses will enhance the restaurant's online presence, making it easier for customers to find and connect with Chicken Blast on the internet.

Increased Customer Engagement: A distinct brand identity can help create a stronger emotional connection with customers, potentially leading to increased loyalty and repeat business.

Ease of Communication: Professional brand mail addresses not only add credibility but also improve communication with customers, partners, and suppliers.

DISADVANTAGES:

Resource Intensive: Branding efforts can be resource-intensive in terms of time and money. The project may require a significant investment, which could strain the restaurant's budget.

Risk of Misalignment: If the brand name, logo, or email addresses do not align with the restaurant's values or target audience, it could have a negative impact on the business.

Design Challenges: Designing a logo that effectively represents the restaurant can be a challenge, and if not done well, it may not resonate with customers.

CHAPTER 5

APPLICATIONS

1. **Online Presence:** A well-designed logo and professional brand mail addresses will enhance the restaurant's online presence, making it easier for customers to find and connect with Chicken Blast on the internet. The project will enable the restaurant to have a more prominent and professional online footprint.
2. **Brand Recognition:** The brand name, logo, and mail addresses created through this project will contribute to brand recognition. Customers are more likely to remember and trust a brand that has a consistent and appealing identity.
3. **Marketing Materials:** The brand assets created can be used in various marketing materials, including advertisements, flyers, brochures, and social media posts. This will help create a cohesive and visually appealing brand image in all marketing efforts.
4. **Customer Engagement:** A distinctive brand identity can lead to increased customer engagement and loyalty. Customers who resonate with the brand are more likely to return to Chicken Blast and recommend it to others.
5. **Operational Communication:** Professional brand mail addresses improve communication with customers, partners, suppliers, and other stakeholders. This can lead to smoother operations and better customer service.
6. **Competitive Advantage:** Effective branding can provide a competitive advantage in the restaurant industry, helping Chicken Blast stand out from competitors and attract more customers.

CHAPTER 6

CONCLUSION

In summary, this project effectively used **Canva Websites** to create an attractive logo creation And our creative ideas to Creating mail id, Brand name .The "Chicken Blast Branding" project has achieved its primary goal of creating a distinctive brand identity for our restaurant, Chicken Blast. Through the development of a unique brand name, the establishment of professional brand mail addresses, and the creation of an eye-catching logo using Canva, we have significantly improved our online presence and customer recognition.

This robust brand identity sets us apart in the highly competitive restaurant industry, fostering potential customer loyalty and repeat business. Although branding efforts have required an investment of resources, the resulting benefits in terms of market positioning and customer engagement are invaluable.

Our next steps should involve consistent application of the newly created brand assets across all aspects of our operations and marketing materials. With this memorable and compelling brand identity, Chicken Blast is poised for sustained growth and long-term success in the restaurant industry. We look forward to the increased customer recognition and engagement that will follow this branding initiative.