

# **DIGITAL MARKETING**

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

### **A PROJECT REPORT**

*Submitted by*

**DINESHKUMAR M (NM ID: 55E901AA14118A18BA24694CEF8B4C10)**

**SURIYAPRAKASH B (NM ID: E5A7588270120D1B3C341B8033877593)**

**SENTHILKUMAR P (NM ID: 0EF6085E533FB9394484BEBA6F952789)**

**SHANMUGAVEL V (NM ID: B622DFAD1B4B55994D144C396360ED80)**

**TEAM ID : NM20237MID04191**

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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.

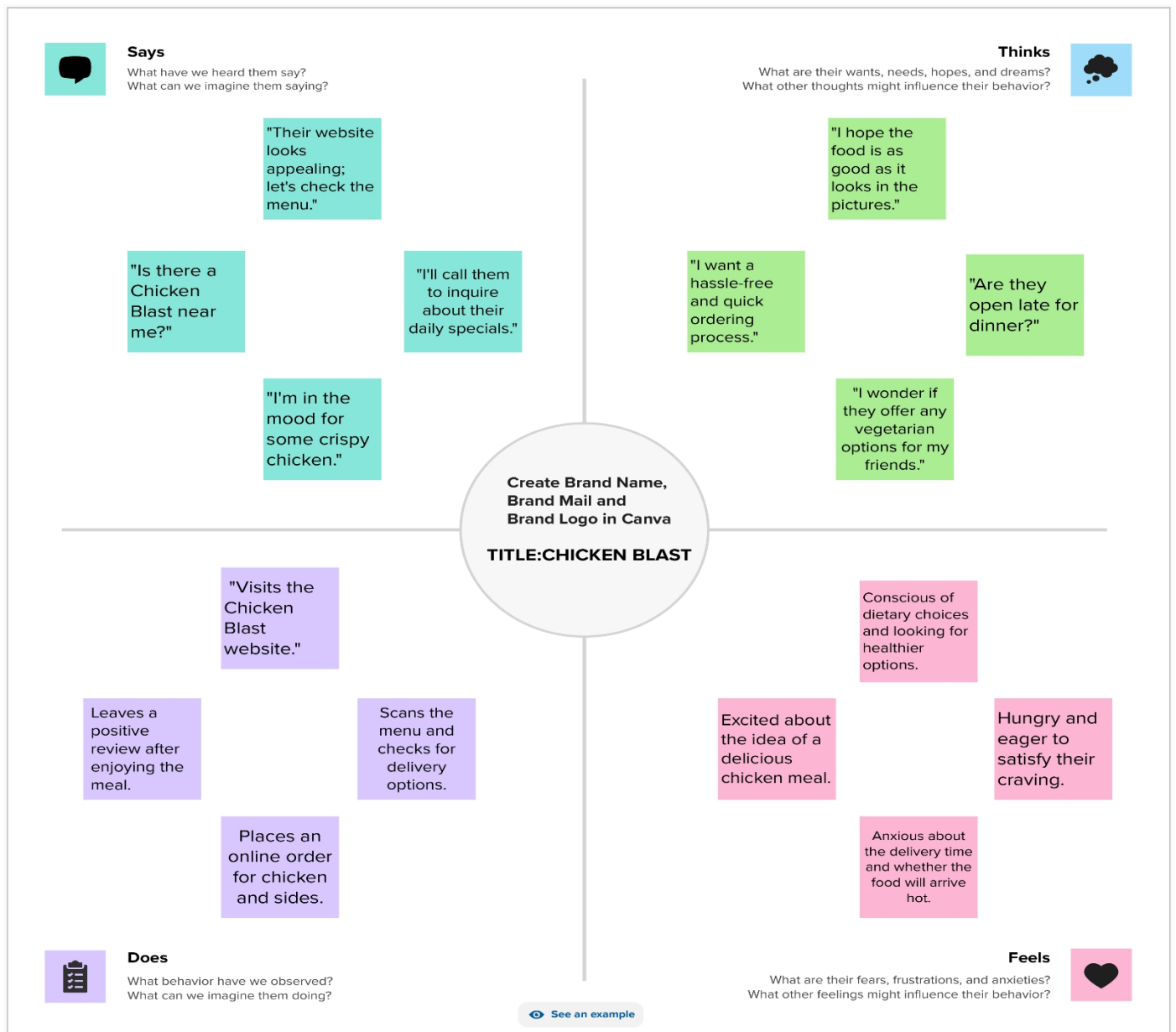
Stakeholders include the project team and restaurant owners, working together to enhance the brand's identity. Key milestones include finalizing the brand name, setting up brand mail

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

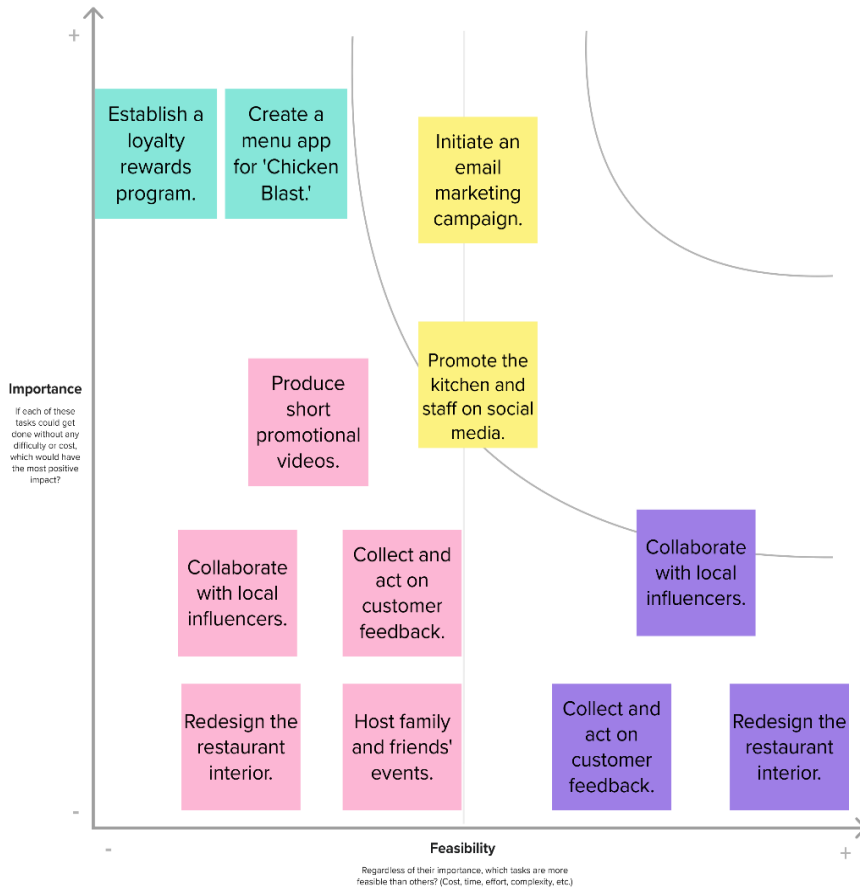
### Prioritize

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.

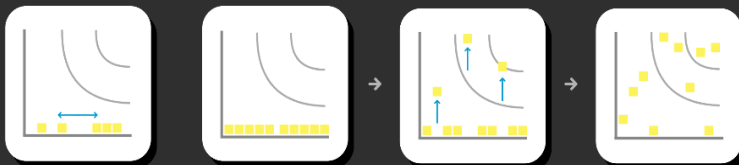
#### Quick add-ons

- 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](mailto: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 Cluckery
7. Poultry Palace

## Check For Availability:

The screenshot shows the GoDaddy website interface. At the top, the GoDaddy logo is on the left, and navigation links for 'Contact Us', 'Blog', 'Help', and 'Sign In' are on the right. A search bar contains the text 'chicken blast'. Below the search bar, there are tabs for 'RESULTS', 'FILTER', 'FAVORITES', and 'HISTORY'. The main content area displays the search results for 'chickenblast.com'. It features a large illustration of a group of people celebrating, with a large 'X' over it, indicating the domain is available. The text 'Your domain is available!' is followed by 'chickenblast.com' in a large, bold font. Below this, the price is shown as '₹1,299 ₹949 for first year', with an 'Estimated Value ₹ 121,250' in a smaller font. A green button labeled 'Make It Yours' is prominently displayed. To the right of the domain information, there are two highlighted benefits: 'FREE WEBSITE BUILDER INCLUDED' and 'FREE PRIVACY PROTECTION FOREVER'. The footer of the page includes the URL 'https://www.godaddy.com/en-in/domainsearch/find?segment=repeat&domainToCheck=chicken+blast&tmskey=1dom\_03\_godaddyb' and the text '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:



### Choose your Gmail address

Pick a Gmail address or create your own

- ☐ chickenblast061@gmail.com
- ☐ blastchicken7@gmail.com
- ☒ Create your own Gmail address

Create a Gmail address

chickenblast.co | @gmail.com

You can use letters, numbers and full stops

[Use your existing email](#)

Next

English (United Kingdom) ▼

[Help](#)

[Privacy](#)

[Terms](#)



## Create a Google Account

Enter your name

First name

CHICKEN

Surname (optional)

BLAST

Next

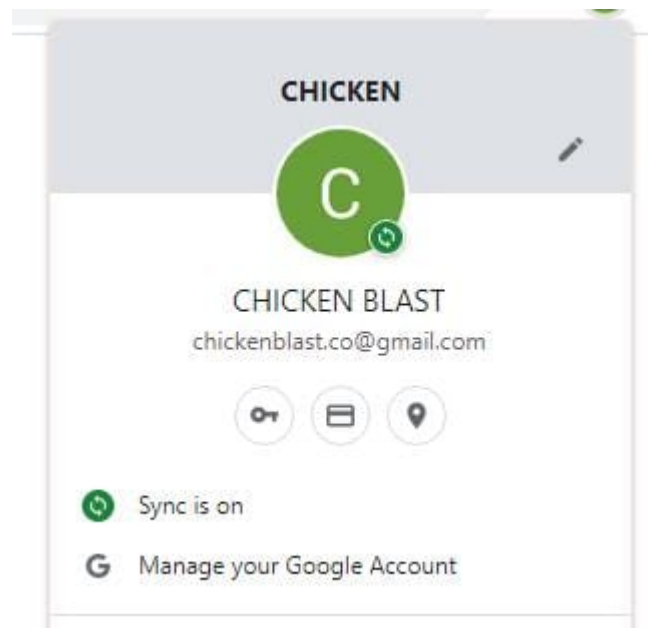


English (United Kingdom) ▼

[Help](#)

[Privacy](#)

[Terms](#)



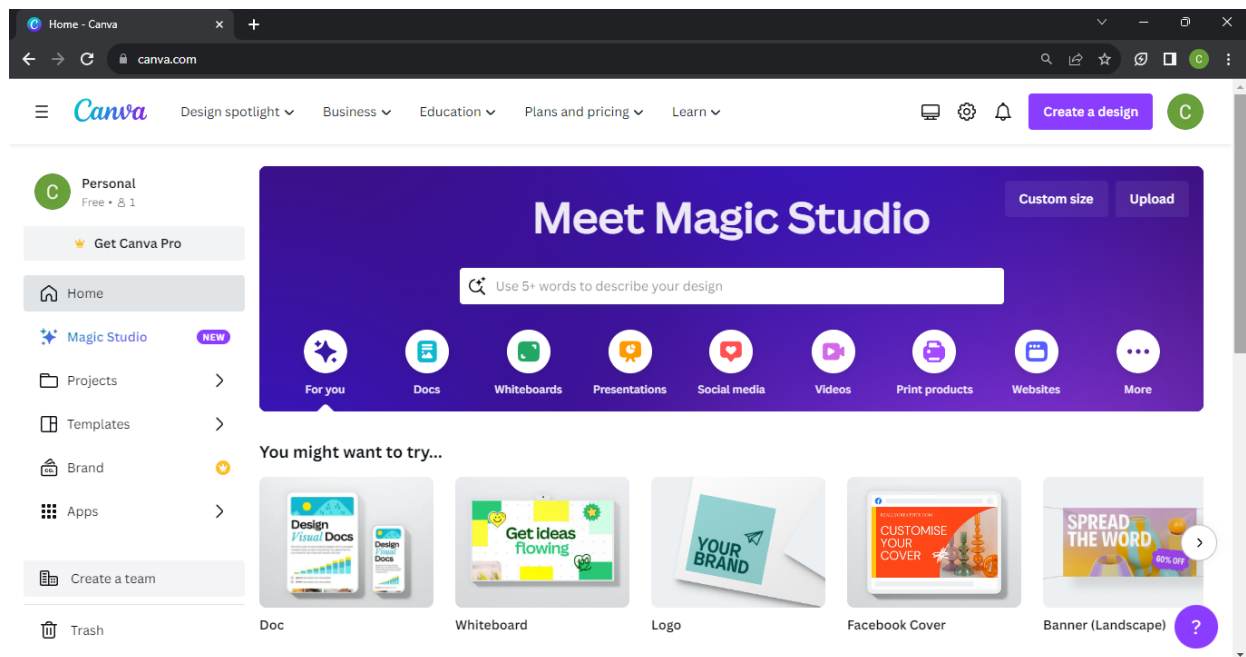
# How To Create A Logo Design Using Canva:

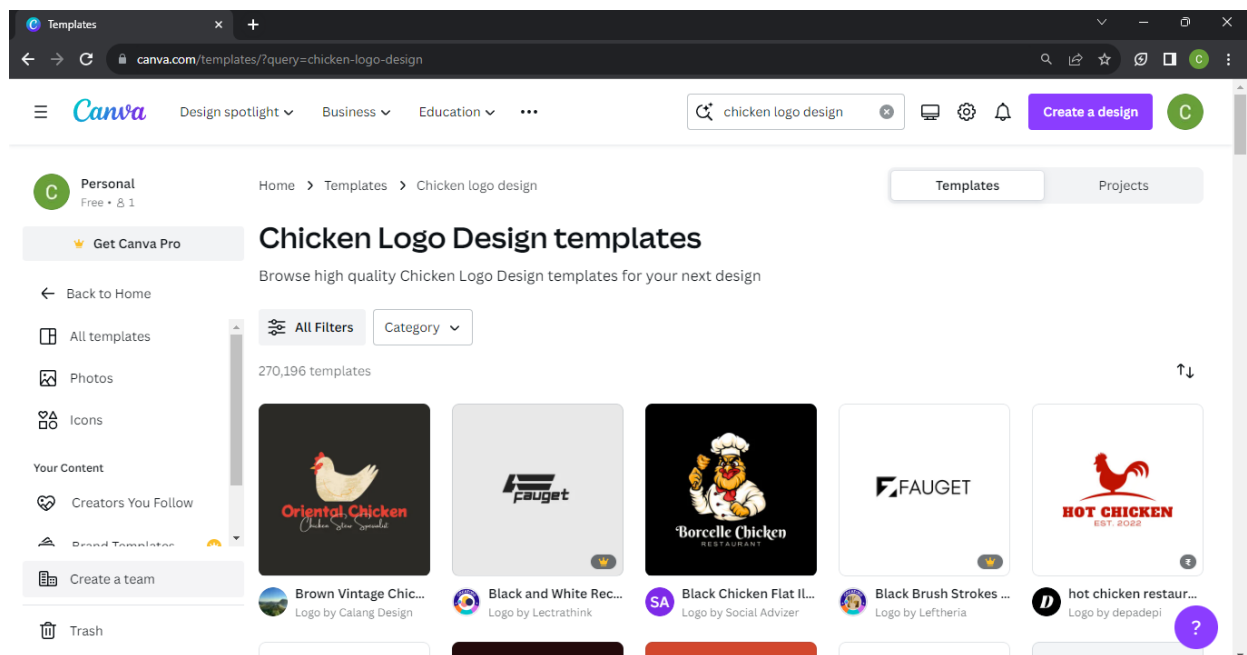
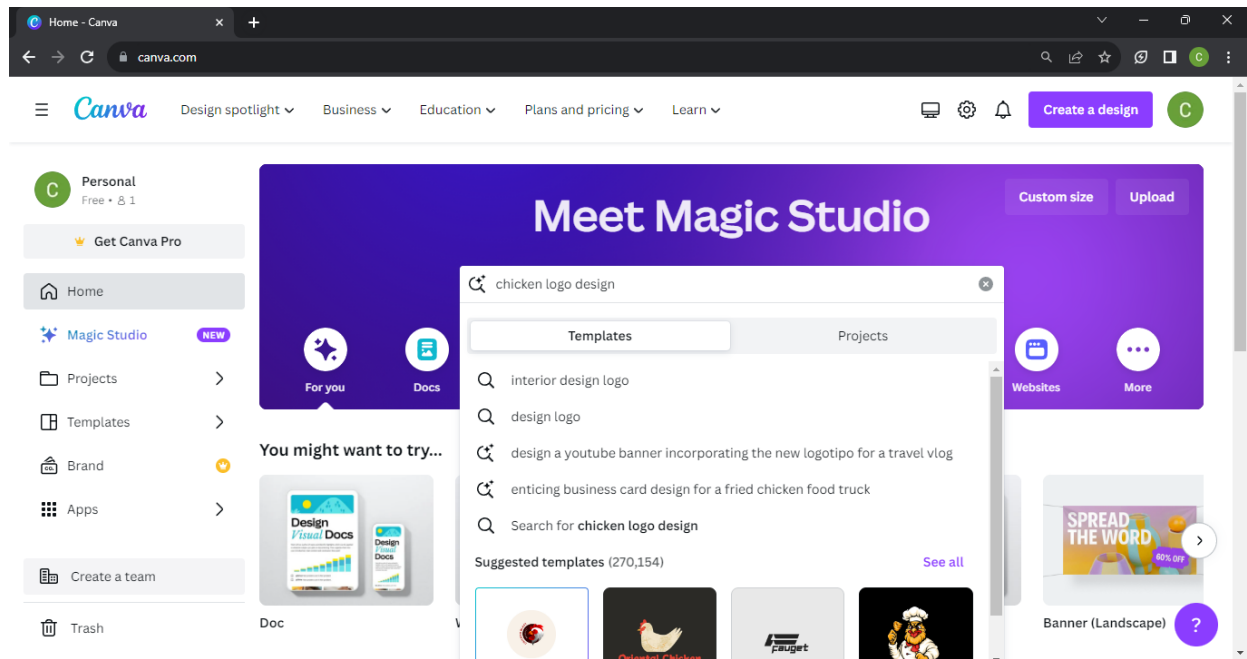
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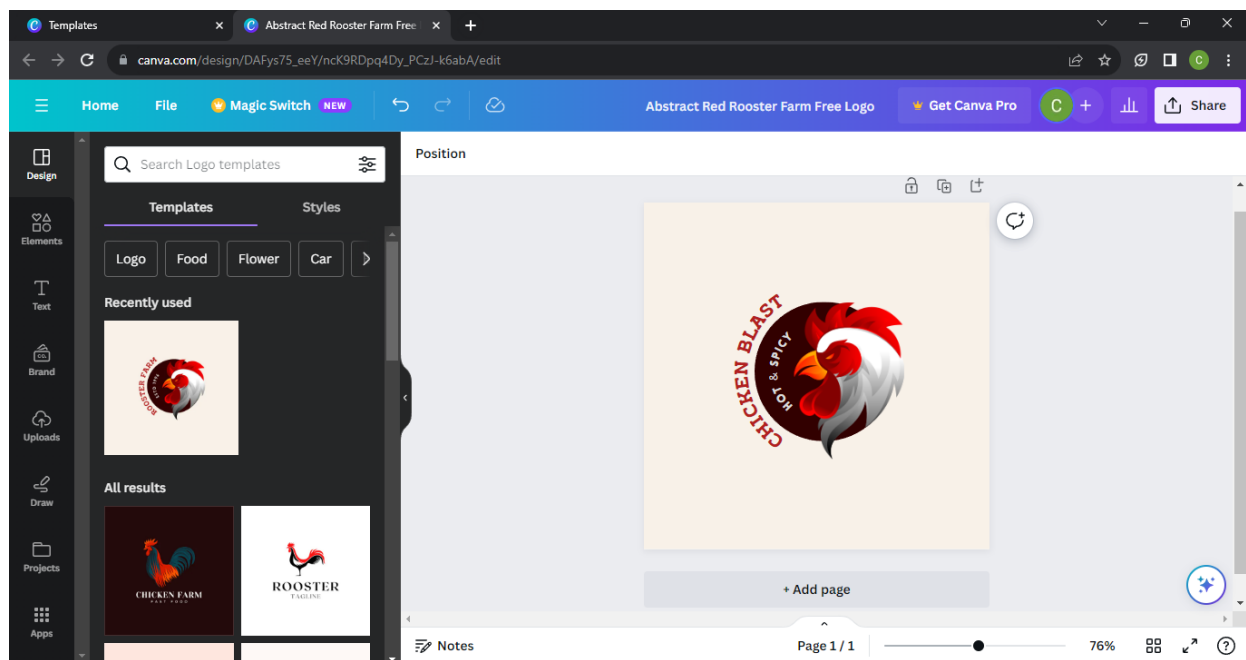
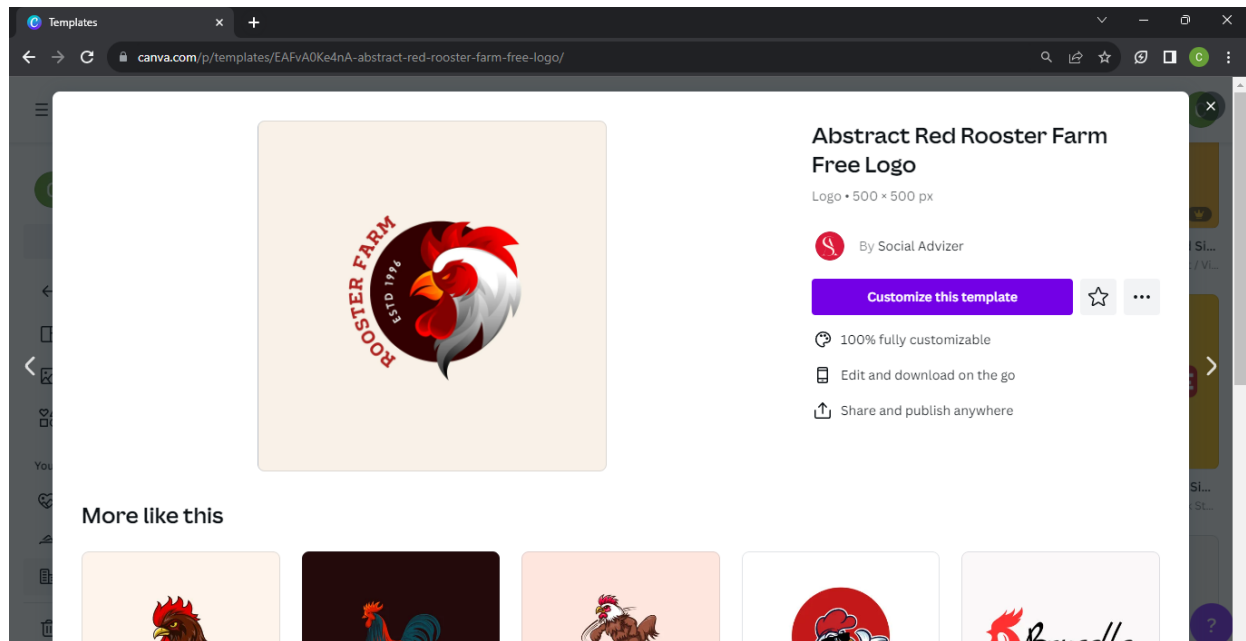
[https://www.canva.com/design/DAFys75\\_eeY/ncK9RDpq4Dy\\_PCzJ-](https://www.canva.com/design/DAFys75_eeY/ncK9RDpq4Dy_PCzJ-)

[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.

