



NAANMUDHALVAN

# BRAND NAME CREATION, LOGO DESIGN AND EMAIL ACCOUNT SETUP

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# PROJECT REPORT

Title: Brand Name Creation, Logo Design, and Email Account Setup

CATEGORY: DIGITAL MARKETING

TEAM ID: NM2023TMID03536

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<b>CHAPTER NO</b>	<b>TITTLE</b>
<b>1</b>	<b>INTRODUCTION</b> <b>1.1Purpose</b>
<b>2</b>	<b>LITERATURE SURVEY</b>  2.1 EXISTING PROBLEM 2.2 PROBLEM STATEMENT
<b>3</b>	<b>IDEATION &amp; PROPOSED SOLUTION</b>  3.1 EMPATHY MAP 3.2 IDEATION & BRAINSTORM 3.3 PROPOSED SOLUTION
<b>4</b>	<b>REQUIREMENT ANALYSIS</b>
<b>5</b>	<b>PROJECT DESIGNING</b>
<b>6</b>	<b>PROJECT PLAINING &amp; SCHEDULING</b>
<b>7</b>	<b>PROJECT</b>
<b>8</b>	<b>OUTPUT</b>
<b>9</b>	<b>ADVANTAGES &amp;DISADVANTAGES</b>
<b>10</b>	<b>CONCLUSION</b>
<b>11</b>	<b>FUTURE SCOPE</b>
<b>12</b>	<b>GitHub &amp; Project Demo Link</b>

## **Project Overview:**

In this project, we successfully created a brand name, designed a brand logo using Canva, and set up an email account on Gmail to link all project-related communication and activities. Below is a detailed final report outlining the steps, decisions, and outcomes of each phase.

GITHUB LINK:

[https://github.com/teabreak0246/NaanMudhalvan\\_Digital\\_Marketing\\_BRAND\\_NAME\\_TEABREAK/tree/main](https://github.com/teabreak0246/NaanMudhalvan_Digital_Marketing_BRAND_NAME_TEABREAK/tree/main)

## **1.INTRODUCTION**

Brand name creation is a creative journey that sets the stage for the entire branding process. It can shape consumer perceptions, drive recognition, and influence purchasing decisions. This introduction marks the beginning of a brand's identity and the potential for a lasting and impactful presence in the market. In the dynamic world of business, where competition is fierce and consumer attention spans are short, a well-crafted brand name is a powerful asset. It has the potential to resonate with the target audience, trigger emotional connections, and stand out in a crowded marketplace. Creating an effective brand name is a delicate balance between art and strategy.

### **1.1Purpose**

The creation of a brand logo serves several important purposes, all of which contribute to the overall success and recognition of a brand. Here are some key purposes of creating a brand logo:

**Identification and Recognition:** A brand logo serves as the visual representation of a brand, making it easily recognizable and distinguishable from competitors. It acts as a signature that consumers can quickly associate with a particular company, product, or service.

**First Impression:** In many cases, a brand logo is the first point of contact between a brand and its audience. It has the power to make a strong and positive first impression, conveying the brand's personality, values, and professionalism.

**Brand Consistency:** Logos help maintain consistency in branding across various marketing materials, such as business cards, websites, packaging, and advertisements. Consistency in branding builds trust and a sense of reliability.

## **2. LITERATURE SURVEY**

A study was conducted to determine how to create effective brand names. This is important because the brand name serves as the foundation of the brand's image, with a well-chosen name generating inherent and immediate value to the brand. Findings from a survey of 101 companies revealed that brand names are crucial to the success of a new product. It was also found that consumer and industrial goods companies have similar emphasis on the task of naming brands. In creating brand names, a detailed and systematic method is employed to ensure success. Unfortunately, it is also revealed that managers undermine the objectivity of the brand-naming task by taking shortcuts in the evaluation process.

In 1994 Financial World estimated the worth of several leading brands. Coca-Cola was estimated to be worth \$36 billion and Budweiser worth \$9.7 billion. Nike's worth was estimated at \$3.6 billion and Barbie's value was judged to be \$1.7 billion. While the image associated with a brand name can be built with advertising over time, brand managers realize that a carefully created and chosen name can bring inherent strength to the brand. Creating an effective brand name, however, is a challenging task. Brand names help identify the product but more importantly take on their own meaning and presence because they represent a rich configuration of symbols and meanings that are embodied by products (Levy, 1978). Thus, a new brand name should not only appeal to the customers, it should have other desirable properties depending on the nature of the market. These may include connotations associated with the brand name, relevance to the product, memorability, and the ability of the brand name to offer a distinctive image over competing products. Trademark requirements further complicate this process. While several authors have suggested how companies should create brand names and recommended the desirable characteristics of brand names, there is limited research on how companies actually create new brand names. This is the focus of the present investigation.

## 2.1 Existing problem

**Lack of Clarity About Brand Identity:** Before creating a logo, it's crucial to have a clear understanding of the brand's identity, values, and target audience. When this information is unclear or inconsistent, it can lead to a logo that doesn't effectively represent the brand.

**Originality and Uniqueness:** In a crowded marketplace, it can be challenging to design a logo that is truly unique and doesn't inadvertently resemble existing logos. Avoiding unintentional similarities with other brands is a constant concern.

**Trademark and Legal Issues:** Ensuring that the chosen logo does not infringe on existing trademarks or intellectual property rights is crucial. Legal issues can be costly and time-consuming to resolve.

## 2.2 Problem Statement Definition

The problem statement should provide a clear and concise description of the issue or problem that is being reported. It should explain the symptoms or behavior observed, the impact it has on users or the system, and any relevant context or background information. If possible, the problem statement should indicate the steps or conditions required to reproduce the issue. This information helps developers and testers to understand and replicate the problem, facilitating the debugging and resolution process.

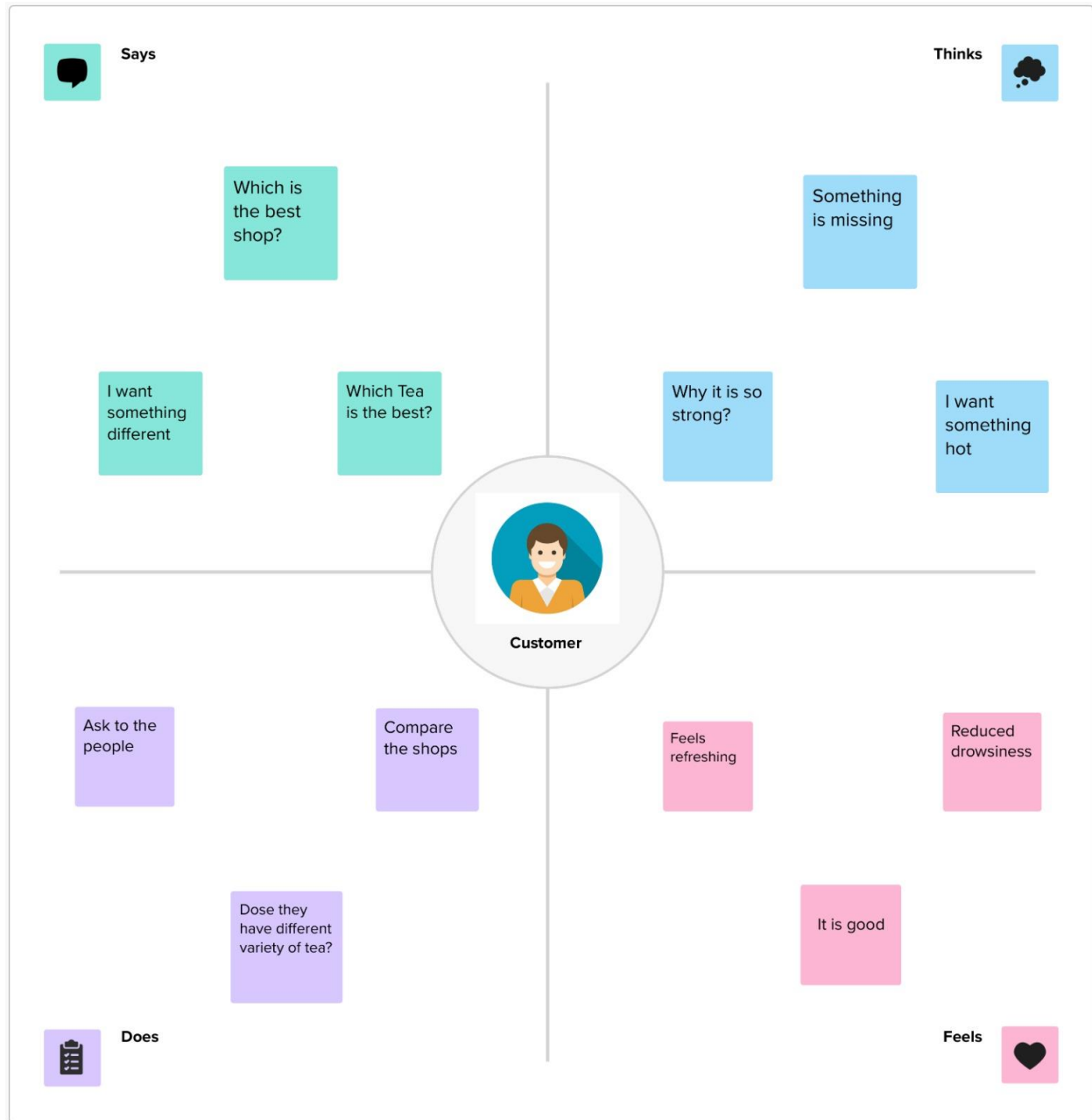
## 3. IDEATION & PROPOSED SOLUTION

Users may propose different approaches, alternative features, or changes in functionality that could potentially solve the problem or enhance the system's capabilities. These ideas are often captured as comments, descriptions, or attachments within the issue tracker, allowing stakeholders to document and share their suggestions

### 3.1 Empathy Map Canvas

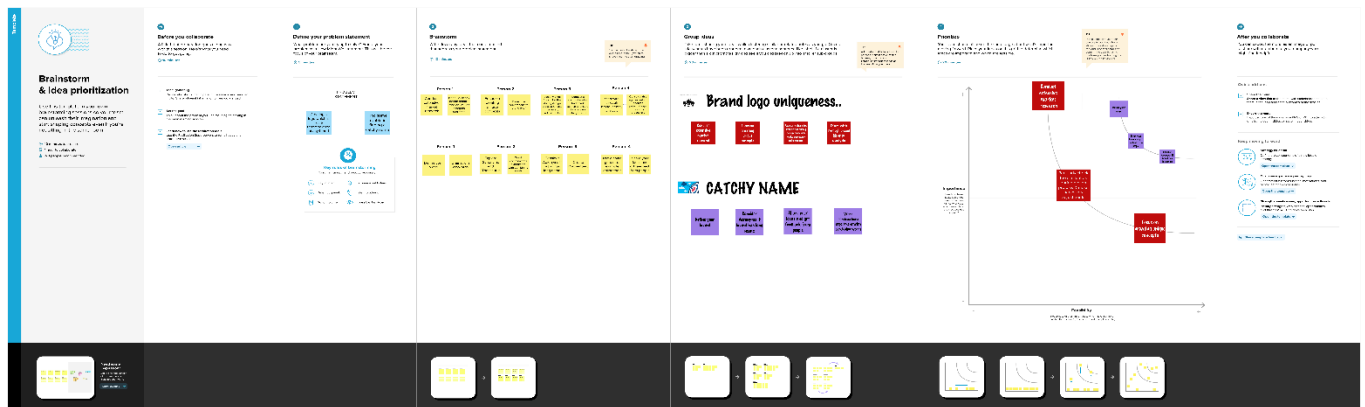
An Empathy Map Canvas is a visual tool or framework used in design thinking and user experience (UX) design to help teams gain a deeper understanding of a particular user or customer's perspective, feelings, and needs. It is a structured way to collect and organize information about a user's thoughts, emotions, behaviors,

and experiences. The goal of using an Empathy Map Canvas is to foster empathy and develop more user-centered solutions, products, or services.



## 3.2 Ideation & Brainstorming

Issues, bugs, or feature requests are raised and logged in the issue tracker. These issues can come from team members or end users. Once an issue is identified, the issue tracker provides a platform to gather ideas and suggestions for addressing the problem. Team members can contribute their thoughts, propose solutions, or suggest improvements related to the issue.



## 3.3 Proposed Solution

Creating a compelling and effective brand name is a multifaceted process that requires careful consideration and a structured approach. Here is a proposed solution for brand name creation

Problem statement (PS)	I am	I'm trying to	But	Because
PS-1	A businessman	Create a unique and memorable logo for my Tea shop	I find some difficulties in creating a correct logo which was not a resemblance of any brand.	If there is any resemblance, copyright conflicts may arise.
PS-2	A businessman	Create a Brand name for my tea shop	I find some trouble in finding a catchy name and at the same time the name should be easy to remember and recall	It is necessary to ensure that the name is unique and doesn't infringe on existing trademarks can be a legal hurdle



## 4.REQUIREMENT ANALYSIS

Creating a brand using Canva, a popular graphic design tool, involves various steps and considerations. Before you start the design process, it's essential to conduct a thorough requirement analysis to ensure that your brand's visual identity aligns with your goals and resonates with your target audience. Here's a breakdown of the key requirements:

### 1. Understanding Brand Identity:

**Core Values:** Define your brand's core values, mission, and vision. What does your brand stand for, and what message do you want to convey to your audience?

**Target Audience Identify your target audience:** Understand their demographics, preferences, and behaviors to create a brand design that appeals to them.

### 2. Design Brief and Guidelines:

**Design Brief Develop: detailed** design brief outlining the specific elements you want in your brand identity. This should include preferred colors, fonts, logo styles, and any visual elements that are crucial for your brand.

**Brand Guidelines:** Create a brand style guide that outlines how your brand's design elements should be used consistently across all materials. This ensures a cohesive and recognizable brand identity.

### 3. Logo Design:

**Logo Concept:** Decide on the type of logo you want (e.g., wordmark, lettermark, emblem, or abstract symbol). Consider whether it should include text, and if so, the typography to be used.

**Colors and Typography:** Choose a color palette and typography that align with your brand's personality and values.

**Visual Elements:** Determine if there are specific visual elements (icons, illustrations, patterns) that should be incorporated into your logo and brand identity.

#### 4. Visual Elements:

**Color Scheme:** Define your brand's primary and secondary colors. Consider the psychological impact of colors and how they resonate with your audience.

**Typography:** Select fonts that represent your brand's character. Ensure legibility and consistency in font usage.

**Imager:** Decide on the style of images and graphics that should be used to complement your brand's message. Are illustrations, photographs, or custom graphics more suitable for your brand?

#### 5. Templates and Design Assets:

**Design Templates** Identify the types of marketing materials you'll need (e.g., business cards, flyers, social media posts, website banners). Create templates for these materials to maintain a consistent brand look.

**Logo Variations:** Develop different logo variations and sizes for various applications, ensuring that the logo remains clear and visually appealing.

#### 6. Feedback and Iteration:

**Testing:** Share your brand designs with a small focus group or colleagues to gather feedback. Use their input to make necessary adjustments.

**Iteration:** Be prepared for multiple iterations in the design process. Adjust the visual elements until you achieve the desired brand identity.

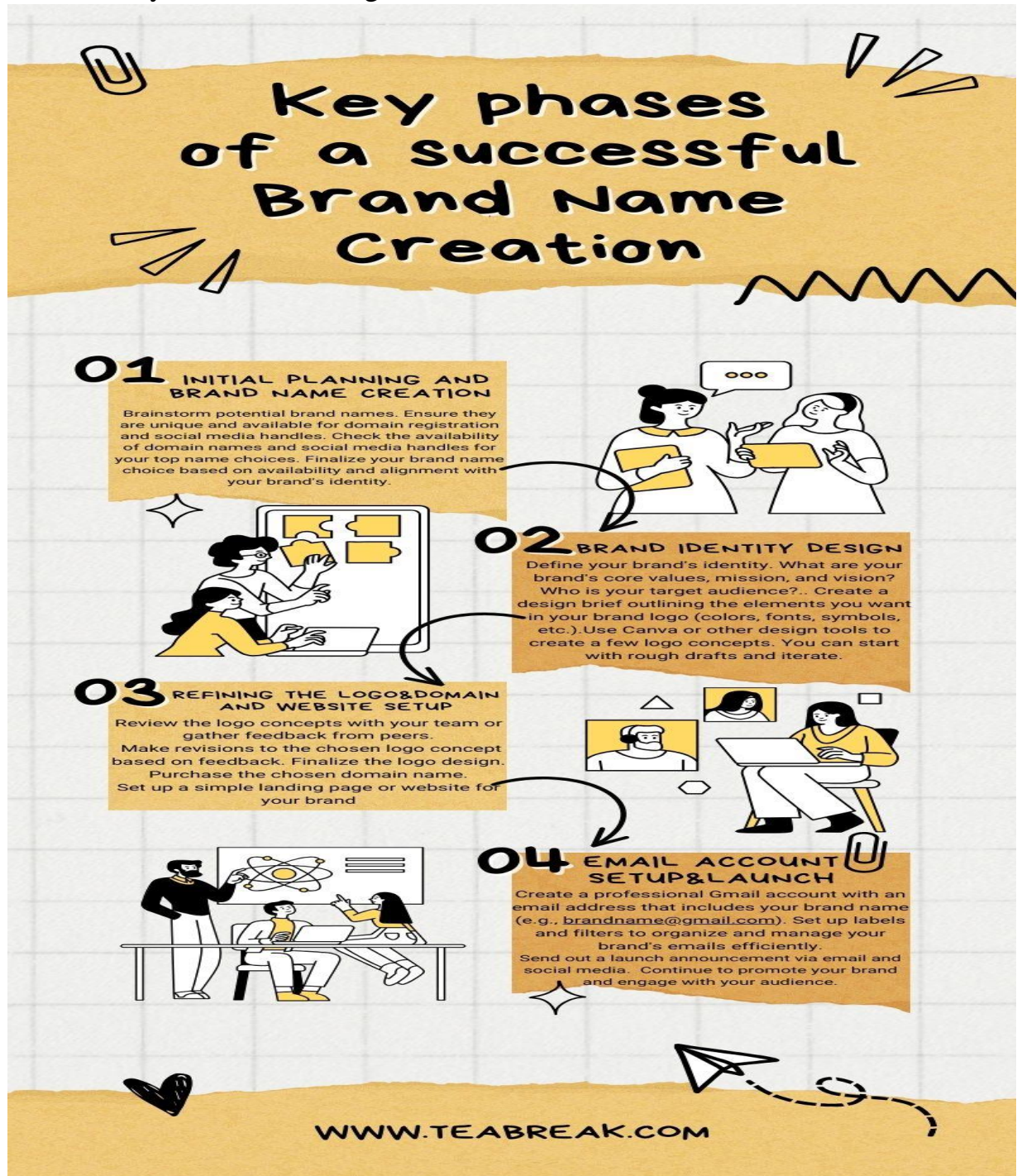
#### 7. Canva Expertise:

**Proficiency:** Ensure that the team or designer working on the brand creation is proficient in using Canva to bring your brand vision to life.

## 5.PROJECT DESIGN

### 5.1Data Flow Diagrams

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.



## 5.2 Solution & Technical Architecture

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions.

Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

## 5.3 User Stories

Creating user stories is a helpful way to outline the specific needs and perspectives of different users involved in the brand creation process using Canva. User stories help us understand the requirements and expectations from various stakeholders.

Here are some user stories for this scenario:

- ✓ As a Brand Manager, I want to define our brand's core values and target audience, so I can provide clear guidance to the design team during the brand creation process.
- ✓ As a Logo Designer, I want to receive information about the logo concept, color scheme, and typography, so I can create a logo that aligns with the brand's personality.
- ✓ As a Legal Advisor, I want to review the brand name and logo designs for any potential trademark issues to avoid legal complications in the future.
- ✓ As a Senior Executive, I want to see a final presentation showcasing the brand identity, logo, and design materials to approve the brand creation process before the official launch.

## 6. PROJECT PLANNING & SCHEDULING

We are started on planning the project on OCT 10 we started and OCT 30 we are finished the project

## 7. PROJECT

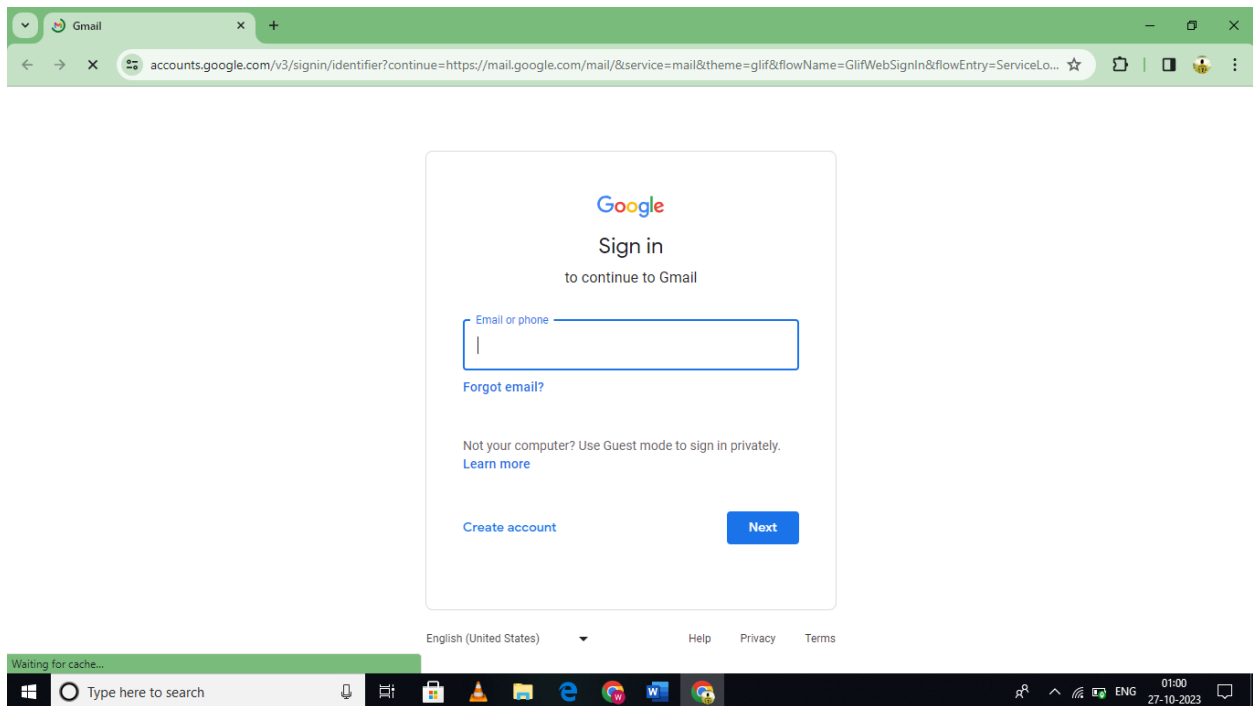
### 7.1 CREATING THE MAIL ID FOR YOUR BRAND

#### Step 1: Choose an Email Service Provider

You can use a popular email service provider like Gmail, which offers a user-friendly interface and various features. To create a Gmail email address for your brand, follow these steps:

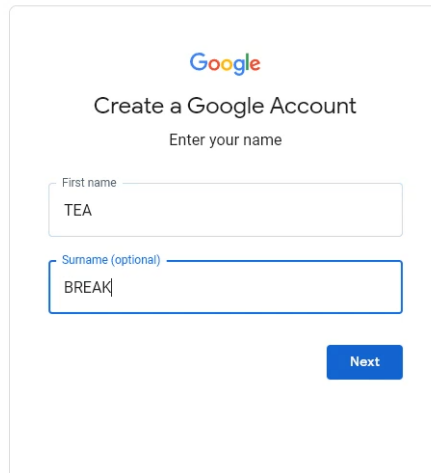
#### Step 2: Visit the Gmail Sign-Up Page:

Go to the Gmail sign-up page, which is typically <https://accounts.google.com/signup>.



### Step 3: Fill in the Required Information

**First Name and Last Name:** Enter your own or the designated person's first and last name for the brand email account.

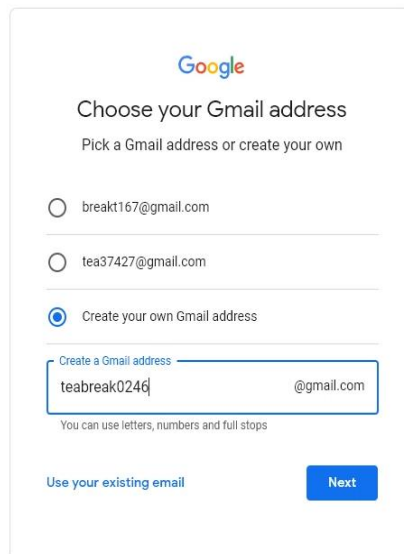


The screenshot shows the Google 'Create a Google Account' interface. At the top is the Google logo, followed by the heading 'Create a Google Account' and the instruction 'Enter your name'. There are two text input fields: the first is labeled 'First name' and contains the text 'TEA'; the second is labeled 'Surname (optional)' and contains the text 'BREAK'. A blue 'Next' button is located at the bottom right of the form.

**Username:** This is the part of the email address that comes before "@gmail.com." Choose a username that represents your brand, for example, "yourbrandname."

**Password:** Create a secure and unique password for the email account.

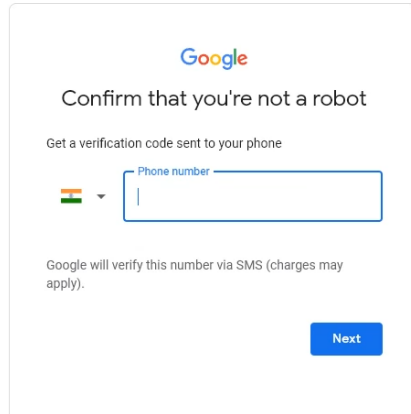
**Confirm Password:** Re-enter the password to confirm it.



The screenshot shows the Google 'Choose your Gmail address' interface. At the top is the Google logo, followed by the heading 'Choose your Gmail address' and the instruction 'Pick a Gmail address or create your own'. There are three radio button options: 'break167@gmail.com', 'tea37427@gmail.com', and 'Create your own Gmail address' (which is selected). Below these options is a text input field labeled 'Create a Gmail address' containing the text 'teabreak0246' and '@gmail.com'. A small note below the field says 'You can use letters, numbers and full stops'. At the bottom left is a link 'Use your existing email', and at the bottom right is a blue 'Next' button.

## Step 4: Complete the Required Information


Mobile Phone: Enter your phone number, which can be used for account recovery and security.



Google

Confirm that you're not a robot

Get a verification code sent to your phone

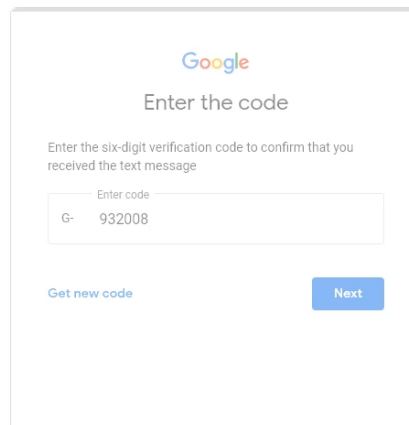
 Phone number

Google will verify this number via SMS (charges may apply).

Next

## Step 5: Verify Your Identity

You may be required to verify your identity through a verification code sent to your mobile phone or recovery email address



Google

Enter the code

Enter the six-digit verification code to confirm that you received the text message

Enter code  
G- 932008

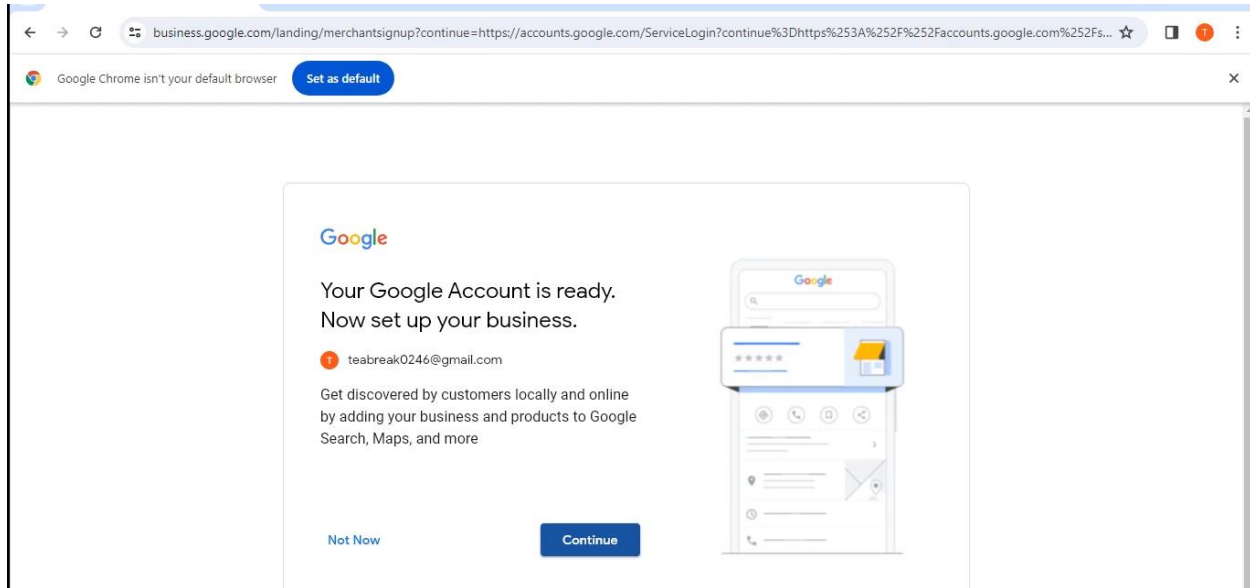
Get new code

Next



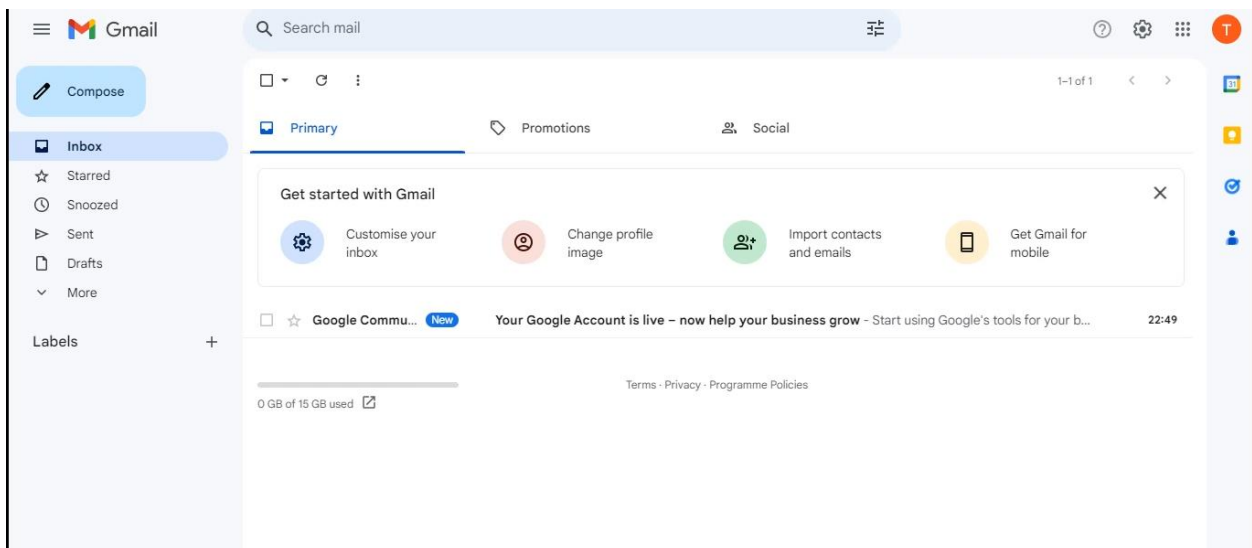
## Step 7: Review and Agree to the Terms and Privacy Policy

Before creating your email account, review Google's terms of service and privacy policy. Ensure you understand and agree to their terms.



## Step 8: Welcome to Gmail

Once you've completed the setup process and agreed to the terms, you will be welcomed to your Gmail account. You can now access your brand's email inbox, compose and receive emails, and use various features offered by Gmail.



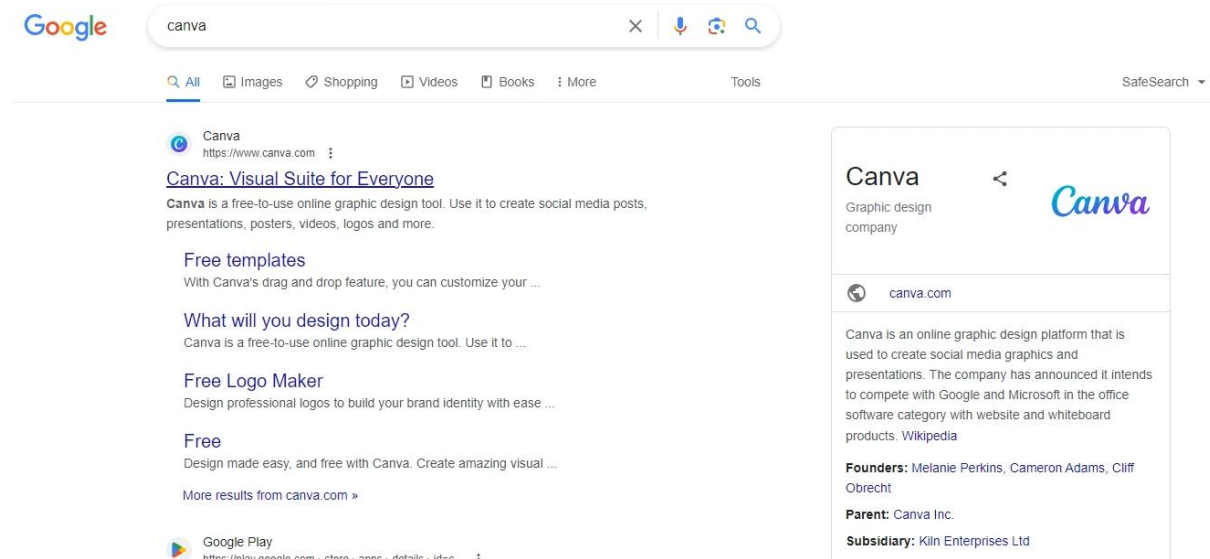


## 7.2 CREATING THE BRAND NAME AND LOGO IN CANVA

Creating a brand logo using Canva is a straightforward process, thanks to Canva's user-friendly interface and design tools. Here are the steps to create a brand logo in Canva:

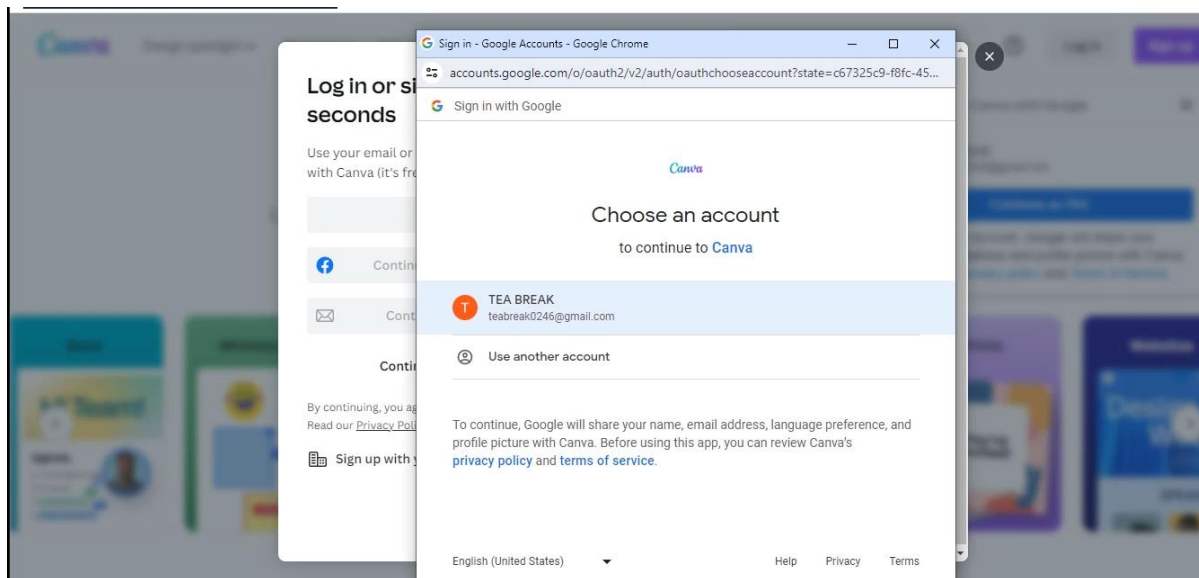
### Step 1: Access Canva

Open your web browser and go to the Canva website ([www.canva.com](https://www.canva.com)). If you don't have an account, you will need to sign up or log in.

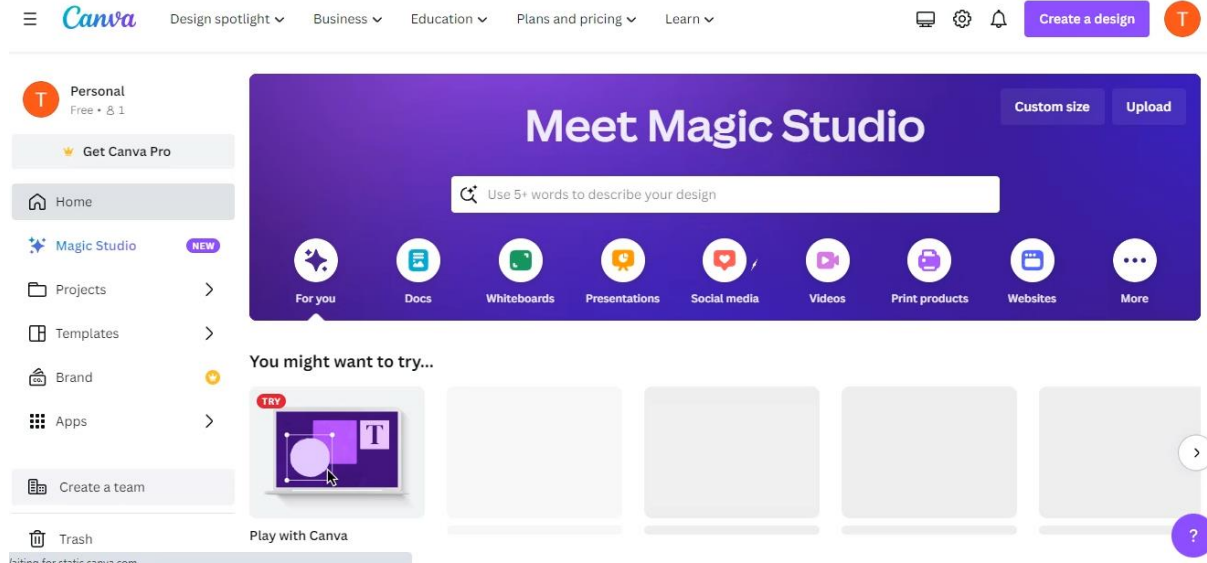


### Step 2: Start a New Design

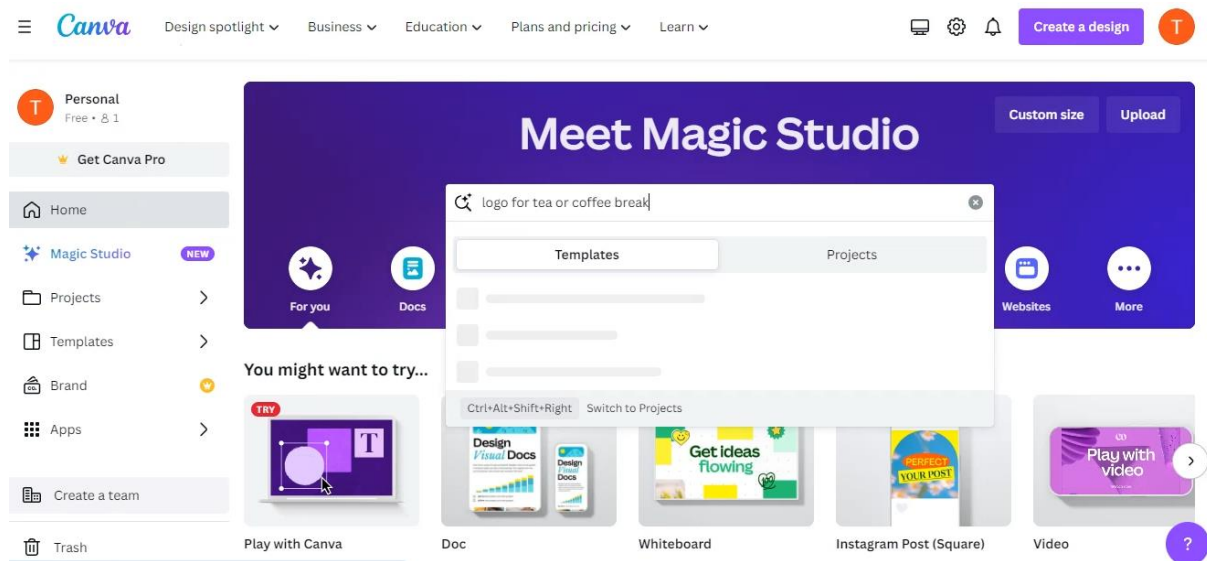
Once you're logged into Canva, Using your brand email ID.



In the search bar, type "Logo" to find logo design templates.

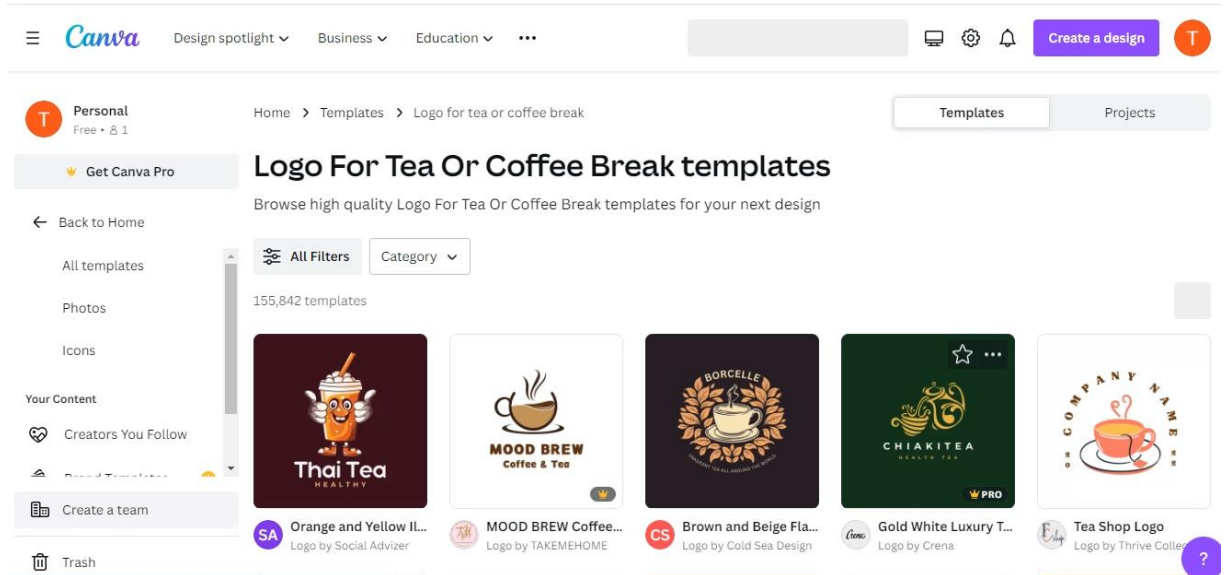


You can also start from scratch with custom dimensions if you have a specific logo size in mind.



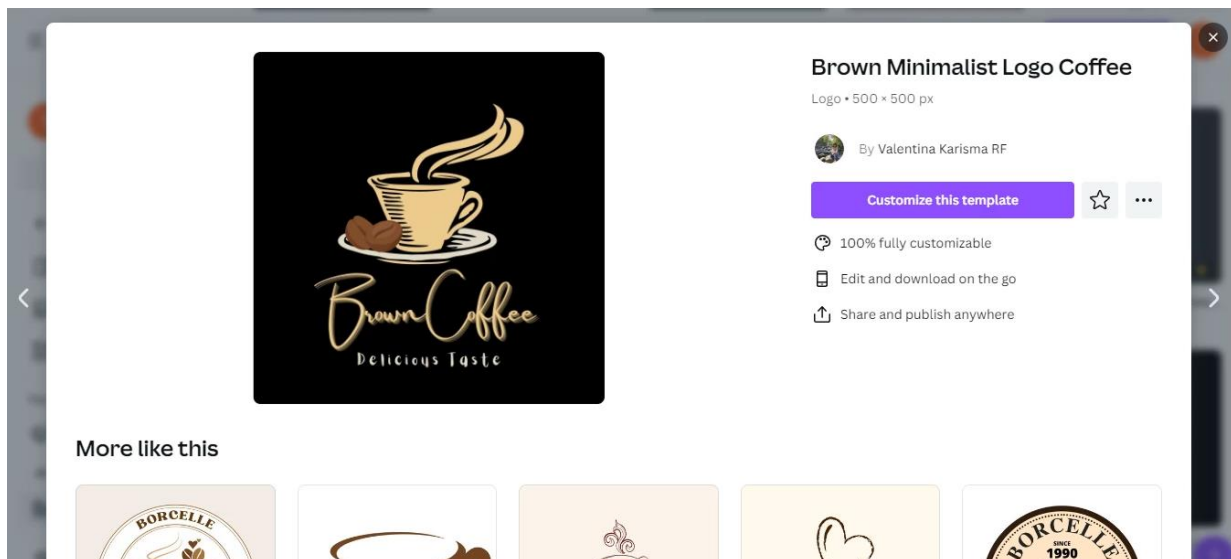
### Step 3: Choose a Template

Browse through the available logo design templates. Canva offers a wide variety of styles and themes. Choose a template that aligns with your brand's identity or vision

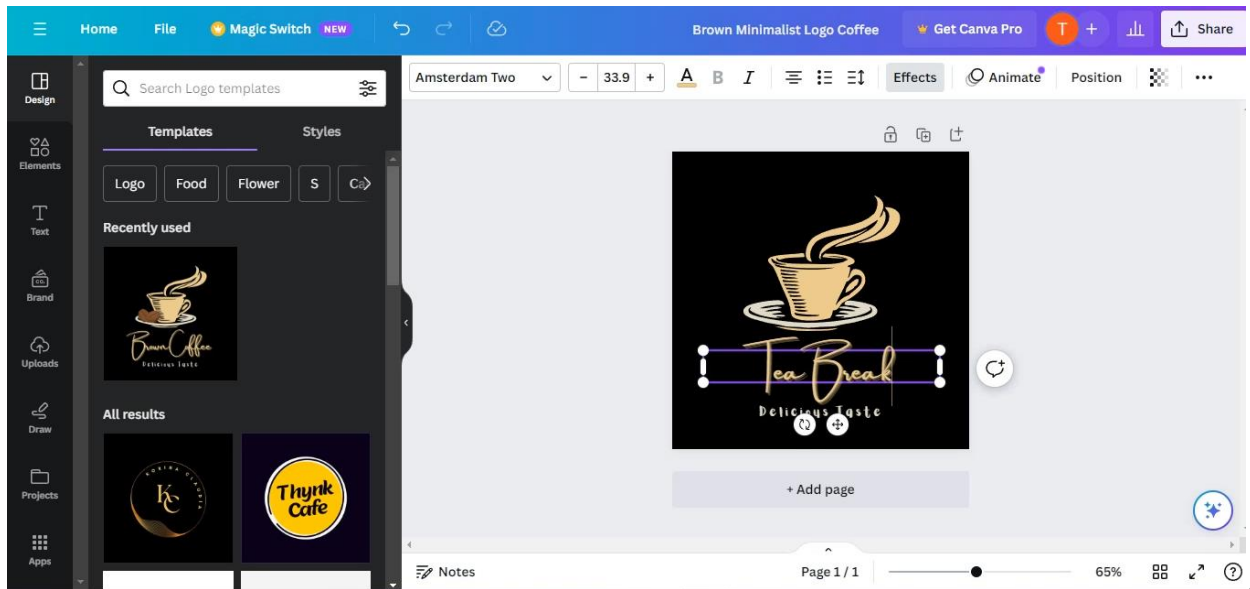


### Step 4: Customize Your Logo

After selecting a template, you'll be taken to the Canva design editor. You can now customize your logo in several ways:

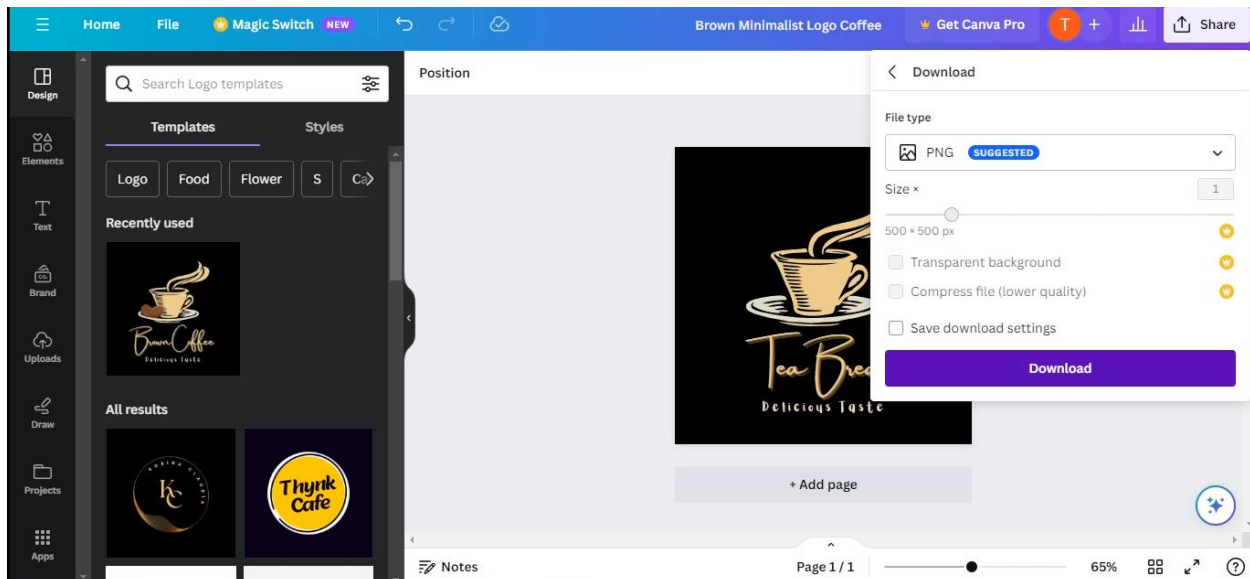


Text: Edit the text in the logo. Replace the default text with your brand name or slogan. You can change the font, size, and color to match your brand's identity.



## Step 5: Save Your Logo

Once you're satisfied with your logo design, it's essential to save your work. Click the "Download" button in the top right corner of the Canva interface.



## 8. RESULT:

### Step 1: Your Logo FINAL RESULT

The final output of your logo should be a high-quality image file that you can use for various branding purposes.



## Step 2: Your Logo To Create a various Poster to Advertise Your Brand

Now that you've created your logo, you can use it across all your branding materials, such as business cards, websites, social media profiles, and marketing collateral.





Test your logo across various backgrounds and applications to ensure it remains effective.

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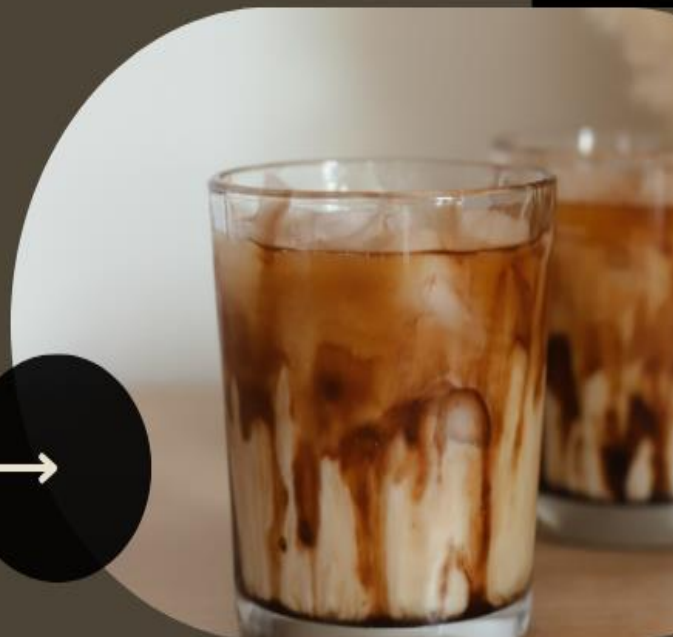
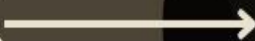
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## 9. ADVANTAGES & DISADVANTAGES

### ADVANTAGES

- Brand Recognition: A well-designed logo helps customers easily recognize your brand, even at a glance.
- Professionalism: A logo gives your brand a professional and established image
- Marketing Tool: It can be used in marketing, advertising, and promotional materials

### DISADVANTAGES

- Time-Consuming: The process of creating a logo, from concept to final design, can be time-consuming.
- Rebranding Challenges: If you decide to change your logo or brand identity in the future, it can be costly and may confuse existing customers

## 10.CONCLUSIONS

In conclusion, the process of creating a brand logo is a blend of creativity, strategic thinking, and attention to detail. A successfully designed logo can serve as a powerful tool for brand recognition and establishing a strong brand identity. It should be a reflection of your brand's values and connect with your target audience effectively.

## 11.FUTURE SCOPES

Remember that your brand name is a long-term asset that should evolve with your business while maintaining its core identity. The future scopes for your brand name depend on your strategic vision, adaptability, and ability to align with your brand's growth and development.

## 12. GitHub & Project Demo Link

### GitHub Link:

[https://github.com/teabreak0246/NaanMudhalvan\\_Digital\\_Marketing\\_BRAND\\_NAME\\_TEABREAK/tree/main](https://github.com/teabreak0246/NaanMudhalvan_Digital_Marketing_BRAND_NAME_TEABREAK/tree/main)

Project Demo Link: <https://youtu.be/eSiVHE8R1jQ>

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