

# NAAN MUDHALVAN PROJECT

## DIGITAL MARKETING

### Team Members :

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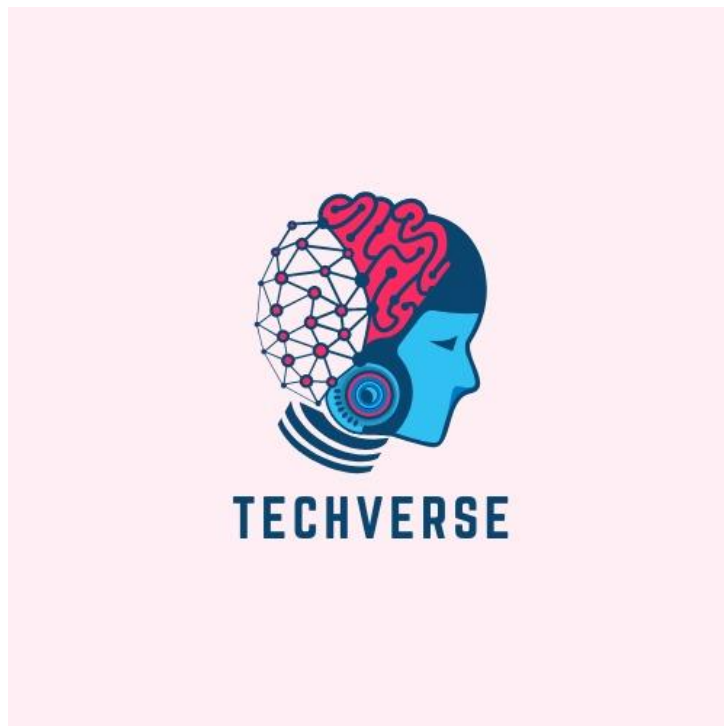
### Project Title : Brand Logo Creation

### Project Statement :

1. Brand Name Creation: Create a brand name, Brand identity Design: Design a brand logo - using Canva and Create an email account on Gmail to link all your project work - (brandname@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created gmail id.

### Brand Name – Techverse

Logo :



Brand Email : [techverse86@gmail.com](mailto:techverse86@gmail.com)

## Target Audience :

TECHVERSE targets tech enthusiasts, developers, SMBs, educators, and digital marketers. Tailored offerings include innovative gadgets, software solutions, and digital tools for businesses, education, and personal use. The brand caters to smart home enthusiasts with IoT solutions and provides cutting-edge technology to healthcare providers. TECHVERSE also focuses on the gaming community with gaming consoles and accessories.

## Brand Personality :

- Innovative
- Reliable
- Futuristic
- Accessible
- Dynamic

## Domain Availability Checking:

The screenshot shows the GoDaddy website interface for domain search. The search bar at the top contains "techverse86" and a "Continue" button. Below the search bar, the results section displays "techverse86.com" as available. The price is shown as ₹1,299 (crossed out) and ₹99 (current price), with a note "1st yr only with 3 yr term". There are two buttons: "Make It Yours" and "Buy It Now". To the right of the domain name, there are two boxes: "FREE WEBSITE BUILDER INCLUDED" and "FREE PRIVACY PROTECTION FOREVER". Below the domain name, there are two sections: "Why techverse86.com is great." and "Why GoDaddy.". The "Why techverse86.com is great." section lists three points: "Verse" and "Tech" are high value keywords, with an average sale price of ₹ 2,83,000.00 and ₹ 1,58,166.00; "Tech" is a widely used keyword. The "Why GoDaddy." section lists two points: Award-winning support available 24/7; #1 registrar of domain names.

GoDaddy India

techverse86

RESULTS FAVORITES HISTORY

Your domain is available!

**techverse86.com**

₹1,299 ₹99 1st yr only with 3 yr term

Make It Yours Buy It Now

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 techverse86.com is great.

- ✓ "Verse" and "Tech" are high value keywords, with an average sale price of ₹ 2,83,000.00 and ₹ 1,58,166.00.
- ✓ "Tech" is a widely used keyword.

Why GoDaddy.

- ✓ Award-winning support available 24/7.
- ✓ #1 registrar of domain names.

Contact Us

## Logo Creation Screen Shots:

