

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

Project Description:

Order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

Identify Your Target Audience

This milestone explains about Identify your target audience

Identify Your Target Audience

Identifying your target audience means defining your main customer group by analyzing demographics and psychographics. Use fictional personas, collect data from customers, conduct market research, and analyze competitors and digital analytics to pinpoint your audience.

Define Your Brand Personality

This milestone explains about Define your brand personality

Define Your Brand Personality

Define your brand personality based on your target audience's values. Consider how your brand will communicate its traits verbally, visually, and emotionally. Think of your brand as a person, matching their demeanor, language, and preferences with your target audience.

Make A List Of Brand Name Ideas

This milestone explains about making a list of brand name ideas

Make A List Of Brand Name Ideas

Make a list of brand name ideas

After identifying your target audience and brand personality, brainstorm brand names creatively. Take your time, involve your team, and use tools like name generators and thesauruses for inspiration.

Narrow Your List

This milestone explains about Narrow your list

Narrow Your List

After brainstorming, assess your names. Ensure they meet brand name criteria (unique, memorable, user-friendly, future-proof, international).

Then, consider if they align with your target audience, brand identity, product/service, clarity, and emotional impact

Check For Availability

This milestone explains about checking the availability.

Check For Availability

After shortlisting brand names, ensure availability. Use a domain name

search tool to check for available domains, verify social media account availability, and consult for trademark conflicts.

Test Your Shortlist Of Potential Brand Names

This milestone explains about testing the potential brand names.

Test Your Shortlist Of Potential Brand Names

Test your shortlist of potential brand names

After creating a shortlist of brand names, test them for the best fit. Conduct surveys or focus groups with individuals unfamiliar with your business. Gather feedback on their impressions, associations, and emotions related to

the names, aiming for alignment with your brand identity.

Creating a brand name is a worthwhile process, and finding a unique, memorable, user-friendly, future-proof, and international name is essential.

It should reflect your brand's story, values, and evoke emotions to connect with your target audience.

How To Create A Brand Email

This milestone explains about creating the brand mail.

How To Create A Brand Email

How to Create a Brand Email

This is taken from Hubspot - How to Create Professional Email Address

and Examples. <https://blog.hubspot.com/marketing/professional-email-address>

Combine your names

First name + last name

= cliffordchi@domain.com First name . last name = clifford.chi@domain.com

First name . middle name . last name

= clifford.douglas.chi@domain.com First initial + last name = cchi@domain.com

First initial + middle name + last name

= cdouglaschi@domain.com First initial + middle initial + last name = cdchi@domain.com

Shorten your names

cliffordchiwriter@domain.com cliffchiwriter@domain.com cchiwriter@domain.com cliffordchiboston@domain.com cliffchiboston@domain.com cchiboston@domain.com cliffordchimfa@domain.com

Combine your name with your profession, city, or degree

cliffordchiwriter@domain.com cliffchiwriter@domain.com cchiwriter@domain.com cliffordchiboston@domain.com cliffchiboston@domain.com cchiboston@domain.com cliffordchimfa@domain.com

How To Create A Logo Design Using Canva

This milestone explains about creating a logo design using canva.

Navigation

This milestone explains about Navigation

Navigation

Navigate to <https://www.canva.com/>

Click "Create A Design"

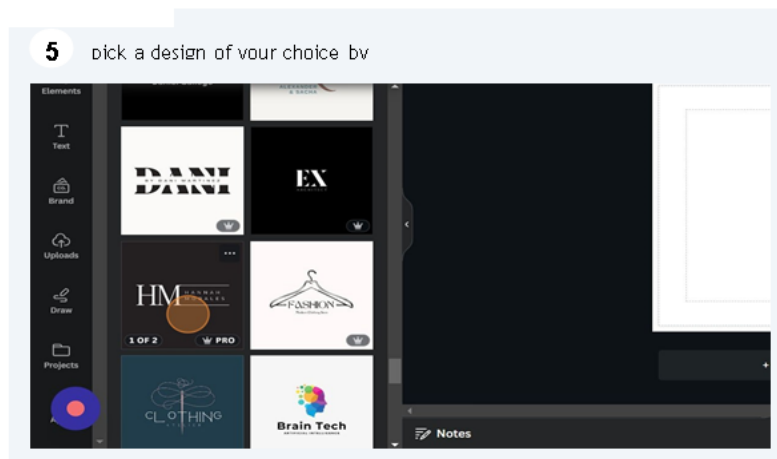
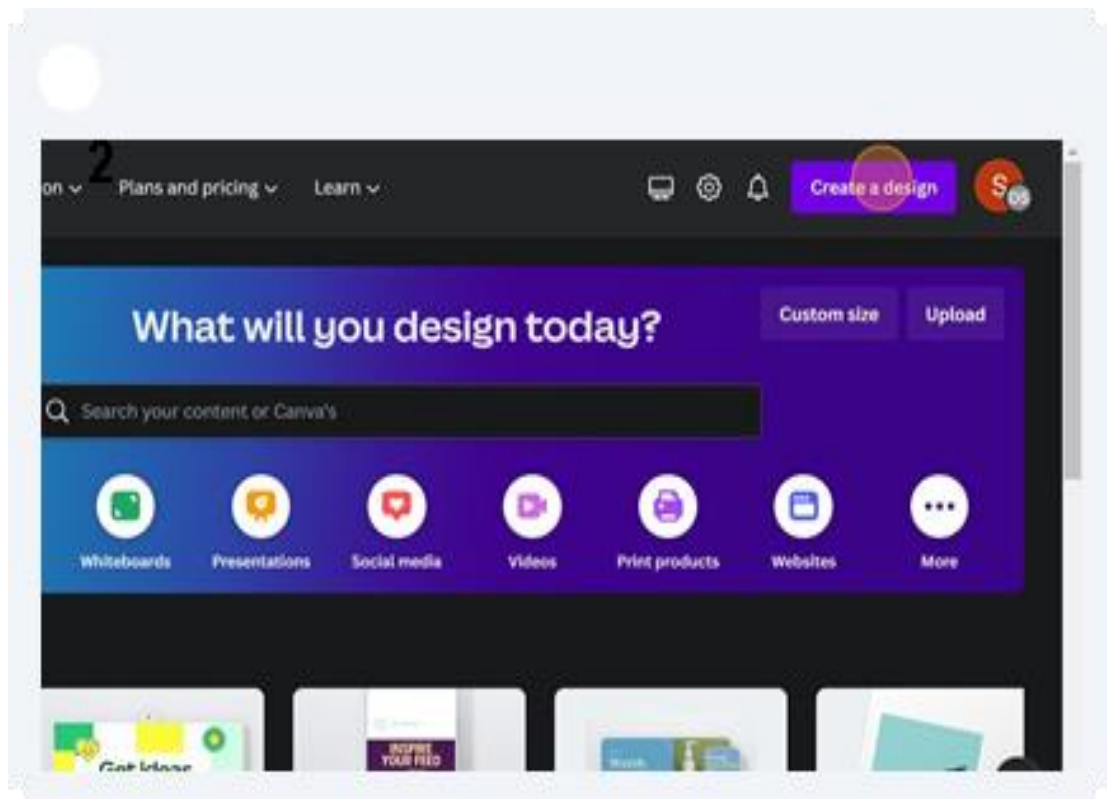
Click "Create a design"

Click "Create A Design"

Click "Create a design"

Click "Logo 500 × 500 Px" And Enter

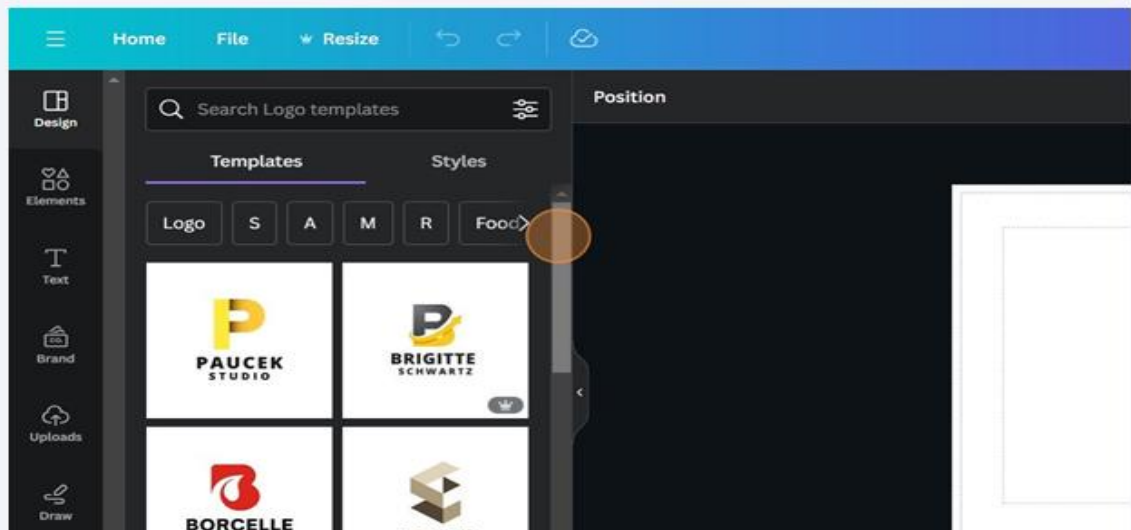
Click "logo 500 × 500 px" and enter



**Scroll Down
To Search
Templates**

Scroll Down To Search Templates

4 scroll down to search templates

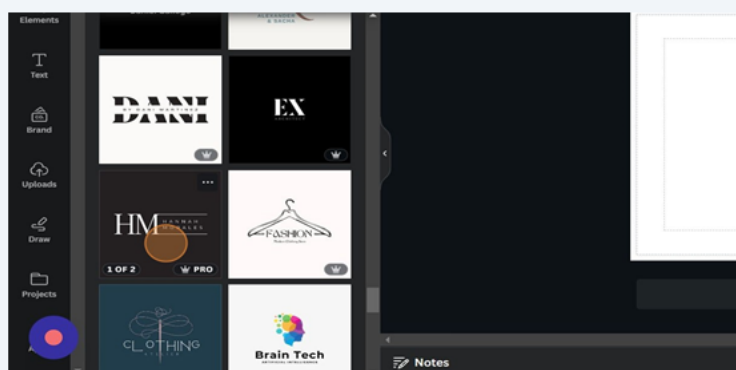


Design Picking

This milestone explains about design picking.

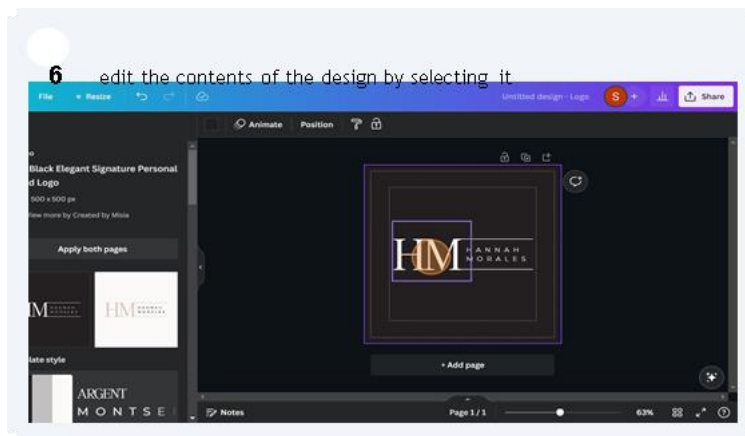
Pick A Design Of Your Choice By Selecting It

5 pick a design of your choice by



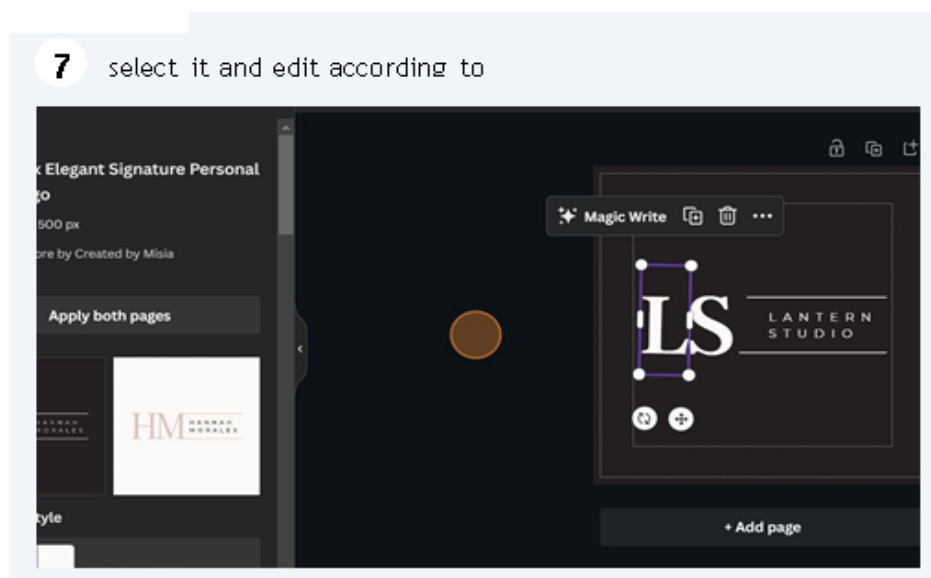
Edit The Contents

Edit the contents of the design by selecting it



Select It And Edit According To Your Needs

select it and edit according to your needs

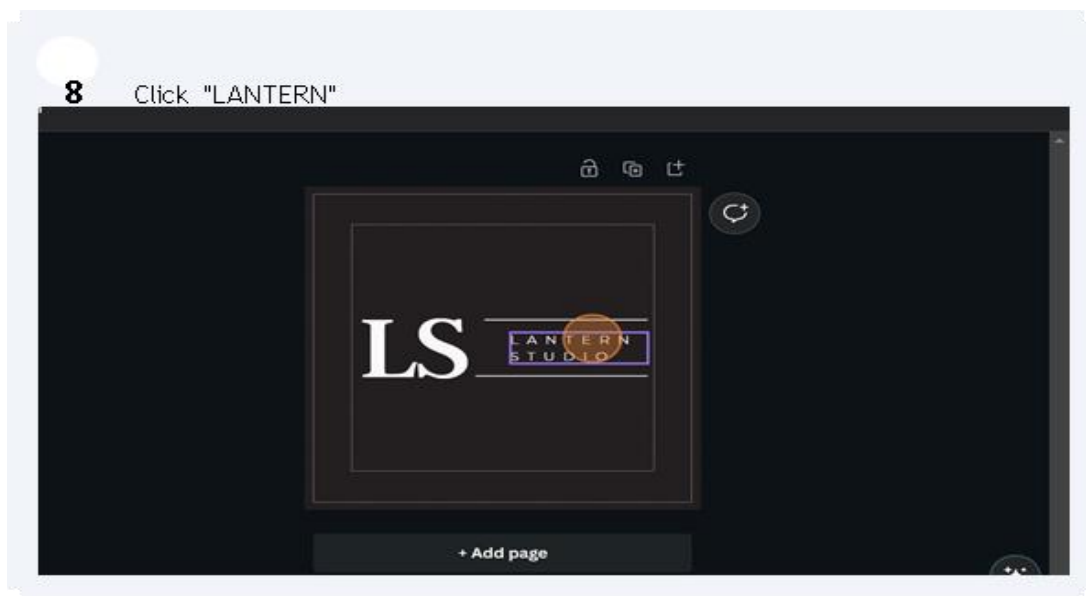


Click "LANTERN"

This milestone explains about design

Click "LANTERN"

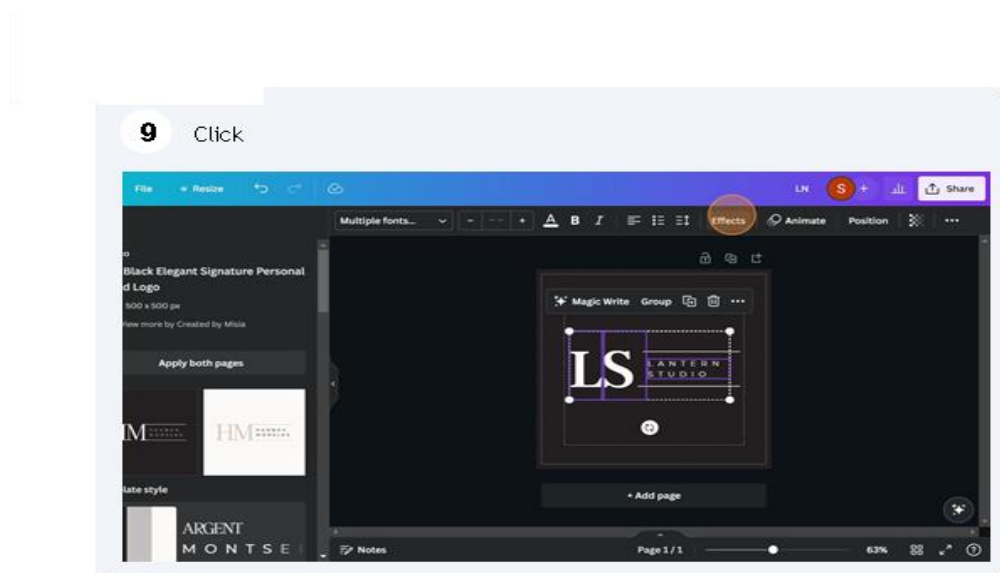
Click "LANTERN"



Click Effects

This milestone explains about effects.

Click Effects

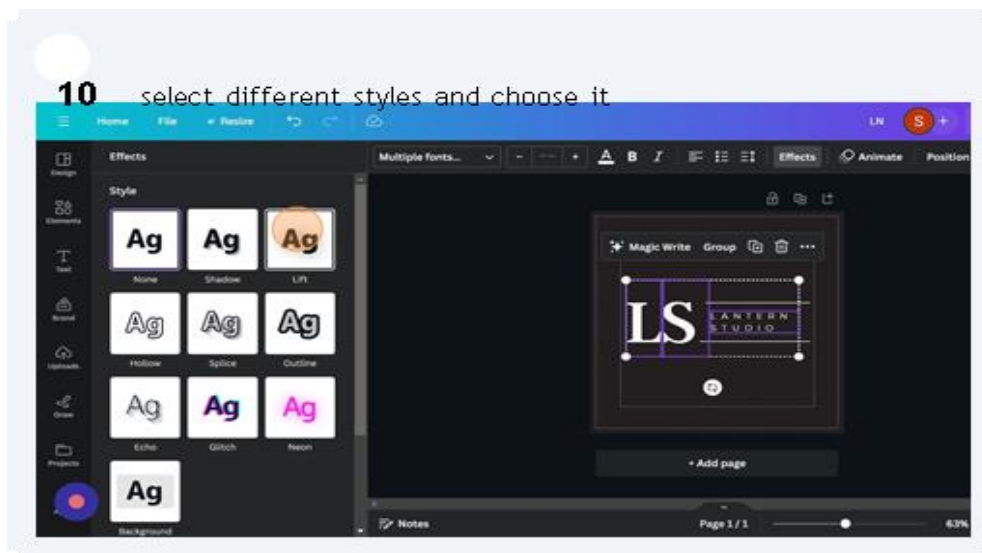


Select Different Styles And Choose It

This milestone explains
about selecting different styles and choose it

Select Different Styles And Choose It

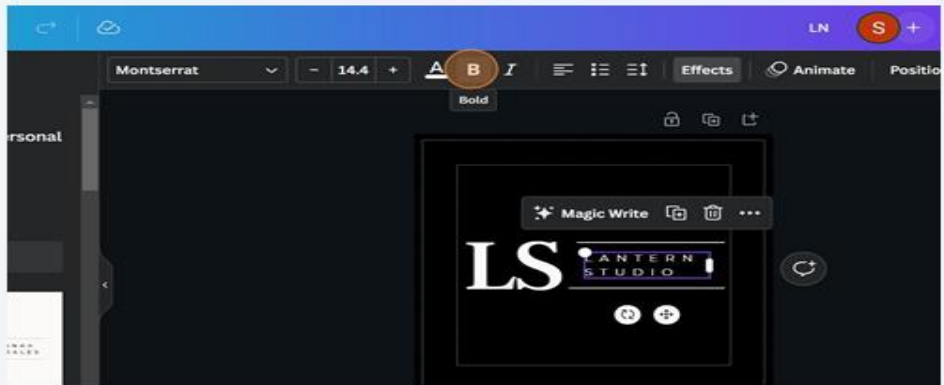
select different styles and choose it



Click The Text And Select Bold Icon

click the text and select bold icon

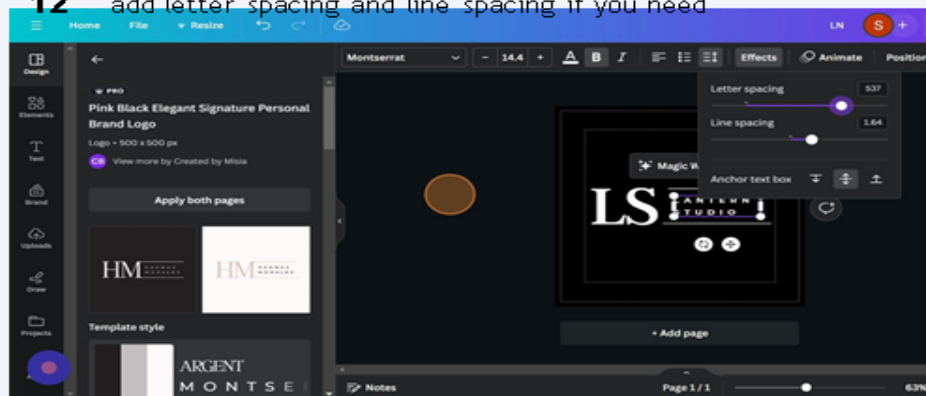
11 click the text and select



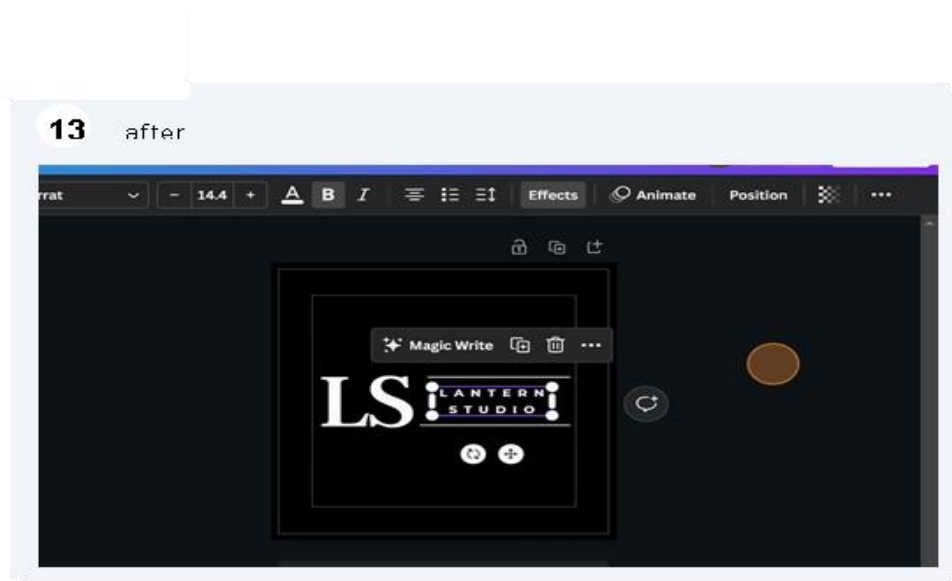
Add Letter Spacing

Add letter spacing and line spacing if you need

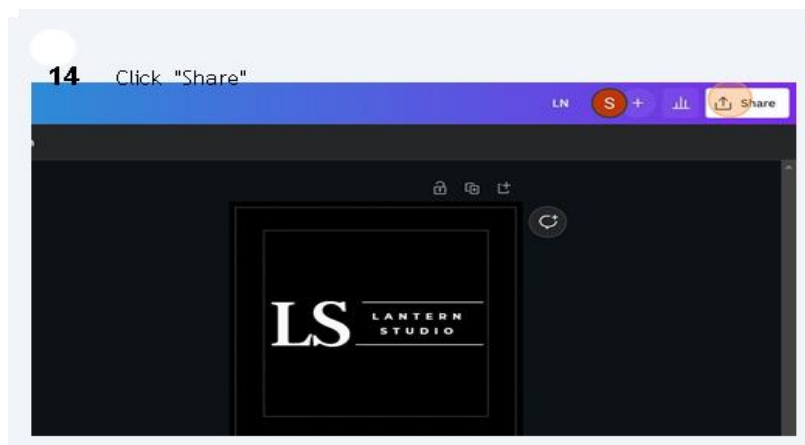
12 add letter spacing and line spacing if you need



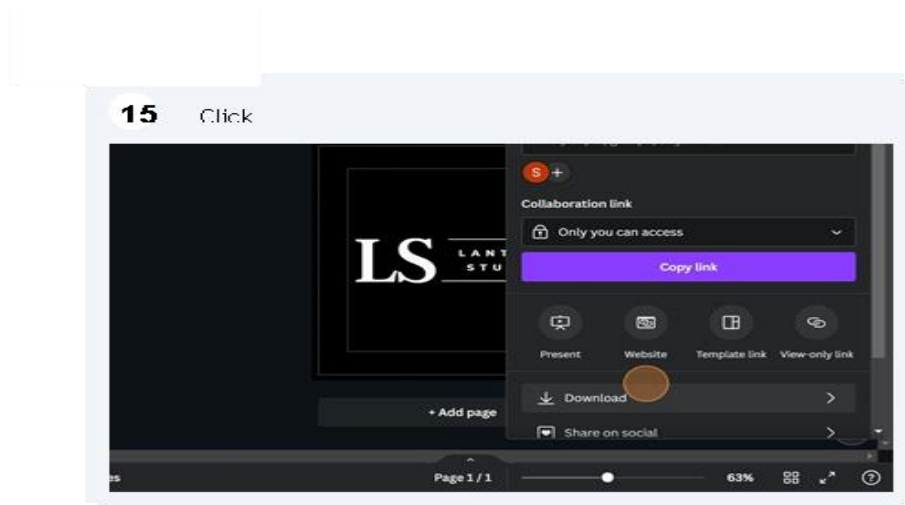
After editing it



Click "Share"



Click "Download"



Ideation Phase

In this milestone you are expected to get started with the Ideation process.

Define The Problem Statement

In this Activity, you are expected to refer the phase template, prepare it accordingly and submit.

Empathize & Discover

In this milestone, you are expected to work on the Empathy Map, referring to the standard template available on mural.

Brainstorm & Prioritize Ideas

In this activity you are expected to work on Brainstorming standard template available on mural.

Project Design Phase - Part 1

From this milestone you will be starting the project design phase. You are expected to cover the activities given.

Proposed Solution

In this activity you are expected to prepare the proposed solution document, which includes the novelty, feasibility of idea, business model, social impact, scalability of solution, etc.

Solution Architecture

In this activity you are expected to prepare solution architecture document and submit for review.

Project Design Phase - Part 2

From this milestone you will be continue working on the project design phase. You are expected to cover the activities given.

Determine The Requirements (Customer Journey Maps)

In this activity, you are expected to create customer journey maps to understand the requirements of customer.

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

In this activity you are expected to prepare the functional requirement analysis document by referring from the template.

Technical Architecture

In this activity you are expected to come up with the technology architecture diagram.

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Open Source Frameworks

In this activity, You are expected to add any open source framework to the project.

Third-Party API's

In this Activity, you are expected to mention the Third party API's used in your project.

Cloud Deployment

In this activity, you are expected to deploy project on Cloud.

Project Development Phase

In this milestone you will start the project development and expected to perform the coding & solutioning, performance testing submit them.

No. Of ctional Features Included In The Fun Solution

In this activity you are expected to work on the functional features included in the solution.

Code-Layout, Readability And Reusability

In this activity you are expected to develop & submit the developed code by testing it.

Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization

In this activity you are expected to develop & submit the developed code by testing it.

Debugging & Traceability

In this activity you are expected to develop & submit the developed code by testing it.

Exception Handling

In this activity you are expected to develop & submit the developed code by testing it.

Performance & Final Submission Phase

In this milestone, you are expected to work on the activities mentioned.

Model Performance Metrics

In this activity, you are expected to assess the model performance metrics submitted or verify using model performance testing tools

Project Documentation

In this activity, you are expected to create project report as per the project template.

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Project Demonstration

Project team shall record a video to demonstrate the features developed and working of overall project.