

**DEVELOPMENT OF A VISUAL BRAND IDENTITY  
FOR A DIGITAL MARKETING AGENCY**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the  
Degree of Bachelor of Science in Multimedia and Creative Technology

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**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**4<sup>th</sup> MARCH, 2023**

## **APPROVAL**

This Project titled “**Development of a Visual Brand Identity for a Digital Marketing Agency**”, submitted by **Md. Siam** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 4<sup>th</sup> March 2023.

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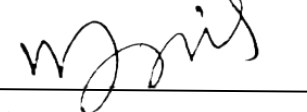
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## DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Mr. Arif Ahmed, Associate Professor of Department of Multimedia and Creative Technology, Daffodil International University**. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

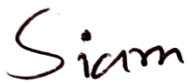
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I want to thank my batch mate, who's been loving me for four years now. Every moment that I need them, they supported me. Now, I am now on this stage to complete this final year degree with their support.

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## **ABSTRACT**

This paper examines the branding of a business development and digital marketing consultancy firm which is specially made for the youth generation. As youth unemployment rates are getting high both in developing and developed countries, improving the environment for entrepreneurial activities and business development is a necessity to increase youth entrepreneurship potential. Young people are lively. So we will bring success in business by using this ability of them through proper guidance. That's why the following brand is designed to serve the youth talents with the combination of digital marketing services with proper business solutions. Designing a brand identity for the specific target audience is often hard and challenging. Without proper branding, a company can mislead people which will occur significant harm.

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# CHAPTER 1

## Introduction

### 1.1 Overview

As the world of marketing evolves, so does the importance of branding. In the past, branding was used primarily to differentiate a company's products from its competitors. Today, branding is about much more than that. It's about creating an emotional connection with the customers and establishing as a trusted and authority figure in the industry. [1]

As an undergraduate of the Multimedia and Creative Technology department of Daffodil International University, I first came across the term 'branding' while I was studying for my degree in digital media and creativity. It was an area that I was instantly drawn to and I knew that I wanted to explore it further as part of my final year project. It's been a couple of months since I started my final year project on branding and I can say with certainty that it was the best decision I've made in my university journey so far. I've learned so much about the theory and practice of branding over the past year, and I've also had the opportunity to put what I've learned into practice by working on real-world projects.

I would like to express my immense gratitude to our dearest Associate Prof. Arif Ahmed sir who licensed me to do this undertaking as my final year venture and Assistant Prof. Md. Mizanur Rahman for the inspiration behind this journey.

In this report, I will be exploring my project on branding and giving you an insight into what it takes to create a successful brand. I will also be sharing some of my own branding projects and giving you an insight into my thought process. I have always been interested in the process of creating and crafting a brand.

## **1.2 About Bizmo**

Bizmo is a business development and digital marketing agency that helps businesses reach their goals. Bizmo will provide mentorship and digital marketing support to businesses with wide range of services to grow and succeed. We will work with the entrepreneurs and various business authorities who are passionate about their businesses and want to make a difference in the world. We are dedicated to helping businesses reach their potential and make a big impact.

Bizmo is committed to serve an outstanding service to its customer. We are always there to serve their customers and take them to the top of the pinnacle of success. Bizmo offers you the most advanced guidance to enrich your business policies which would help you definitely to boost up your sales.

## **1.3 Problem Statement:**

Many young entrepreneurs or businessmen in this country do not find the right path without the right mentor. [2] Sometimes young entrepreneurs fall through without proper guidance. Again, it can be seen that many businesses are failing due to lack of marketing knowledge. Some companies are stealing people's money or people are not getting their desired results from that company. We encounter a massive loss in our business without proper advice! Building a company that includes digital marketing experts and business consultants with opportunities is challenging. It's really hard to earn the trust of people. One of the key tasks to make a brand stand out is to work with the brand with proper strategic planning, [2] identifying the perfect target audience, proper mission and vision, and colors. We have to keep in mind that proper branding can create loyal customers and can help build trust among the people.

## **1.4 Objectives:**

- Business development through digital marketing support
- Increasing the number of young entrepreneurs
- Expand new business
- Improve ongoing business
- Professional and business growth among the youth.

### 1.5 Purpose

- Bizmo will help our young entrepreneurs to grow their start-ups and other business authorities.
- It will help people to expand new and existing businesses
- Bizmo will multiply the progress of the ongoing business.
- Bizmo will provide all kinds of digital marketing support to the young talented entrepreneurs and other business authorities.

### 1.6 Mind Mapping

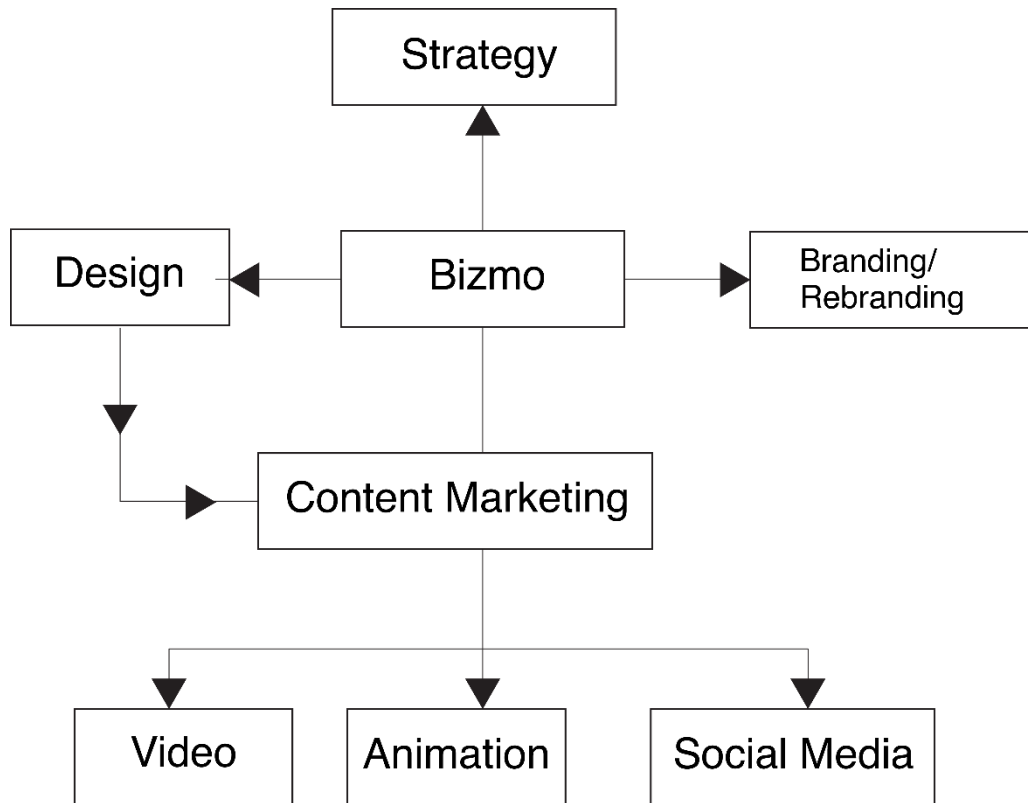


Fig 1.1.1: Mind Mapping



## CHAPTER 2

### Research

#### 2.1 Literature Review

In order to build a strong brand, it is important to understand how customers think, feel, and behave when they interact with your brand. [3] Branding research can help you to gain insights into what customers want and need from your brand. It can also help you to understand how customers perceive your brand in comparison to your competitors. A literature review is a systematic and critical summary of the research that has been published on a particular topic. It is important to conduct a literature review when conducting branding research, as it will help you to identify the gaps in the existing research and understand how your research can contribute to the body of knowledge on branding. Bizmo is an organization which helps in business development and digital marketing service. There are other organization which gives similar services but has some complication as we provide vast services.

Similar company services:

Khan IT and well renown company which provides services like

- Social media marketing-content marketing
- Web design
- Sarch engine optimization [4]

Magnito Digital is an another digital marketing agency which provides services such as:

- Design
- Content
- Innovation
- Campaign
- Strategy
- Web etc

Notionhive is an another award winning digitally-led, full-service creative agency. They are combined of

- Strategy
- Marketing
- Design.

Softopark a digital marketing company provide

- Web application
- E-commerce
- Content development and
- Digital marketing

There are few company which provided similar services such as social media marketing or design but they do not have the complete package which Bizmo have. Bizmo provides complete services from branding to rebranding including social media marketing services.

## **2.2 User Research**

### **Target Audience:**

Since Bizmo is a company that focuses mainly with the youth, our target people are the young generation. We want to be able to relate to them and connect with them on a level that they can understand. We want to reach out to them and show them that we are a company that they can trust.

Gender: Male/Female/Others

Age: 18-30 years

### **2.3 Target People Analysis:**

Youth is the target people of Bizmo. It is a new generation with new power. They are full of energy and potential. They are developing their own unique identity. And they are connected to each other and the world in new ways. The youth of today are different from any other generation before them. They are more diverse, more global, more connected, and more

entrepreneurial. [8] They are also more likely to challenge the status quo and to seek out new and innovative solutions. If you want to reach the youth of today, you need to understand them and what makes them tick. That's where we come in. At Bizmo, we have our finger on the pulse of what's happening with today's youth. We can help you reach them in new and innovative ways.

## **2.4 Psychology:**

What makes young people want to be entrepreneurs? This is a question that has been asked for many years, and it is still largely unresolved. However, there are some theories that may help to explain the phenomenon. One theory suggests that young people are more likely to take risks than older people, and this is one of the key ingredients for entrepreneurship. [10] Another theory suggests that young people are more idealistic than older people, and they believe that they can change the world through their businesses. Whatever the reason, it is clear that entrepreneurship is an attractive option for many young people. In recent years, spawning your own business has become increasingly popular among young people. A major reason for this surge in popularity is the many psychological benefits that entrepreneurship offers to young people. For starters, entrepreneurship provides a sense of control and ownership over one's life. When you're in charge of your own business, you get to call the shots and make decisions that affect your life and work. This sense of control can be extremely empowering, especially for young people who may feel like they don't have much control over their lives. Entrepreneurship also offers a sense of purpose. When you're working towards building your own business, you're also working towards something larger than yourself. This can be a great source of motivation and fulfillment, especially for young people who are searching for a sense of purpose in their lives.

## 2.5 Survey:

- What is your occupation?
- Are you interested in starting your own business?
- Are you working on any startup currently?
- Are you aware of proper branding of a company?
- Do you agree that “proper branding is necessary before starting a brand?”
- Have you heard of a business development company name before?
- Do you want to consult with a professional before starting your business?
- How familiar are you with branding and design?
- Do you have any knowledge about “Digital Marketing?”
- Which of the following best describes your opinion on startups?
- Why do you want to start your own business?
- What is the most important factor for success when starting a business?
- What are the biggest challenges faced when starting a business?
- What motivates you to start your own business?
- Why do you want to be your own boss?

# CHAPTER 3

## Methodology

### 3.1 Project Stages:

After coming up with the idea for my project, I had to decide what steps I would need to take in order to make it a reality. I decided that there were three stages to my project:

- Pre-production
- Production
- Post production.

### 3.2 Pre-Production:

Pre-production is when you plan everything out and get all the necessary materials. This is the most important stage because it sets the foundation for the rest of the project. Production is when you actually shoot the project. This is where all the hard work pays off and you see your project come to life. Post production is when you wrap everything up. This is when you edit the project and add any final touches. Each stage of my project was important in its own way and I learned a lot from each one.

#### 3.2.1 Project Timeline:

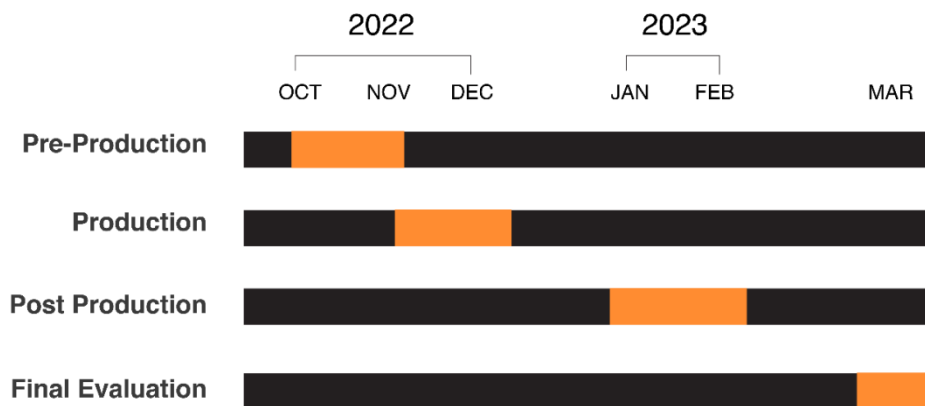


Fig 3.1.1: Gantt chart

### **3.2.2 Story:**

It's a story about redefining what it means to be easy and convenient. Not overly complicated designs, but taking inspiration from the surroundings around us and keeping things simpler, hiding the true beauty in details and materials. Things that are invisible to the naked eye. After so much deliberation I decided to keep the name "Bizmo" which is a short form of Business Development and marketing organization. As bizmo is devoted to the youth generation, I kept the brand color palette with orange and blue. Orange color contains the importance of youth power, friendly, and innovation. Whereas blue color contains the importance of trust, confidence and story

### **3.2.3 Brand Service:**

It is essential for businesses to market their brand services. Business development and digital marketing solutions can help businesses reach their target audience, build brand awareness, and improve their bottom line.

- Strategy
- Design
- Motion graphics
- Branding
- Rebranding
- Social media marketing
- Content Marketing

### **3.2.4 Brand Touchpoints**

#### **Events**

We can set up some events to engage my audience. Obviously, it won't be a boring one.

#### **Community groups**

Facebook groups can play a vital role for it. We will send our notice in every medium, young aged people are mostly facebook worm, so it will be an easiest and fastest way to grab their attention.

#### **Website**

A minimal, attractive and user-friendly website is necessary.

#### **Free digital courses/downloading contents**

We can set up free courses and downloading graphical contents (Cv template, infographics, businesscard template etc.) on our website. If we do that, people will visit our website and it will be enriched with traffic and we would be able to collect more data from the customers.

#### **Souvenir**

If someone visits our office or attend our seminar, we will give them (pen/calendar/diary/mug)

#### **Attractive Flyer/Poster/Brochure**

It should be creative and informative.

#### **Informative magazine**

Magazines will be informative. There will be some pages for a quiz if someone reads the whole magazine. A reward will be given who will attend it.

#### **Not irritating online ads.**

(It can be a game to be played to earn points which can be counted as a discount/promotional code)

**Stationary**

Eye-catching business cards, letterhead. Envelope.

**Social media**

Social media marketing should be implemented for reaching out the audience. There will be a page, group and chatbot of our company. It should be enriched with important information. Creative videos, trending videos and attractive social media kits are necessary to grab the attention of our audience.

**Blog content**

Quality blog content should be posted.

**Contact information**

We can create a database from the people by taking contact information such as (Mobile no, E-mail etc) who will take part in our seminars, online webinar. This will help us to be connected with them.

**Referral system**

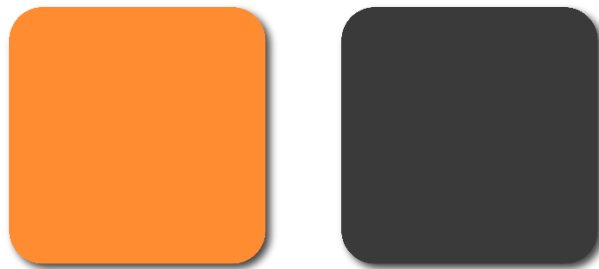
If someone enjoys our service, we will give them a code. If he shares it to his colleague/neighbor or anyone, that person will get a discount and a percentage will be sent.



### 3.2.5 Color Palette

Choosing the right colors for your brand is an important part of building a strong and recognizable brand identity. The colors you choose should be consistent with the overall tone and message you want to communicate with your target audience.

**Bizmo color palette:**



**Orange color:** For Bizmo, I choose orange (**#FF8C31**) as a brand color. Because In the marketing world, orange is often used to portray youth generation, playfulness, and being bold. As Bizmo is devoted for the youth generation, I decided to put this color for my brand. In addition, orange is usually seen as healthy, energizing, and attention-grabbing. [14] Orange is a color that is often associated with energy, enthusiasm, and excitement which portrays the youth.

**Grey color:** The color grey (**#3A3A3A**) for brand colors can be used to create a sense of sophistication and authority. It is often used in branding and marketing to convey a message of trustworthiness and competence. But it is also associated with sophistication, depression, and bad news. It is often used in corporate branding, as it conveys an air of professionalism and competence. [15]

### 3.2.6 Logo Idea

Sketching a logo idea on a note pad may sound like a rudimentary level of design, but it's actually one of the most important steps in the logo development process. This is where I took my initial idea and begin to flesh it out, exploring different directions and refining the concept. Rough sketches are also incredibly important when it comes to presenting your logo idea to a client.

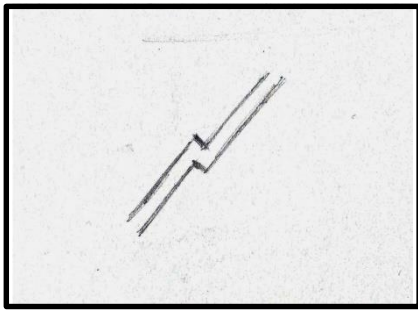


Fig 3.1.2: Drawing the growth sign



Fig 3.1.3: Digital look of growth sign

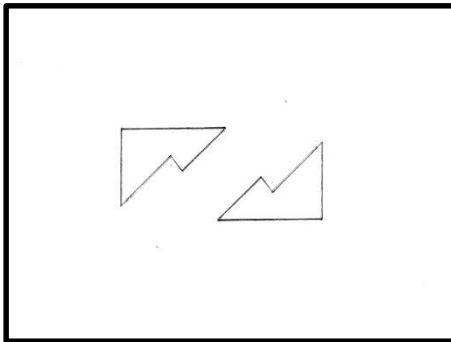


Fig 3.1.4: Drawing the B and M

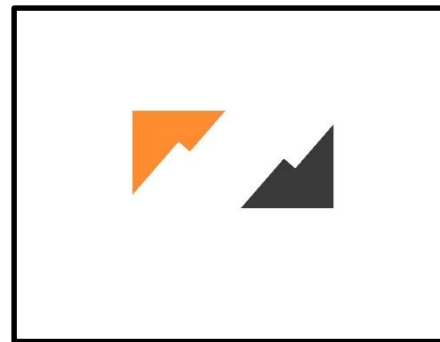


Fig 3.1.5: Digital look of B and M

The logo is made of two shapes and these two shapes have created a zigzag line where we portrayed it as a growth sign of the business. The zigzag sign represents "Z".portion represents "B" & navy blue portion represents "M".

These shapes are designed as a mountain shape. The grey colored shape which portrays “M” is designed to indicate the hardship and obstacles in a business. The orange portion represents "B" represents the meaning of success and energetic.

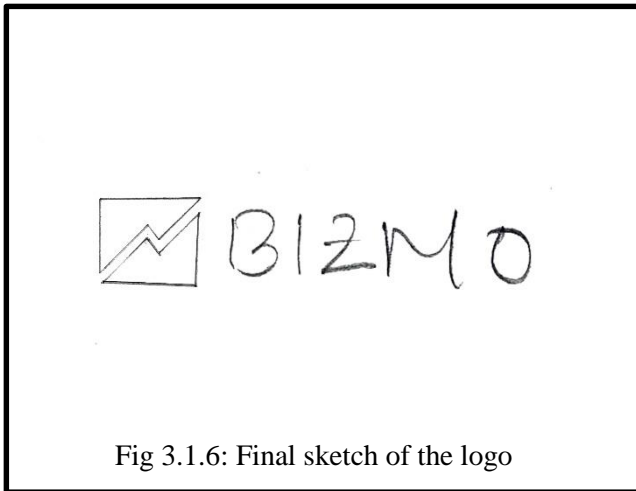


Fig 3.1.6: Final sketch of the logo



Fig 3.1.7: Digital copy of the logo

### 3.2.7 Logo design purpose

The purpose of a logo design is to convey brand identity. It is the most visible and straightforward communication tool a company has to represent itself. This paper provides an overview of the logo design process, from the initial idea to the final product. A logo is a symbol or mark used to represent an organization. It can be used on products, packaging, stationery, buildings, or vehicles. The best logos are those that are simple and easy to remember. An effective logo should be relevant to the company, easy to remember, and should convey the company’s message. [11] The logo should be visible and legible at all times, regardless of its size or placement. Creating a memorable logo requires an understanding of the company, its products, target audience, and competitors. A logo should be designed with the company’s future in mind. The best logos are those that are timeless and can be used for years to come.

### **3.2.8 Process of logo making**

A logo is more than just an image; it's a representation of a company or brand. As such, it's important to put some thought into the logo design process. In this post, I'll talk about the steps of logo making, from coming up with an initial idea to putting the finishing touches on your final design.

- The first step is to come up with an initial idea. This can be anything – a word, an image, or a combination of both. Once you have an idea, it's time to start sketching out some rough designs.
- Once I have a few rough sketches, it's time to refine them. Picked favorite one and started to flesh it out. Added details, played around with the colors, and experimented with different fonts.
- The next step is to create a digital version of the logo. This can be done using a variety of software programs, such as Adobe Photoshop or Illustrator.

### **3.2.9 Logo Placements**

- Business Card
- Letterhead
- Envelope
- Diary
- Billboard
- X-banner
- Pen
- Website
- Cap
- Mug
- Calendar
- Brochure
- ID card
- Social media kits

### **3.2.9 Typography:**

Typography is not only an important part of graphic design, but also of branding. A company's logo is one of its most important brand assets, and the typeface used in the logo can have a big impact on how the brand is perceived. The right typeface can convey the brand's personality and make it more recognizable. It can also help create a more consistent look for the brand across different mediums.

When choosing a typeface for a logo, it's important to consider the style of the company and the message it wants to communicate. For Bizmo, we choose Helvetica font as a brand font. Because it is one of the most famous and popular typefaces in the world, this font is generally loved among the designers for its clean lines, sophistication, no-nonsense shapes and simple efficiency.

**Typography used:**



Fig 3.1.8: Typography

### 3.3 Production

The production stage of branding is important to understand in order to create a successful brand. This stage includes all of the steps necessary to take the brand from the initial concept to the final product. This includes research, design, manufacturing, and packaging.

Each of these steps is important in order to create a high-quality product that accurately represents the brand. The research phase is important to understand the target audience and what they are looking for in a product. The design phase is important to create a visually appealing product that accurately represents the brand. The manufacturing phase is important to create a product that is made with high-quality materials and that meets all of the necessary safety standards. The packaging phase is important to create a product that is properly packaged and that can be easily shipped and stored. During this project, I have used three softwares. They are given below:

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects

#### 3.3.1 Adobe Illustrator:

I used Adobe Illustrator for the logo design, vector files and some social ads. It is one of the most popular vector graphic editing software programs on the market. It's used by professionals in a variety of fields, including graphic design, web design, and illustration. Illustrator is a great tool for creating logos, brand guidelines, and other brand assets.



Fig 3.1.9: Adobe Illustrator logo

### 3.3.2 Adobe Photoshop

Adobe Photoshop is a powerful tool that can be used for more than just retouching images. Photoshop can also be a great tool for branding. With its wide range of features and capabilities, Photoshop can help you create professional looking branding materials for your business. I used it for creating social ads, manipulating images etc.



Fig 3.2.1: Adobe Photoshop logo

### 3.3.3 Adobe After Effects:

Adobe After Effects is a powerful tool that can help creating professional-looking branding for your business. With After Effects, one can create custom logos, animations, and graphics that will make your brand stand out. I used it for making logo animation and some small advertisement.



Fig 3.2.2: Adobe After Effects logo



### 3.3.4 Logo Design:

The branding journey for bizmo was started by the logo design. A logo is one of the most important elements of a company's branding. It's the first thing customers will see when they encounter your company, and it should be designed to make a lasting impression. A great logo will be simple, memorable, and easy to recognize. [12] That's why I kept the logo simple.

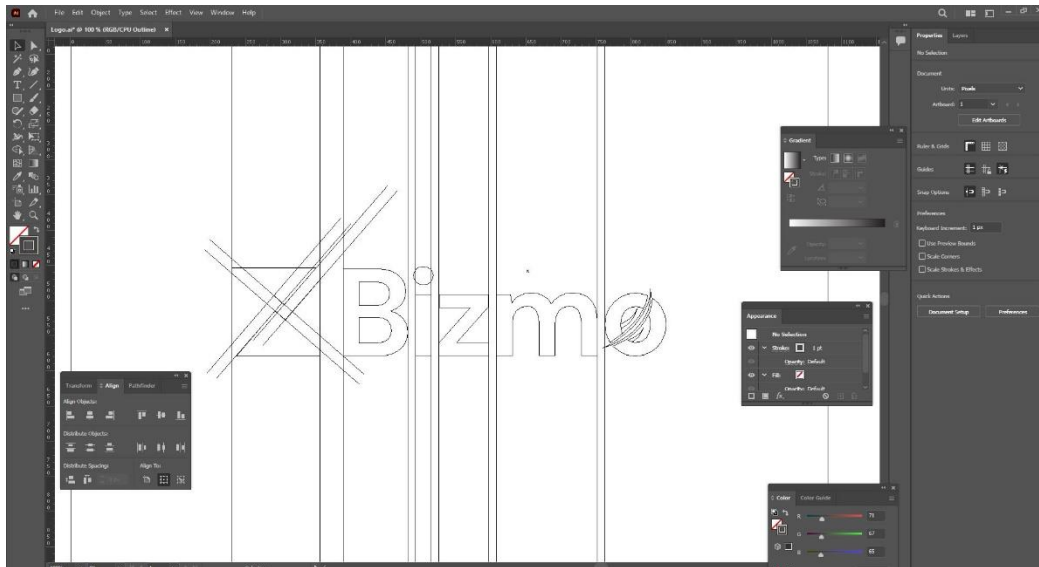


Fig 3.2.3: Bizmo logo outline

### 3.3.5 Business Card Design:

A business card is one of the most essential branding tools you have at your disposal. It is often the first impression people have of your business. Firstly, I kept design is clean and sleek. The card should be easy to read and should not be overly busy. Secondly, I had to be sure the card conveys the key message you want to communicate about our brand. The card should be representative of your brand's values and personality. There is a pattern on the card which was designed as the growth sign of bizmo logo.

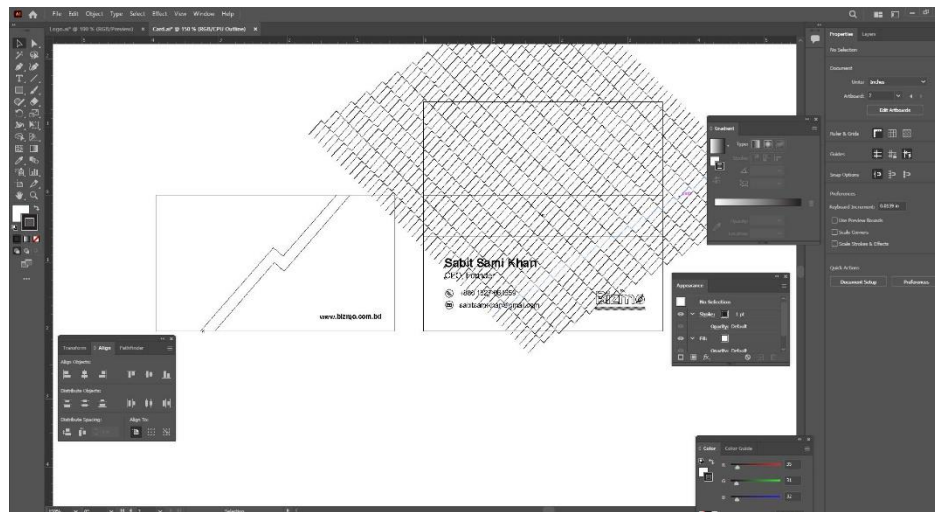


Fig 3.2.4: Business card design

### 3.3.6 Letterhead:

When it comes to letterhead design, there are a few things to keep in mind in order to create a design that is both effective and professional. Firstly, I included our company's logo on the letterhead. This will help to create a visual association between our company and the letterhead. Secondly, I designed the letterhead using a simple, clean font. This will help to create a sense of sophistication and professionalism.

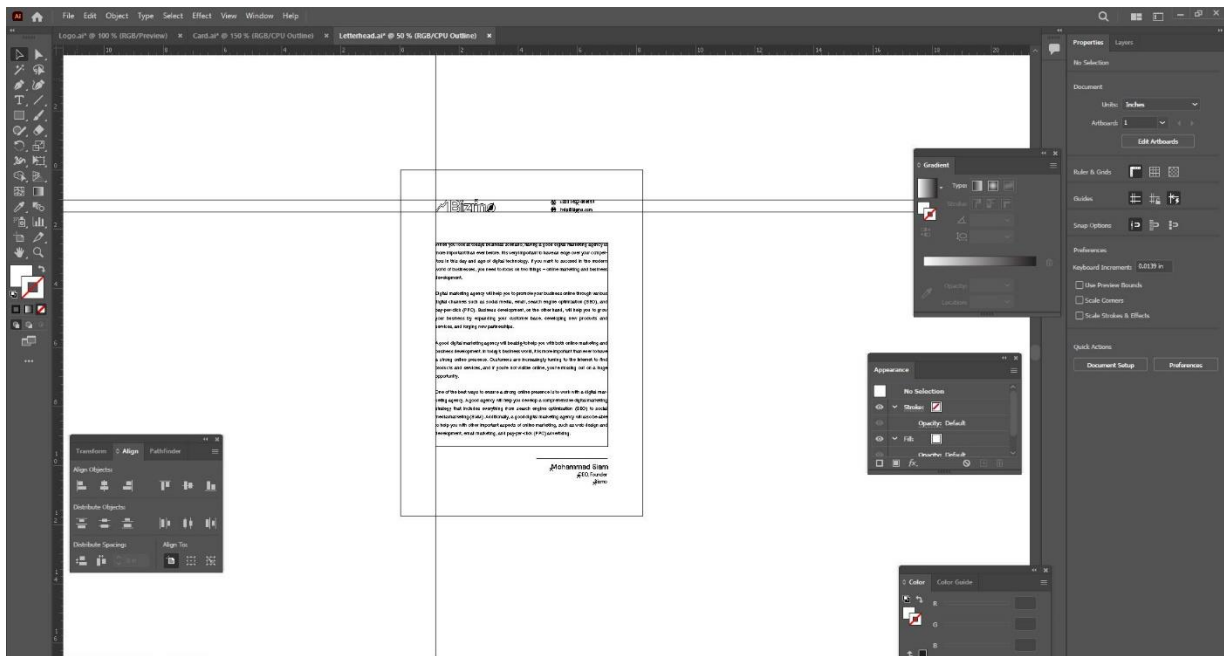


Fig 3.2.5: Letterhead design

### 3.3.7 Calendar:

A calendar is a powerful branding tool that can help us promote our business and build customer loyalty. A well-designed calendar can be a powerful marketing tool, helping you to promote your brand strongly. To design our company's calendar, at first, I made a layout and then started to design it according our company's color palette and font. I kept it simple and easily readable. Adequate clear space was maintained while designing it.

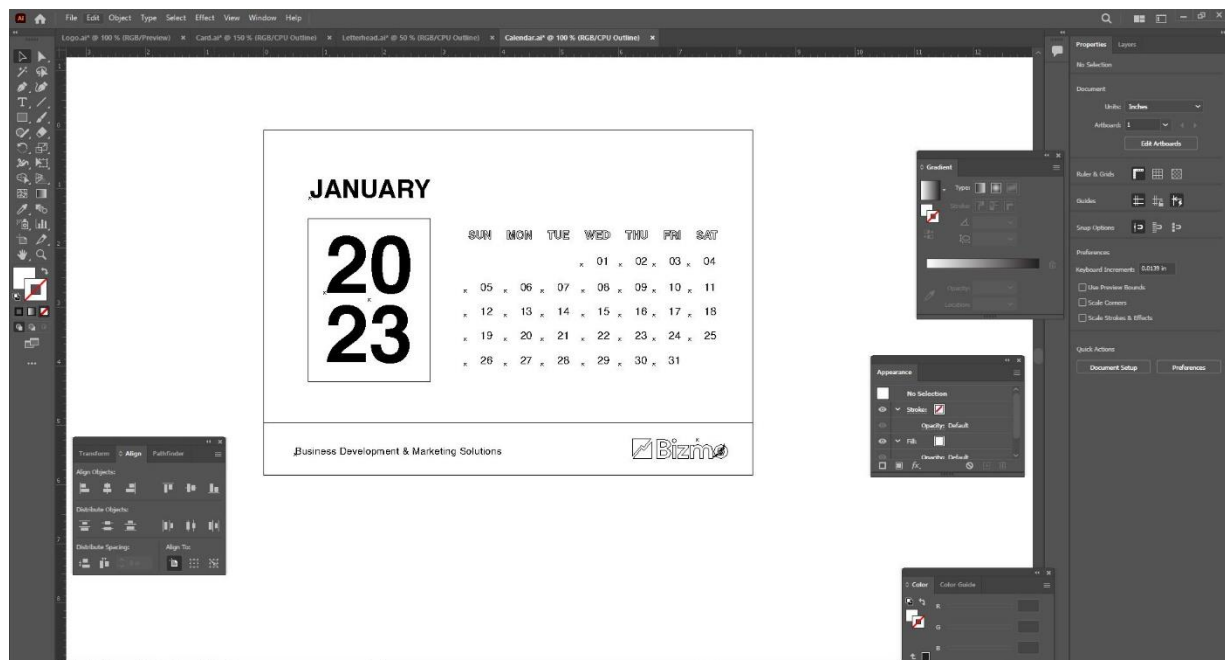


Fig 3.2.6: Calendar design

### 3.3.8 ID Card:

An ID card is one of the most important tools for branding your business. It is an essential part of a company's image and can be used to promote a brand to customers, employees, and partners. An ID card can be used in a variety of ways, but one of the most important uses is to identify the person and his/her business. It can also be used to show a company's logo, tagline, or other branding elements. To design our company's ID card, I kept it simple and elegant. I used the slope of our logo as an element of our ID card and simply put our photo, name and designations to identify ourselves.

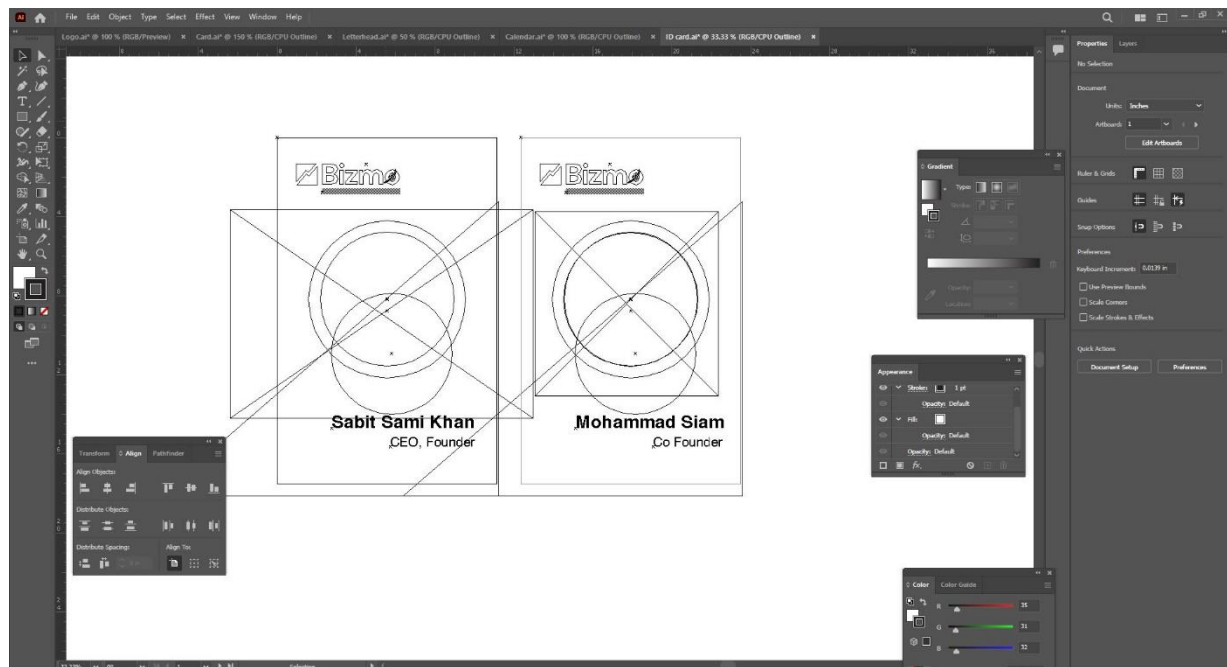


Fig 3.2.7: ID Card Design



### 3.4.1 Flyer design:

Creating an effective flyer design for a brand is essential to driving awareness and sales. A well-designed flyer will grab attention, convey key information, and leave a lasting impression. At first, I planned to make sure our flyer is visually striking. Used bright colors as the color palette, simple and easily readable fonts, and compelling images to grab attention. Secondly, I kept the message clear and concise. Used strong headlines and easy-to-read copy to communicate what you want to say. Finally, made sure the contact information is prominently featured so people can easily get in touch with you.

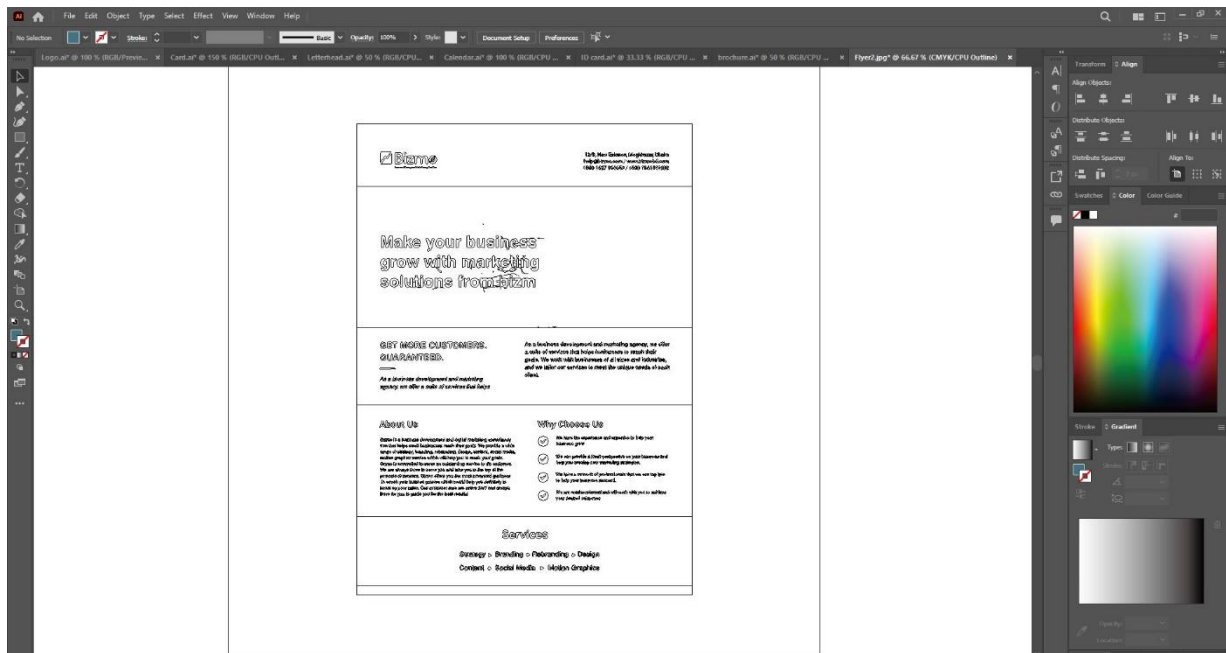


Fig 3.2.9: Flyer Layout

### 3.4.2 Poster Design:

Poster design is an important part of branding. A good poster design can make a big difference in how a brand is perceived. Poster designing is a crucial tool for branding your company or product. It should be eye-catching and memorable, while also conveying the key message you want to communicate. With so much riding on a poster design, it's important to get it right. That's why I kept the poster simple and easy. Used a vector art at the middle bottom to grab the attention of the customers then put the texts around it.

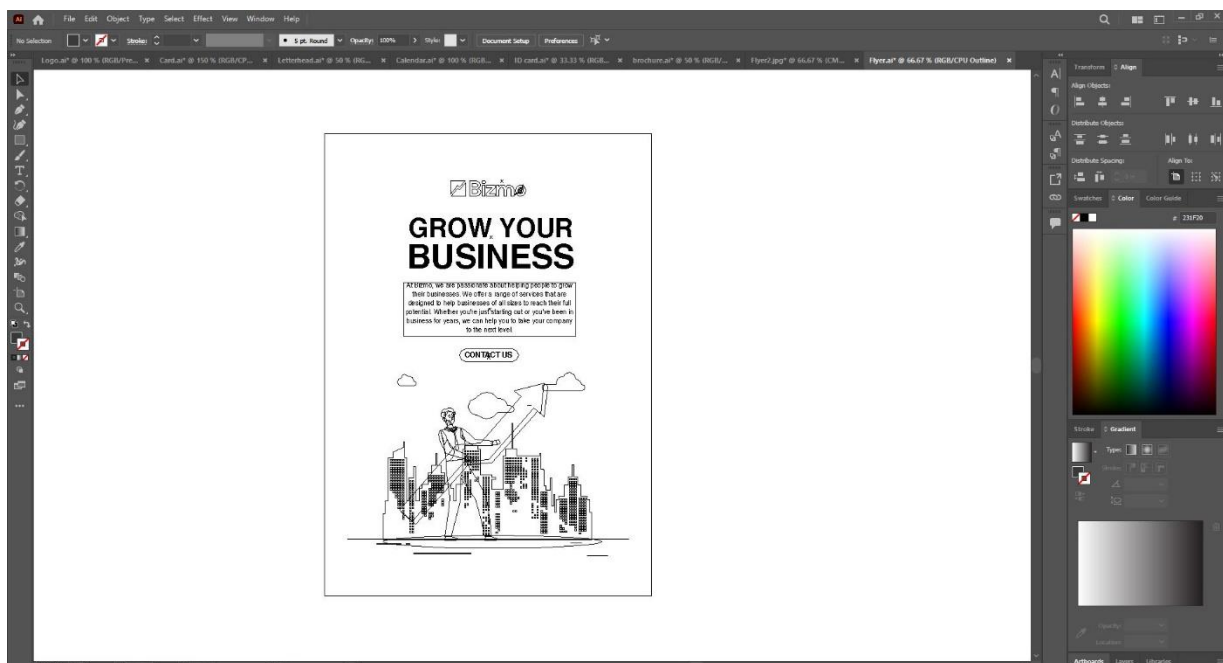


Fig 3.3.1: Poster layout



### 3.4.3 X-Banner design:

A great banner design is a key component of any branding strategy. It should be eye-catching and reflective of your brand's values and personality. A banner should be placed in a strategic location where it will be seen by the target audience. And it should be designed in a way that makes it easy for people to remember a brand. X banners are a popular choice for branding and advertising. They are eye-catching and can be placed in high-traffic areas to generate interest in a product or service. A well-designed banner can help you promote your brand and attract new customers.

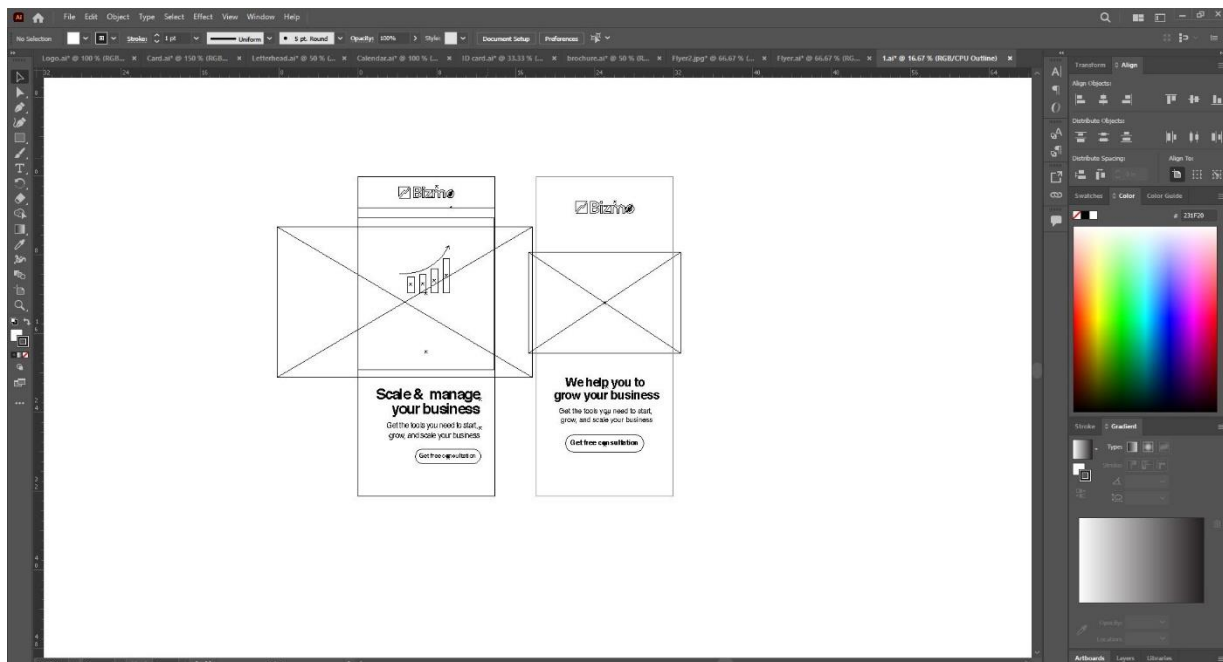


Fig 3.3.2: X banner layout

### 3.4.4 Landing page design:

Landing page is often the first touchpoint between a brand and potential customers. This makes it critical to have a well-designed landing page that accurately reflects a brand and can effectively capture visitors' attention. At first, I shared a brand message on the home page with a creative visual where a young boy is with a laptop. Secondly, I made sure that the landing page is visually appealing. Used strong visuals and clear branding elements to make the page stand out. Finally, I followed the color palette and designed the home page. Maintained clear space to look it clean and simple.

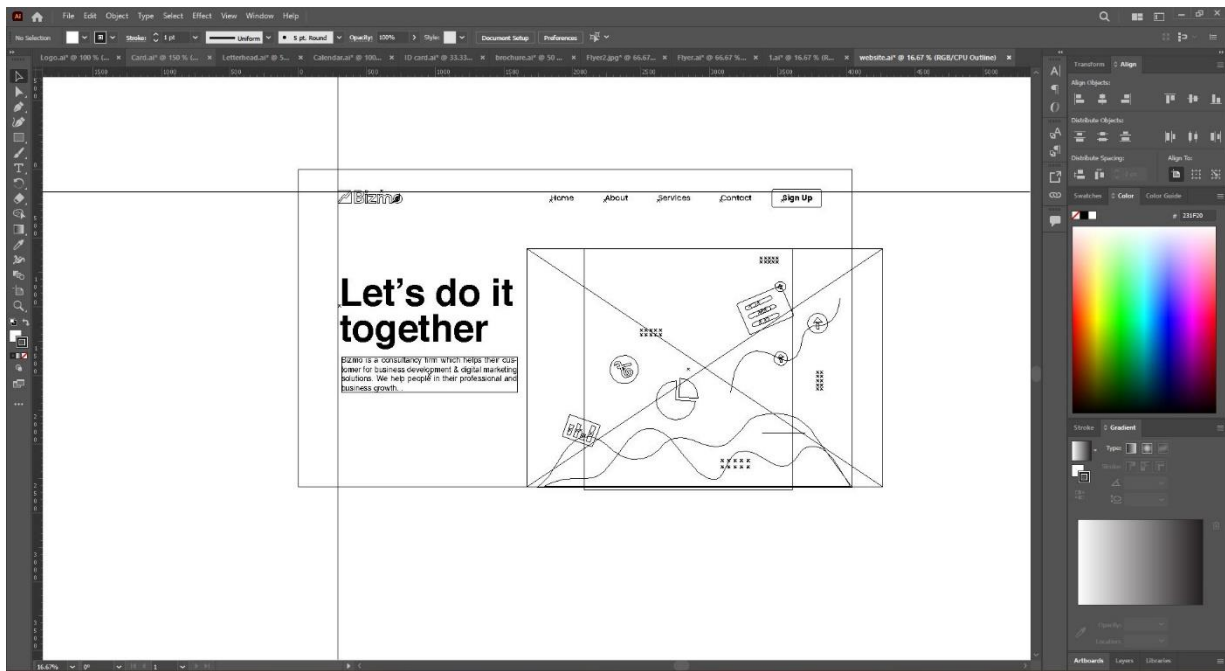


Fig: 3.3.3 Landing Page layout

### 3.4.5 Diary cover design:

A diary is one of the most important tools in our life - it's where we write down our thoughts, plans and memories. A diary cover design is an important part of your branding too. It's one of the first things people will see when they pick up a diary, and it needs to make a good impression. At first, I put the logo on my diary and made the surrounding design according to the logo. Secondly, kept the design very simple and clear. Finally, I put the brand colors on it as it will carry our brand positioning.

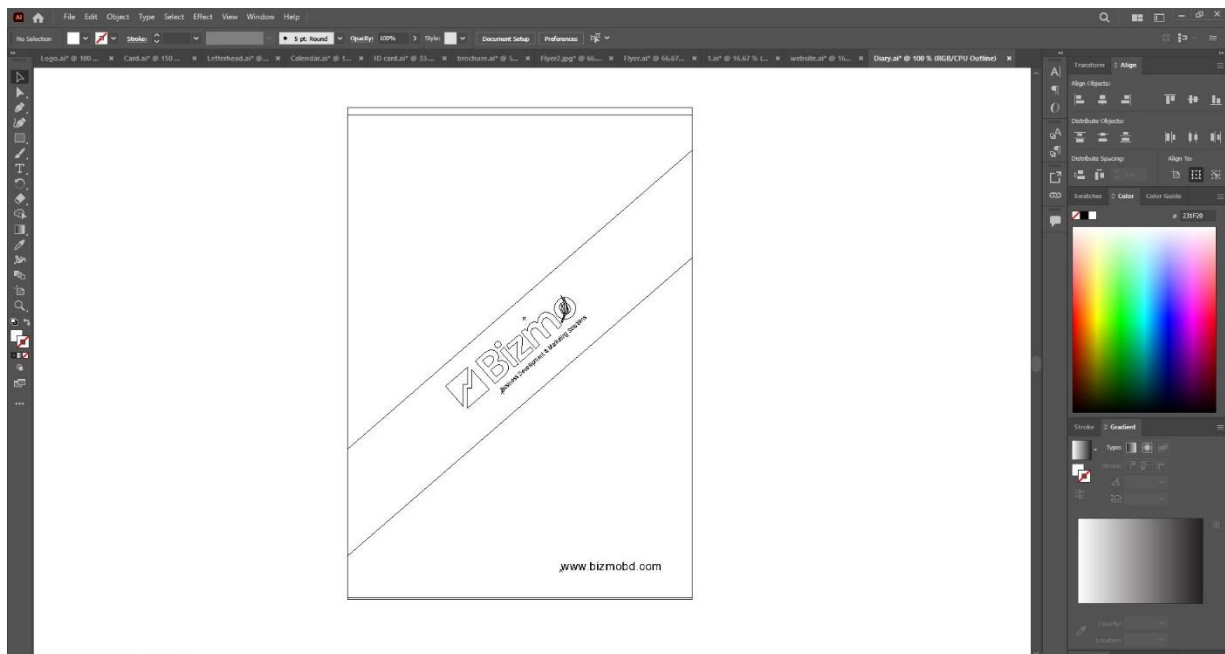


Fig 3.3.4: Diary cover design

### 3.4.6 Billboard design:

A billboard is a large outdoor advertising structure that is typically found in high-traffic areas such as along highways. Billboards are an effective way to reach a large audience with the company's message. An effective billboard design must be able to convey the message quickly and effectively, as people will only have a few seconds to glance at it. To do this, the design must be simple and eye-catching, with a clear call to action. The use of color, typography, and imagery are all important elements of a successful billboard design.

At First, I manipulated a creative image for the billboard as it will be shown in the traffic areas. So, it needs to grab the attention easily. Secondly, I put the brand message on it with a simple brand font. Finally, I put the colors as following the color palette and made it look simple and clean.

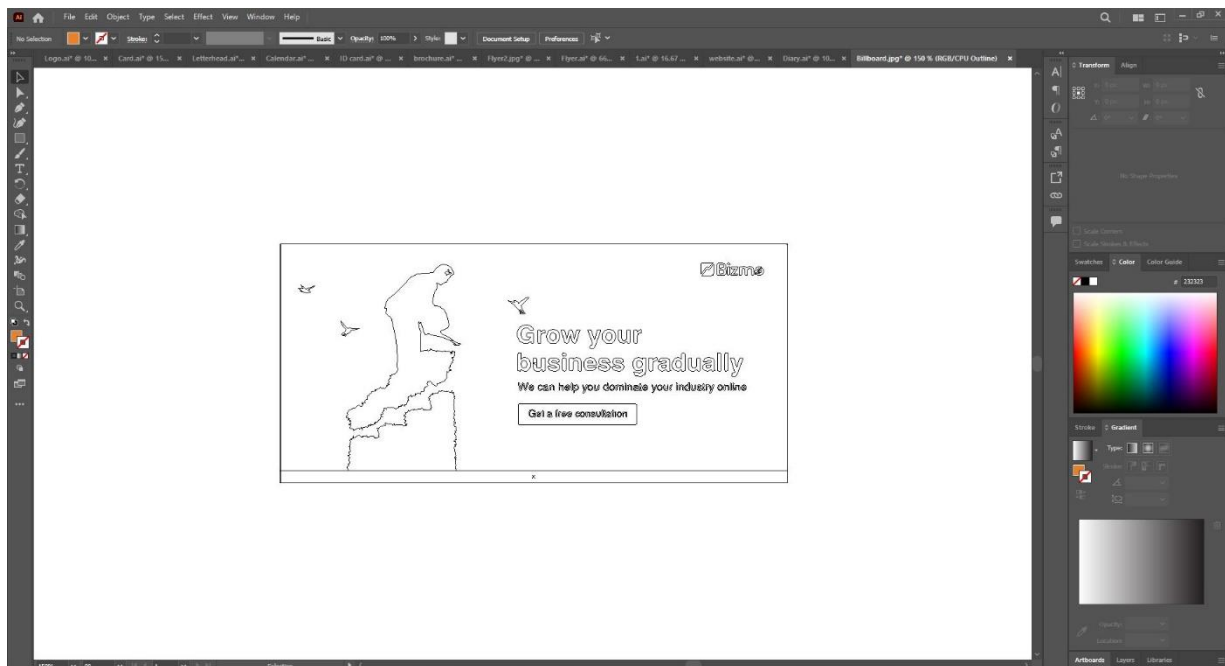


Fig 3.3.5: Billboard design

### 3.4.7 Gratitude card:

A gratitude card is a great way to show your customers and clients that you're thinking about them and that you appreciate their business. Plus, it's a great marketing tool that can help you boost your brand and build customer loyalty. A gratitude card campaign is a great way to show your customers that you appreciate them. Not only will they feel good about being appreciated, but they'll also be more likely to continue doing business with us.

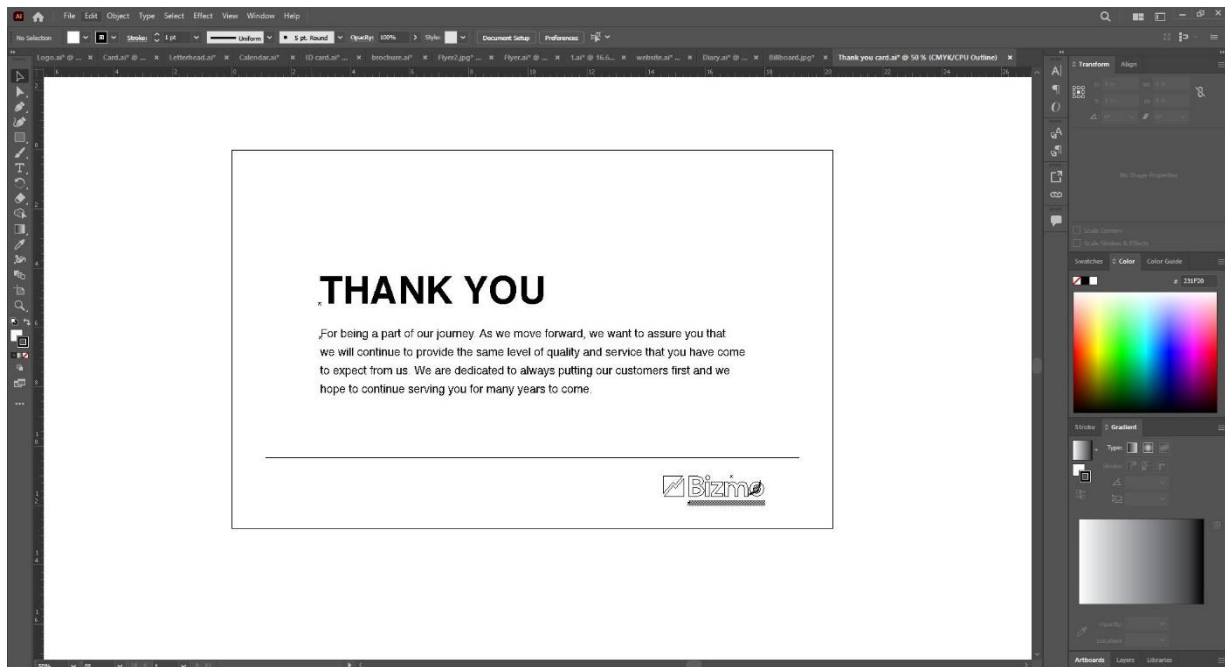


Fig 3.3.6: Gratitude card

### 3.4.8 Pattern:

One of the best ways to make sure a brand stands out is with a strong pattern design. A strong pattern design can play a vital role in carrying the brand message. Once the customers get used to the brand, it becomes easy to identify the brand by seeing only the pattern of a brand. So, it's necessary to create a pattern for a brand. For bizmo, I made a pattern as the growth sign of the logo.

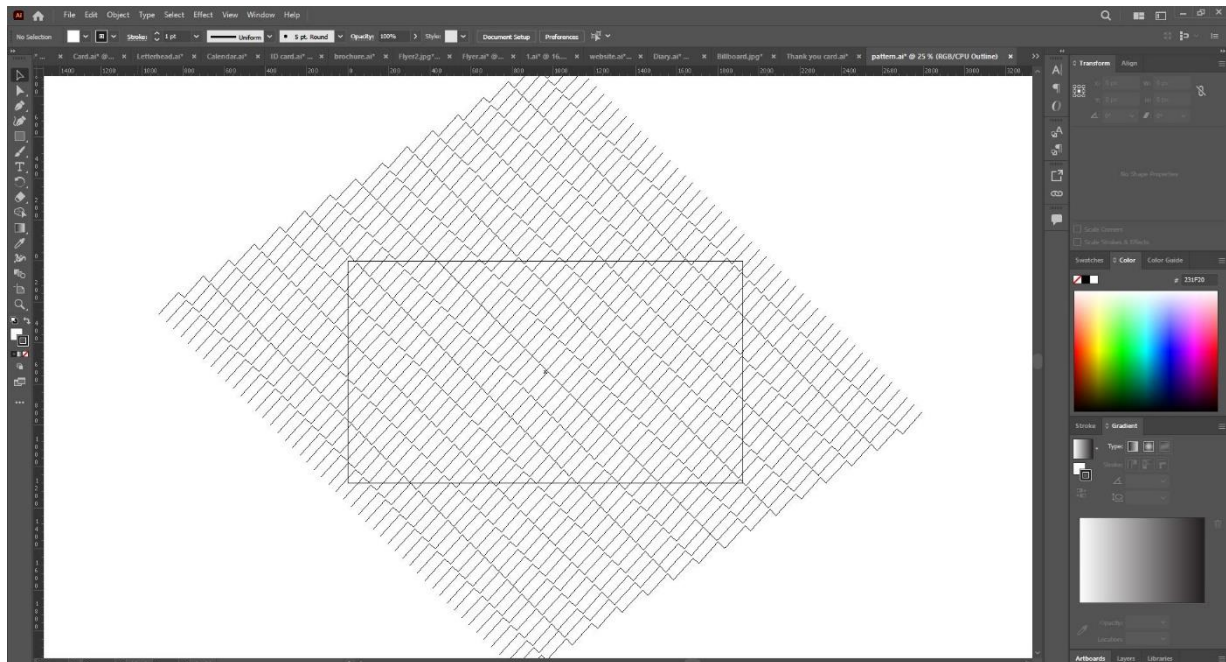


Fig 3.3.7: Pattern design layout

### 3.4.9 App icon:

An app icon is a powerful tool for branding. It can help users identify your app at a glance. Creating a great app icon is essential to the success of the app. It's important to choose an icon that is both eye-catching and representative of your brand. For bizmo, I have a cherish to make an app. At first, I tried to create an icon that is simple and easy to remember. It should be recognizable at a glance, so potential users will be able to associate it with your app. Secondly, made sure the icon looks good on a variety of devices and storage screens.

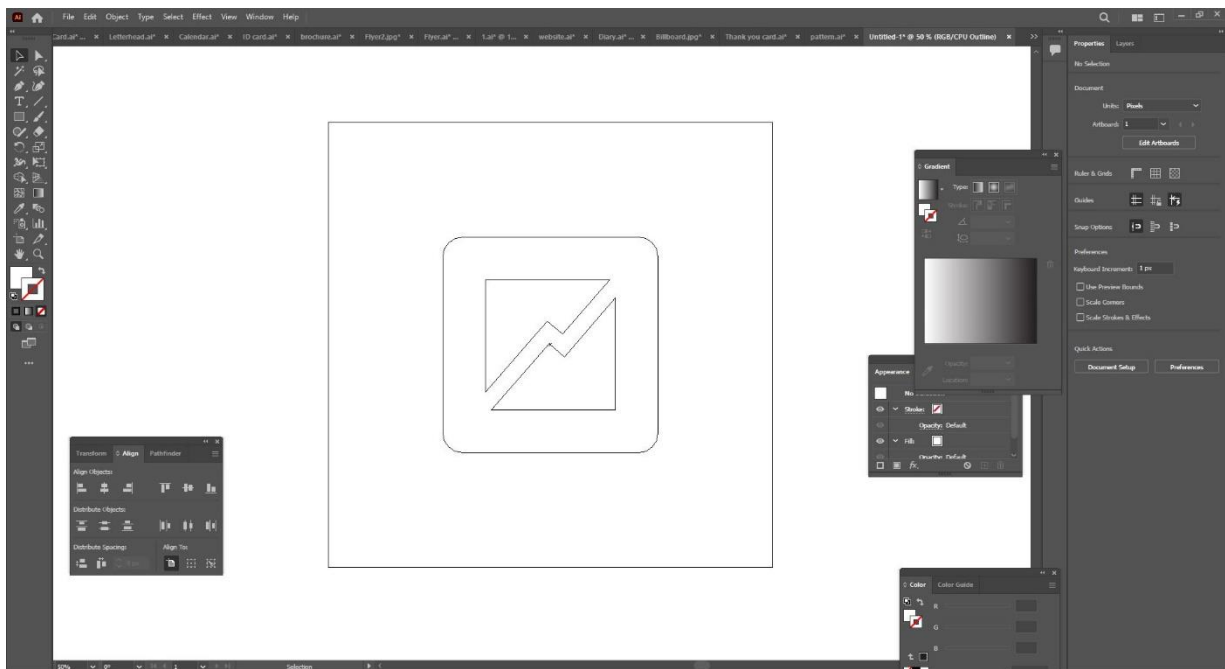


Fig 3.3.8: App icon layout

### 3.5.1 Mug design:

Mugs are one of the most popular promotional items for businesses and organizations. They are practical, relatively inexpensive, and easy to custom-design with a company logo or brand message. For bizmo, the mug design is made simple.

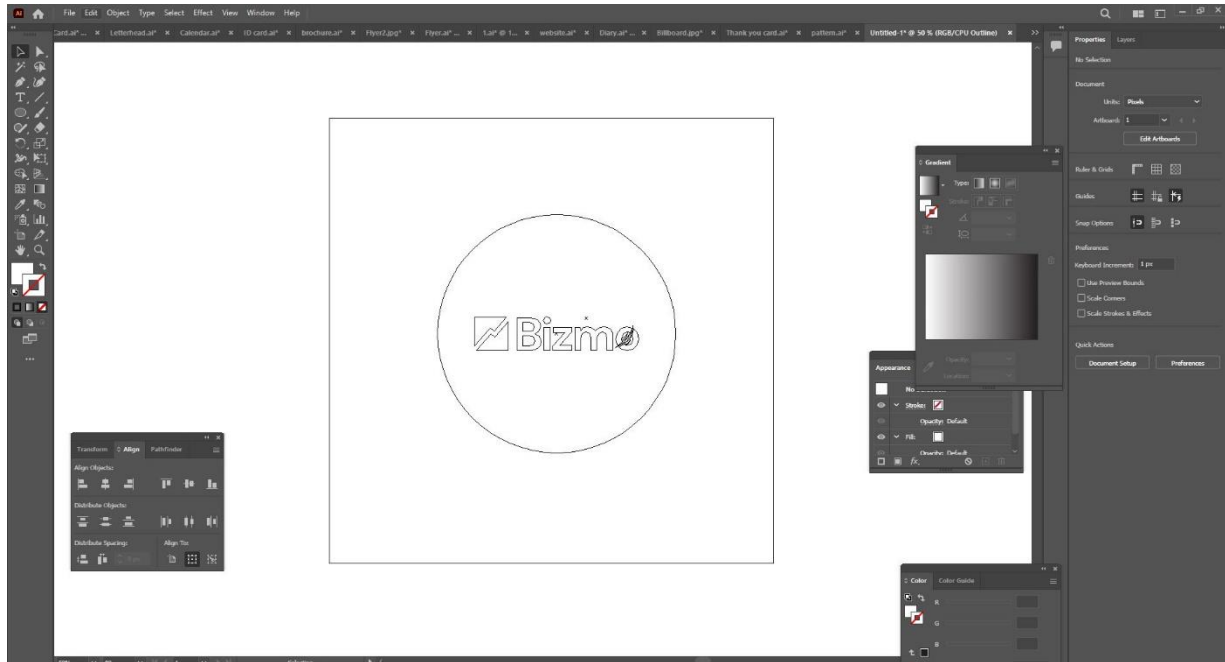


Fig 3.3.9: Mug design layout



### 3.5.2 Cap:

A well-designed corporate cap can help promote your brand and increase brand awareness. A good cap design is one of the best ways to make your brand known. It is a strong marketing tool that can make people recognize your brand easily. It can also be a great way to show your Brand's personality and style. For bizmo, I kept the cap design simple and clean. At first, made a cap on illustrator and simply put the logo on it.

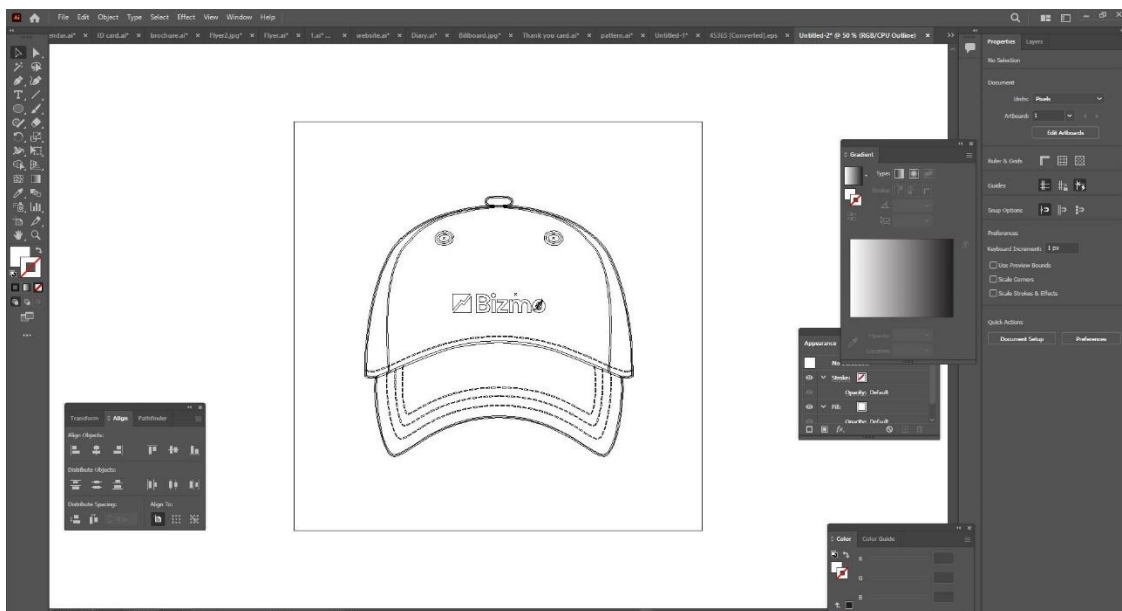


Fig 3.4.1: Cap design layout

### 3.5.3 Pen:

The pen is a simple, but powerful tool that can be used for branding purposes. A pen can be designed to reflect the company's brand, values, and mission. It can be a tangible representation of the company that can be given to customers, partners, and employees. A well-designed pen can be a useful and effective marketing tool. It can help to create a positive impression of the company and its products or services. It can also be used to promote special offers or events. When it comes to branding, pens are one of the most important tools one can have. A well-designed pen can help to create a strong impression with potential customers and partners.

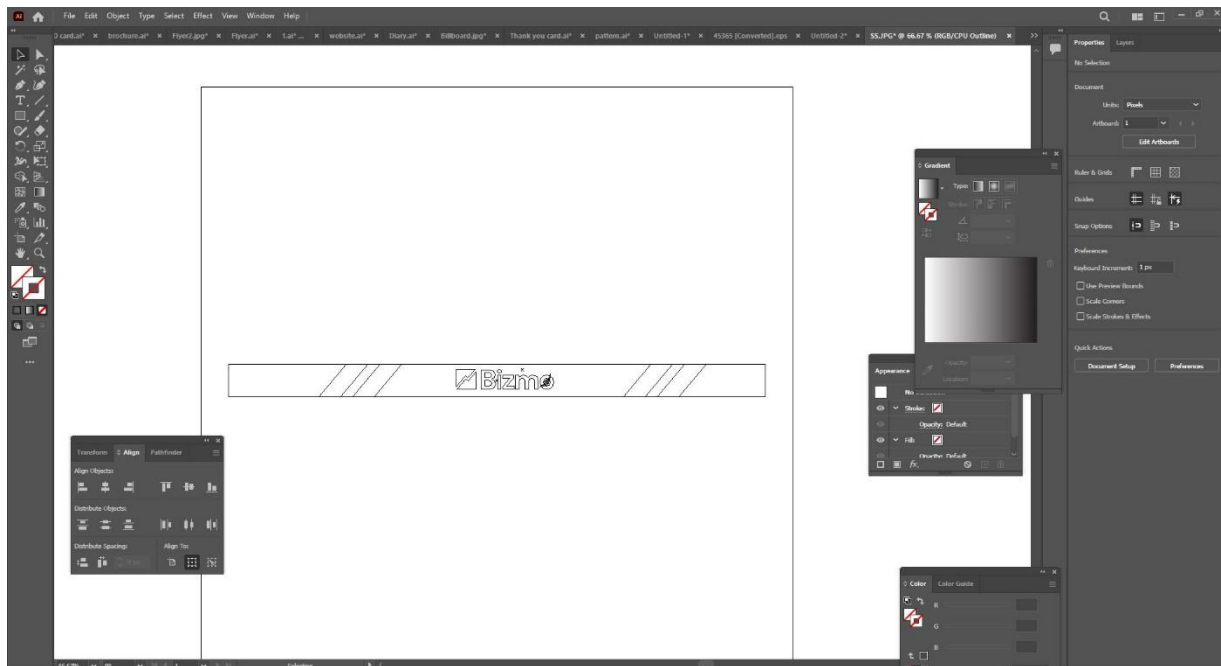


Fig 3.4.2 Pen design layout

### **3.6 Post-Production**

The post production stage in branding is when the campaign is complete and ready to be launched. This is the final stage before the brand can be officially introduced to the public.

After the post production stage is complete, the brand will be officially launched and introduced to the world. As the branding process comes to an end, it's important to spend some time on post-production. This is the process of fine-tuning your brand identity to make sure it's as strong and effective as possible. There are a few key things to keep in mind when doing post-production on a brand identity. At first, I made sure all of my brand elements are consistent with each other. This means using the same fonts, colors, and style across all of your materials. Secondly, took a close look at my competitor's brands and see how I can differentiate it. And then, I made sure to make the brand identity is Flexible enough to adapt as my business grows and changes over time. As I have successfully crossed the pre production and production stages, focusing on the post production is really necessary when it comes for branding. That's why I designed a moodboard of my brand which summarizes all of my work. This moodboard is consisted of social posts, brand colors, fonts, collaterals etc. In the post production process, I made some motion videos too for the advertisement. A creative and eye catching dynamic ad can grab the attention of customers easily.

### 3.6.1 Social Ads design:

Social media is a powerful tool to reach new customers and grow your brand. One great option for growing your brand on social media is through social ads. Social ads are a type of paid advertising that allows you to specifically target your ideal customer with a powerful message. And when done well, social ads can be an extremely effective way to grow your brand. For bizmo, some creative ads are designed for facebook and Instagram.

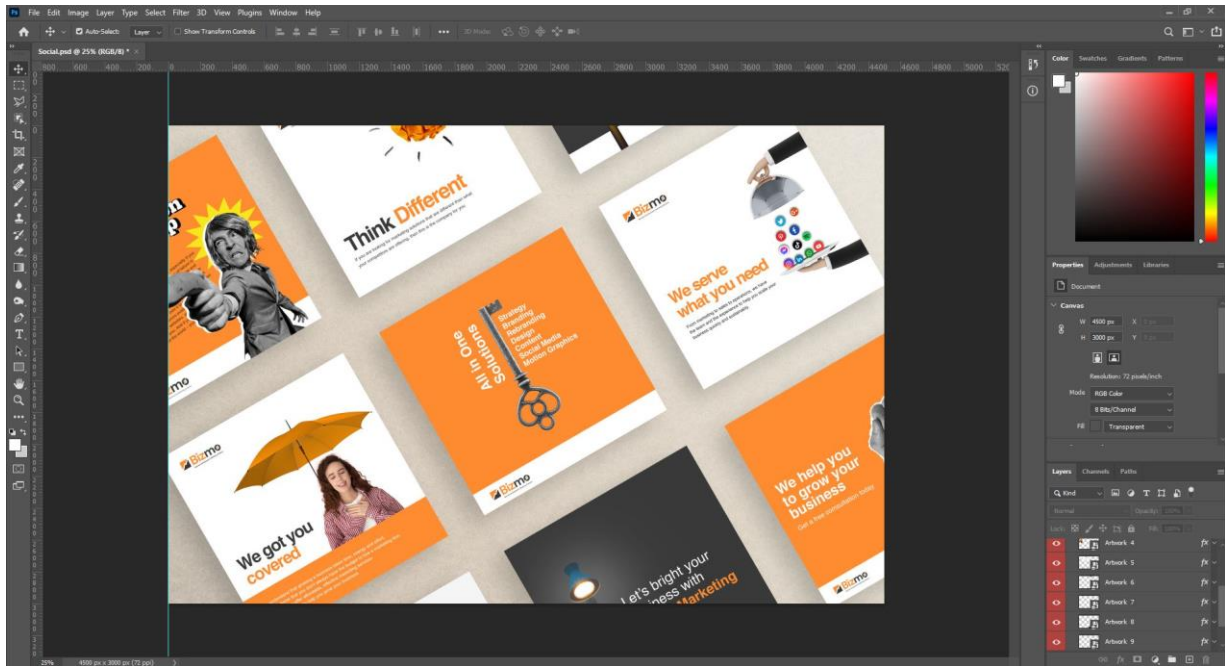


Fig 3.4.3: Social Ads

### 3.6.2 Motion Graphics:

Motion graphics are a powerful tool that can be used to create a unique and memorable brand identity. By utilizing animation, we can create visuals that are both eye-catching and informative, helping your brand to stand out from the competition. There are endless possibilities when it comes to motion graphics, and the sky is the limit when it comes to creativity. Whether you want to create a simple logo animation or a complex explainer video, motion graphics can help you achieve our goals.

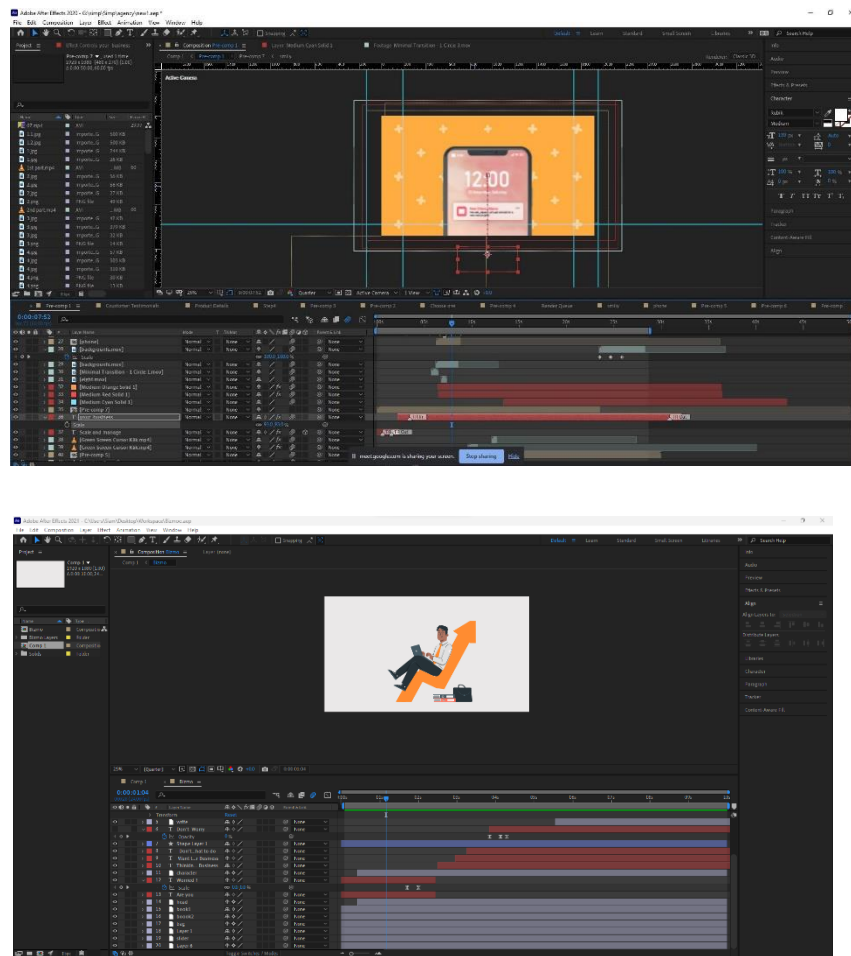


Fig 3.4.4: Short animated video

This short animated video explain the services of Bizmo. It was made by After Effects.

### 3.6.3 Overview:

After finishing the pre-production and production phase, it's time to design an overall look for the brand. Designing a moodboard is a great way to get a feel for a branding project. It can help to collect inspiration, get a sense of the overall tone and feel of the project.

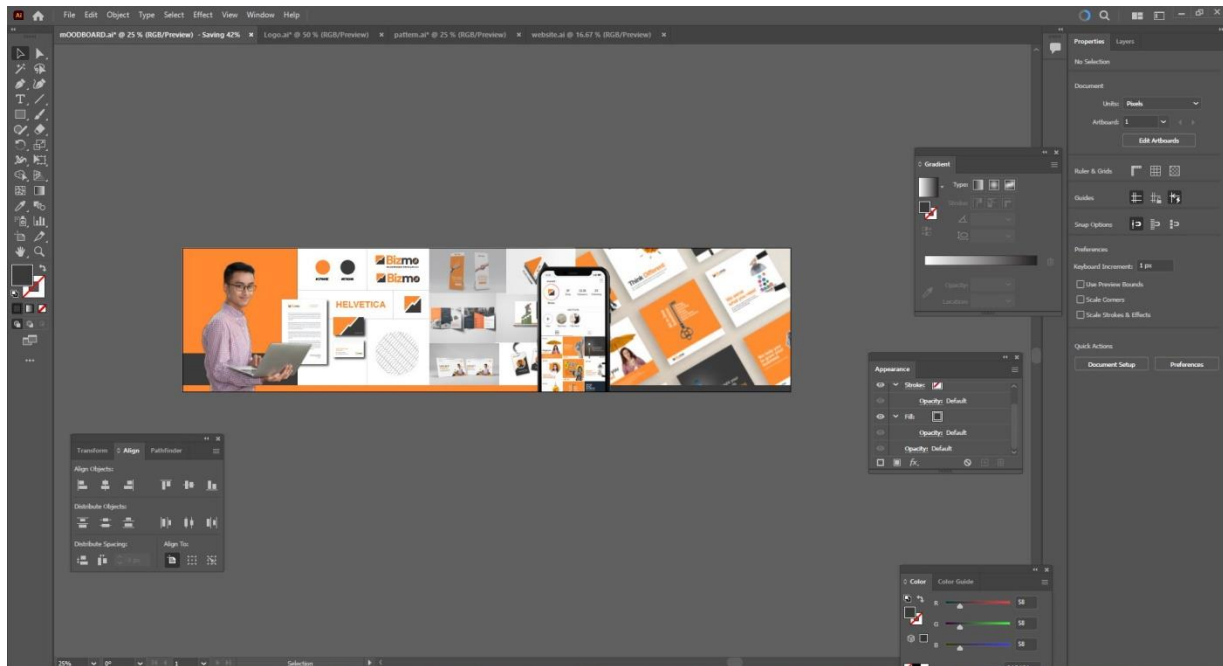


Fig 3.4.5: Overall look of the brand

## CHAPTER 4

### Experimental Result

In this chapter, the output of the project will be shared one by one.

#### Logo Design:



Fig 4.1.1: Bizmo Logo Design

#### Mockup:



Fig 4.1.2: Bizmo Logo Mockup

## Business Card:

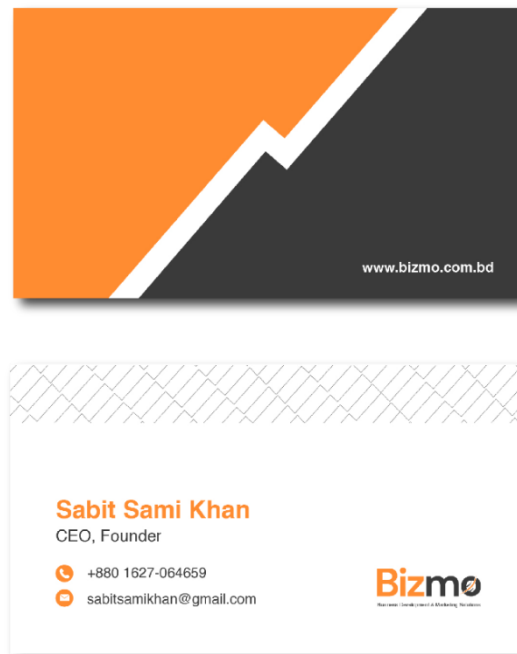


Fig 4.1.3: Business Card Design

## Mockup:

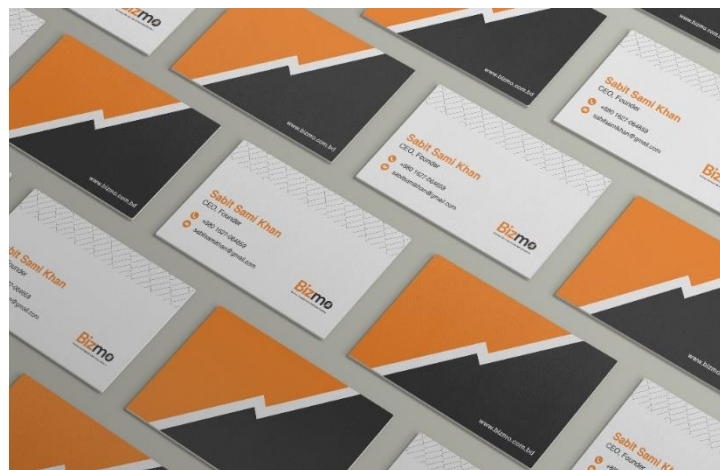


Fig 4.1.4: Business Card Mockup



## Letterhead:



Fig 4.1.5: Letterhead Design

## Mockup:



Fig 4.1.6: Letterhead Mockup

**Calendar:**



Fig 4.1.7: Calendar Design

**Mockup:**



Fig 4.1.8: Calendar Mockup

## ID Card Design:

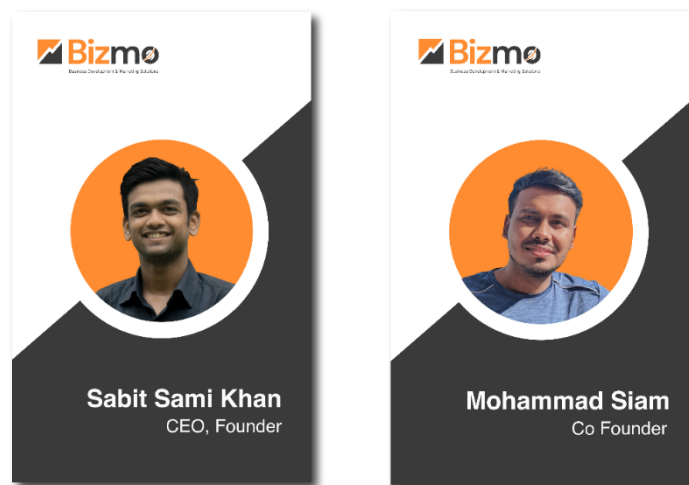


Fig 4.1.9: ID Card Design

## Mockup:



Fig 4.2.1: ID Card Mockup

## Tri Fold Brochure:



Fig 4.2.2: Tri-Fold Brochure

## Mockup:



Fig 4.2.3: Tri-Fold Mockup

**Flyer:**



**Fig 4.2.4: Flyer Design**

**Mockup:**



**Fig 4.2.5: Flyer Mockup**

**Poster:**

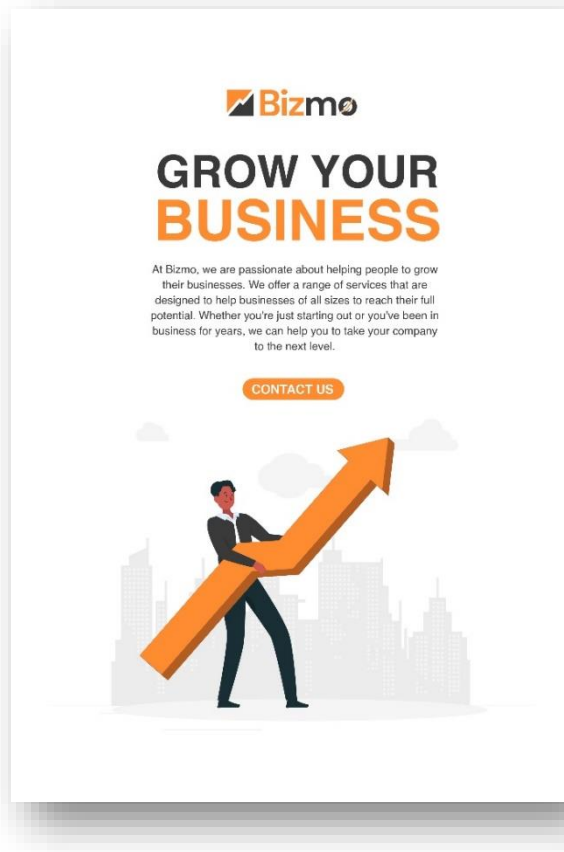


Fig 4.2.6: Poster Design

**Mockup:**

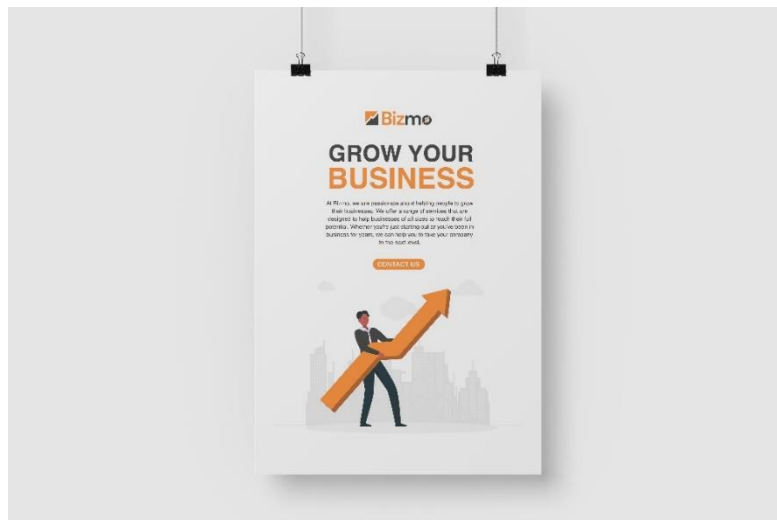


Fig 4.2.7: Poster Mockup

## X banner Design:

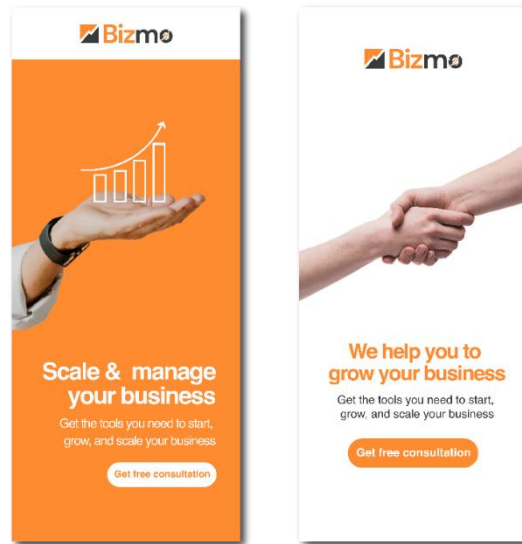


Fig 4.2.8: X-Banner Design

## Mockup:



Fig: 4.2.9: X-Banner Mockup

## Landing page:

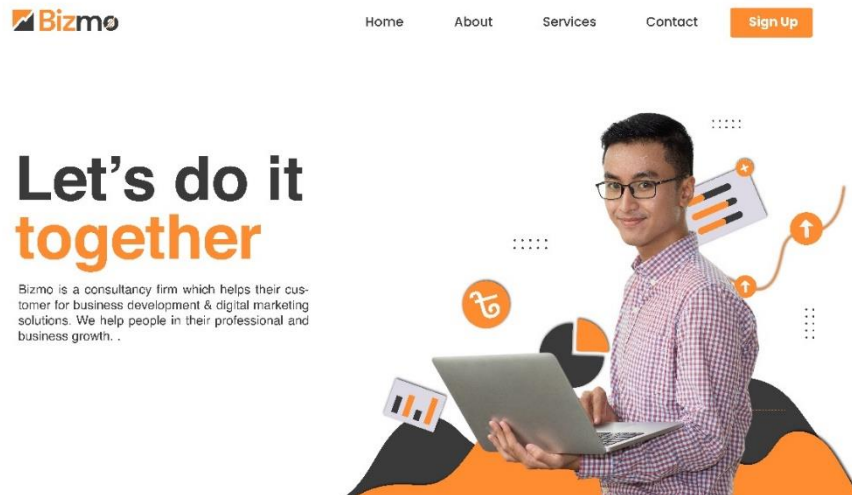


Fig 4.3.1: Landing Page Design

## Mockup:



Fig 4.3.2: Landing Page Mockup



Diary cover:



Fig 4.3.3: Diary Cover Design

Mockup:



Fig 4.3.4: Diary Cover Mockup

**Bill board:**

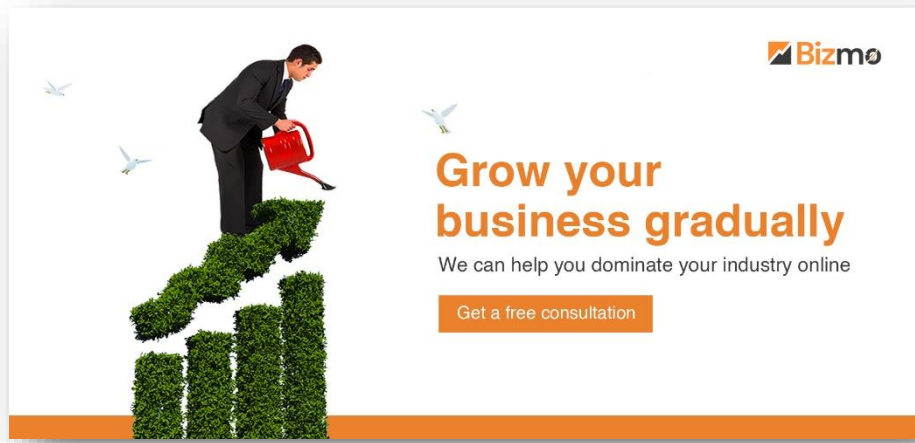


Fig 4.3.5:

**Billboard Design**

**Mockup:**

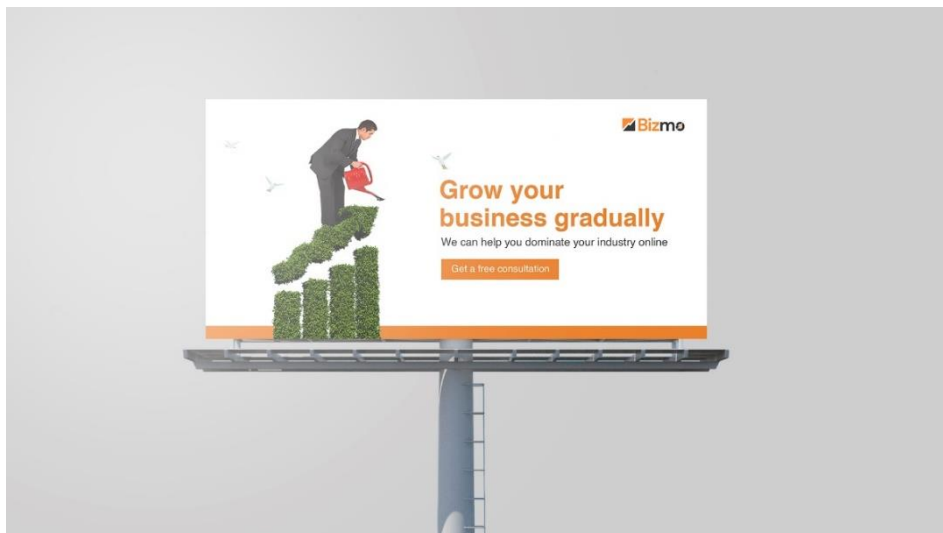


Fig 4.3.6: Billboard Mockup

## Gratitude Card:

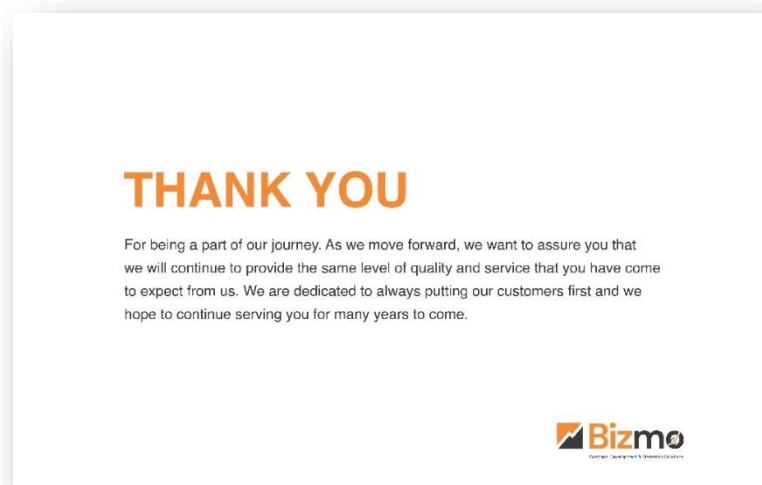


Fig 4.3.7: Gratitude

Design

Card

## Mockup:

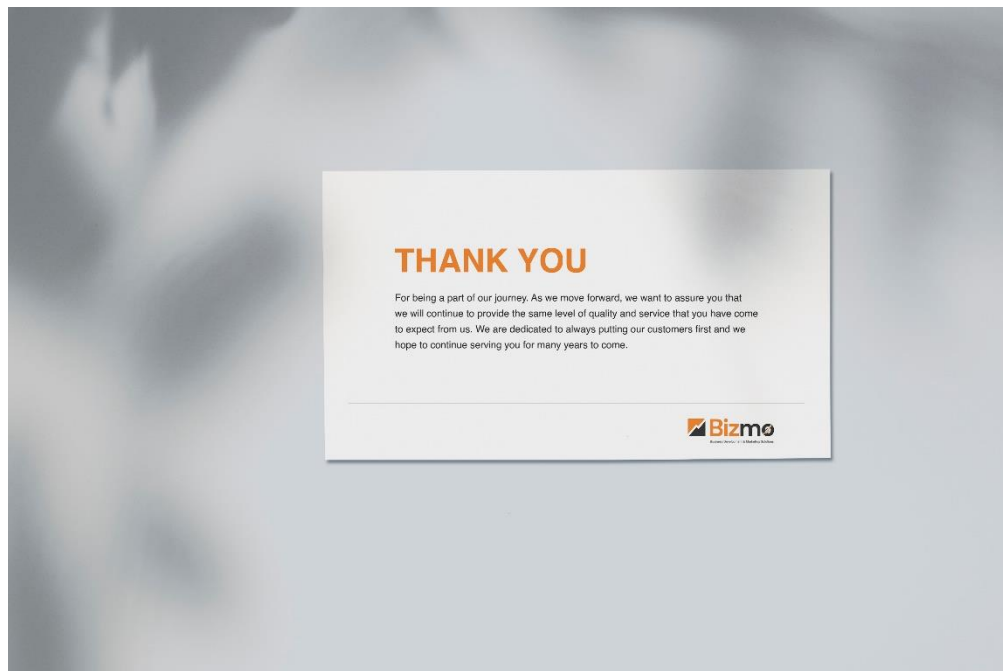


Fig 4.3.8: Gratitude Card Mockup

**Pattern:**

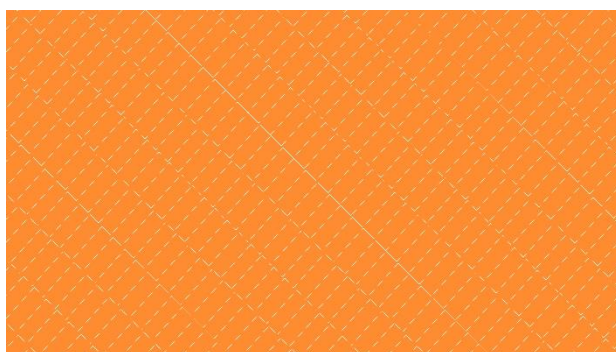
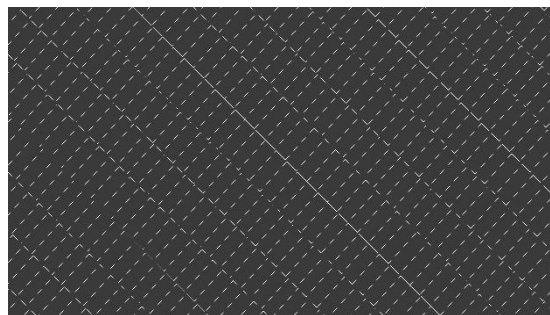
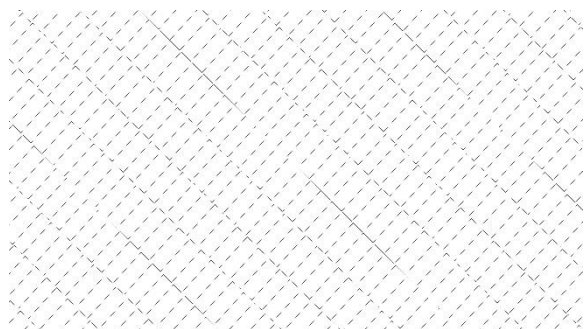


Fig 4.3.9: Pattern Design

**App icon:**



Fig: 4.4.1 App Icon Design

**Mockup:**



Fig: 4.4.2 App Icon Mockup

**Mug:**



Fig 4.4.3: Cup Design

**Mockup:**



Fig: 4.4.4 Mug Mockup

**Cap:**



Fig: 4.4.5 Cap Design

**Mockup:**

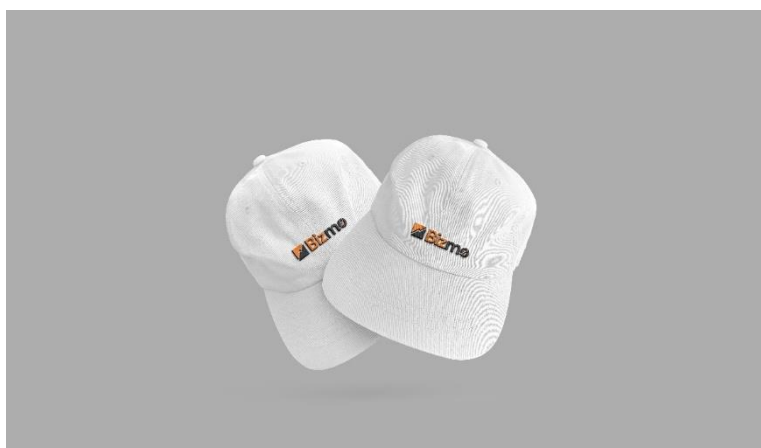


Fig: 4.4.6 Cap Mockup Design

**Pen:**



Fig 4.4.7: Pen Mockup Design



Social ads:

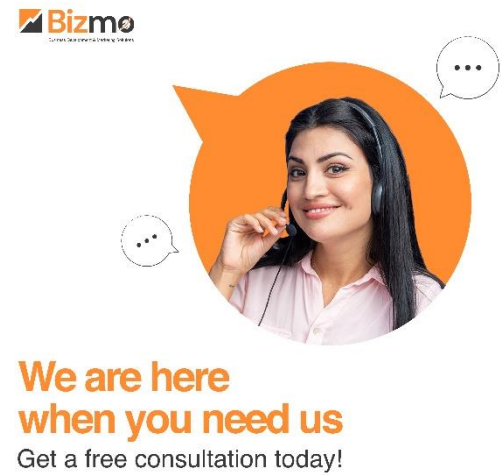
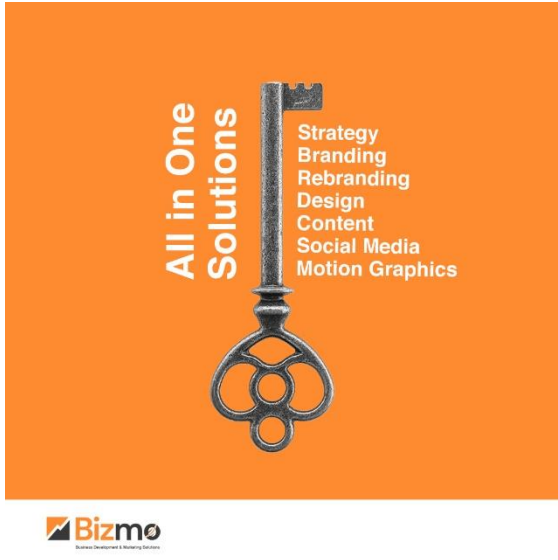


Fig 4.4.8: Social Media Advertisement



**We serve what you need**

From marketing to sales to operations, we have the team and the experience to help you scale your business quickly and sustainably.

**We help you to grow your business**

Get a free consultation today



**We got you covered**

We understand that growing a business takes time, energy and effort. We also know that you don't always have the budget to hire a marketing firm. That's why we offer affordable, effective marketing services that are designed to help you grow your business.



**Think Different**

If you are looking for marketing solutions that are different than what your competitors are offering, then this is the company for you

Fig 4.4.9: Social Media Advertisement (2)

## Mockup:

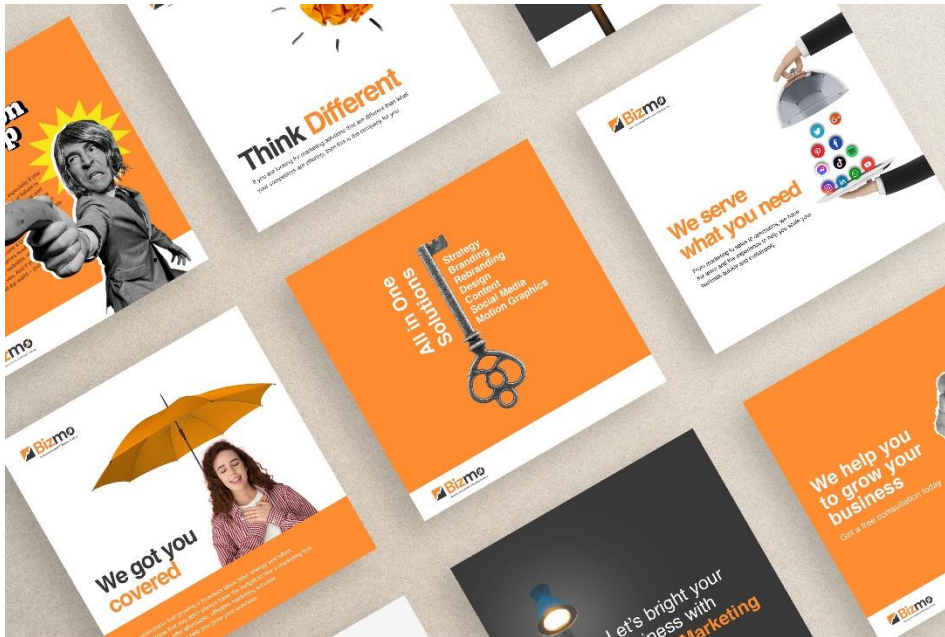


Fig 4.5.1 Social Media Mockup Design

## **CHAPTER 5**

### **Discussion**

As a result of this project we have created a brand which will serve people in their professional and business growth. Brands like this are becoming increasingly common as the market for such services grows. However, there are still some challenges in reaching potential customers due to limitations or ecological factors. For example, some people may be unsure of how these services can benefit their business. Bizmo can help improve this understanding and reach more people with the message that these services can help them grow their business.

## **CHAPTER 6**

### **Contribution**

This project was prepared by me and my teammate Sabit Sami Khan. We both did the project and report together. My contributions are given below:

- Logo design (sketch)
- Calendar (layout and design)
- ID card design (layout and design)
- Tri-fold brochure design (layout and design)
- Poster design (layout and design)
- Gratitude card design (layout and design)
- Pattern design (layout and design)
- App icon design (layout and design)
- Mug design (layout and design)
- Pen design (layout and design)
- Motion graphics design (Sketch)

## **CHAPTER 7**

### **Conclusion**

In conclusion, it is essential for businesses to market their brand services. Businesses can do this by using a variety of digital marketing solutions. Some digital marketing solutions include pay-per-click advertising, search engine optimization, and social media marketing. By using these digital marketing solutions, businesses can reach a larger audience and generate more leads. When it comes to building a brand, there is no one-size-fits-all solution. Every business is different, and therefore, every brand must be carefully crafted to reflect the unique values and attributes of that business. However, there are some basic principles that all businesses should keep in mind when developing their brand. These include focus, consistency, and evolution. By following these principles, businesses can create a strong and recognizable brand.

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BUSINESS DEVELOPMENT & MARKETING COMPANY BRANDING BY Md. Siam  
ID: 191-40-582 [This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative](#)

Technology Supervised By Mr. Arif Ahmed Associate Professor Department of Multimedia and Creative Technology Daffodil International University DAFFODIL INTERNATIONAL UNIVERSITY DHAKA, BANGLADESH 4th MARCH, 2023 © Daffodil International University APPROVAL This Project titled "Business Development and Digital Marketing Consultancy Firm Branding", submitted by Md. Siam to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 4th March 2023. BOARD OF EXAMINERS Md. Salah Uddin Assistant Professor & Head (In-Charge) Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Chairman Dr. Shaikh Muhammad Allayear Professor Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Internal Examiner Md. Samaun Hasan Assistant Professor Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Internal Examiner Dr. Mohammad Zahidur Rahman Professor Department of Computer Science and Engineering Jahangirnagar University External Examiner i © Daffodil International University DECLARATION I hereby declare that, this project has been done by me under the supervision of Mr. Arif Ahmed, Associate Professor of Department of Multimedia and Creative Technology, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma. Supervised by: Mr. Arif Ahmed Associate Professor Department of Multimedia and Creative Technology Daffodil International University Submitted by: Md. Siam ID: 191-40-582 Department of Multimedia and Creative Technology Daffodil International University ii ACKNOWLEDGEMENT First of all, I express my heartfelt thanks and appreciation to almighty Allah for His divine blessing, enabling us to successfully complete the final year project. I am very grateful and profoundly indebted to Mr. Arif Ahmed, Associate Professor of Department of Multimedia and Creative Technology, Daffodil International University, Dhaka. Deep Knowledge & my supervisor's keen interest in carrying out this project in the area of this field. It was possible to complete this project with his relentless patience, academic encouragement, consistent support, constant and vigorous supervision, constructive criticism, helpful advice, reading many inferior drafts and correcting them at all times. I want to thank my batch mate, who's been loving me for four years now. Every moment that I need them, they supported me. Now, I am now on this stage to complete this final year degree with their support. Finally, I must acknowledge with due respect the constant support and patients of my parents. iii ABSTRACT This paper examines the branding of a business development and digital marketing consultancy firm which is specially made for the youth generation. As youth unemployment rates are getting high both in developing and developed countries, improving the environment for entrepreneurial activities and business development is a necessity to increase youth entrepreneurship potential. That's why the following brand is designed to serve the youth talents with their various services. Designing a brand identity for the specific target audience is often hard and challenging. Without proper branding, a company can mislead people iv TABLE OF CONTENTS CONTENTS PAGE Approval ii Declaration iii Acknowledgement iv Abstract v CHAPTER CHAPTER 1: INTRODUCTION 1 1.1 Overview 2 1.2 About Bizmo 2 1.3 Problem Statement 2 1.4 Objectives 3 1.5 Purpose 3 1.6 Mind Mapping 4 CHAPTER 2: RESEARCH 5 2.1 Literature Review 5 2.2 User Research 6 2.3 Target People Analysis 6-7 2.4 Psychology 7 2.5 Survey 7-8 CHAPTER 3: WORKING MECHANISM 8 3.1 Project Stages 8 v 3.2 Pre-Production 3.2.1 Project Timeline 3.2.2 Story 3.2.3 Brand Services 3.2.4 Brand Touchpoints 3.2.5 Logo Idea 3.2.6 Purpose 3.2.7 Process of Logo

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what I've learned into practice by working on real-world projects. [I would like to express my immense gratitude to](#) our dearest Prof. [Dr. Shaikh Muhammad Allayear](#) sir who licensed [me to do this undertaking as my final year venture](#) and Assistant Prof. Md. Mizanur Rahman for the inspiration behind this journey. In this report, I will be exploring my project on branding and giving you an insight into what it takes to create a successful brand. I will also be sharing some of my own branding projects and giving you an insight into my thought process. I have always been interested in the process of creating and crafting a brand

1.2 About Bizmo Bizmo is a business development company that helps small businesses reach their goals. They provide mentorship, digital marketing and support to small businesses with wide range of services to grow and succeed. They work with entrepreneurs who are passionate about their businesses and want to make a difference in the world. They are dedicated to helping small businesses reach their potential and make a big impact in the world. Bizmo is committed to serve an outstanding service to its customer. We are always there to serve you and take you to the top of the pinnacle of success. Bizmo offers you the most advanced guidance to enrich your business policies which would help you definitely to boost up your sales. Our customer care are active 24/7 and always there for you to guide you for the best results!

1.3 Problem Statement: Many young entrepreneurs or businessmen in this country do not find the right path without the right mentor. [2] Sometimes young entrepreneurs fall through without proper guidance Again, it can be seen that many businesses are failing due to lack of marketing knowledge. Some companies are stealing people's money or people are not getting their desired results from that company. We encounter a massive loss in our business without proper advice! Building a company that includes digital marketing experts and business consultants with opportunities is challenging. It's really hard to earn the trust of people. One of the key tasks to make a brand standout is to work with the brand with proper strategic planning, [2] identifying the perfect target audience, proper mission and vision, and colors. We have to keep in mind that proper branding can create loyal customers and can help build trust among the people.

1.4 Objectives: - Increasing the number of young entrepreneurs - Expand new business - Improve ongoing business - Professional and Business growth among the youth.

2 1.5 Purpose - Bizmo will help our young entrepreneurs to grow their start-ups. - It will help people to expand new businesses. - Bizmo will multiply the progress of the ongoing business. - Bizmo will provide all kinds of digital marketing support to the young talented entrepreneurs so that no one's start-up fails.

1.6 Mind Mapping Fig 1.1.1: Mind Mapping 3 CHAPTER 2 Research 2.1 Literature Review In order [to build a strong brand, it is important to understand how customers think, feel, and behave when they interact with your brand.](#) [3] Branding research can help you to gain insights into what customers want and need from your brand. It can also help you to understand how customers perceive your brand in comparison to your competitors. [A literature review is a systematic and critical summary of the research that has been published on a particular topic.](#) [It is](#) important to conduct [a](#) literature review when conducting branding research, as it will help you [to identify](#) the [gaps in the existing research and](#) understand how your research can contribute to the body of knowledge on branding. Bizmo is an organization which helps in business development and digital marketing service. There are other organization which gives similar services but has some complication as we provide vast services. Similar company services: Khan IT and well renown company which provides services like - Social media marketing-content marketing - Web design - Sarch engine optimization [4] Magnito Digital is an another digital marketing agency which provides services such as: - Design - Content - Innovation - Campaign - Strategy - Web etc ©Daffodil International University Notionhive is an another award winning digitally-led, full-service creative agency. They are combined of strategy, marketing, design. Softopark a digital marketing company provide -

Web application - E-commerce - Content development and - Digital marketing

There are few company which provided similar services such as social media marketing or design but they do not have the complete package which Bizmo have. Bizmo provides complete services from branding to rebranding including social media marketing services.

2.2 User Research Target Audience: Since Bizmo is a company that deals with the youth, our target people are the young generation. We want to be able to relate to them and connect with them on a level that they can understand. We want to reach out to them and show them that we are a company that they can trust. Gender: Male/Female/Others Age: 18-30 years

2.3 Target People Analysis: Youth is the target people of Bizmo. It is a new generation with new power. They are full of energy and potential. They are developing their own unique identity. And they are connected to each other and the world in new ways. The youth of today are different from any other generation before them. They are more diverse, more global, more connected, and more entrepreneurial. [8] They are also more likely to challenge the status quo and to seek out new and innovative solutions. If you want to reach the youth of today, you need to understand them and what makes them tick. That's where we come in. At Bizmo, we have our finger on the pulse of what's happening with today's youth. We can help you reach them in new and innovative ways.

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2.4 Psychology: What makes young people want to be entrepreneurs? This is a question that has been asked for many years, and it is still largely unresolved. However, there are some theories that may help to explain the phenomenon. One theory suggests that young people are more likely to take risks than older people, and this is one of the key ingredients for entrepreneurship. [10] Another theory suggests that young people are more idealistic than older people, and they believe that they can change the world through their businesses. Whatever the reason, it is clear that entrepreneurship is an attractive option for many young people. In recent years, spawning your own business has become increasingly popular among young people. A major reason for this surge in popularity is the many psychological benefits that entrepreneurship offers to young people. For starters, entrepreneurship provides a sense of control and ownership over one's life. When you're in charge of your own business, you get to call the shots and make decisions that affect your life and work. This sense of control can be extremely empowering, especially for young people who may feel like they don't have much control over their lives. Entrepreneurship also offers a sense of purpose. When you're working towards building your own business, you're also working towards something larger than yourself. This can be a great source of motivation and fulfillment, especially for young people who are searching for a sense of purpose in their lives.

2.5 Survey: ? What is your occupation? ? Are you interested in starting your own business? ? Are you working on any startup currently? ? Are you aware of proper branding of a company? ? Do you agree that "proper branding is necessary before starting a brand?" ? Have you heard of a business development company name before? ? Do you want to consult with a professional before starting your business? ? How familiar are you with branding and design? ? Do you have any knowledge about "Digital Marketing?"

©Daffodil International University ? Which of the following best describes your opinion on startups? ? Why do you want to start your own business? ? What is the most important factor for success when starting a business? ? What are the biggest challenges faced when starting a business? ? What motivates you to start your own business? ? Why do you want to be your own boss?

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CHAPTER 3 Working Mechanism

3.1 Project Stages: After coming up with the idea for my project, I had to decide what steps I would need to take in order to make it a reality. I decided that [there were three stages](#) to my [project: ? Pre-production ? Production ? Post production](#).

3.2 [Pre-Production](#): Pre-production is when you plan everything out and get all the necessary materials. This [is the most important](#) stage because [it sets the foundation for the rest of the](#) project.

Production is when you actually shoot the project. This is where all the hard work pays off and you see your project come to life. Post production is when you wrap everything up. This is when you edit the project and add any final touches. Each stage of my project was important in its own way and I learned a lot from each one.

3.2.1 Project Timeline: Fig 3.1.1: Gantt chart ©Daffodil International University

3.2.2 Story: It's a story about redefining what it means to be easy and convenient. Not overly complicated designs, but taking inspiration from the surroundings around us and keeping things simpler, hiding the true beauty in details and materials. Things that are invisible to the naked eye. After so much deliberation I decided to keep the name "Bizmo" which is a short form of Business Development and marketing organization. As bizmo is devoted to the youth generation, I kept the brand color palette with orange and blue. Orange color contains the importance of youth power, friendly, and innovation. Whereas blue color contains the importance of trust, confidence and story

3.2.3 Brand Service: It is essential for businesses to market their brand services. Business development and digital marketing solutions [can help businesses reach](#) their target [audience, build brand awareness, and](#) improve their bottom line. ? Increasing sales ? Startup and funding consultancy ? Marketing support ? Digital marketing support ? Marketing and sales consultancy ? Business planning ? Empowering the youth ©Daffodil International University

3.2.4 Brand Touchpoints Events We can set up some events to engage my audience. Obviously, it won't be a boring one. Community groups Facebook groups can play a vital role for it. We will send our notice in every medium, young aged people are mostly facebook worm, so it will be an easiest and fastest way to grab their attention. Website A minimal, attractive and user-friendly website is necessary. Free digital courses/downloading contents We can set up free courses and downloading graphical contents (Cv template, infographics, businesscard template etc.) on our website. If we do that, people will visit our website and it will be enriched with traffic and we would be able to collect more data from the customers. Souvenir If someone visits our office or attend our seminar, we will give them (pen/calendar/diary/mug) Attractive Flyer/Poster/Brochure It should be creative and informative. Informative magazine Magazines will be informative. There will be some pages for a quiz if someone reads the whole magazine. A reward will be given who will attend it. Not irritating online ads. (It can be a game to be played to earn points which can be counted as a discount/promotional code) 10 ©Daffodil International University

Stationary Eye-catching business cards, letterhead. Envelope. Social media Social media marketing should be implemented for reaching out the audience. There will be a page, group and chatbot of our company. It should be enriched with important information. Creative videos, trending videos and attractive social media kits are necessary to grab the attention of our audience. Blog content Quality blog content should be posted. Contact information We can create a database from the people by taking contact information such as (Mobile no, E-mail etc) who will take part in our seminars, online webinar. This will help us to be connected with them. Referral system If someone enjoys our service, we will give them a code. If he shares it to his colleague/neighbor or anyone, that person will get a discount and a percentage will be sent. ©Daffodil International University

3.2.5 Color Palette Choosing the right colors for your brand is an important part of building a strong and recognizable brand identity. The colors you choose should be consistent with the overall tone and message you want to communicate with your target audience. Bizmo color palette:, Orange color: For Bizmo, I choose orange (#FF8C31) as a brand color. [Because In the marketing world, orange is often used to portray youth generation, playfulness, and being bold.](#) As Bizmo [is](#) devoted for the youth generation, I decided to put this color for my brand. In addition, [orange is usually seen as healthy, energizing, and attention-grabbing.](#) [14] [Orange is a color that is often associated with energy, enthusiasm, and excitement](#) which portrays the youth.



Grey: The color grey (#3A3A3A) for brand colors can be used to create a sense of sophistication and authority. It is often used in branding and marketing to convey a message of trustworthiness and competence. But it is also associated with sophistication, depression, and bad news. It is often used in corporate branding, as it conveys an air of professionalism and competence. [15]

©Daffodil International University 3.2.6 Logo Idea Sketching a logo idea on a note pad may sound like a rudimentary level of design, but it's actually one of the most important steps in the logo development process. This is where I took my initial idea and begin to flesh it out, exploring different directions and refining the concept. Rough sketches are also incredibly important when it comes to presenting your logo idea to a client. They help to communicate the concept quickly and effectively, without getting bogged down in the details. In this article, we'll take a look at the importance of sketching a logo idea on a note pad, as well as some tips for doing it effectively. Fig 3.1.2: Drawing the growth sign Fig 3.1.3: Digital look of growth sign Bizmo is always there to help people in their business growth. This zigzag line represents the success, growth which can be earned by climbing up the mountain together. The zigzag sign represents "Z".portion represents "B" & navy blue portion represents "M". © [Daffodil International University Fig 3.1](#).4: Drawing the B and M Fig 3.1.5: Digital look of B and M These shapes are designed as a mountain shape. The inner meaning of these shapes are the obstacles of a business journey. The orange portion represents "B" & navy blue portion represents "M". Fig 3.1.6: Final sketch of the logo Fig 3.1.7: Digital copy of the logo © [Daffodil International University](#) 3.2.7 [Purpose The purpose of](#) a logo design [is to](#) convey brand identity. It is the most visible and straightforward communication tool a company has to represent itself. This paper provides an overview of the logo design process, from the initial idea to the final product. A logo is a symbol or mark used to represent an organization. It can be used on products, packaging, stationery, buildings, or vehicles. The best logos are those that are simple and easy to remember. An effective logo should be relevant to the company, easy to remember, and should convey the company's message. [11] The logo should be visible and legible at all times, regardless of its size or placement. Creating a memorable logo requires an understanding of the company, its products, target audience, and competitors. A logo should be designed with the company's future in mind. The best logos are those that are timeless and can be used for years to come. 3.2.8 Process of logo making A logo is more than just an image; it's a representation of a company or brand. As such, it's important to put some thought into the logo design process. In this post, I'll talk about the steps of logo making, from coming up with an initial idea to putting the finishing touches on your final design. - The first step is to come up with an initial idea. This can be anything – a word, an image, or a combination of both. Once you have an idea, it's time to start sketching out some rough designs. Don't worry about making them perfect; just get your ideas down on paper. - Once I have a few rough sketches, it's time to refine them. Picked favorite one and started to flesh it out. Added details, played around with the colors, and experimented with different fonts. 15 ©Daffodil International University - The next step is to create a digital version of the logo. This can be done using a variety of software programs, such as Adobe Photoshop or Illustrator. 3.2.9 Logo Placements ? Business Card ? Letterhead ? Envelope ? Diary ? Bag ? Banner ? Billboard ? X-banner ? Pen ? Website ? Cap ? Mug ? Calendar ? Magazine ? Brochure ? ID card ? Social media kits ©Daffodil International University 3.2.9 Typography: Typography is not only an important part of graphic design, but also of branding. A company's logo is one of its most important brand assets, and the typeface used in the logo can have a big impact on how the brand is perceived. The right typeface can convey the brand's personality and make it more recognizable. It can also help create a more consistent look for the brand across different mediums. When choosing a typeface for a logo, it's important to consider the style of the company and the

message it wants to communicate. For Bizmo, we choose Helvetica font as a brand font. Because it [is one of the most famous and popular typefaces in the world](#), this font is generally loved among the designers for its clean lines, no-nonsense shapes and simple efficiency. Typography used: Fig 3.1.8:

Typography ©Daffodil International University 3.3 Production The production stage of branding is important to understand in order to create a successful brand. This stage includes all of the steps necessary to take the brand from the initial concept to the final product. This includes research, design, manufacturing, and packaging. Each of these steps is important in order to create a high-quality product that accurately represents the brand. The research phase [is important to understand the target audience and what they are looking for in a product](#). The design phase is important to create a visually appealing product that accurately represents the brand. The manufacturing phase is important to create a product that is made with high-quality materials and that meets all of the necessary safety standards. The packaging phase is important to create a product that is properly packaged and that can be easily shipped and stored. During this project, I have used three softwares. They are given below: ? Adobe Illustrator ? Adobe Photoshop ? Adobe After Effects 3.3.1 Adobe Illustrator: I used Adobe Illustrator for the logo design, vector files and some social ads. It is one of the most popular vector graphic editing software programs on the market. It's used by professionals [in a variety of fields, including graphic design](#), web design, [and](#) illustration. Illustrator is a great tool for creating logos, brand guidelines, and other brand assets. Fig 3.1.9: Adobe Illustrator [logo ©Daffodil International University](#) 3.3.2 Adobe Photoshop [Adobe Photoshop is](#) a powerful tool [that](#) can be [used for](#) more than just retouching images. Photoshop can also be a great tool for branding. With its wide range of features and capabilities, Photoshop can help you create professional looking branding materials for your business. I used it for creating social ads, manipulating images etc. Fig 3.2.1: Adobe Photoshop logo 3.3.3 Adobe After Effects: Adobe After Effects is a powerful tool that can help creating professional-looking branding for your business. With After Effects, one can create custom logos, animations, and graphics that will make your brand stand out. I used it for making logo animation and some small advertisement. Fig 3.2.2: Adobe After Effects logo ©Daffodil International University 3.3.4 Logo Design: The branding journey for bizmo was started by the logo design. A logo is one of the most important elements of a company's branding. It's the first thing customers will see when they encounter your company, and it should be designed to make a lasting impression. A great logo will be simple, memorable, and easy to recognize. [12] That's why I kept the logo simple. Fig 3.2.3: Bizmo logo outline ©Daffodil International University 3.3.5 Business Card Design: A business card is one of the most essential branding tools you have at your disposal. It is often the first impression people have of your business. Firstly, I kept design is clean and sleek. The card should be easy to read and should not be overly busy. Secondly, I had to be sure the card conveys the key message you want to communicate about our brand. The card should be representative of your brand's values and personality. There is a pattern on the card which was designed as the growth sign of bizmo logo. Fig 3.2.4: Business card design ©Daffodil International University 3.3.6 Letterhead: When it comes to letterhead design, there [are a few things to keep in mind in order to](#) create [a](#) design [that is](#) both [effective and](#) professional. Firstly, I included our company's logo on the letterhead. This will help to create a visual association between our company and the letterhead. Secondly, I designed the letterhead using a simple, clean font. This will help to create a sense of sophistication and professionalism. Fig 3.2.5: Letterhead design ©Daffodil International University 3.3.7 Calendar: A calendar is a powerful branding tool that can help us promote our business and build customer loyalty. A well-designed calendar can be a powerful marketing tool, helping you to promote your brand strongly. To design our company's calendar, at first, I

made a layout and then started to design it according our company's color palette and font. I kept it simple and easily readable. Adequate clear space was maintained while designing it. Fig 3.2.6: Calendar design ©Daffodil International University 3.3.8 ID Card: An ID card is one of the most important tools for branding your business. It is an essential part of a company's image and can be used to promote a brand to customers, employees, and partners. An ID card can be used in a variety of ways, but one of the most important uses is to identify the person and his/her business. It can also be used to show a company's logo, tagline, or other branding elements. To design our company's ID card, I kept it simple and elegant. I used the slope of our logo as an element of our ID card and simply put our photo, name and designations to identify ourselves. Fig 3.2.7: ID Card Design ©Daffodil International University 3.3.9 Tri-fold Brochure design: One key element of brand building is creating a consistent look and feel for a company. This means using the same colors, fonts, and style in all of your marketing materials. A great way to achieve this is to create a tri fold brochure. A tri-fold brochure is an excellent way to promote a brand and increase brand awareness. It is a three-fold pamphlet that is typically distributed by businesses as a way to provide information about their products or services. A well-designed tri-fold brochure can be an extremely effective marketing tool. It can help you to reach a wide audience and to promote your brand in a professional and stylish way. Fig 3.2.8: Tri-Fold Brochure Layout ©Daffodil International University 3.4.1 Flyer design: Creating an effective flyer design for a brand is essential to driving awareness and sales. A well- designed flyer will grab attention, convey key information, and leave a lasting impression. At first, I planned to make sure our flyer is visually striking. Used bright colors as the color palette, simple and easily readable fonts, and compelling images to grab attention. Secondly, I kept the message clear and concise. Used strong headlines and easy-to-read copy to communicate what you want to say. Finally, made sure the contact information is prominently featured so people can easily get in touch with you. Fig 3.2.9: Flyer Layout ©Daffodil International University 3.4.2 Poster Design: Poster design is an important part of branding. A good poster design can make a big difference in how a brand is perceived. Poster designing is a crucial tool for branding your company or product. It should be eye-catching and memorable, while also conveying the key message you want to communicate. With so much riding on a poster design, it's important to get it right. That's why I kept the poster simple and easy. Used a vector art at the middle bottom to grab the attention of the customers then put the texts around it. Fig 3.3.1: Poster layout ©Daffodil International University 3.4.3 X-Banner design: A great banner design is a key component of any branding strategy. It should be eye-catching and reflective of your brand's values and personality. A banner should be placed in a strategic location where it will be seen by the target audience. And it should be designed in a way that makes it easy for people to remember a brand. X banners are a popular choice for branding and advertising. They are eye-catching and can be placed in high-traffic areas to generate interest in a product or service. A well-designed banner can help you promote your brand and attract new customers. Fig 3.3.2: X banner layout ©Daffodil International University 3.4.4 Landing page design: Landing page is often the first touchpoint between a brand and potential customers. This makes it critical to have a well-designed landing page that accurately reflects a brand and can effectively capture visitors' attention. At first, I shared a brand message on the home page with a creative visual where a young boy is with a laptop. Secondly, I made sure that the landing page is visually appealing. Used strong visuals and clear branding elements to make the page stand out. Finally, I followed the color palette and designed the home page. Maintained clear space to look it clean and simple. Fig: 3.3.3 Landing Page layout ©Daffodil International University 3.4.5 Diary cover design: A diary is one of the most important tools in our life - it's where we write down our thoughts, plans and memories. A

diary cover design is an important part of your branding too. It's one of the first things people will see when they pick up a diary, and it needs to make a good impression. At first, I put the logo on my diary and made the surrounding design according to the logo. Secondly, kept the design very simple and clear. Finally, I put the brand colors on it as it will carry our brand positioning. Fig 3.3.4: Diary cover design ©Daffodil International University 3.4.6 Billboard design: [A billboard is a large outdoor advertising structure that is typically found in high-traffic areas such as along](#) highways. Billboards are an effective way to reach a large audience with the company's message. An effective billboard design must be able to convey the message quickly and effectively, as people will only have a few seconds to glance at it. To do this, the design must be simple and eye-catching, with a clear call to action. The use of color, typography, and imagery are all important elements of a successful billboard design. At First, I manipulated a creative image for the billboard as it will be shown in the traffic areas. So, it needs to grab the attention easily. Secondly, I put the brand message on it with a simple brand font. Finally, I put the colors as following the color palette and made it look simple and clean. Fig 3.3.5: Billboard design ©Daffodil International University 3.4.7 Gratitude card: A gratitude card is a great way to show your customers and clients that you're thinking about them and that you appreciate their business. Plus, it's a great marketing tool that can help you boost your brand and build customer loyalty. A gratitude card campaign is a great way to show your customers that you appreciate them. Not only will they feel good about being appreciated, but they'll also be more likely to continue doing business with us. Fig 3.3.6: Gratitude card ©Daffodil International University 3.4.8 Pattern: [One of the best ways to](#) make sure [a brand](#) stands out [is](#) with a strong pattern design. A strong pattern design can play a vital role in carrying the brand message. Once the customers get used to the brand, it becomes easy to identify the brand by seeing only the pattern of a brand. So, it's necessary to create a pattern for a brand. For bizmo, I made a pattern as the growth sign of the logo. Fig 3.3.7: Pattern design layout ©Daffodil International University 3.4.9 App icon: An app icon is a powerful tool for branding. It's can help users identify your app at a glance. Creating a great app icon is essential to the success of the app It's important to choose an icon that is both eye-catching and representative of your brand. For bizmo, I have a cherish to make an app. At first, I tried to create an icon that is simple and easy to remember. It should be recognizable at a glance, so potential users will be able to associate it with your app. Secondly, made sure the icon looks good on a variety of devices and storage screens. Fig 3.3.8: App icon layout ©Daffodil International University 3.5.1 Mug: Mugs are one of the most popular promotional items for businesses and organizations. They are practical, relatively inexpensive, and easy to custom-design with a company logo or brand message. For bizmo, the mug design is made simple. Fig 3.3.9: Mug design layout ©Daffodil International University 3.5.2 Cap: A well-designed corporate cap can help promote your brand and increase brand awareness. A good cap design is [one of the best ways to](#) make your [brand](#) known. It [is](#) a strong marketing tool that can make people recognize your brand easily. It can also be a great way to show your Brand's personality and style. For bizmo, I kept the cap design simple and clean. At first, made a cap on illustrator and simply put the logo on it. Fig 3.4.1: Cap design layout ©Daffodil International University 3.5.3 Pen: The pen is a simple, but [powerful tool that can be used for](#) branding [purposes](#). A pen can be designed to reflect the company's brand, values, and mission. It can be a tangible representation of the company that can be given to customers, partners, and employees. A well-designed pen can be a useful and effective marketing tool. It can help to create a positive impression of the company and its products or services. It can also be used to promote special offers or events. When it comes to branding, pens are one of the most important tools one can have. A well-designed pen can help to create a strong impression with

potential customers and partners. Fig 3.4.2 Pen design layout ©Daffodil International University 3.6 Post-Production The post production stage in branding is when the campaign is complete and ready to be launched. This is the final stage before the brand can be officially introduced to the public. After the post production stage is complete, the brand will be officially launched and introduced to the world. As the branding process comes to an end, it's important to spend some time on post-production. This is the process of fine-tuning your brand identity to make sure it's as strong and effective as possible. There are a few key things to keep in mind when doing post-production on a brand identity. At first, I made sure all of my brand elements are consistent with each other. [This means using the same fonts, colors, and style across all of your materials](#). Secondly, took a close look at my competitor's brands and see how I can differentiate it. And then, I made sure to make the brand identity is Flexible enough to adapt as my business grows and changes over time. As I have successfully crossed the pre production and production stages, focusing on the post production is really necessary when it comes for branding. That's why I designed a moodboard of my brand which summarizes all of my work. This moodboard is consisted of social posts, brand colors, fonts, collaterals etc. In the post production process, I made some motion videos too for the advertisement. A creative and eye catching dynamic ad can grab the attention of customers easily. ©Daffodil International University 3.6.1 Social Ads design: [Social media is a powerful tool to reach new customers and grow your brand](#). One great option for growing your brand on social media is through social ads. Social ads are a type of paid advertising that allows you to specifically target your ideal customer with a powerful message. And when done well, social ads can be an extremely effective way to grow your brand. For bizmo, some creative ads are designed for facebook and Instagram. Fig 3.4.3: Social Ads ©Daffodil International University 3.6.2 Motion Graphics: Motion graphics are a powerful tool that can be used to create a unique and memorable brand identity. By utilizing animation, we can create visuals that are both eye-catching and informative, helping your brand to stand out from the competition. There are endless possibilities when it comes to motion graphics, and the sky is the limit when it comes to creativity. Whether you want to create a simple logo animation or a complex explainer video, motion graphics can help you achieve our goals. Fig 3.4.4: Short animated video This short animated video explain the services of Bizmo. It was made by After Effects. ©Daffodil International University 3.6.3 Overview: After finishing the pre-production and production phase, it's time to design a overall look for the brand. Designing a moodboard is a great way to get a feel for a branding project. It can help to collect inspiration, get a sense of the overall tone and feel of the project. Fig 3.4.5: Overall look of the brand ©Daffodil International University CHAPTER 4 Experimental Result In this chapter, the output of the project will be shared one by one. Logo Design: Fig 4.1.1: Bizmo Logo Design Mockup: [Fig 4.1.2: Bizmo Logo Mockup ©Daffodil International University](#) Business Card: [Fig 4.1.3: Business Card Design Mockup: Fig 4.1.4: Business Card Mockup ©Daffodil International University](#) Letterhead: Fig 4.1.5: Letterhead Design Mockup: [Fig 4.1.6: Letterhead Mockup ©Daffodil International University](#) Calendar: [Fig 4.1.7: Calendar Design Mockup: Fig 4.1.8: Calendar Mockup ©Daffodil International University](#) ID Card Design: Fig 4.1.9: ID Card Design Mockup: Fig 4.2.1: ID Card Mockup ©Daffodil International University Tri Fold Brochure: Fig 4.2.2: Tri-Fold Brochure Mockup: Fig 4.2.3: Tri-Fold Mockup ©Daffodil International University Flyer: Fig 4.2.4: Flyer Design Mockup: Fig 4.2.5: Flyer Mockup ©Daffodil International University Poster: Fig 4.2.6: Poster Design Mockup: Fig 4.2.7: Poster Mockup ©Daffodil International University X banner Design: Fig 4.2.8: X-Banner Design Mockup: Fig: 4.2.9: X-Banner Mockup ©Daffodil International University Landing page: Fig 4.3.1: Landing Page Design Mockup: Fig 4.3.2: Landing Page Mockup ©Daffodil International University Diary cover: Fig 4.3.3: Diary Cover



Design Mockup: Fig 4.3.4: Diary Cover Mockup ©Daffodil International University Bill board: Fig 4.3.5: Billboard Design Mockup: Fig 4.3.6: Billboard Mockup ©Daffodil International University Gratitude Card: Fig 4.3.7: Gratitude Card Design Mockup: Fig 4.3.8: Gratitude Card Mockup ©Daffodil International University Pattern: Fig 4.3.9: Pattern Design ©Daffodil International University App [icon: Fig: 4.4.1 App Icon](#) Design Mockup: [Fig: 4.4.2 App](#) Icon Mockup ©Daffodil International University Mug: Fig 4.4.3: Cup Design Mockup: Fig: 4.4.4 Mug Mockup ©Daffodil International University Cap: Fig: 4.4.5 Cap Design Mockup: Fig: 4.4.6 Cap Mockup Design ©Daffodil International University Pen: Fig 4.4.7: Pen Mockup Design ©Daffodil International University Social ads: Fig 4.4.8: Social Media Advertisement ©Daffodil International University Fig 4.4.9: Social Media Advertisement (2) ©Daffodil International University Mockup: Fig 4.5.1 Social Media Mockup Design ©Daffodil International University

CHAPTER 5 Discussion As a result of this project we have created a brand which will serve people in their professional and business growth. Brands like this are becoming increasingly common as the market for such services grows. However, there are still some challenges in reaching potential customers due to limitations or ecological factors. For example, some people may be unsure of how these services can benefit their business. Bizmo can help improve this understanding and reach more people with the message that these services can help them grow their business.

©Daffodil International University CHAPTER 6 Conclusion In conclusion, it is essential for businesses to market their brand services. Businesses can do this by using a variety of digital marketing solutions. [Some digital marketing solutions include pay-per-click advertising, search engine optimization, and social media marketing.](#) By using these digital marketing solutions, businesses can reach a larger audience and generate more leads. [When it comes to building a brand, there is no one-size-fits-all solution.](#) Every business is different, and therefore, every brand must be carefully crafted to reflect the unique values and attributes of that business. [However, there are some basic principles that all businesses should keep in mind when developing their brand.](#) These include focus, consistency, and evolution. By following these principles, businesses can create a strong and recognizable brand Bizmo will make it easy for the people and as we help people to grow their business. ©Daffodil International University

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