

# How to guide

## A Guide to Canva

Canva is an online design tool that offers users the opportunity to create professional-looking posters, flyers, social media graphics, slideshows, videos, logos and much more.

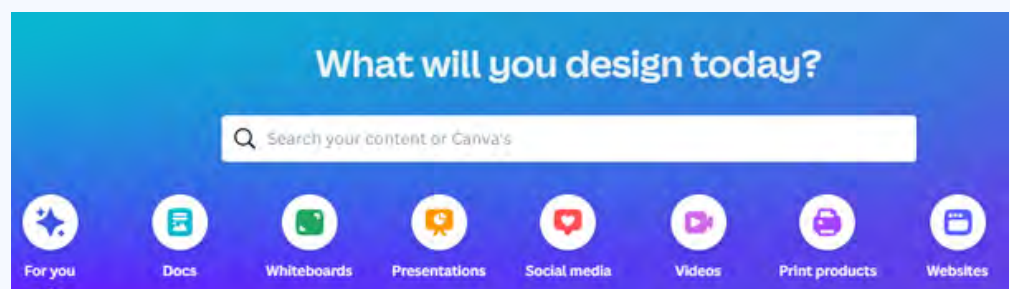
It includes ready-made templates which users can edit to suit their needs, and while the platform is free it also offers paid subscriptions such as Canva Pro for additional functionality.

Whether using the app or the desktop version, Canva is an invaluable tool for helping you level up your design skills, even if you're just getting started.

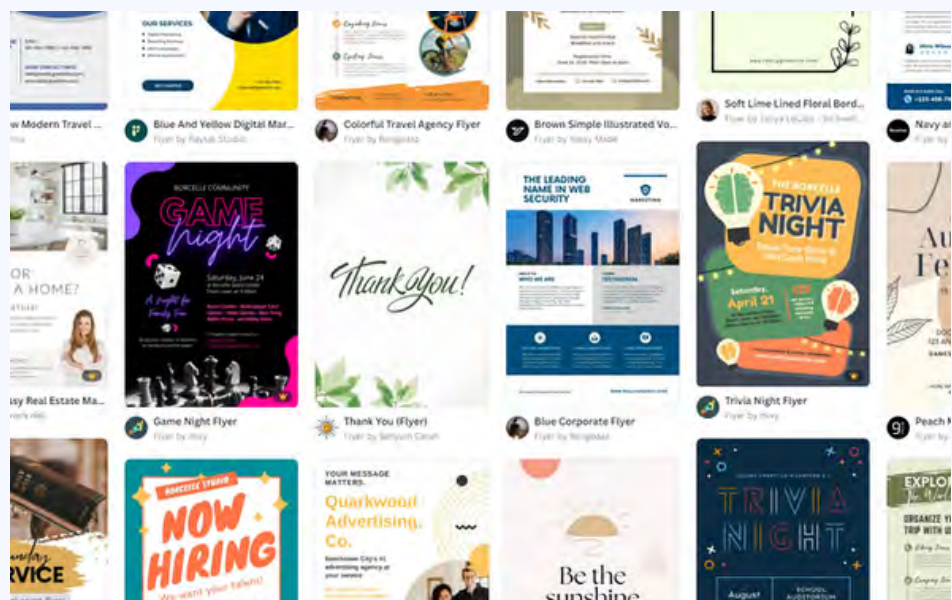
## How to start

Start by downloading the app or going to [canva.com](https://canva.com) and creating an account.

On your homepage you'll see a range of designs to choose from, and a search bar if you're looking for a specific template, e.g. 'Easter Egg Hunt poster'.



Alternatively, click on templates to see the thousands that are available - from Facebook posts to flyers and everything in between.



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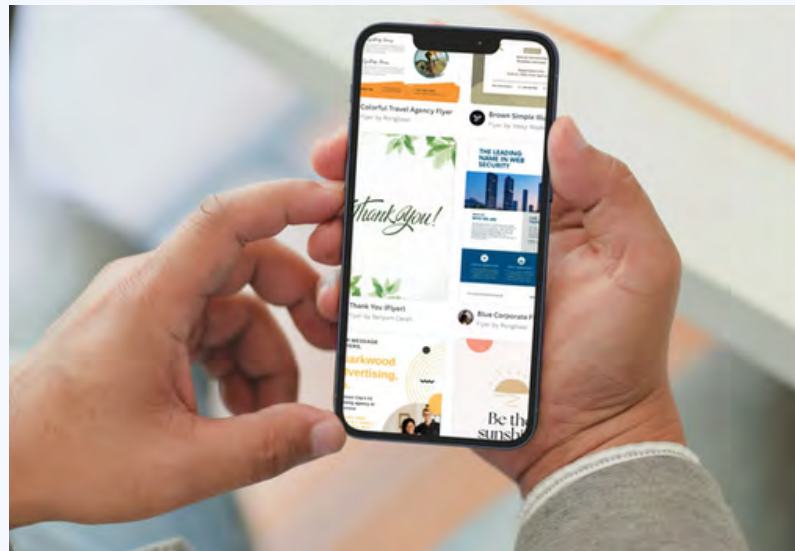
## How to make social media graphics

If you are a new brand starting out or an existing one looking to improve your social media strategy, visual content will establish your online identity.

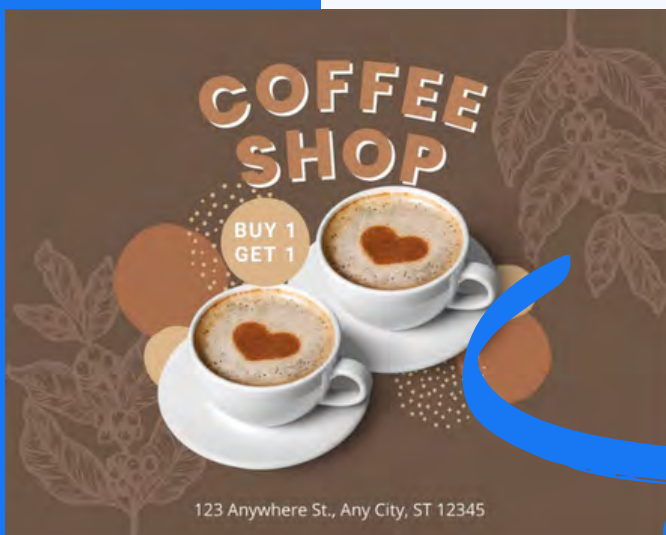
Canva's social media layouts can be used on Facebook, Twitter, Instagram and LinkedIn and can be created in a matter of minutes.

Open up Canva and tap on 'Social Media' to start designing. Scroll down and choose your platform to design a post from scratch.

Or, from the menu tap on 'Templates' to explore social media graphics for every industry and theme, including travel, sales, quotes, party, holiday and more.



Find the perfect graphic for Twitter, Facebook, Instagram and other platforms. Click on your favourite to start editing and make it yours.



Example: Facebook post graphic. On your chosen template, tap on the text areas to make edits that reflect your business.

On the left menu bar, explore Canva's features to switch out the photos, change colours, or add different graphics.



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## Logo design

Canva's logo maker offers everything you need to create a custom logo, fast.

The tool is easy to use - you just drag and drop.

When you are finished, just download your new logo and use it on your business cards, letterheads, menus and more.

### Step by step

- Open Canva and select or search for 'Logo' to start designing
- Browse through the extensive library of customisable logo templates. You'll see layouts to suit various types of businesses, from food and drink to sports and professional services.
- Once you have selected a template, you can tweak everything about it to make it yours. Change fonts, colours and images to ensure the logo accurately reflects your business.
- Search through millions of icons, images and stickers that are free to use and add using the drag and drop tool.

## Example

Example: search for 'coffee shop' in the logo templates bar, and choose your favourite.



Tap on each element of the logo to change text and font, colours, graphics and more.



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## Designing posters and flyers

Create posters and flyers that make your business stand out from the crowd.

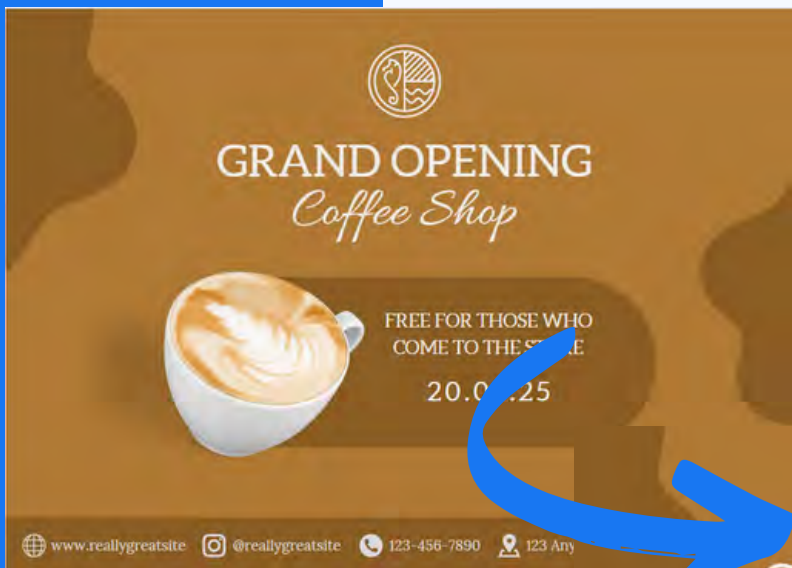
Posters and flyers can be downloaded as a PDF, JPEG or PNG, or you can design and order flyers from Canva Print.

### What next?

- Open Canva and select or search 'poster' or 'flyer' to start designing.
- Browse and choose a template that suits your needs or type in a specific search term.
- Begin with your template and then start playing around with the design. Adjust the layout by rejigging the elements on the page, choosing a new colour scheme for the background and experimenting with different fonts.
- Use the 'uploads' tool to add your own photos and the logo you created earlier

## Example

Example: search for 'coffee shop launch' in the poster templates search bar, and choose your favourite.



Now edit the text to convey the necessary information, swap out the logo for your own, and make any other changes you wish.

Add in your logo and fonts to match.





# How to guide

## Design tips

- Ensure text is clear, simple and easy to read
- Use colour contrast for enhanced legibility
- Use visual hierarchy to grab attention
- Choose colours that match your branding
- Use a font that fits with your brand and the tone of your message

