

# THE *Canva* PLAYBOOK

**A Step-by-Step Guide to Creating Content, Branding & Marketing Assets That Convert**

None

Fresco

Belvedere

Flint

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# INTRODUCTION

This book was created to help you become confident and skillful in Canva, not just familiar with the buttons.

You don't need a design background.

You don't need expensive software.

You don't need to be "creative."

## **You need:**

- A clear system
- Simple design rules
- Reusable templates
- Practice with real examples

This guide takes you from opening Canva for the first time to creating professional designs for business, content, and branding. Everything is taught step by step so you can follow along inside Canva as you read.

This is not theory.

Everything you create can be used immediately.

## **How to Use This Book**

This book is meant to be used with Canva open.

## **Best way to work through it**

1. Open Canva on your computer
2. Open this book on a second screen or device
3. Follow each step exactly as written
4. Pause and complete the task before moving on

## **Each chapter includes:**

- Clear steps
- Visual guidance (screenshots or illustrations)
- A practice task

# INTRODUCTION

Do not skip the practice tasks.  
That is where the skill is built.

## Important tip

Do not rush.

Design skill comes from repetition, not speed

## What You'll Be Able to Create by the End

By the time you finish this book, you will be able to confidently create:

### Brand Assets

- A clean logo set (multiple versions)
- A brand color and font guide
- A reusable brand starter pack

### Social Media Content

- Instagram posts
- Carousels
- Reel covers
- Story templates
- Promotional graphics

### Business Designs

- Flyers and posters (print-ready)
- Simple ads
- Testimonial and promotional designs

### Video Content

- Short promo videos
- Reel-style videos
- Text-based video content

### Systems & Templates

- Reusable Canva templates
- A content calendar
- A batch-design workflow

# INTRODUCTION

You will not just know how to design.  
You will know what to design and when to design it.

## Recommended Learning Pace

This book is flexible, but consistency matters.

### Beginner-friendly pace (recommended)

- 1 chapter per day
- Practice immediately after each chapter
- Total time: about 2–3 weeks

### Faster pace

- 2 chapters per day
- Best if you already use Canva a little
- Total time: about 7–10 days

### Deep practice pace

- 3–4 chapters per week
- Ideal if you are building a business or course
- Total time: about 1 month

### Simple rule

Do not move forward until:

- You complete the practice task
- You understand what you created
- You can repeat it without guessing

Open Canva.  
Start Chapter 1.  
Create as you go.

### Final Note Before You Begin

This book is designed to:

- Save you time
- Remove confusion
- Build confidence
- Give you usable skills

Treat it like a hands-on workshop, not a book you just read.

# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## Goal of this chapter:

Set up Canva once, the right way, so you don't waste time searching for designs, resizing files, or rebuilding things you already made.

Think of this like organizing your workspace before you start work. A clean desk = faster work

## Why This Matters (Read This First)

### When Canva is messy:

- You can't find old designs
- You remake designs instead of reusing them
- You post inconsistent content
- You waste hours scrolling

### When Canva is set up properly:

- You design faster
- Your brand looks consistent
- You can scale content for business
- You can turn designs into templates and products

## Step 1: Create Your Canva Account the Right Way

### What to do

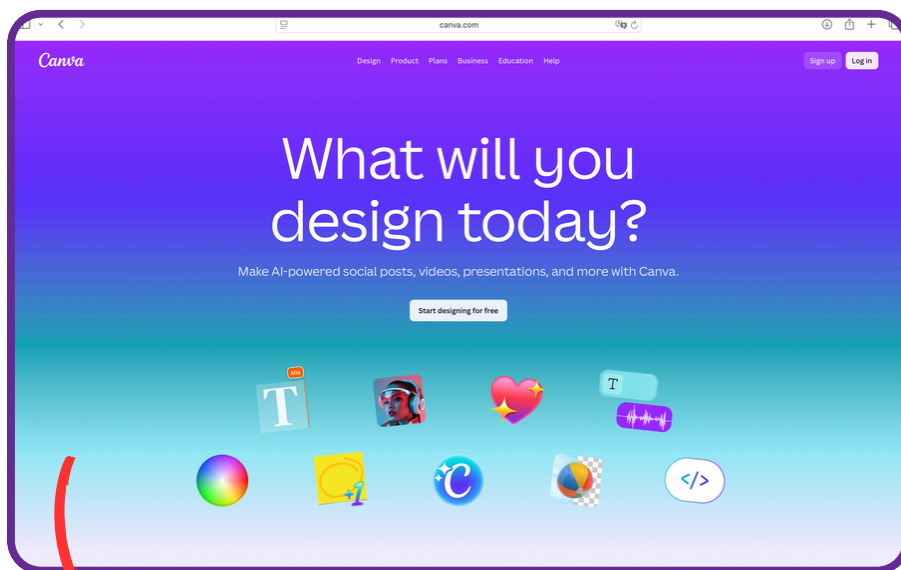
- Go to [www.canva.com](http://www.canva.com)
- Click Sign up
- Choose Email, Google, or Facebook
- When asked "What will you be using Canva for?"
  - Select Business
  - If Business is not shown, choose Marketing or Entrepreneur

### Why this is important

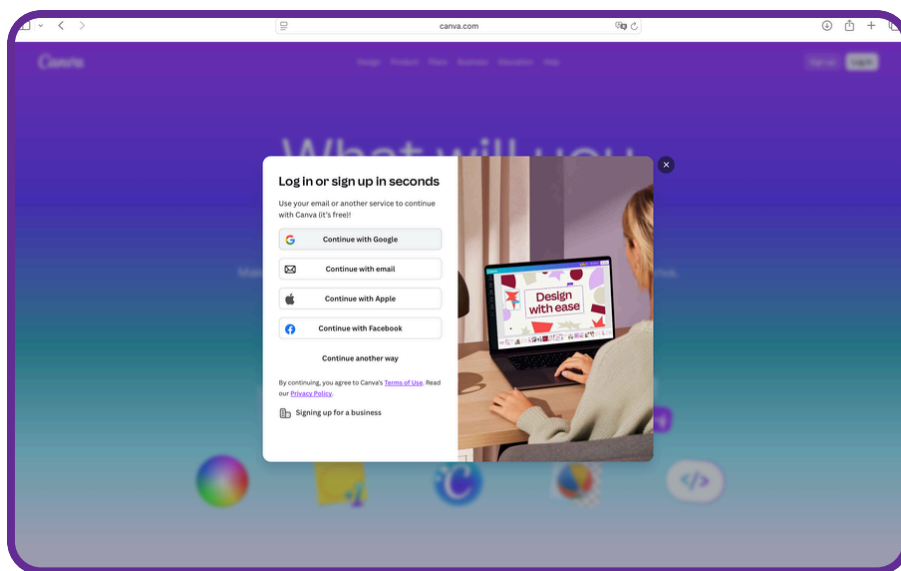
- Canva customizes templates and tools based on your choice
- Business accounts show more:
  - Social media templates
  - Marketing layouts
  - Brand-related features

# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 1: CREATE YOUR CANVA ACCOUNT THE RIGHT WAY



Click start designing for free



Canva sign-up screen

# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 2: UNDERSTANDING THE CANVA DASHBOARD (YOUR CONTROL CENTER)

When you log in, you land on the Home Dashboard.  
This is where everything starts.

### Key areas you must understand

#### 1) Templates

- Ready-made designs you can customize
- Includes:
  - Instagram posts
  - Flyers
  - Logos
  - Presentations
  - Videos

Why it matters:

Templates save time. You should rarely start from a blank page.

#### 2) Projects (Most Important Section)

- This is where all your designs live
- Think of it like folders on your computer

Inside Projects you'll see:

- Designs
- Folders
- Images
- Videos

Why it matters:

If you don't use Projects properly, Canva becomes chaos.

#### 3) Brand (If Available on Your Plan)

- Where brand colors, fonts, and logos live
- Even without Brand Kit, you should still plan branding

Why it matters:

Brand consistency builds trust and recognition.

# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

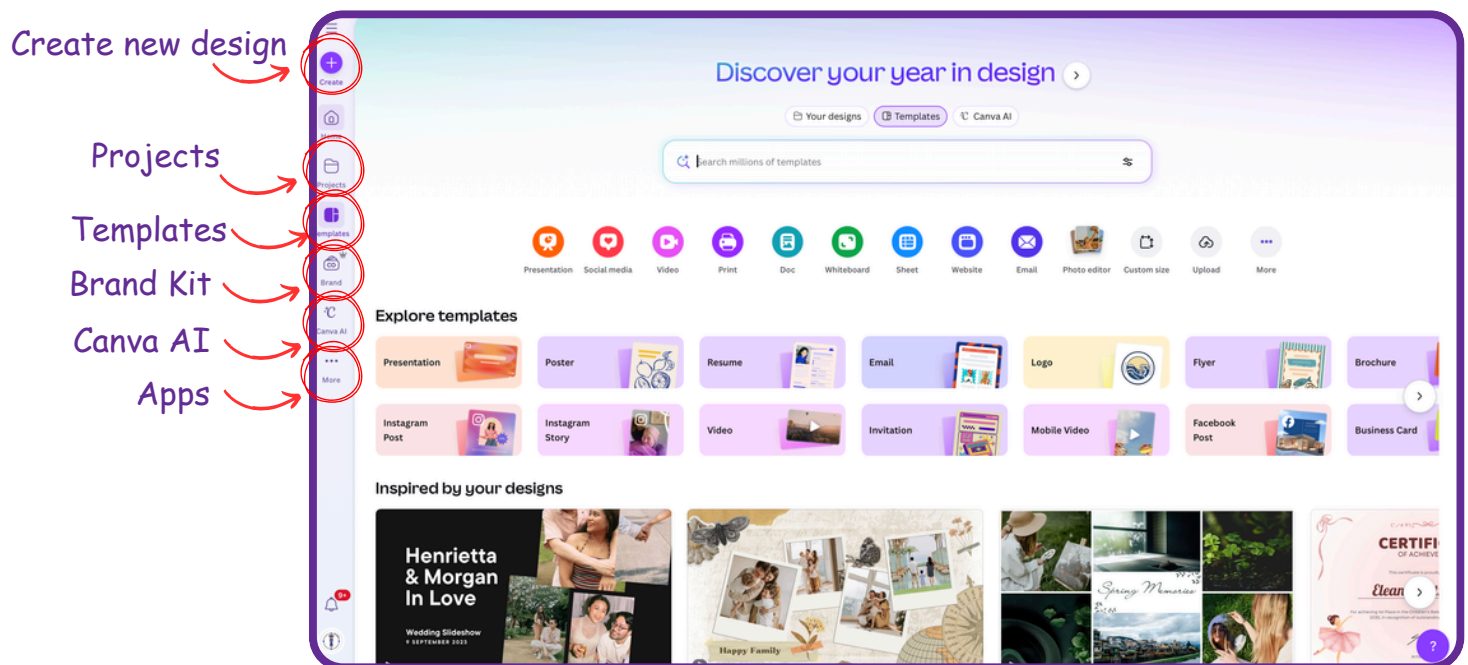
## STEP 2: UNDERSTANDING THE CANVA DASHBOARD (YOUR CONTROL CENTER)

### 4) Apps

- Extra tools inside Canva
- Examples:
  - QR codes
  - Mockups
  - Charts
  - Background tools

Why it matters:

Apps replace outside tools and speed up your workflow.



# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 3: SET UP FOLDERS LIKE A PRO (DO THIS ONCE)

### Why folders are non-negotiable

#### Without folders:

- Everything mixes together
- You lose old work
- You redesign instead of duplicating

Recommended folder structure (Simple & Powerful)

#### Create these top-level folders inside Projects:

##### 1. Brand

- Logos
- Brand colors
- Brand fonts
- Brand guidelines

##### 2. Posts

- Instagram posts
- Facebook posts
- Quotes
- Tips
- Carousels

##### 3. Stories & Reels

- Story templates
- Reel covers
- Highlight covers

##### 4. Flyers & Print

- Flyers
- Posters
- Business cards
- Event designs

##### 5. Clients (if applicable)

- One folder per client
- Each client can have subfolders

# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 3: SET UP FOLDERS LIKE A PRO (DO THIS ONCE)

### 6. Ads & Promotions

- Paid ads
- Promo posts
- Sales graphics

### How to create a folder

- Go to Projects
- Click Add new
- Select Folder
- Name it clearly

The screenshot shows the Canva interface for 'All projects'. The sidebar on the left contains a 'Folders' section with the following items:

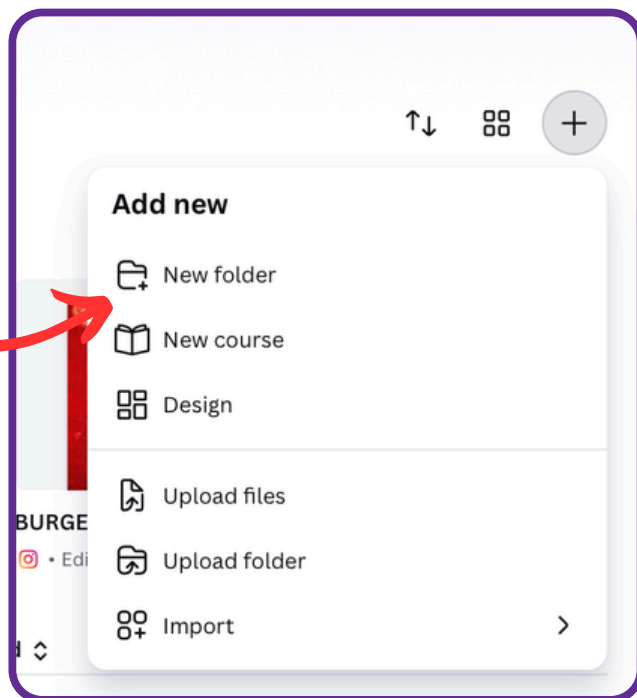
Name	People	Type	Edited
Uploads	Private	Folder	4 months ago
CANVA DESIGNS 18 items	Private	Folder	4 days ago
Course Designs 2 items	Private	Folder	11 days ago
CANVA CONTENT 3 items	Private	Folder	11 days ago

The main area displays a grid of project thumbnails. A red arrow points to a '+' icon in the top right corner of the main area, with the text 'Click here to create a new folder' next to it.

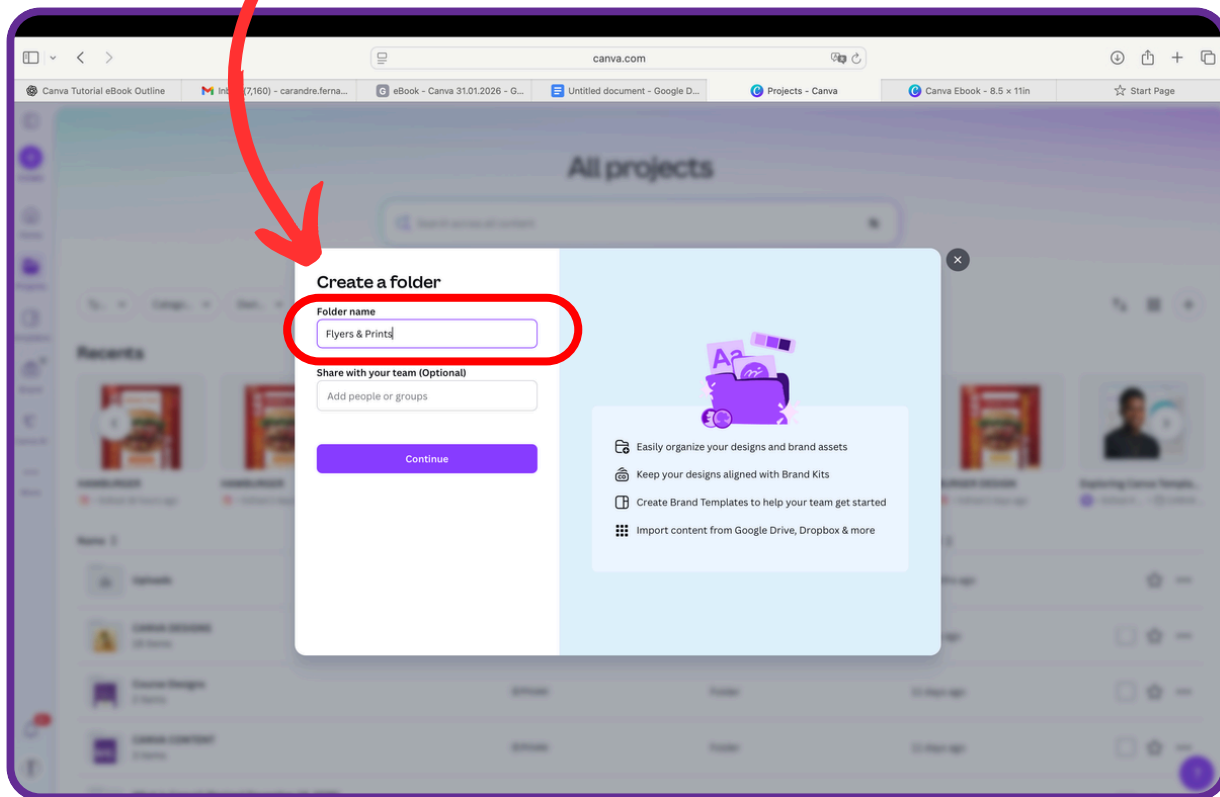
# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 3: SET UP FOLDERS LIKE A PRO (DO THIS ONCE)

Create new folder



Name folder the continue



# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 4: FILE NAMING SYSTEM THAT KEEPS YOU ORGANIZED

### Why naming matters

#### Bad names:

- "Design 1"
- "Untitled"
- "Instagram post final final"

#### Good names:

- Tell you what, where, and when

### Simple naming formula (use this every time)

#### Format:

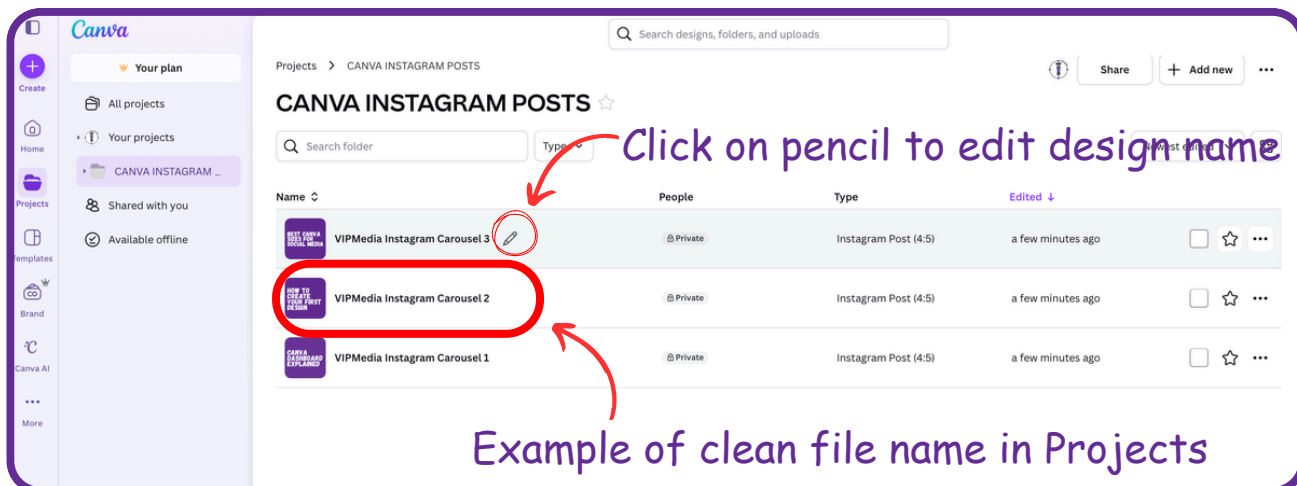
BrandName\_Platform\_ContentType\_Date

#### Examples:

- VIPMedia\_Instagram\_Quote\_2026-01
- VIPMedia\_Flyer\_FathersDay\_2026
- ClientName\_ReelCover\_Promo\_Jan

### Why this works

- Easy to search
- Easy to reuse
- Easy to scale for business or clients



# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## STEP 5: "CREATE A DESIGN" MENU (WHAT TO USE & WHEN)

### How to access it

- Click Create a design (top right)

### What you'll see

- Instagram Post
- Instagram Story
- Presentation
- Video
- Custom size

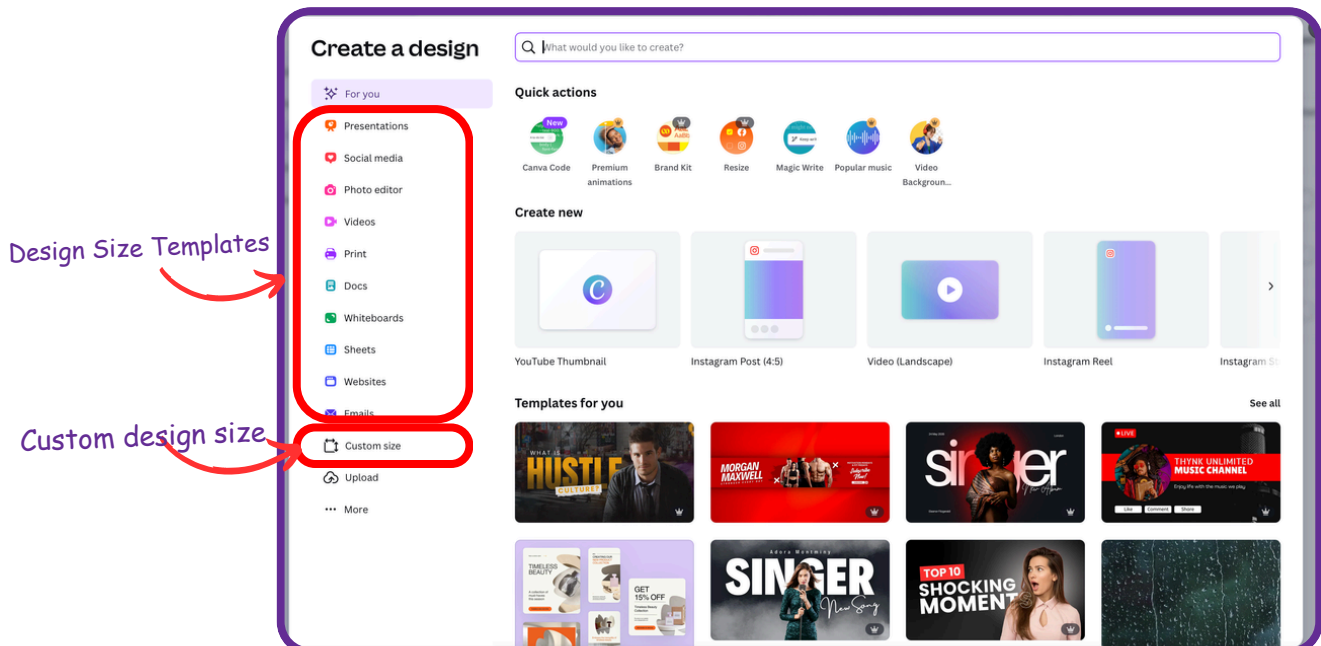
### When to use each

- Instagram Post → regular feed posts
- Instagram Story → stories, promos
- Video → reels, ads
- Custom size → print, special projects

### Why this matters

Starting with the correct size:

- Prevents blurry designs
- Prevents resizing problems later



# CHAPTER 1: CANVA SETUP THAT SAVES YOU TIME

## MINI ASSIGNMENT (DO THIS NOW)

### Task

1. Go to Projects
2. Create these 5 folders:
  - Brand
  - Posts
  - Stories & Reels
  - Flyers & Print
  - Test Projects
3. Create one design inside:
  - Name it: TestProject\_Instagram\_Post
4. Move it into the Test Projects folder

### Quick Checklist (Before Moving On)

- Canva account set to Business
- Dashboard understood
- Folders created
- File naming system used
- Test project created and saved correctly

# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## GOAL OF THIS CHAPTER

Help you choose the right design size every time so your posts don't look blurry, stretched, cut off, or unprofessional.

Think of sizes like clothing.

If you wear the wrong size, it doesn't matter how nice it looks—it won't fit properly.

### **Why This Matters (Very Important)**

Using the wrong size causes:

- Text getting cut off
- Blurry images
- Posts cropped by Instagram or Facebook
- Flyers printing incorrectly

### **Using the correct size means:**

- Clean, sharp designs
- No resizing stress
- Professional-looking content
- Better engagement and trust

# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## STEP 1: UNDERSTAND PLATFORM SIZES (THE ONES YOU'LL USE MOST)

### Most common Canva sizes for business & content

#### Instagram

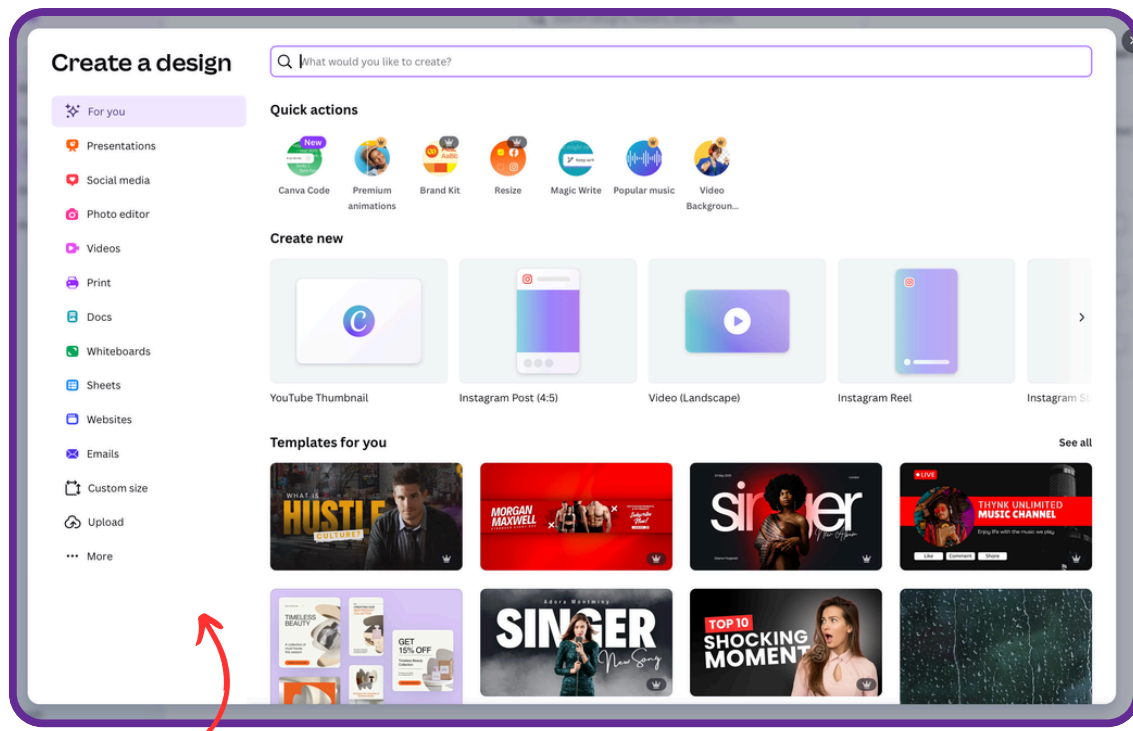
- Instagram Post: Square (used most often)
- Instagram Story: Vertical
- Instagram Reel Cover: Vertical (same as story)

#### Facebook

- Facebook Post: Similar to Instagram post
- Facebook Cover: Wide format

#### Print

- Flyer: Portrait (A4 or Letter)
- Poster: Larger vertical sizes
- Business Card: Small horizontal or vertical



This is the 'Create a design' menu. Always choose a design size based on where your content will be posted or printed.

# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## STEP 2: HOW TO CHOOSE THE RIGHT SIZE BEFORE YOU DESIGN

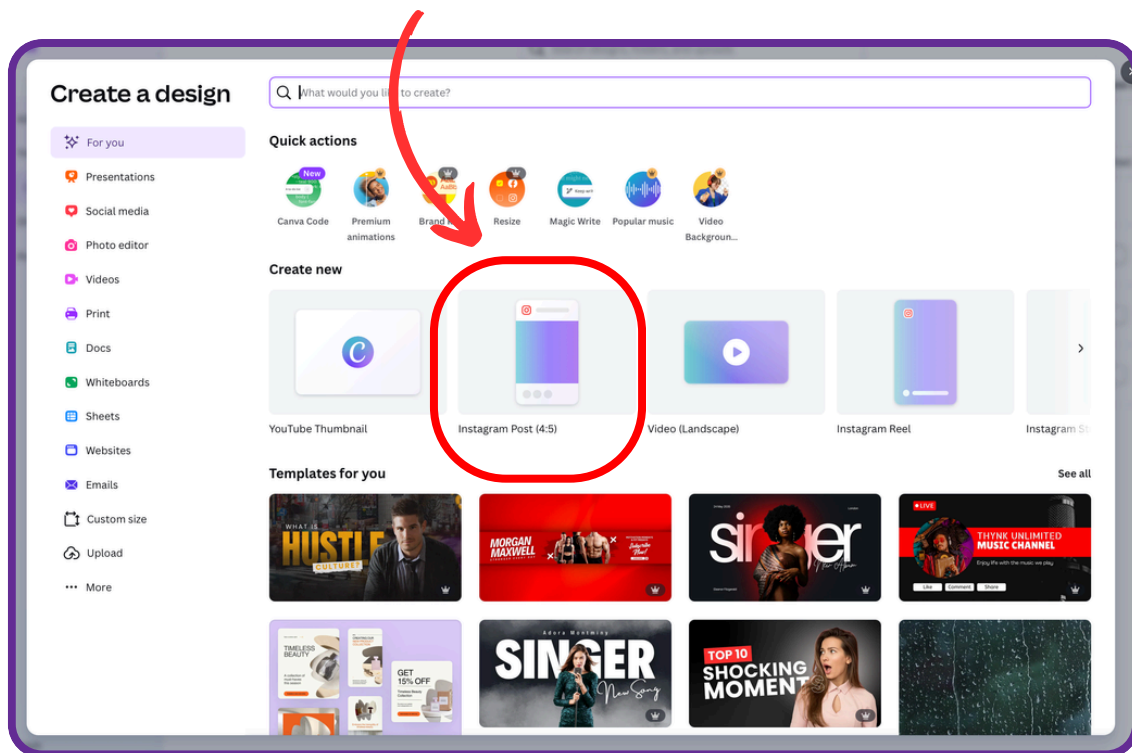
### What to do

1. Click Create a design
2. Select the platform you are designing for
3. (Instagram Post, Story, Video, Flyer, etc.)
4. Start designing only after choosing the correct size

### Why this matters

- Canva automatically sets:
  - Correct width and height
  - Proper layout space
- This prevents resizing issues later

Instagram Post is best for regular feed posts. Starting with the correct size prevents blurry or cropped designs



# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## STEP 3: CUSTOM SIZES (WHEN YOU NEED FULL CONTROL)

Sometimes Canva's preset sizes aren't enough.

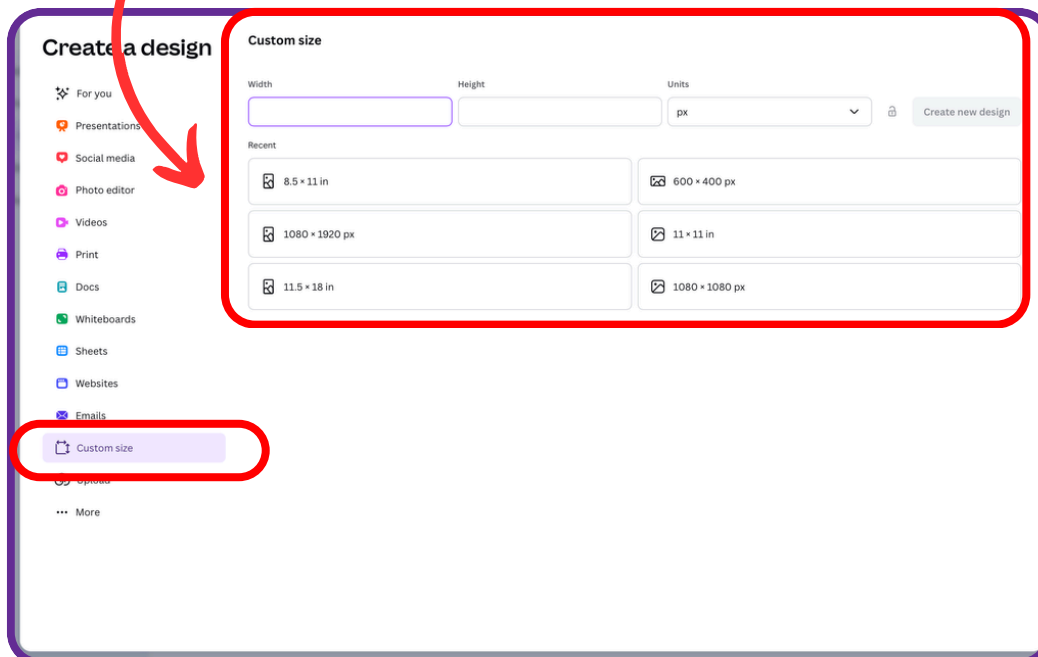
### When to use Custom Size

- Printing flyers
- Banners
- WhatsApp graphics
- Website sections
- Screens or presentations

### How to create a custom size

1. Click Create a design
2. Select Custom size
3. Choose:
  - Pixels (px) for digital
  - Inches or mm for print
4. Enter width and height
5. Click Create new design

Use Custom Size when creating print designs or special layouts.  
Always select the correct unit before entering dimensions



# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## STEP 4: UNDERSTANDING SAFE AREAS (SO NOTHING GETS CUT OFF)

### What is a safe area?

A safe area is the space inside your design where:

- Text
- Logos
- Important details
- should stay away from edges.

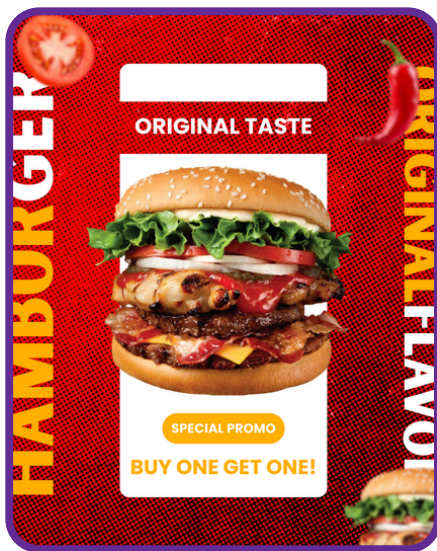
### Why safe areas matter

- Instagram crops edges on some screens
- Printers trim paper edges
- Stories hide edges behind icons

### How to protect your content

- Keep text away from edges
- Use Canva rulers or guides if available
- Leave breathing room around important elements

Text placed too close to the edge may be cropped or hidden. Always leave space around important information



This design uses safe spacing. All text stays visible across devices and platforms.

# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

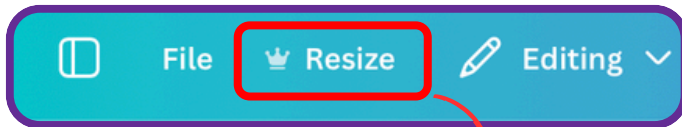
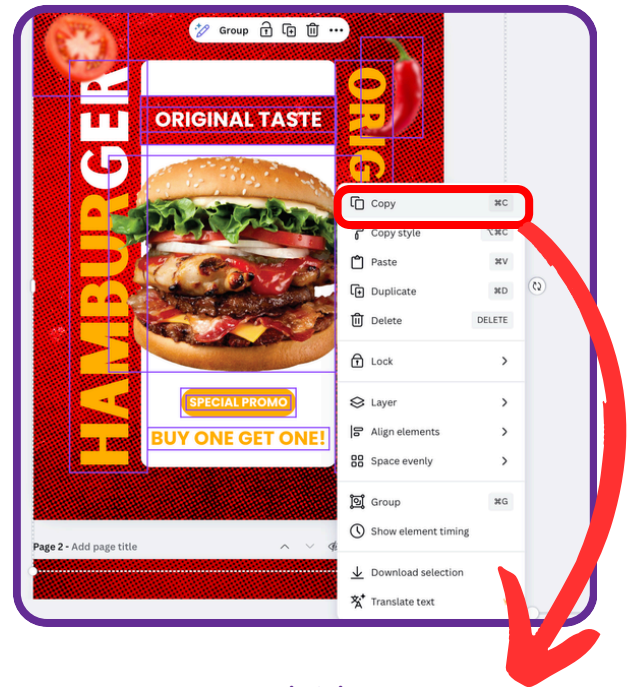
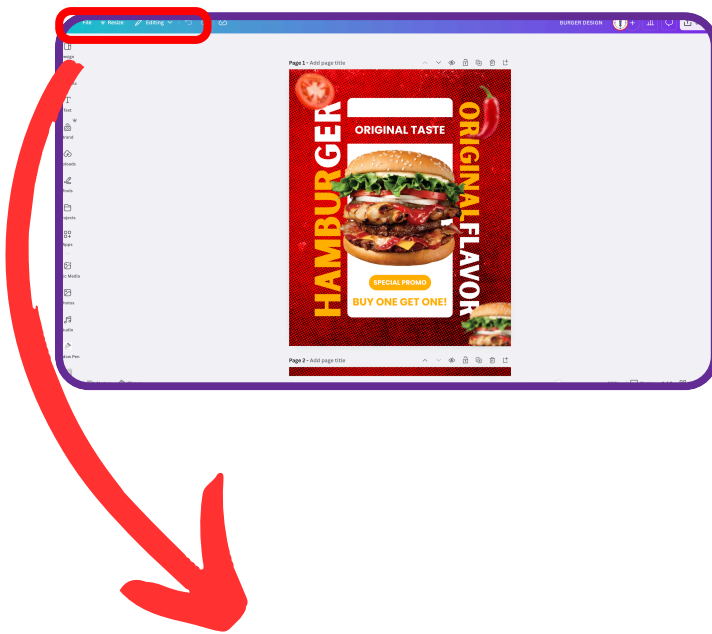
## STEP 5: RESIZING DESIGNS (WITHOUT STARTING OVER)

### If you have Canva Pro

- Use Resize
- Instantly convert designs into:
  - Stories
  - Posts
  - Flyers
  - Videos

### If you don't have Canva Pro

- Create a new design in the correct size
- Copy elements from old design
- Paste and adjust



If Resize is not available, copy your design elements and paste them into a new canvas with the correct size.

The Resize tool allows you to convert one design into multiple sizes without rebuilding it.

# CHAPTER 2: UNDERSTANDING SIZES (SO YOUR DESIGNS ALWAYS FIT)

## MINI ASSIGNMENT (DO THIS NOW)

### Common Size Mistakes to Avoid

- ✗ Designing everything as a square
- ✗ Stretching designs to fit other sizes
- ✗ Printing designs made for Instagram
- ✗ Ignoring margins and safe areas
- ✓ Always choose the size first
- ✓ Use templates made for the platform
- ✓ Use custom size for print
- ✓ Keep text away from edges

### Task

1. Create 3 new designs:
  - Instagram Post
  - Instagram Story
  - Flyer (A4 or Letter)
2. Add:
  - A headline
  - A photo
  - A call to action
3. Name them properly:
  - Test\_Instagram\_Post
  - Test\_Instagram\_Story
  - Test\_Flyer\_Print
4. Save each one in the correct folder

### Quick Checklist (Before Moving On)

- I understand common Canva sizes
- I know when to use Custom Size
- I avoid resizing mistakes
- I keep text inside safe areas
- I created 3 correctly sized designs

# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## STEP 1: UNDERSTANDING THE CANVA EDITOR LAYOUT

### Goal of this chapter:

Learn the Canva editor tools you will use every single time you design. By the end of this chapter, you should be able to move, adjust, layer, and organize elements confidently without guessing.

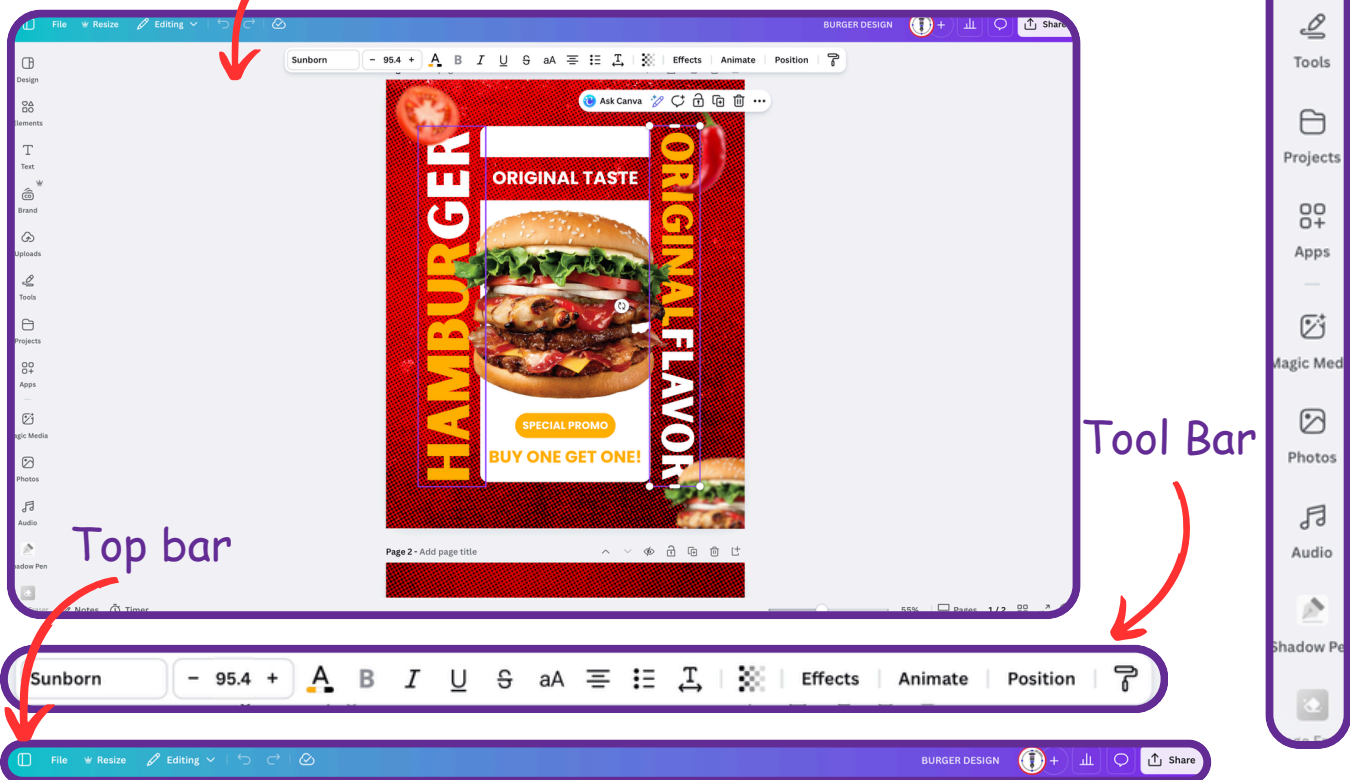
### Step 1: Understanding the Canva Editor Layout

When you open any design, the Canva editor appears. This is your main working area.

### Main parts of the editor

- Top bar – file name, resize, share, download
- Left panel – elements, text, uploads, photos, apps
- Canvas – where you design
- Toolbar – appears when you click text or elements

This is the Canva editor. All designs are created and edited inside this workspace.



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## STEP 2: ADDING ELEMENTS TO YOUR DESIGN

### Add text

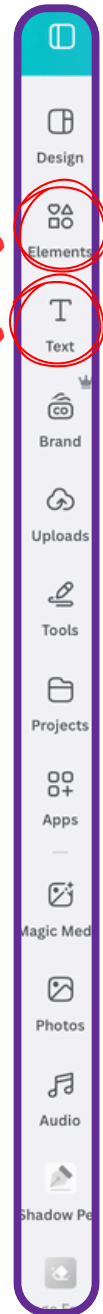
1. Click Text (left panel)
2. Choose:
  - o Heading
  - o Subheading
  - o Body text
3. Click on the canvas to place it

### Add shapes or graphics

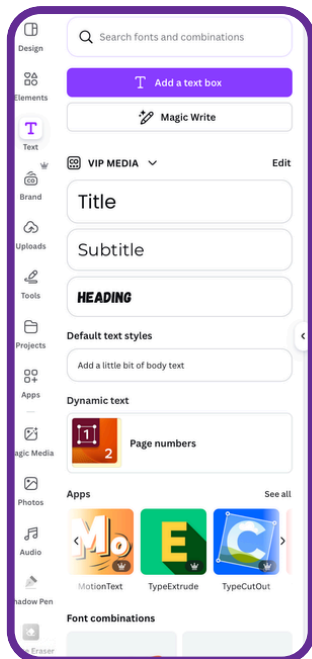
1. Click Elements
2. Search for:
  - o Shapes
  - o Icons
  - o Lines
3. Click any item to add it

Elements

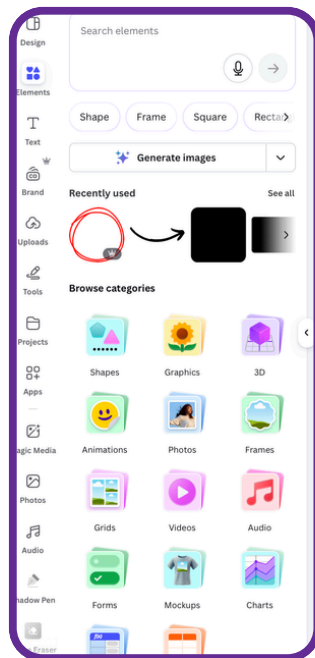
Text



Use the Text panel to add headings, subheadings, or body text to your design.



The Elements panel contains shapes, icons, lines, and graphics used to build layouts.



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## STEP 3: MOVING, RESIZING, AND ROTATING OBJECTS

### Move

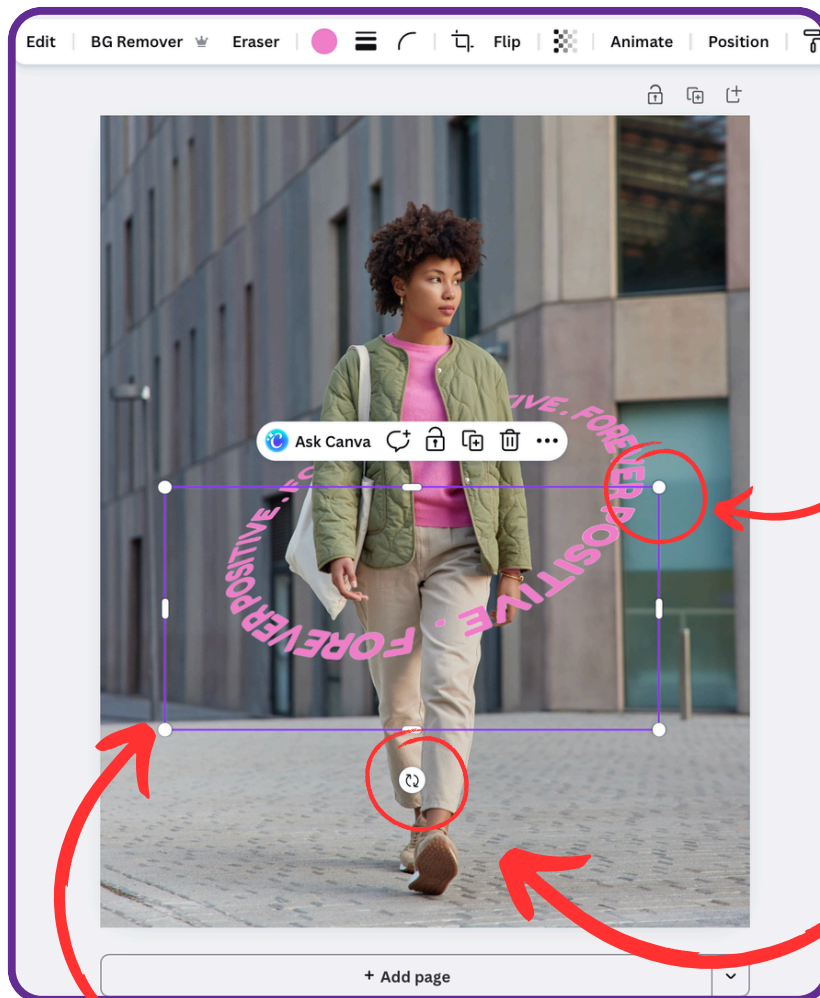
- Click and drag any element

### Resize

- Drag the corner handles in or out

### Rotate

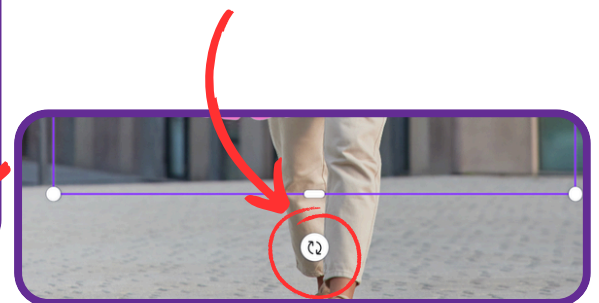
- Use the circular rotate handle above the element



Resize Handles



Resize Handles



Drag the corner handles to resize an element while keeping its proportions.

Use the rotate handle to turn text or graphics to any angle.

# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## STEP 4: EDITING TEXT PROPERLY

### Change text content

- Double-click text
- Type your new words

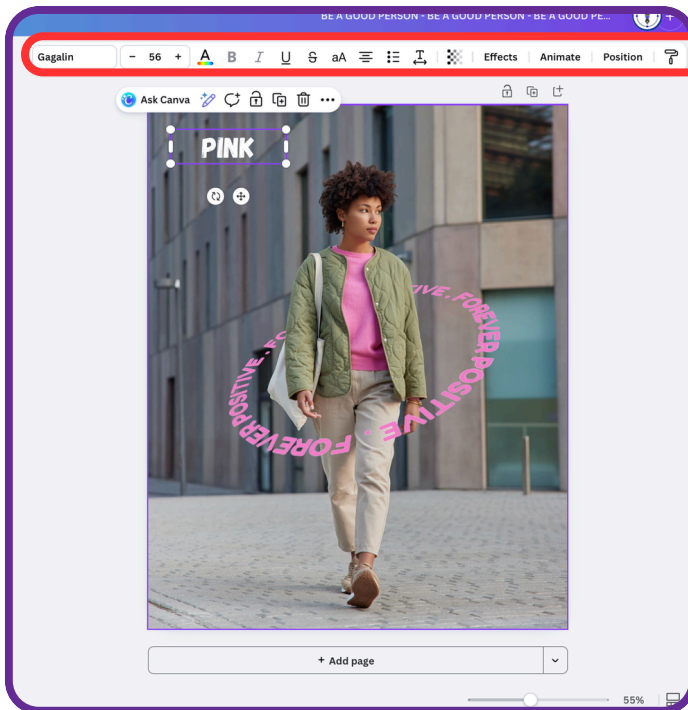
### Adjust text style

- Font
- Size
- Color
- Spacing
- Alignment

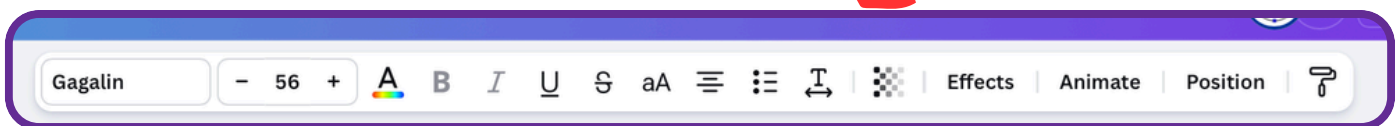
### Keep text clean

- Use one font for headings
- Use one font for body text

Text toolbar



The text toolbar appears when text is selected. Use it to change font, size, color, and alignment."



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

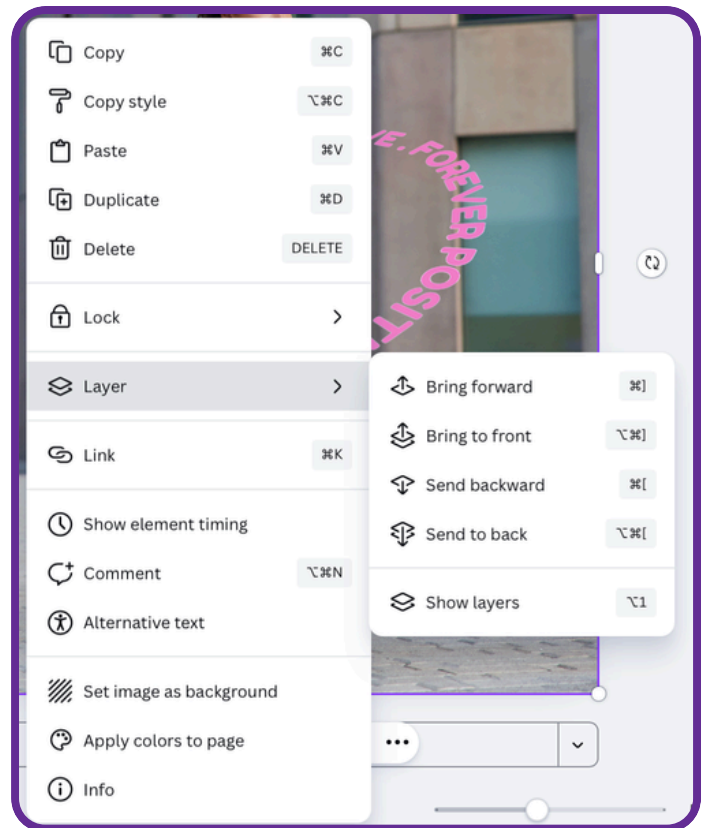
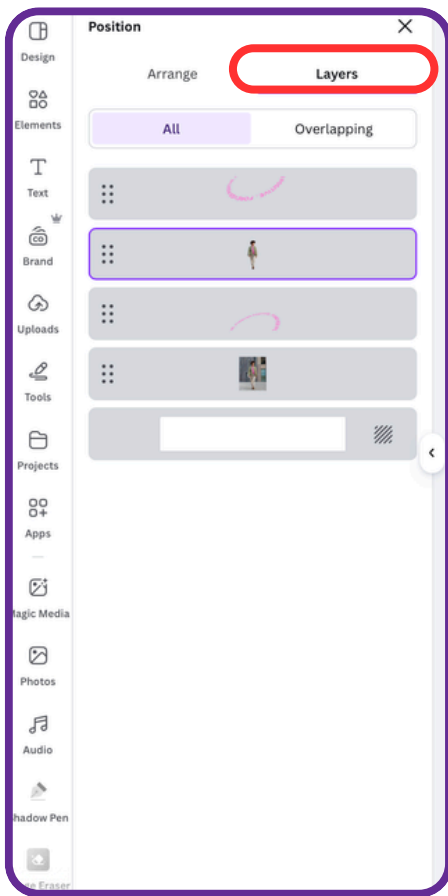
## STEP 5: LAYERING (FRONT AND BACK CONTROL)

Designs often have multiple layers stacked together.

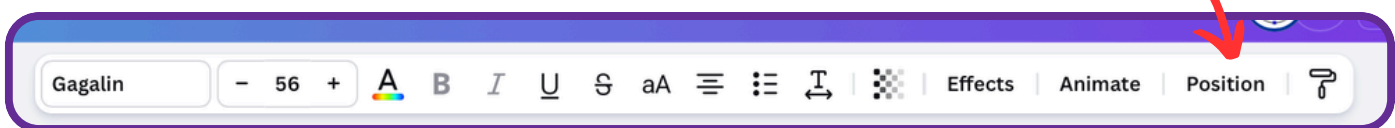
### How to change layer order

1. Click the element
2. Click Position
3. Choose:
  - Bring forward
  - Send backward

Layers menu



Position tool. You can access layers here



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

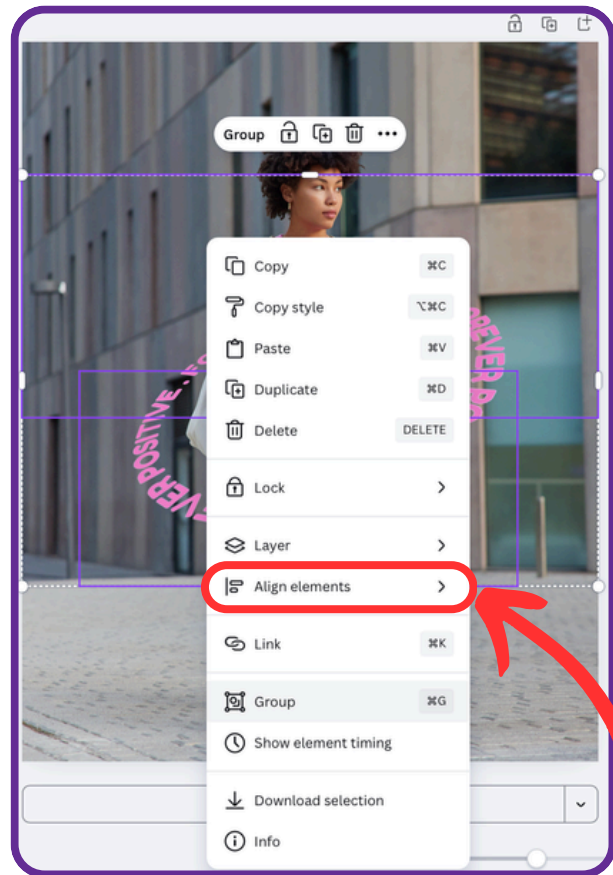
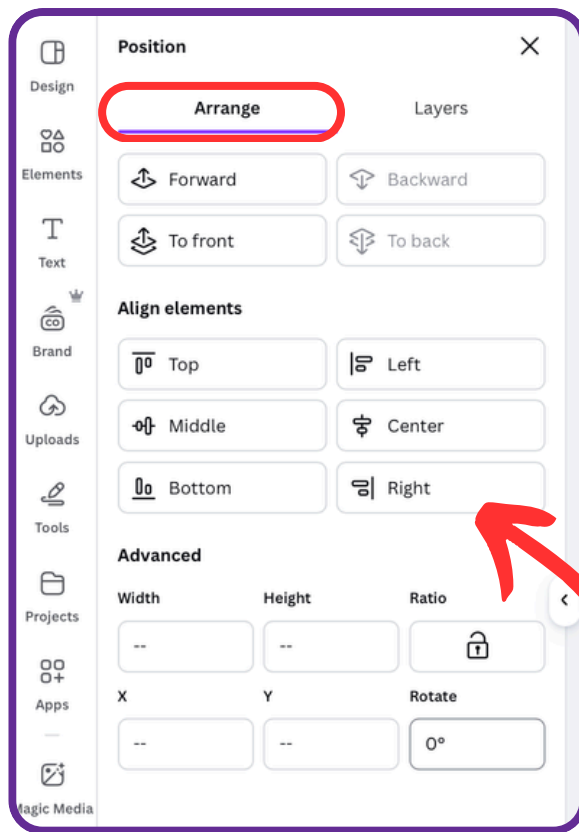
## STEP 6: ALIGNING OBJECTS CLEANLY

Alignment makes designs look neat and professional.

### How to align elements

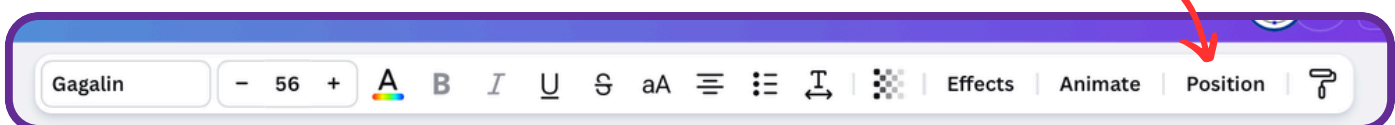
1. Select two or more elements
2. Click Position
3. Choose:
  - o Align left
  - o Center
  - o Align right
  - o Space evenly

Alignment tools help keep text and elements evenly spaced and straight.



Align Elements

Position tool. You can access arrange here



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## STEP 7: GROUPING ELEMENTS (MOVE MULTIPLE ITEMS TOGETHER)

Grouping locks items together so they move as one.

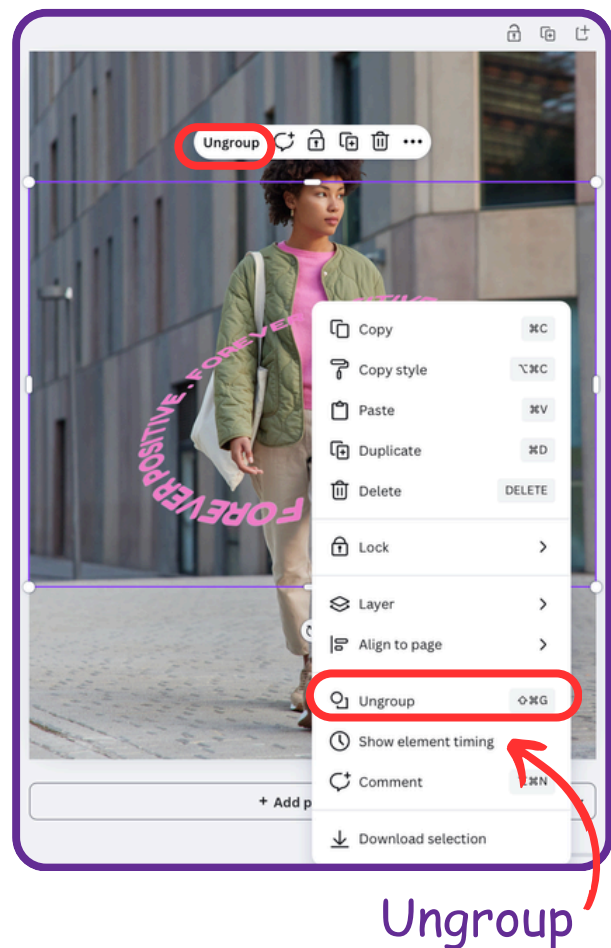
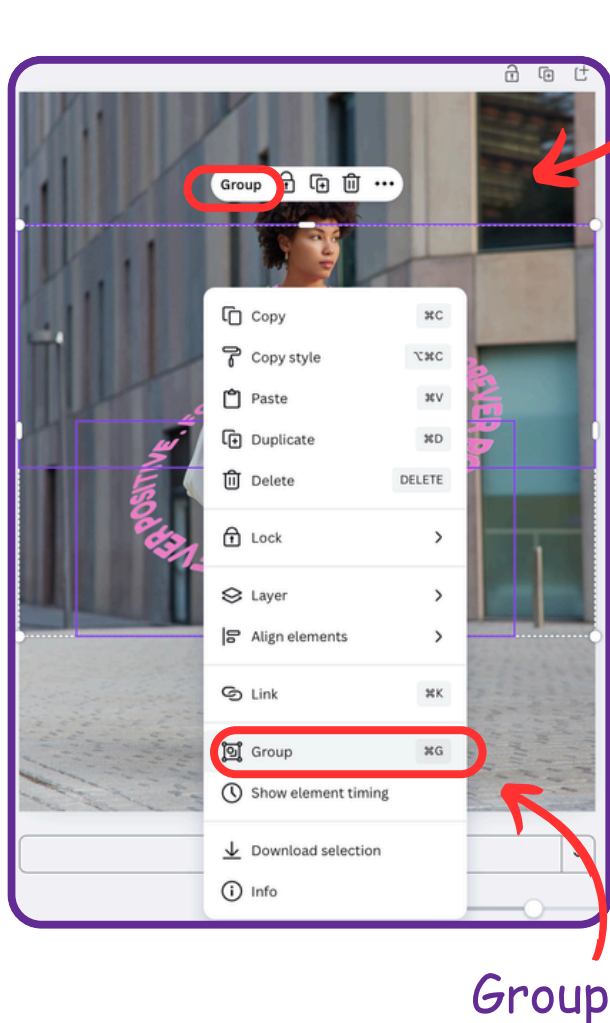
### How to group

1. Select multiple elements (hold Shift)
2. Click Group

### How to ungroup

- Click Ungroup

Grouping allows multiple elements to move together without losing alignment.



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

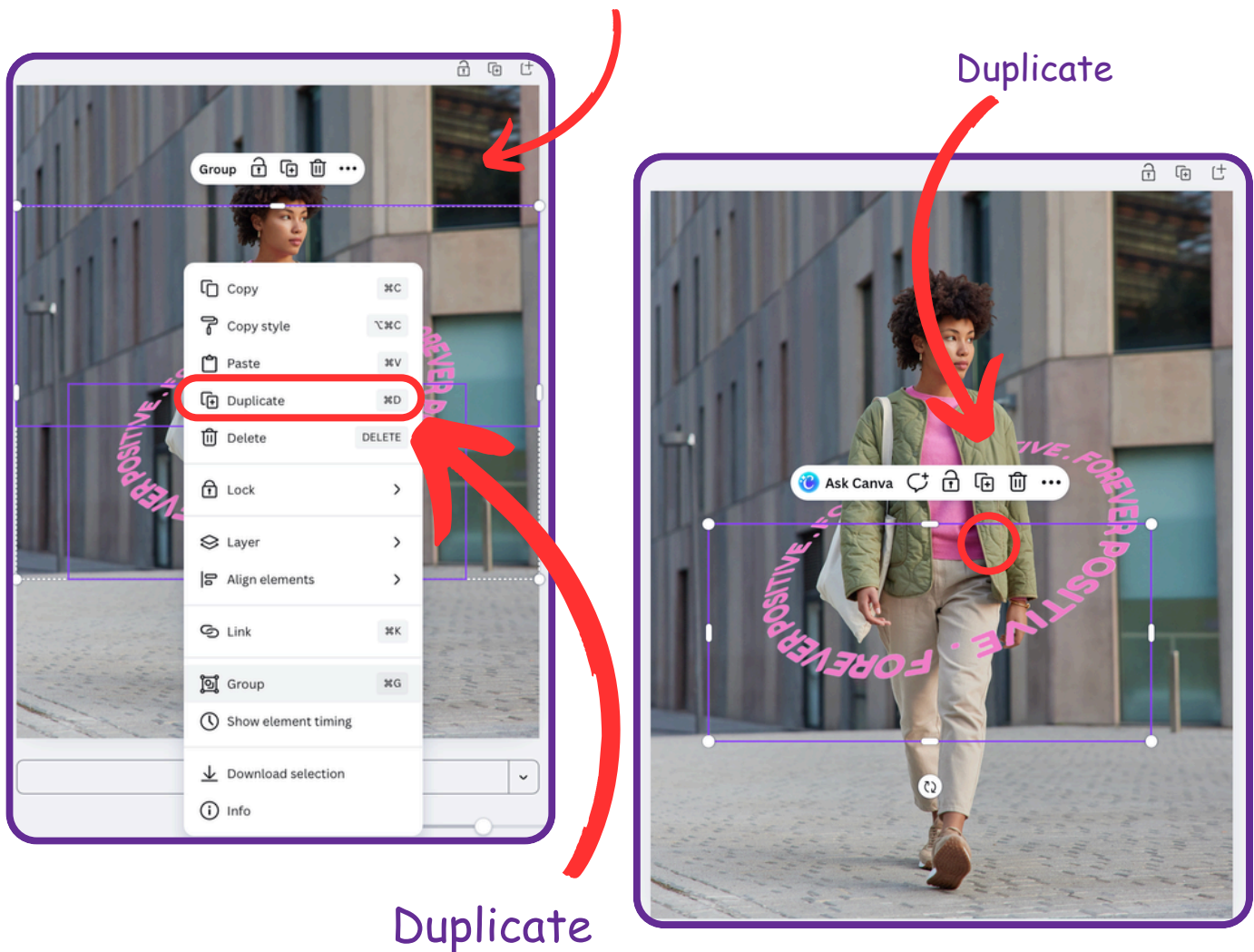
## STEP 8: DUPLICATING FOR SPEED

Duplicating saves time when creating repeated layouts.

### How to duplicate

- Click element
- Press Duplicate button
- Or use keyboard shortcut:
  - Ctrl + D (Windows)
  - Cmd + D (Mac)

Duplicating elements helps you create consistent designs faster.



# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

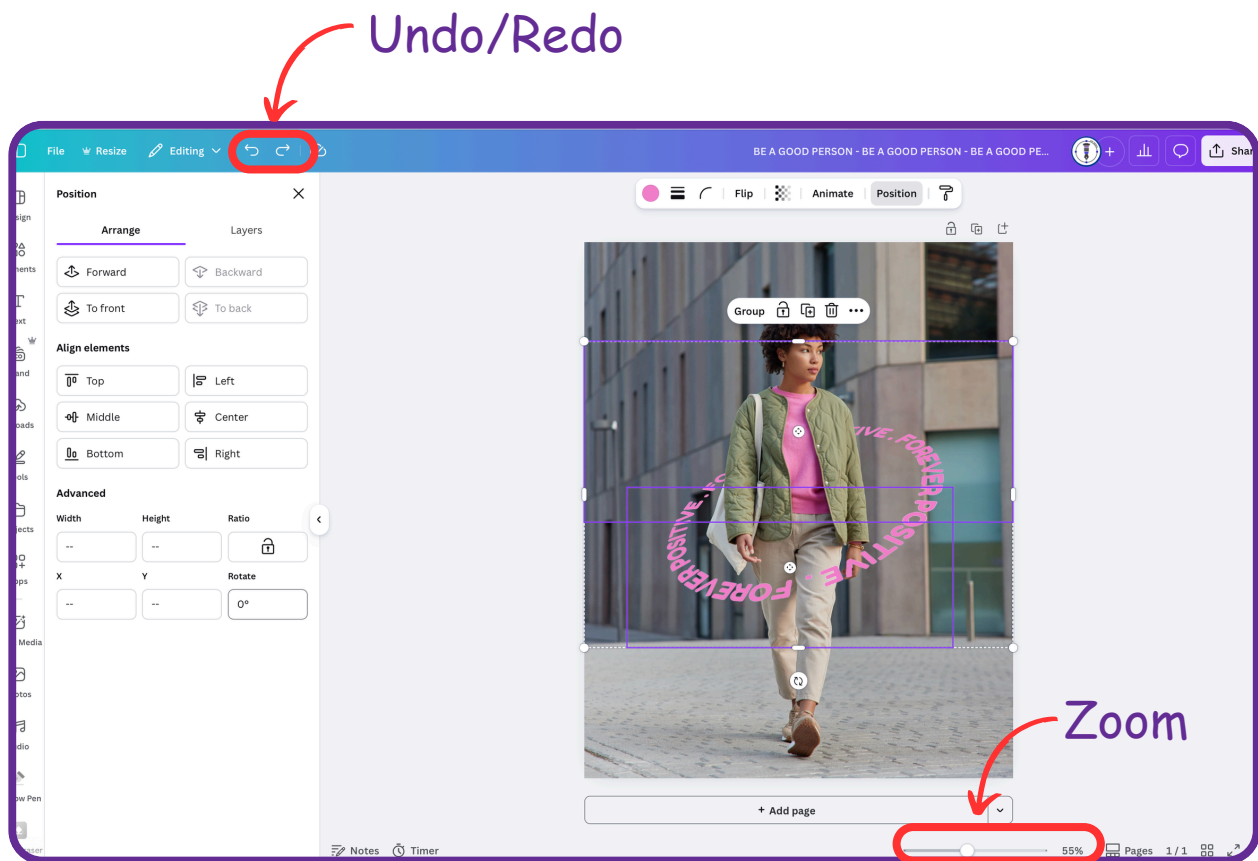
## STEP 9: UNDO, REDO, AND ZOOM CONTROLS

### Undo / Redo

- Undo: go back one step
- Redo: return to the change

### Zoom

- Zoom in for precision
- Zoom out to view overall layout



Undo and Redo allow you to correct mistakes without starting over.



Zoom in to adjust details and zoom out to review the full design.

# CHAPTER 3: CANVA EDITOR BASICS (THE CONTROLS YOU MUST MASTER)

## MINI ASSIGNMENT (DO THIS NOW)

### Common Beginner Errors (Avoid These)

- Dragging edges instead of corners when resizing
- Forgetting to align elements
- Using too many fonts
- Moving grouped items without ungrouping
- Stacking elements without checking layers

### Practice Task (Do This Now)

#### Task

1. Open an Instagram Post design
2. Add:
  - A heading
  - A shape
  - An image
3. Do the following:
  - Resize and rotate one element
  - Align text to center
  - Group text and shape
  - Duplicate the group
  - Change layer order
4. Rename the design:
  - EditorBasics\_Practice\_Post

### Quick Check (Before Moving On)

- I can add and edit text
- I can move, resize, and rotate elements
- I understand layers and positioning
- I can align and group elements
- I can duplicate designs confidently

# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 1: ALIGNMENT – EVERYTHING MUST LINE UP

### Goal of this chapter:

Teach you how to make any Canva design look clean, balanced, and professional—even if you are not “creative.” These rules work for posts, flyers, logos, and videos.

Think of these rules like traffic laws.

You can break them later, but first you must learn them.

### Rule 1: Alignment – Everything Must Line Up

#### What this means

Text and elements should sit on the same invisible lines. Nothing should look randomly placed.

#### How to apply it in Canva

1. Select an element
2. Drag it slowly
3. Let Canva’s purple guide lines appear
4. Release when lines show center or edge alignment

#### What alignment fixes

- Messy layouts
- Uneven spacing
- Designs that feel “off”

Purple guide lines appear when elements are properly aligned. Always wait for these lines before releasing.



# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 2: WHITE SPACE – GIVE YOUR DESIGN ROOM TO BREATHE

### What white space is

White space is the empty space around text and elements. It does not have to be white.

### How to use it

- Do not fill every area
- Leave space around text
- Avoid stacking too many elements

### Real-life example

A crowded room feels uncomfortable.  
A clean room feels calm and organized.

This design feels cluttered because there is not enough space between elements.



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**6.0 6.50 7.0 7.50 Indexes**  
GATES OPEN AT 12PM OPEN TIME RUNS 2:30PM 2 ROUNDS QUAL BEGINNING 3PM  
**FRIDAY GATES OPEN 12PM T&T 4-10PM**  
ADDITIONAL HEADS UP SHOWDOWN DATES  
May 24<sup>th</sup> June 14<sup>th</sup>  
July 19<sup>th</sup> August 9<sup>th</sup>  
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### How to use it

- Do not fill every area
- Leave space around text
- Avoid stacking too many elements

### Real-life example

A crowded room feels uncomfortable. A clean room feels calm and organized.

White space makes designs easier to read and more visually appealing.

This design feels cluttered because there is not enough space between elements.

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# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 3: CONTRAST – MAKE TEXT EASY TO READ

### What contrast means

Contrast is the difference between:

- Light and dark
- Big and small
- Bold and thin

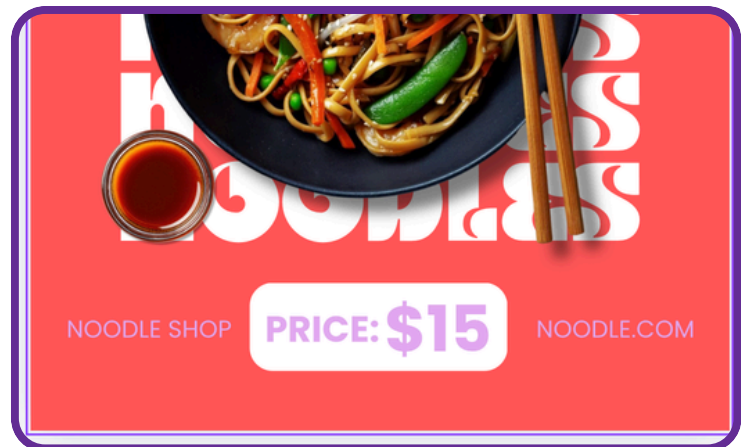
### How to create contrast

- Dark text on light background
- Light text on dark background
- Bold headlines, simple body text

### Canva tips

- Use Effects → Background for text
- Add a shape behind text if needed

Text without contrast is hard to read and easy to ignore.



High contrast makes text clear and attention-grabbing.

# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 4: FONT PAIRING – LESS FONTS, MORE IMPACT

### Basic font rule

- 1 font for headlines
- 1 font for body text
- Maximum: 2 fonts per design (2-3 is fine)

### Good font pairing style

- Bold font + simple font
- Script font only for small accents

### What to avoid

- Using many fonts
- Mixing similar fonts that clash

Using two complementary fonts keeps designs clean and professional.



# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 5: COLOR CONTROL – USE A LIMITED PALETTE

### Simple color rule

- 1 main color
- 1 secondary color
- 1 neutral color

### How to apply color correctly

- Use brand colors repeatedly
- Avoid rainbow designs
- Use neutral backgrounds

### Canva tip

- Save brand colors for quick access

Using too many colors makes a design look chaotic.



A limited color palette creates a clean and consistent look.

# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 6: CONSISTENCY – MAKE EVERYTHING MATCH

### What consistency looks like

- Same fonts
- Same colors
- Same spacing
- Same layout style

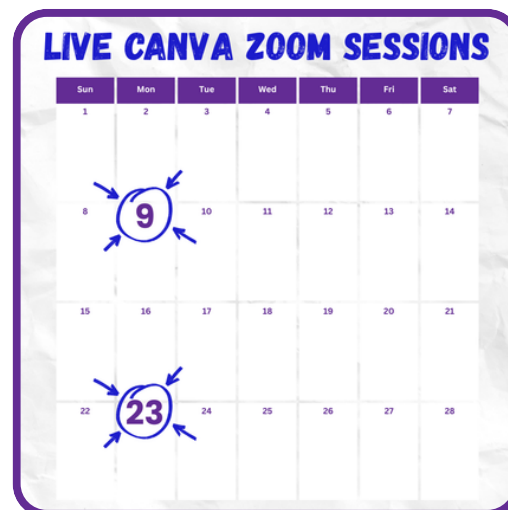
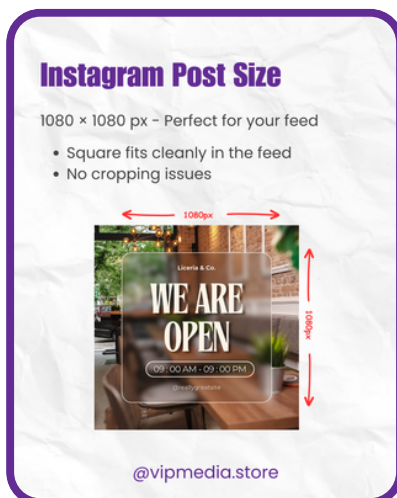
### Where consistency matters

- Social media feeds
- Flyers
- Brand templates

### Canva shortcut

- Duplicate designs instead of starting over

Consistent designs help your brand look organized and recognizable.



# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## RULE 7: VISUAL HIERARCHY – SHOW WHAT'S IMPORTANT FIRST

### What hierarchy means

Your design should guide the eye:

1. Headline
2. Supporting text
3. Details
4. Call to action

### How to create hierarchy

- Bigger text for main message
- Smaller text for details
- Bold or color for emphasis

Visual hierarchy guides the viewer's eye through the design in the correct order.

### Real-life example

A newspaper headline is large so you see it first.



# CHAPTER 4: THE 7 RULES OF CLEAN DESIGN (BEGINNER-FRIENDLY)

## MINI ASSIGNMENT (DO THIS NOW)

### Putting All 7 Rules Together (Simple Workflow)

1. Align elements
2. Remove clutter
3. Improve contrast
4. Reduce fonts
5. Limit colors
6. Keep style consistent
7. Emphasize the main message

### Practice Task (Do This Now)

#### Task

1. Open an old design you don't like
2. Apply all 7 rules:
  - Align everything
  - Remove extra elements
  - Improve contrast
  - Reduce fonts to two
  - Limit colors
  - Make layout consistent
  - Emphasize headline
3. Rename the design:
  - CleanDesign\_Fixed\_VI

### Quick Check (Before Moving On)

- My designs look cleaner
- Text is easy to read
- Colors are controlled
- Layouts feel balanced
- My content looks more professional

# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 1: UNDERSTAND WHAT BRANDING LOOKS LIKE IN PRACTICE

### Goal of this chapter:

Help you choose brand colors and fonts that look professional, feel intentional, and stay consistent across all your Canva designs—without overthinking or guessing.

### Step 1: Understand What Branding Looks Like in Practice

Branding is repetition, not decoration.

A strong brand means:

- Same colors appear again and again
- Same fonts are used everywhere
- Designs look connected, even when content changes

When someone sees your post, they should recognize it before they read the name.

### Step 2: Choose Your Brand Colors (Simple 3-Color Method)

#### The 3-color structure

Every brand needs:

1. Primary color – main identity color
2. Secondary color – supports the main color
3. Neutral color – background and balance

#### How to choose your colors (no design skills needed)

Option A: Start with one color you already like

- Logo color
- Favorite color
- Color you already use in business

#### Then add:

- A lighter or darker version
- A neutral (white, black, light grey, dark grey)

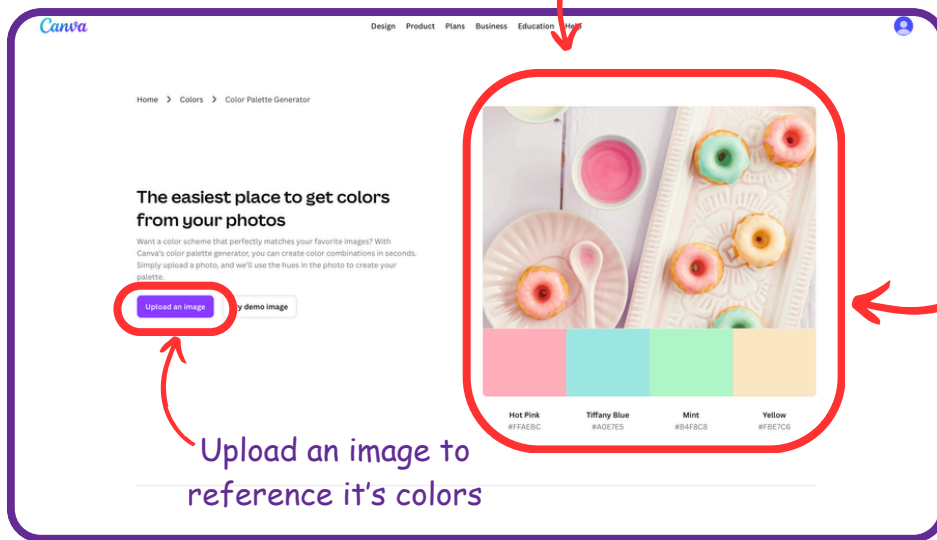
# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 2: CHOOSE YOUR BRAND COLORS (SIMPLE 3-COLOR METHOD)

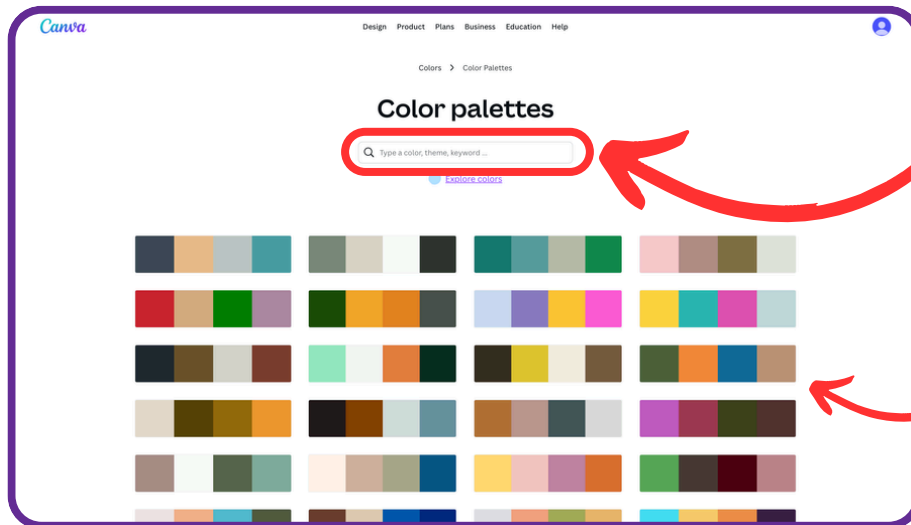
### Option B: Use Canva's built-in palettes

- Click Elements
- Search "color palette"
- Choose one with 3-5 colors
- Pick only 3 to start

Canva color palettes help you choose matching colors without guessing.



An example of color palette from a referenced image



Search for colors or themes here

Color palettes

# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 3: SAVE YOUR BRAND COLORS IN CANVA

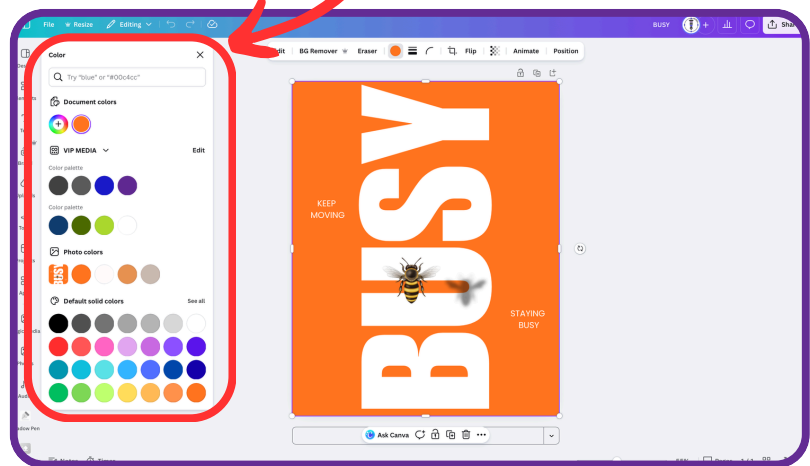
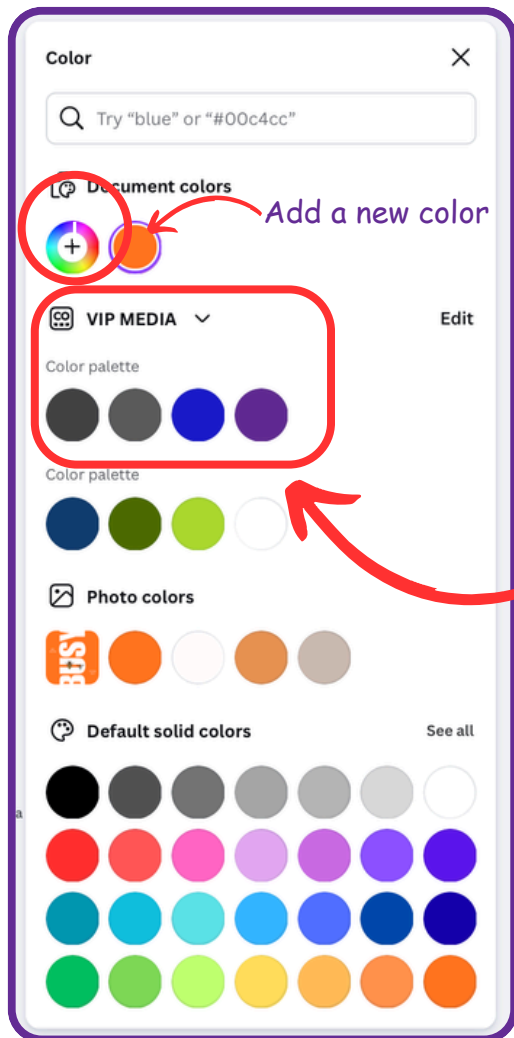
### How to save colors

1. Click any element
2. Click the color square
3. Select Add new color
4. Paste or select your brand colors

Saving brand colors allows you to apply the same colors to every design with one click.

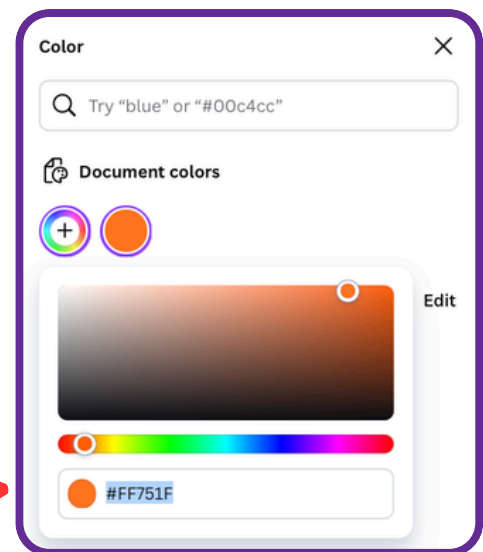
### Keep it simple

- Save only your chosen brand colors
- Do not save every color you see



Brand colors in brand kit

Paste color code or select brand color



# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 4: HOW TO USE COLORS CORRECTLY IN DESIGNS

### Simple color rules

- Background: neutral color
- Text: dark on light or light on dark
- Accent: use primary color for highlights

### Where to use your primary color

- Headings
- Buttons
- Important words
- Icons

### Where not to overuse color

- Body text
- Backgrounds with text
- Decorative elements



Primary colors should be used for emphasis, not for everything.



# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 5: CHOOSING FONTS (BEGINNER-SAFE METHOD)

### Font roles (keep this structure)

- Heading font – bold, eye-catching
- Body font – simple and readable

### Font style guide

- Headings: bold, thick, clear
- Body text: clean, simple, easy to read
- 

### Beginner-friendly Canva fonts

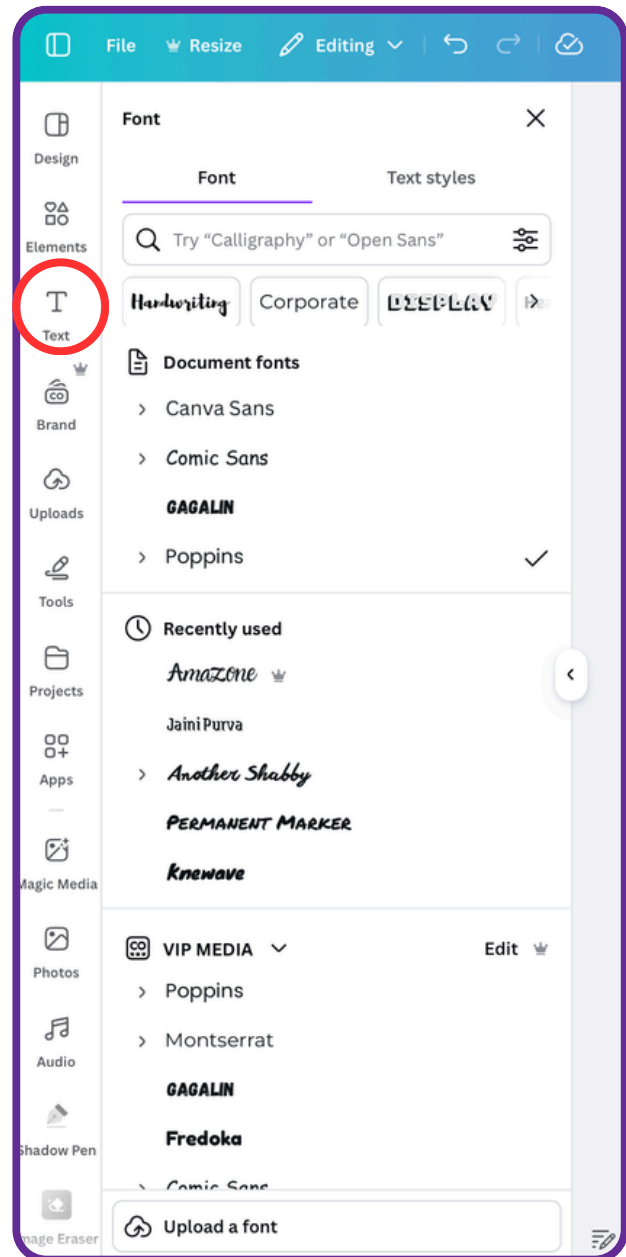
#### Good for headings

- Montserrat
- Poppins
- League Spartan

#### Good for body text

- Open Sans
- Lato
- Roboto

Choose fonts that are clear and readable across all devices.



### STEP 6: FONT PAIRING RULES (SO FONTS DON'T CLASH)

#### Safe pairing formula

- One bold font + one simple font

#### What to avoid

- Two script fonts
- Two similar fonts
- Decorative fonts for long text

#### Script fonts (use carefully)

- Only for:
  - Names
  - Small accents
  - Highlights

**TEXT STYLE**  
Best Fonts



Strong font pairing  
improves readability  
and visual balance.

# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 7: APPLY FONTS CONSISTENTLY

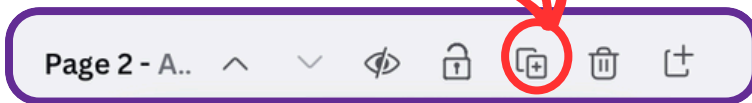
### Where fonts should match

- Instagram posts
- Stories
- Flyers
- Presentations
- Videos

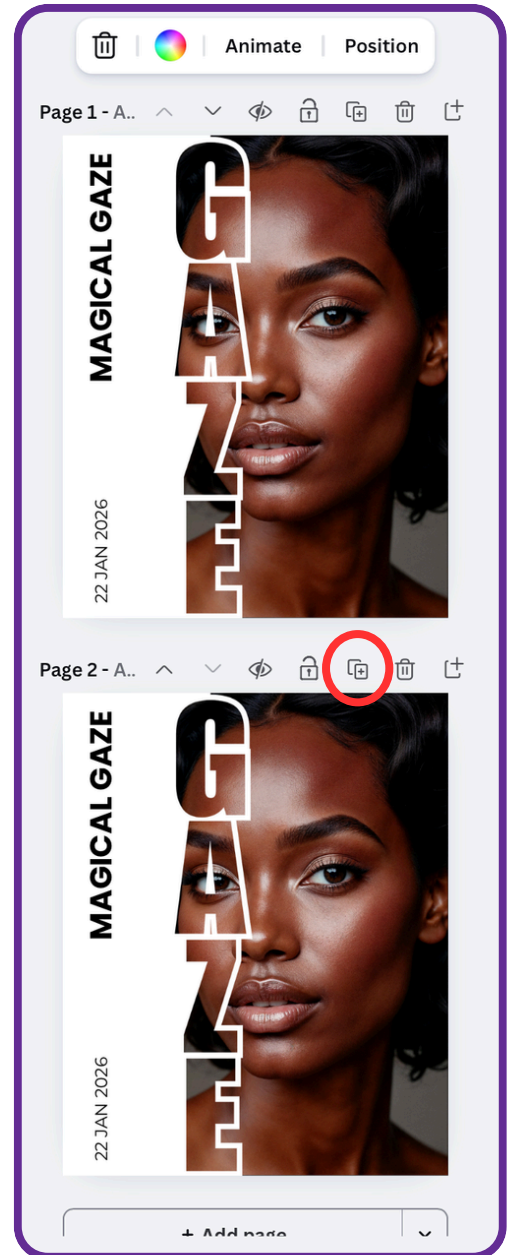
### Canva shortcut

- Duplicate designs instead of creating new ones
- Change text, not fonts

Duplicate



Duplicating designs keeps fonts and spacing consistent.



# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## STEP 8: CREATING A SIMPLE BRAND REFERENCE PAGE

This is your personal brand guide.

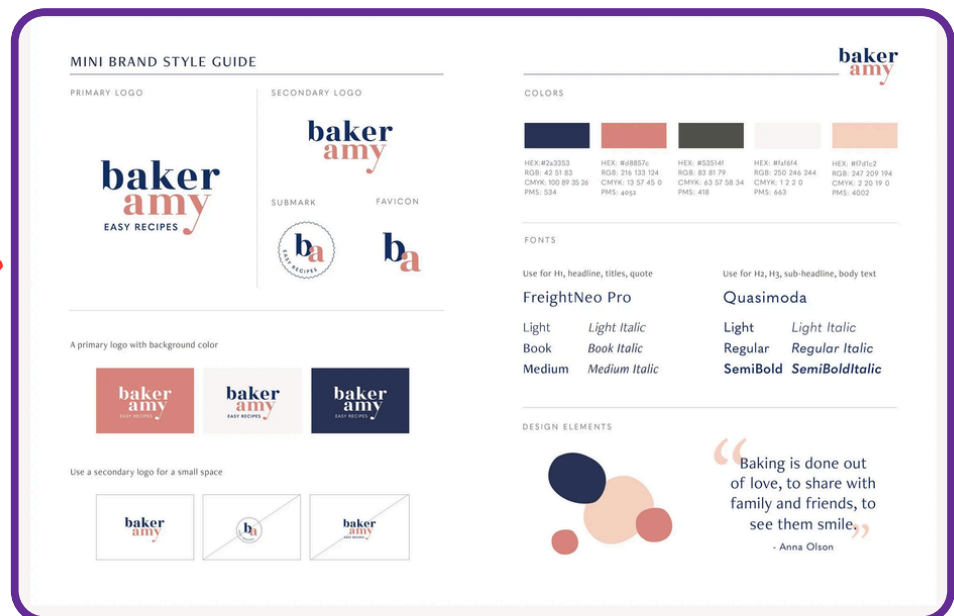
### What to include

- Brand colors (swatches)
- Heading font
- Body font
- Example headline
- Example body text

### How to create it

1. Create a new design
2. Add color blocks
3. Add font samples
4. Save it in your Brand folder

A brand reference page keeps your colors and fonts consistent across all designs.



# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## MINI ASSIGNMENT (DO THIS NOW)

### Step 9: Common Branding Mistakes to Avoid

- ✗ Changing colors every post
- ✗ Using new fonts randomly
- ✗ Designing without checking brand colors
- ✗ Overusing bright colors
- ✗ Using decorative fonts for body text
- ✓ Repeat the same colors
- ✓ Stick to two fonts
- ✓ Use templates
- ✓ Keep designs simple

### Task

1. Choose:
  - 1 primary color
  - 1 secondary color
  - 1 neutral color
2. Choose:
  - 1 heading font
  - 1 body font
3. Create a Brand Reference Page
4. Save it in your Brand folder
5. Rename it:
  - Brand\_Colors\_&\_Fonts\_Guide

### Quick Check (Before Moving On)

- I selected 3 brand colors
- I chose 2 fonts
- I saved my colors in Canva
- I created a brand reference page
- My designs look consistent

# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 1: CHOOSE THE RIGHT PHOTO (BEFORE EDITING)

### Goal of this chapter:

Show you how to turn ordinary photos into clean, professional visuals using Canva—even if the photo was taken on a phone.

You do not need a good camera.  
You need good editing habits.

### Step 1: Choose the Right Photo (Before Editing)

#### What to look for

- Clear subject (person, product, object)
- Good lighting (not too dark)
- Simple background

#### What to avoid

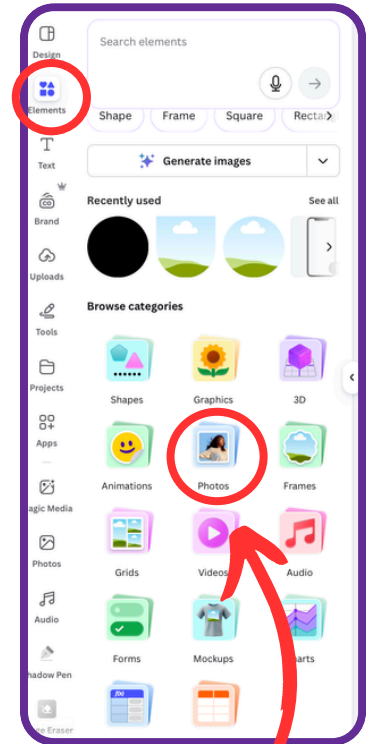
- Very dark photos
- Busy backgrounds
- Blurry images

#### Where to get photos

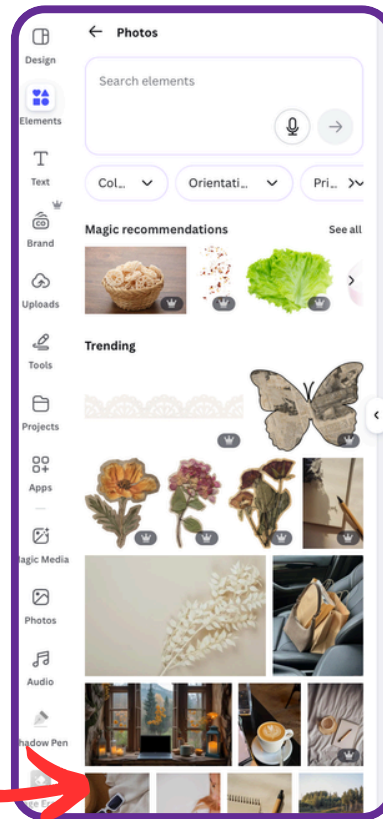
- Your phone
- Canva Photos
- Free photo libraries (inside Canva)

Use Canva's photo library or your own images as the base for professional designs.

Elements



Photos



# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 2: CROP THE PHOTO CORRECTLY

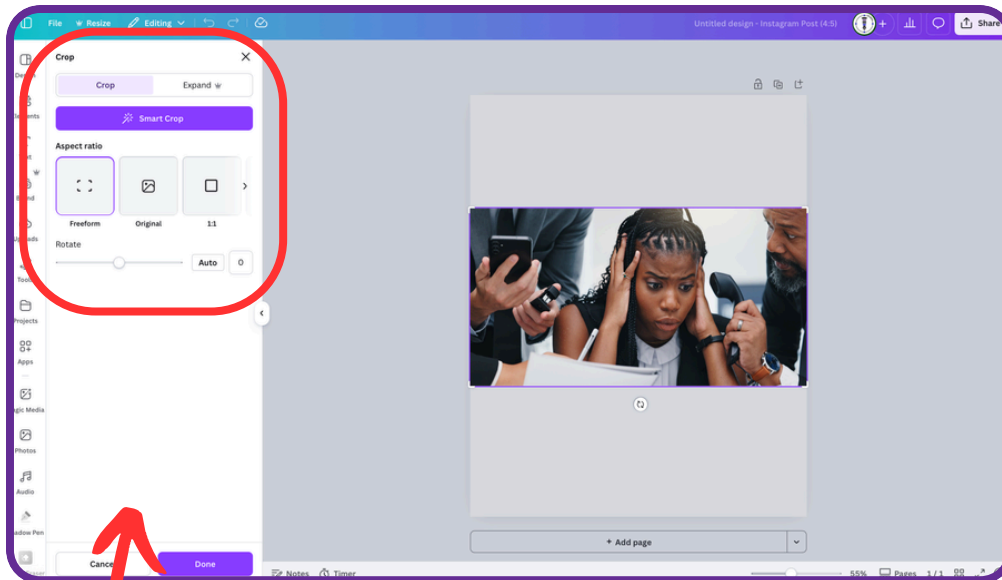
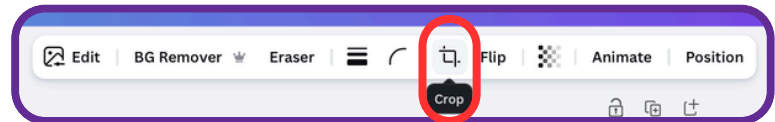
### How to crop

1. Click the photo
2. Click Crop
3. Adjust edges
4. Center the main subject

### Cropping rules

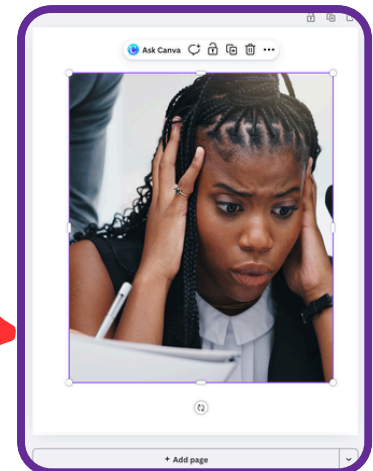
- Remove distractions
- Keep the subject visible
- Do not cut off heads or products

Crop



Cropping removes distractions and focuses attention on the main subject.

Image after cropping

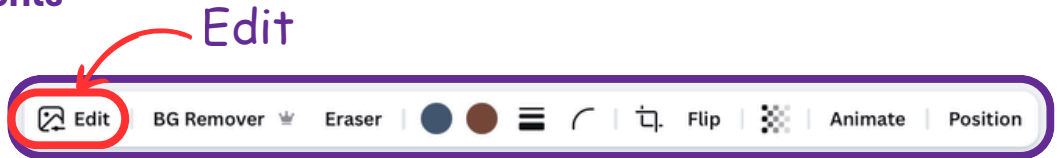


# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 3: BASIC PHOTO ADJUSTMENTS (THE ONLY ONES YOU NEED)

### Where to find adjustments

1. Click the photo
2. Click Edit photo
3. Open Adjust



### Adjust these settings (in this order)

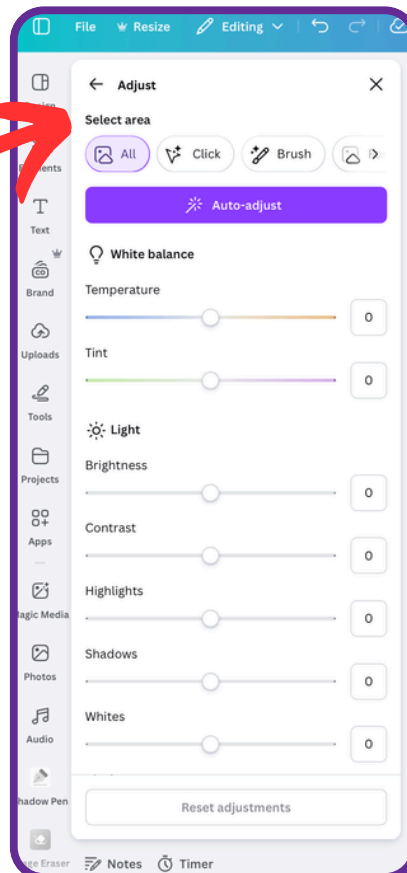
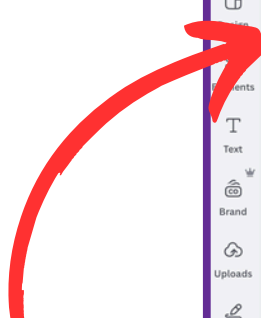
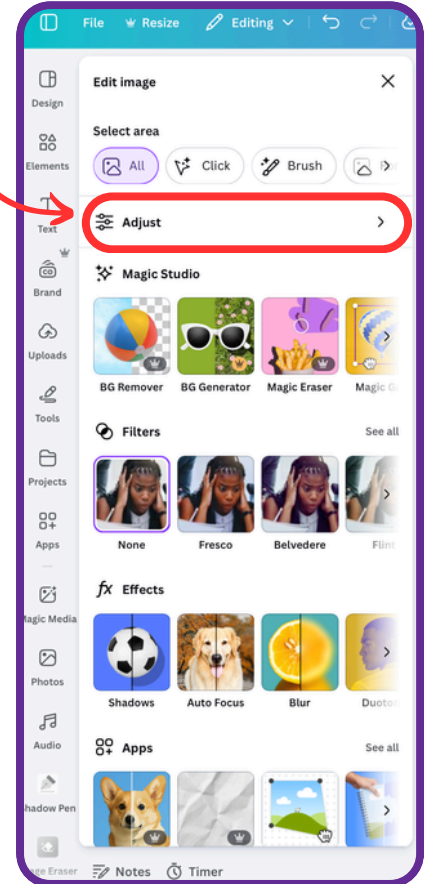
- Brightness – slightly up
- Contrast – slightly up
- Highlights – slightly down
- Shadows – slightly up
- Saturation – very small increase

### Rule

Small changes only.

If you notice the effect too much, reduce it.

Adjust



Basic photo adjustments improve clarity without making images look artificial.

## CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

### STEP 4: MAKE PHOTOS MATCH YOUR BRAND STYLE

#### How to keep photos consistent

- Use similar brightness
- Use similar contrast
- Avoid mixing very dark and very bright images

#### Canva shortcut

- Apply the same adjustments to multiple photos

Before



After



Consistent editing helps all photos  
match your brand style



# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 5: REMOVE OR REDUCE BACKGROUND DISTRACTIONS

### Option A: Background Remover (If Available)

1. Click the photo
2. Click Edit photo
3. Select Background Remover
4. Adjust edges if needed

Background remover  
tool applied



Background removal helps  
isolate the subject and keeps  
designs clean.

# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 6: USING PHOTOS AS BACKGROUNDS (CORRECT WAY)

### How to set a photo as background

- Drag photo until it snaps into the canvas

### Improve readability

- Add a transparent shape over photo
- Reduce photo brightness slightly
- Place text on calm areas of the image



Photos used as backgrounds should be softened to keep text readable.



# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

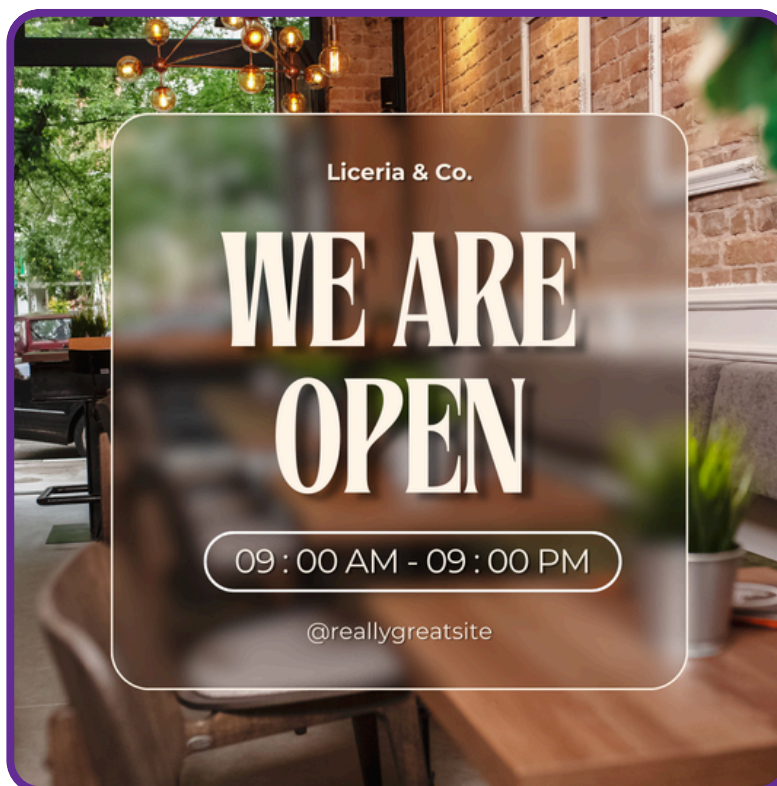
## STEP 7: ONE-PHOTO POST LAYOUT (SIMPLE & EFFECTIVE)

### Layout structure

- One strong image
- One clear headline
- One call to action

### Best uses

- Personal brand posts
- Service promotions
- Announcements



One-photo layouts keep content clean and easy to understand.



# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 8: AVOID OVER-EDITING

### Signs of over-editing

- Very bright whites
- Strong orange or blue tones
- Heavy filters
- Loss of natural detail

### Rule

Your photo should still look real.

Over-editing reduces trust. Clean edits look natural and professional.



Clean

Over-edited

# CHAPTER 6: PHOTOS THAT LOOK PROFESSIONAL (EVEN FROM A PHONE)

## STEP 9: EXPORTING PHOTOS CORRECTLY

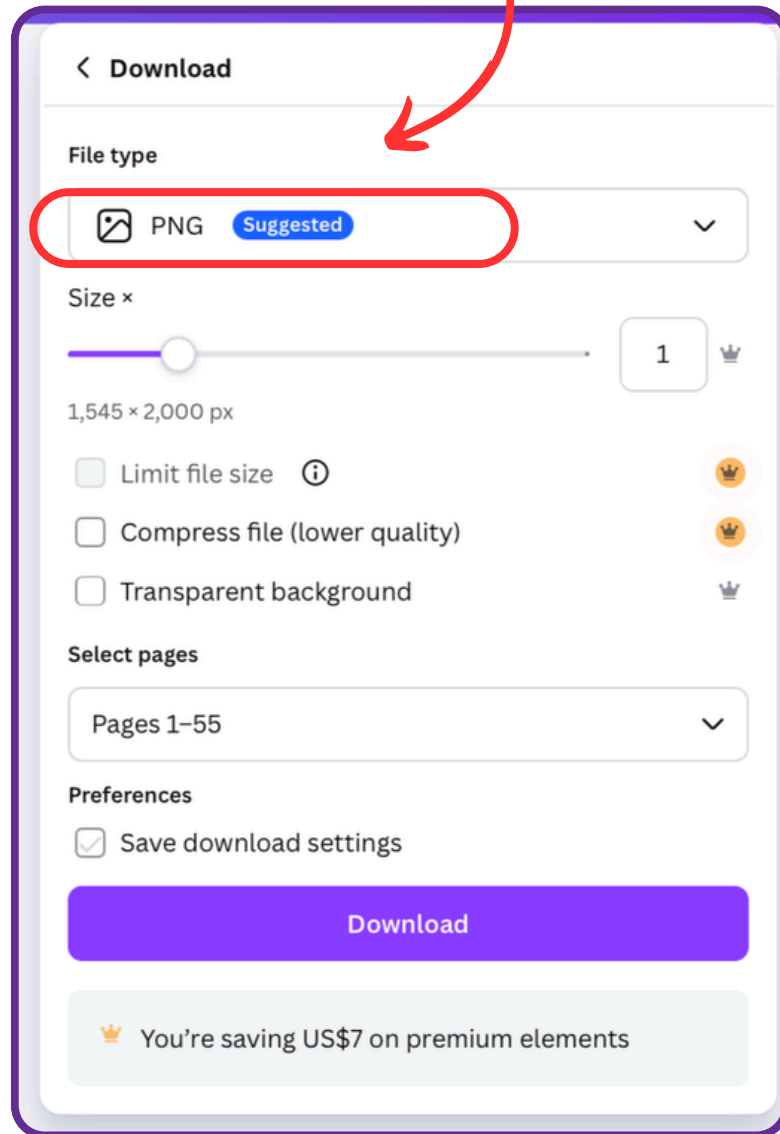
### Best settings for social media

- File type: PNG
- Quality: High

### Best settings for print

- File type: PDF Print
- Quality: High

File type



Download Settings

Always export photos in high quality  
to avoid blurry designs

# CHAPTER 5: COLORS & FONTS FOR BRANDING (WITHOUT GUESSING)

## MINI ASSIGNMENT (DO THIS NOW)

### Practice Task (Do This Now)

#### Task

1. Upload one phone photo
2. Crop it properly
3. Adjust brightness and contrast
4. Blur or remove the background
5. Add a headline and CTA
6. Save it as:
  - PhotoEdit\_Professional\_Post

### Quick Check (Before Moving On)

- I can crop photos correctly
- I know which adjustments to use
- My photos look clean, not over-edited
- Backgrounds don't distract
- Text is readable over images

# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 1: UNDERSTAND WHAT A TEMPLATE REALLY IS

### Goal of this chapter:

Help you build reusable Canva templates so you are not designing from scratch every time. By the end, you will have a small system you can reuse, duplicate, and scale for content or clients.

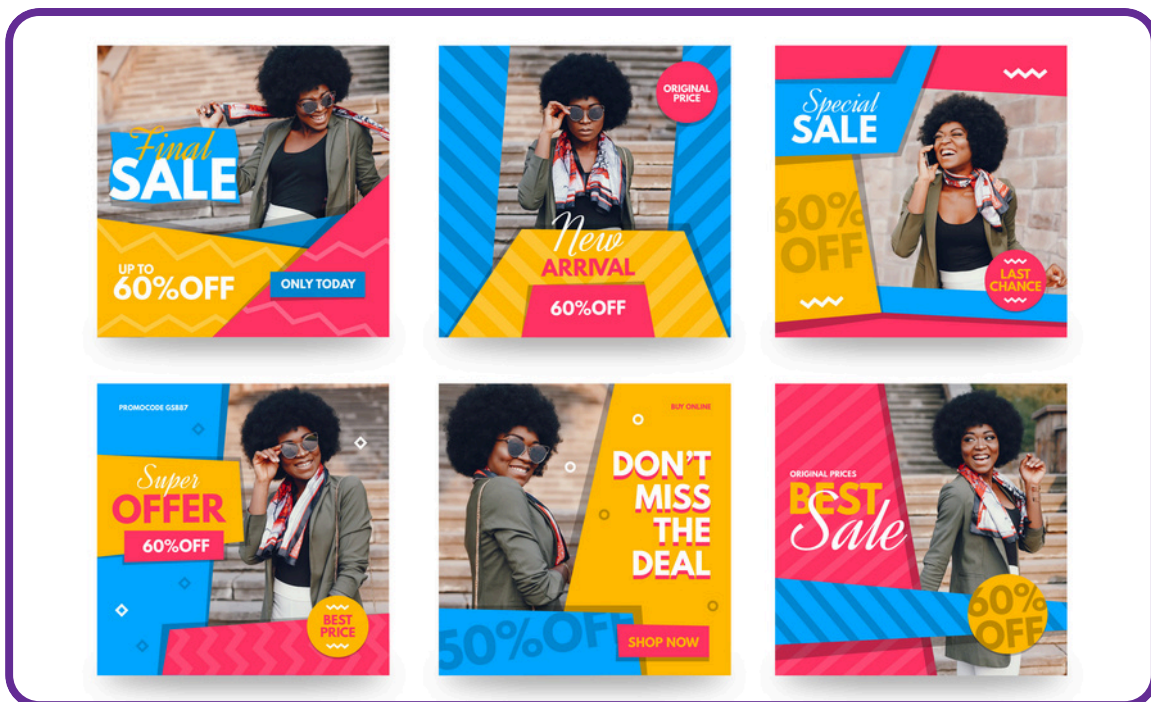
### Step 1: Understand What a Template Really Is

A template is a reusable layout where:

- Fonts stay the same
- Colors stay the same
- Spacing stays the same
- Only text, photos, or details change

You design once, then reuse forever.

Example of templates



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 2: TEMPLATES EVERY BUSINESS SHOULD HAVE

### Start with these 10 core templates:

1. Quote post
2. Tip or educational post
3. Carousel slide
4. Promo or sales post
5. Testimonial post
6. Before & after post
7. Event or announcement post
8. Reel cover
9. Story promo
10. Call-to-action post (Book now / DM us)

These cover 90% of business content.

These core templates cover most business and content needs



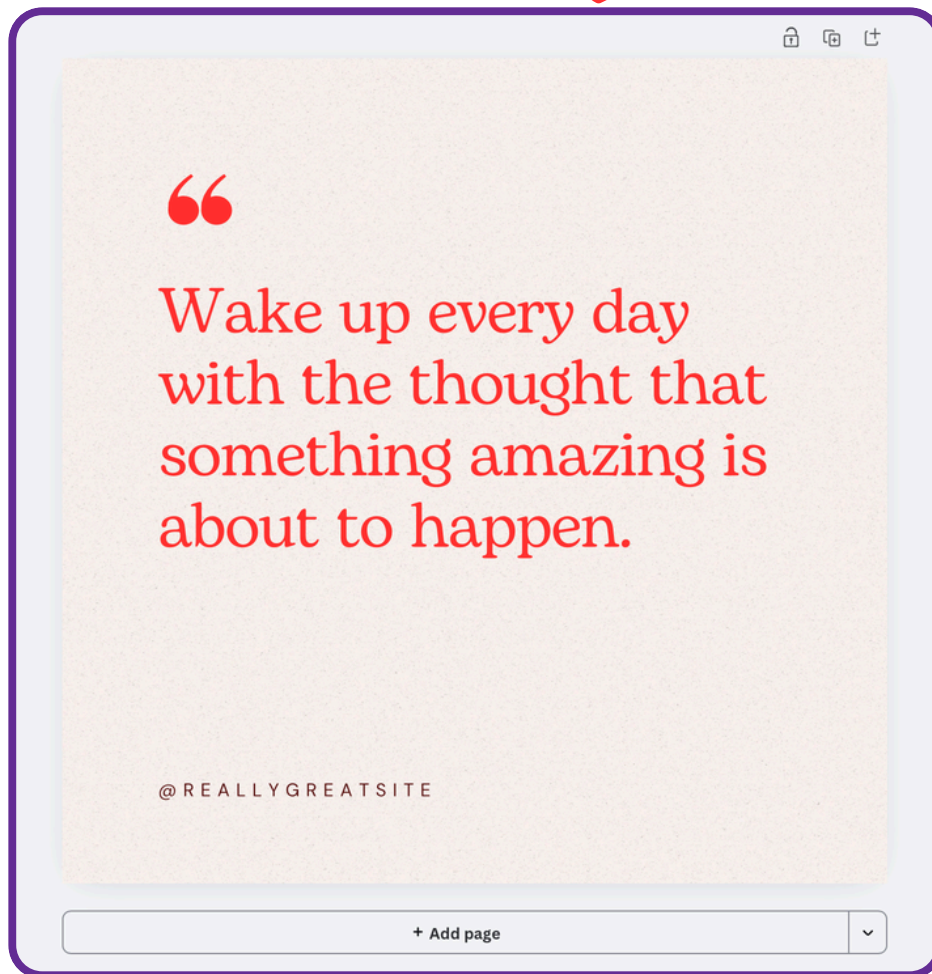
# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 3: BUILD YOUR FIRST TEMPLATE (STEP-BY-STEP)

### Example: Quote Post Template

1. Create an Instagram Post
2. Add a background (neutral color)
3. Add:
  - Heading text (quote)
  - Small text (name or brand)
4. Apply your brand:
  - Font
  - Colors
5. Align everything using guides

A clean quote template uses 1 or 2 font style, balanced spacing, and brand colors.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

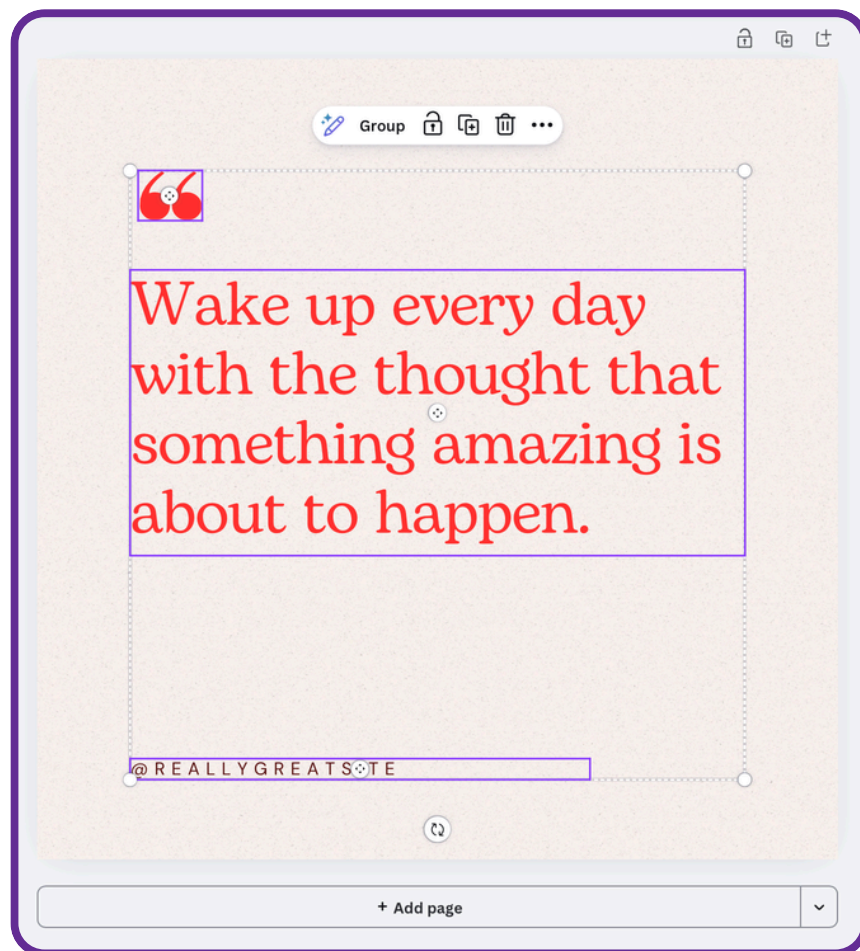
## STEP 4: LOCK IN CONSISTENCY BEFORE DUPLICATING

### Before duplicating a template, check:

- Font sizes are correct
- Colors match brand
- Spacing is even
- Alignment lines appear

Fix these once, not every time.

Always confirm alignment and spacing before turning a design into a template.



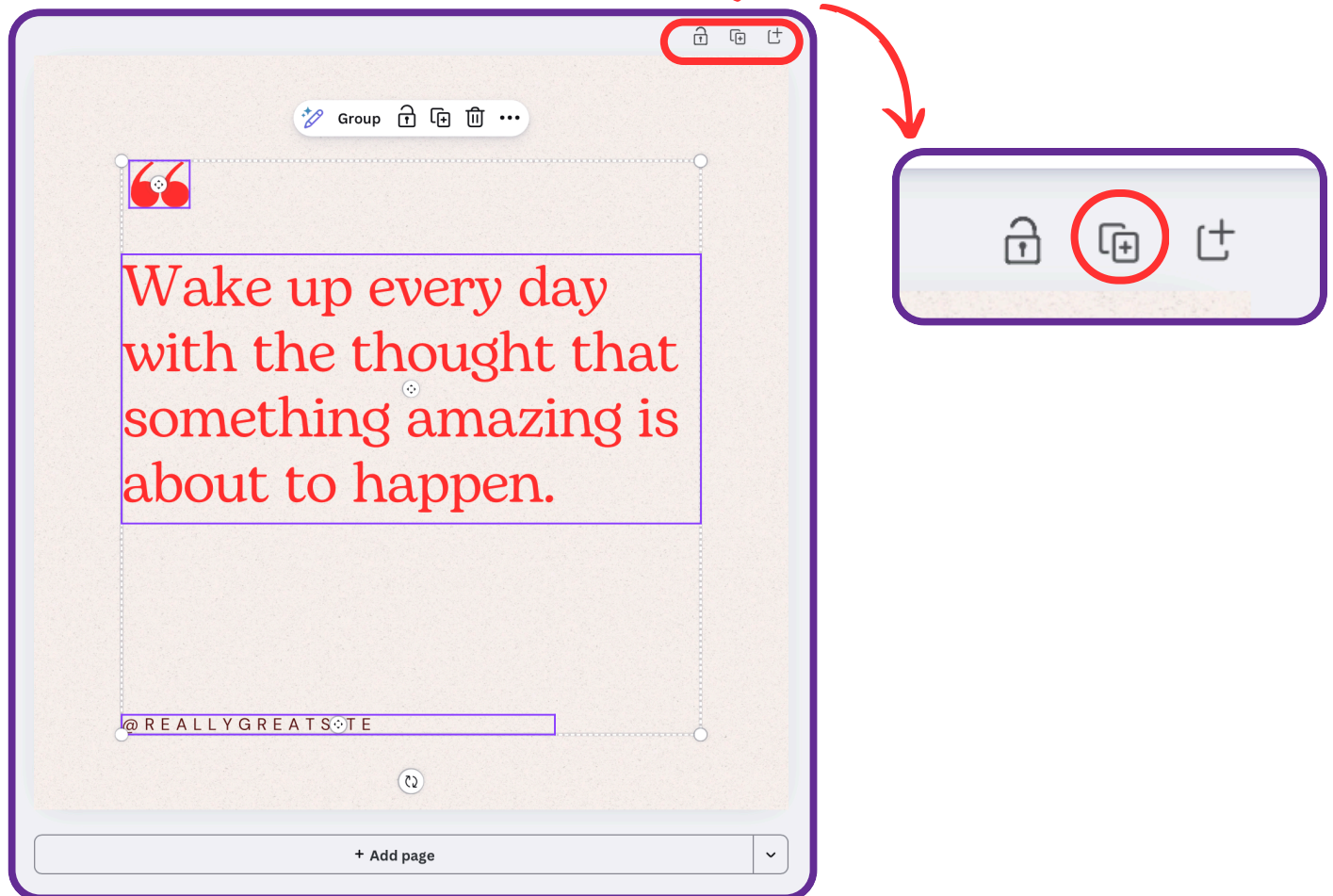
# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 5: DUPLICATE TEMPLATES THE RIGHT WAY

### How to duplicate

1. Click Duplicate page or Duplicate design
2. Edit text only
3. Do not resize or move layout

Duplicating templates allows you to create new content without breaking the layout.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 6: ORGANIZE TEMPLATES INSIDE FOLDERS

### Folder structure for templates

Inside Projects, create:

- Templates
  - Posts
  - Stories
  - Reels
  - Flyers

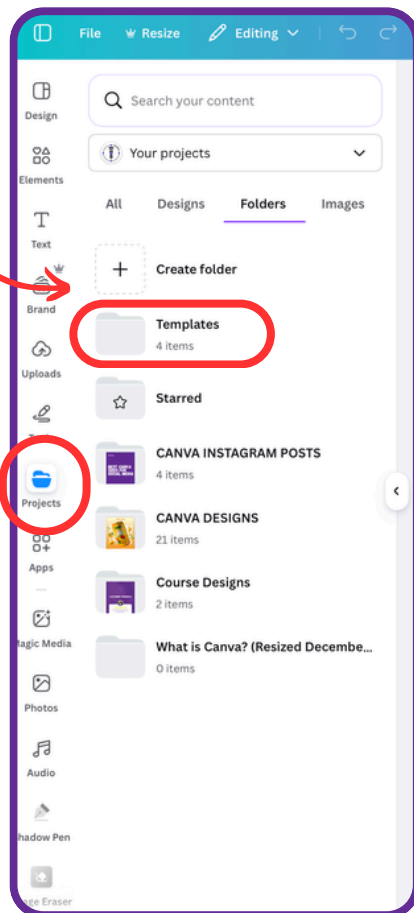
Why this helps

- Faster access
- Less confusion
- Easy reuse

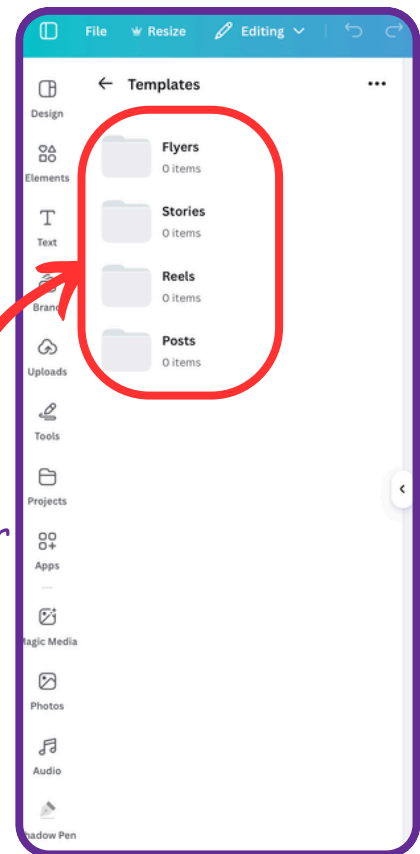
Storing templates in folders keeps your workflow organized and fast.

Templates Folder

Projects



Folders inside template folder



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 7: TURN ANY DESIGN INTO A TEMPLATE

### Template checklist

- Neutral wording
- Placeholder text
- Generic images
- Brand colors applied

Rename properly

- Template\_Quote\_Post
- Template\_Promo\_Flyer

Templates should use placeholder text that is easy to replace.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 8: CAROUSEL TEMPLATES (HIGH-VALUE CONTENT)

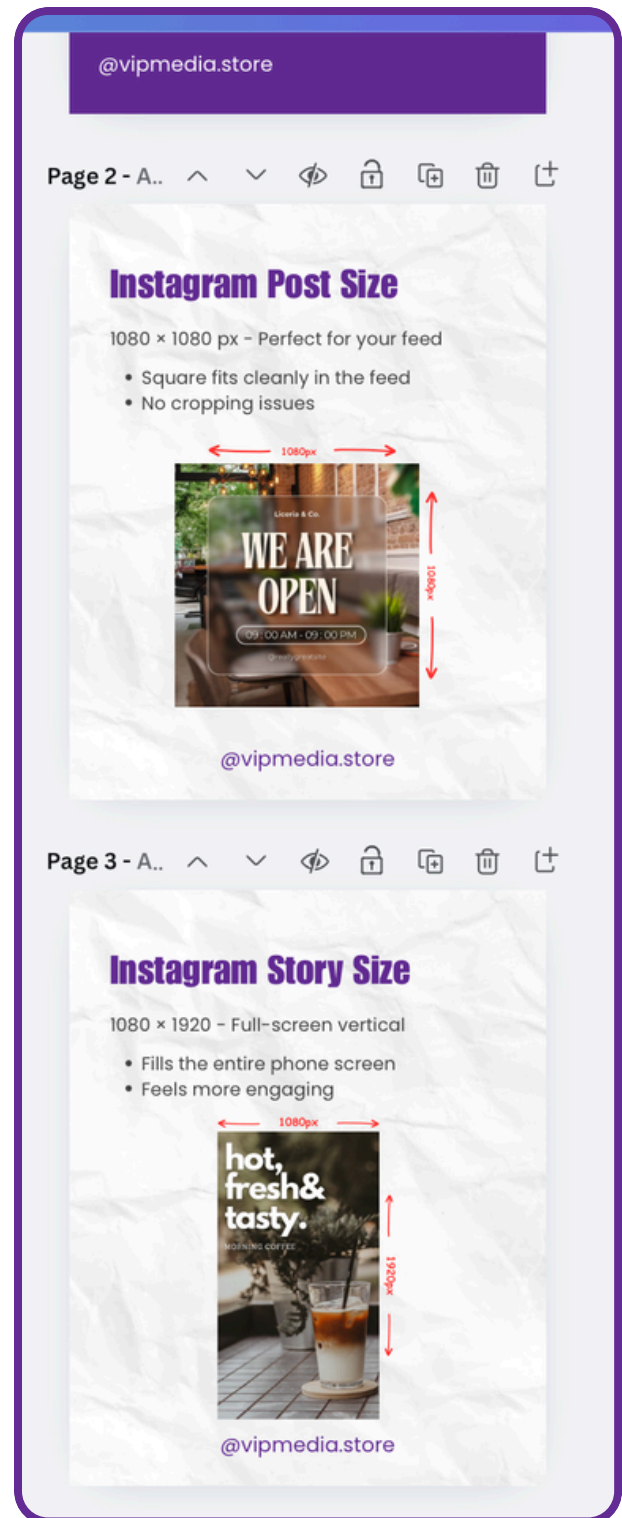
### Simple carousel structure

- Slide 1: Hook
- Slide 2–5: Content
- Slide 6: Summary
- Slide 7: Call to action

### How to build

1. Design one slide
2. Duplicate page
3. Change text only

Duplicating carousel slides  
keeps spacing and design  
consistent.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP 9: STORY & REEL COVER TEMPLATES

### Story templates should:

- Be simple
- Have clear text
- Match feed designs

### Reel cover templates should:

- Use bold text
- Be readable at small size
- Match brand colors



Reel cover templates improve feed consistency and recognition.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

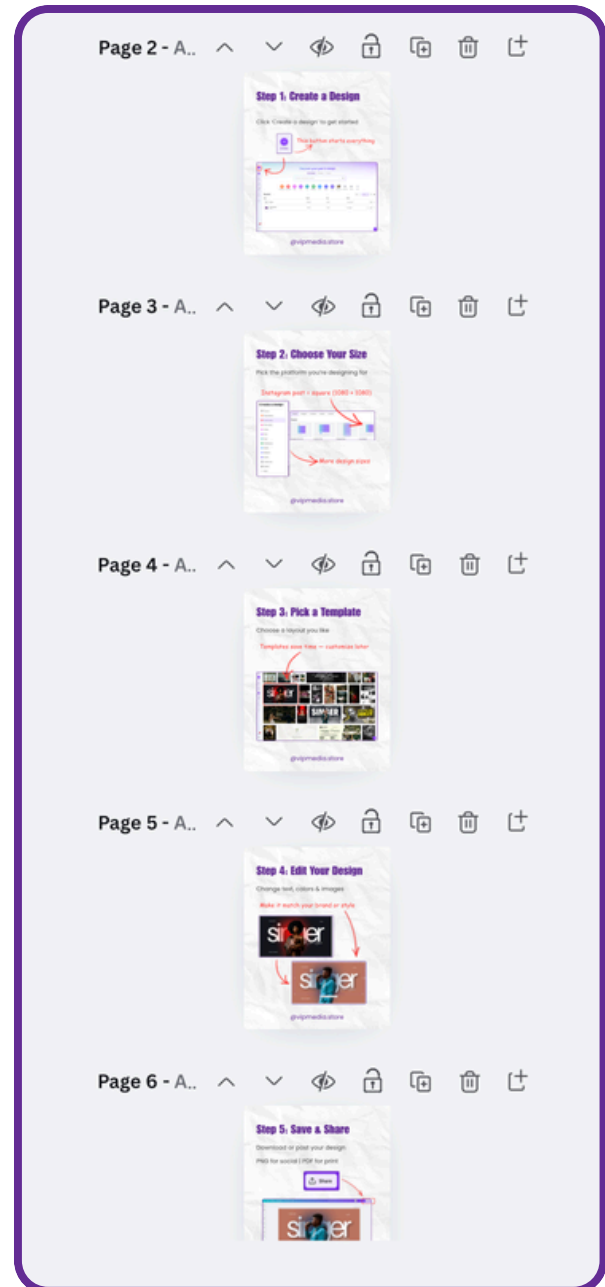
## STEP 10: USE TEMPLATES FOR SPEED (BATCH CONTENT)

### Batch workflow

1. Open template
2. Duplicate 10 times
3. Change text and images
4. Export all at once



Templates make it easy to create multiple posts quickly.



# CHAPTER 7: TEMPLATE SYSTEM (CREATE ONCE, USE FOREVER)

## STEP II: COMMON TEMPLATE MISTAKES TO AVOID

- ✗ Designing new layouts every post
- ✗ Changing fonts inside templates
- ✗ Using too many colors
- ✗ Saving templates in random folders

- ✓ Fix layout once
- ✓ Duplicate, don't redesign
- ✓ Keep templates simple
- ✓ Store them properly

### Practice Task (Do This Now)

Create 5 templates:

1. Quote post
2. Tip post
3. Promo post
4. Carousel slide
5. Reel cover

Save them as:

- Template\_Quote
- Template\_Tip
- Template\_Promo
- Template\_Carousel
- Template\_ReelCover

Store them inside:

- Projects → Templates → Posts/Reels

### Quick Check (Before Moving On)

- I created reusable templates
- My fonts and colors stay consistent
- Templates are stored properly
- I can duplicate designs quickly
- My workflow is faster

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 1: WHAT A CAROUSEL IS (IN SIMPLE TERMS)

### Goal of this chapter:

Show you how to create carousel posts that people actually swipe, save, and share—using a clear structure you can reuse for any topic.

### Step 1: What a Carousel Is (In Simple Terms)

A carousel is a multi-slide post where:

- Each slide continues the message
- The viewer swipes left to see more
- The goal is to keep attention from slide 1 to the last slide

One carousel = multiple chances to explain, teach, or sell.

### Step 2: The Only Carousel Structure You Need

Use this 7-slide formula for almost everything:

1. Hook – Stop the scroll
2. Problem – What the reader struggles with
3. Promise – What they'll learn
4. Steps / Tips – The main value
5. Example – Make it real
6. Summary – Key takeaway
7. Call to Action – What to do next

You can reduce or extend slides, but this structure always works.

Templates make it easy to create multiple posts quickly.



# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 3: SLIDE 1 – THE HOOK (MOST IMPORTANT SLIDE)

### What the hook must do

- Grab attention immediately
- Make people curious
- Be easy to read in 1 second

### Hook writing tips

- Use short sentences
- Use bold statements
- Avoid paragraphs

### Examples

- “You’re using Canva wrong.”
- “This is why your posts get ignored.”
- “Stop doing this in Canva.”



The first slide must be bold and clear to stop the scroll.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 4: SLIDE 2 – THE PROBLEM

### Purpose of this slide

- Make the reader feel understood
- Show that you know their struggle

### Keep it simple

- One problem
- One idea
- No long explanations



Problem slides connect with the reader and keep them swiping.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 5: SLIDE 3 – THE PROMISE

### What this slide does

- Tells the reader what they will gain
- Sets expectations

### Example

- “Here’s how to fix it in Canva.”
- “By the end of this post, you’ll know exactly what to do.”



The promise slide tells the reader why they should continue swiping.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 6: SLIDES 4–5 – VALUE SLIDES (STEPS OR TIPS)

### What to include

- Clear steps
- Short tips
- One idea per slide

### Layout rules

- Big headline
- Small supporting text
- Plenty of spacing

### Canva tip

- Duplicate one slide
- Change text only



Value slides should be simple, readable, and focused on one point.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 7: SLIDE 6 – EXAMPLE OR PROOF

### Purpose

- Show how it looks in real life
- Build trust

### Example types

- Before & after
- Screenshot
- Real scenario
- Short explanation



Examples help the reader understand how to apply the information.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 8: SLIDE 7 – CALL TO ACTION (DON'T SKIP THIS)

### What a CTA should do

- Tell the reader what to do next

### Simple CTA ideas

- "Save this post"
- "Follow for more tips"
- "Comment 'CANVA'"
- "DM us for help"



Every carousel should end with a clear call to action.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 9: DESIGN RULES FOR CAROUSELS

### Keep it readable

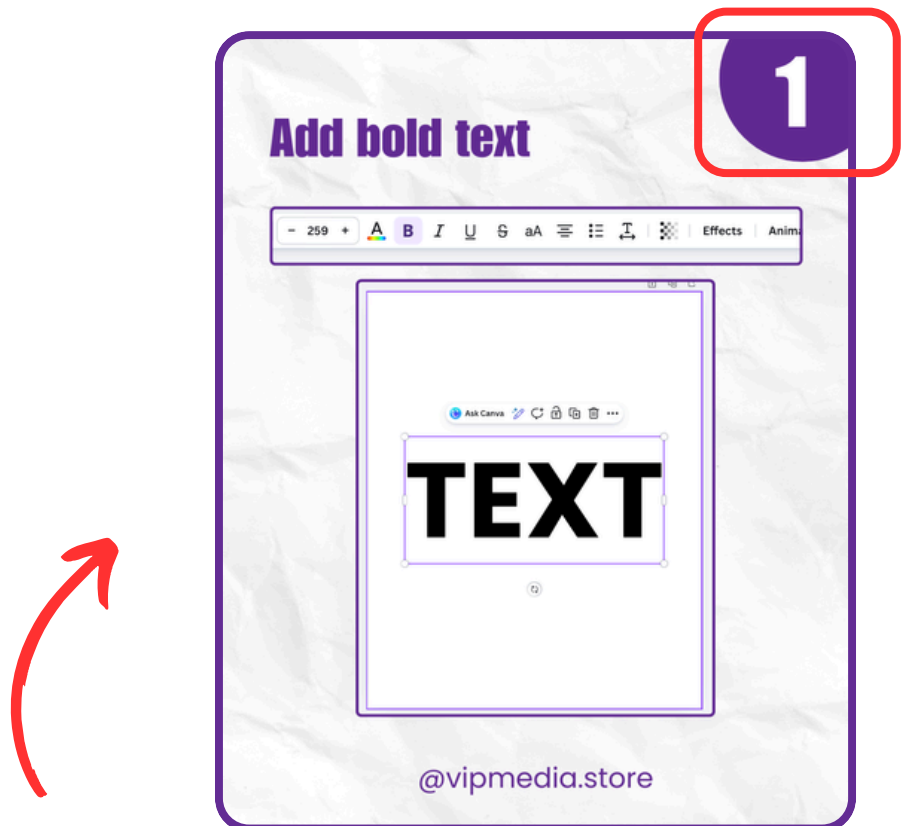
- Large text
- Strong contrast
- Simple fonts

### Keep it consistent

- Same font
- Same colors
- Same layout style

### Use page numbers (optional)

- Helps viewers know how many slides remain



Page numbers help viewers understand progress and encourage swiping.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 10: HOW TO BUILD A CAROUSEL TEMPLATE IN CANVA

### Step-by-step

1. Create an Instagram Post
2. Design slide 1
3. Duplicate the page
4. Adjust text for each slide
5. Keep layout consistent



Duplicating pages allows you to build carousels quickly without redesigning each slide.

# CHAPTER 8: CAROUSELS (SWIPE POSTS THAT TEACH AND SELL)

## STEP 10: HOW TO BUILD A CAROUSEL TEMPLATE IN CANVA

### Step 11: Common Carousel Mistakes to Avoid

- ✗ Too much text on one slide
- ✗ Weak or boring hook
- ✗ Inconsistent design
- ✗ No call to action
- ✗ Changing fonts mid-carousel

- ✓ One idea per slide
- ✓ Bold first slide
- ✓ Same layout throughout
- ✓ Clear ending action

### Practice Task (Do This Now)

Create a 7-slide carousel on a topic you know.

1. Slide 1: Hook
2. Slide 2: Problem
3. Slide 3: Promise
4. Slide 4–5: Tips
5. Slide 6: Example
6. Slide 7: CTA

Save as:

- Carousel\_Tutorial\_Template

Store it in:

- Projects → Templates → Posts

### Quick Check (Before Moving On)

- My carousel has a clear structure
- Slides are easy to read
- Design is consistent
- Each slide has one idea
- The carousel ends with a CTA

# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 1: UNDERSTAND THE PURPOSE OF PRINT DESIGNS

### Goal of this chapter:

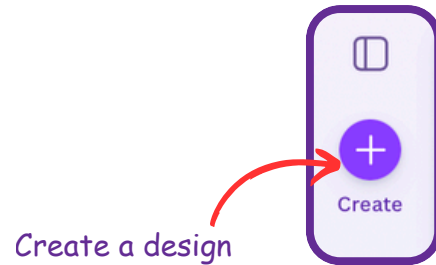
Teach you how to design flyers and posters in Canva that print correctly, look professional, and communicate clearly in real-world situations.

### Step 1: Understand the Purpose of Print Designs

Print designs are different from social media posts.

A flyer or poster should:

- Be readable from a distance
- Share key information quickly
- Guide the eye in the right order

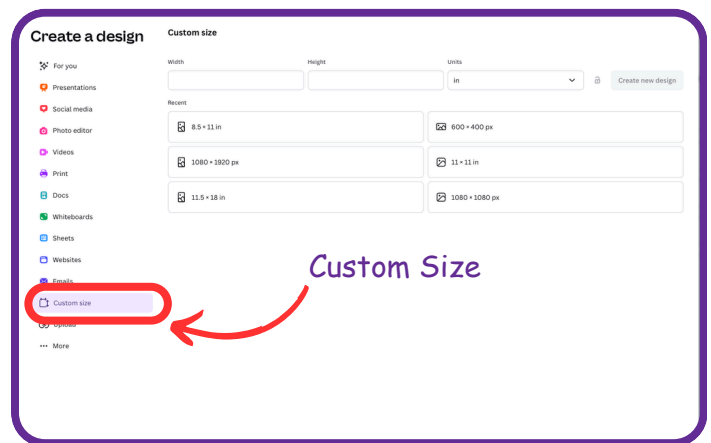


People don't "scroll" print.  
They glance.

### Step 2: Choose the Correct Print Size First

Common print sizes

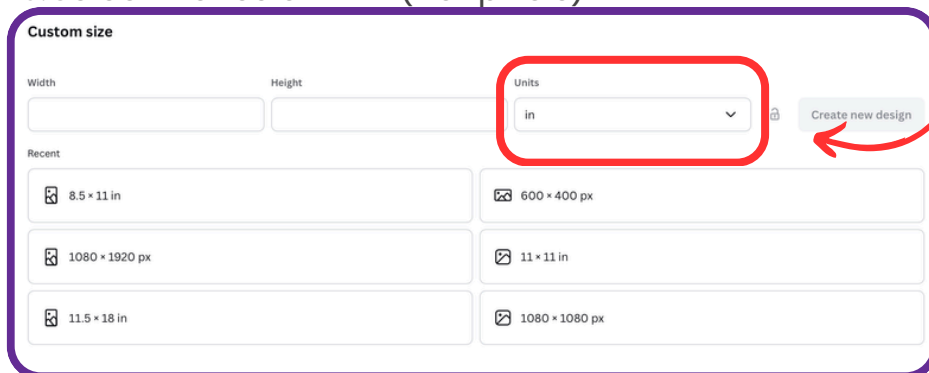
- Flyer (A4 / Letter) – events, promotions
- Poster – announcements, displays
- Business card – contact info



How to start correctly

1. Click Create a design
2. Choose Flyer, Poster, or Custom size
3. Select inches or mm (not pixels)

Always choose the correct print size before  
designing to avoid resizing issues later.



# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 3: FLYER LAYOUT FORMULA (USE THIS EVERY TIME)

### Use this simple top-to-bottom structure:

1. Headline – What is it?
2. Sub-headline – Why should I care?
3. Details – Date, time, location
4. Visual – Image or graphic
5. Call to action – What to do next
6. Contact info – Phone, WhatsApp, QR code



A clear flyer layout guides the reader from the headline to the call to action.

# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 4: HEADLINE RULES FOR PRINT

### What makes a good headline

- Short
- Bold
- Easy to read from a distance

### Font tips

- Use bold fonts
- Avoid script fonts
- Increase font size more than you think

Flyer headlines should be large and readable from a distance.



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# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 5: USING IMAGES IN PRINT DESIGNS

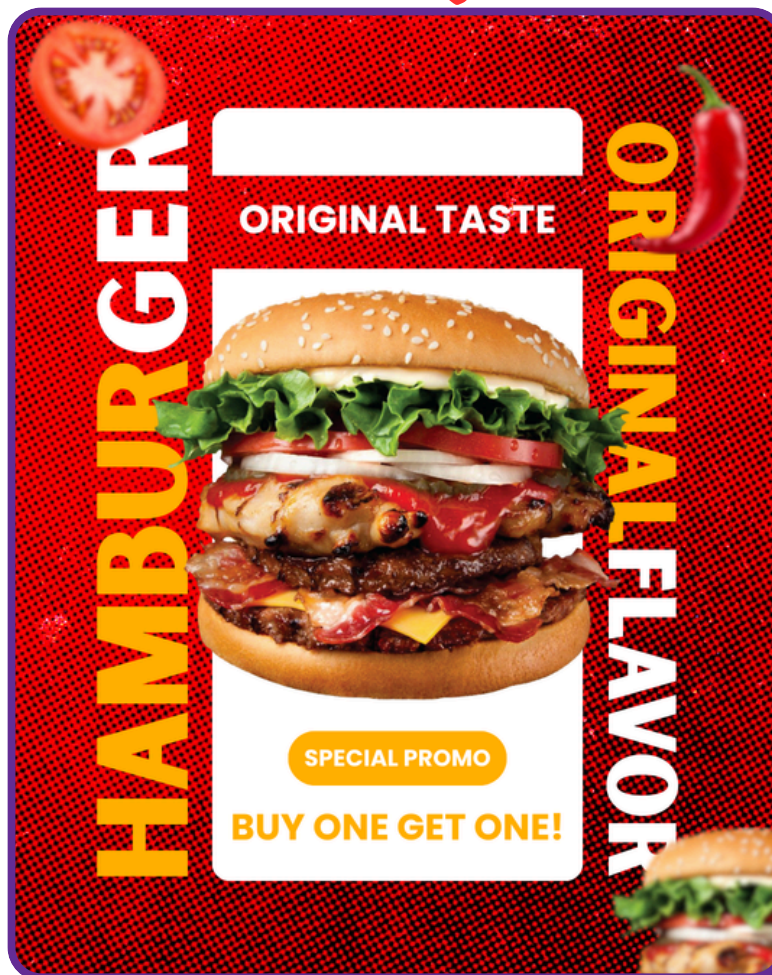
### Image rules

- Use high-quality images
- Avoid blurry phone screenshots
- One strong image is enough

### Canva tip

- Stretch image to fill section
- Avoid overcrowding with graphics

Use one clear image to support the message, not distract from it



# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 6: QR CODES FOR PRINT (VERY IMPORTANT)

QR codes make flyers interactive.

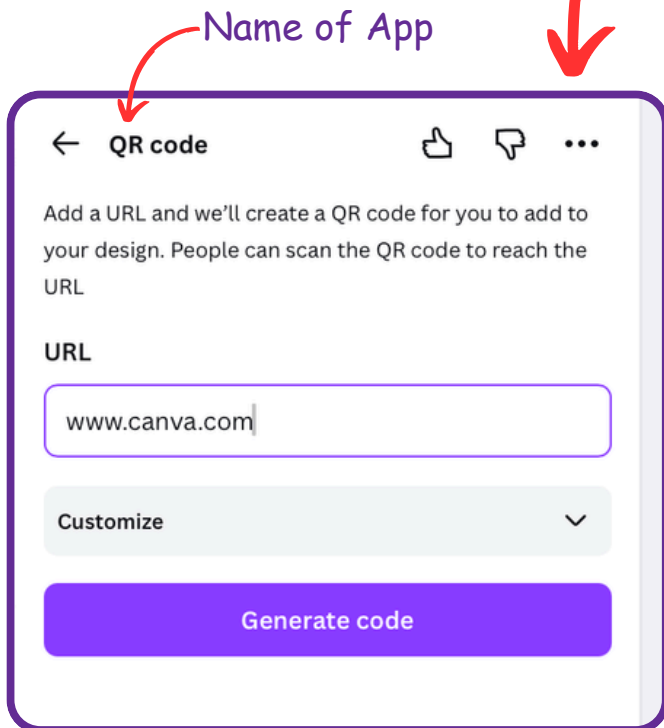
### What to link

- WhatsApp
- Booking page
- Website
- Registration form

### How to add a QR code

1. Go to Apps
2. Select QR Code
3. Paste your link
4. Generate and resize

QR codes allow people to take action instantly from printed designs.



# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 7: SPACING AND MARGINS (AVOID CUT-OFF TEXT)

### Print-safe rules

- Keep text away from edges
- Leave space around borders
- Do not place text at the very bottom

Text placed too close to edges may be trimmed during printing.

To address these challenges, ChicThreads decided to pivot its strategy towards a customer-centric approach, emphasizing gratitude and personalized communication. The brand identified that saying "thank you" in a meaningful way could be a powerful differentiator.

**Key Components of the Solution:**

1. **Personalized Thank You Notes:** ChicThreads began including handwritten thank you notes with every purchase, tailored to the customer's recent interactions and purchases.
2. **Segmented Customer Communication:** The brand segmented its customer base into specific groups—first-time buyers, repeat customers, and VIP members—allowing for tailored outreach strategies.
3. **Surprise and Delight Campaigns:** Periodically, ChicThreads would send unexpected gifts or exclusive discount codes to loyal customers as a token of appreciation.

**Implementation**

The implementation of this gratitude-driven approach was methodical and structured, ensuring that each customer segment received a personalized touch.

**Steps Taken:**

- **Customer Segmentation Analysis:** Utilizing purchasing data and customer feedback, ChicThreads segmented its customer base into three primary groups:
  - **First-Time Buyers:** Individuals who made their first purchase within the last 3 months.
  - **Repeat Customers:** Shoppers who have purchased more than once but are not part of the loyalty program.
  - **VIP Members:** Loyal customers enrolled in the brand's loyalty program, contributing to 50% of sales revenue.
- **Crafting Personalized Communications:** The marketing team developed unique thank you messages for each segment. First-time buyers received notes encouraging feedback and repeat purchases, while VIP members received personalized messages reflecting their purchase history and loyalty.
- **Integrating Technology with Personal Touch:** An automated CRM system was employed to track customer interactions and trigger the sending of personalized notes and gifts. The challenge was to maintain the personal touch while scaling the initiative.

**Overcoming Obstacles:**

- **Scalability of Personalization:** Initially, the manual process of writing and sending notes was time-consuming. ChicThreads collaborated with a tech partner to automate note generation while maintaining a personal feel.
- **Consistency Across Channels:** Ensuring that the brand's voice remained consistent across all communication channels required ongoing training and quality checks

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# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 8: COLOR USE FOR PRINT

### Print color tips

- Avoid very light text on light backgrounds
- Dark text prints clearer
- Neutral backgrounds work best

### Test rule

If it looks slightly dark on screen, it usually prints fine.

High contrast colors ensure text remains readable after printing.

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Black is easy to see on white.

Black is a high contrast color and white is a light contrast color.

Use high and light color for the best result.

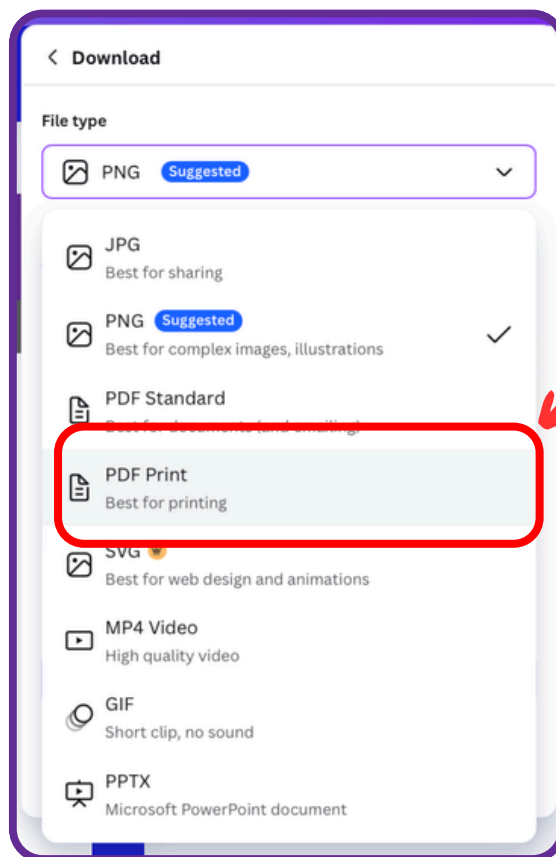
# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 9: EXPORTING FOR PRINT (CORRECT SETTINGS)

### Best export settings

1. Click Download
2. Select PDF Print
3. Turn on:
  - Crop marks (if available)
  - Bleed (if available)
4. Download

PDF Print is the best format for professional printing.



PDF Print

# CHAPTER 9: FLYERS, POSTERS, AND PRINT DESIGNS (REAL-WORLD BUSINESS USE)

## STEP 10: COMMON PRINT DESIGN MISTAKES

- ✗ Using Instagram post sizes for print
- ✗ Tiny text
- ✗ Too much information
- ✗ Low-quality images
- ✗ Forgetting contact info
- ✓ Choose print size first
- ✓ Large readable text
- ✓ Clear structure
- ✓ High-quality images
- ✓ Simple call to action

### Practice Task (Do This Now)

#### Task

Design a flyer for a real or sample event.

Include:

- Headline
- Date & time
- Location
- Image
- QR code or contact info

Save as:

- Flyer\_Event\_Print\_V1

Export as:

- PDF Print

### Quick Check (Before Moving On)

- I used the correct print size
- Text is readable from a distance
- Layout is clear
- QR code works
- Exported as PDF Print

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 1: UNDERSTAND WHAT A LOGO NEEDS TO DO

### Goal of this chapter:

Help you create a clean, usable logo or brand mark in Canva that works across social media, flyers, videos, and documents—without overcomplicating the process. This chapter focuses on function, not fancy design.

### Step 1: Understand What a Logo Needs to Do

A logo's job is simple:

- Identify your brand
- Be readable at small sizes
- Work on different backgrounds

A logo is not:

- A full poster
- A detailed illustration
- A paragraph of text

### Step 2: Choose the Right Type of Logo (Beginner-Safe)

Logo types you can easily create in Canva

1. Text Logo
  - Brand name using a strong font
2. Icon + Text Logo
  - Simple icon next to brand name
3. Brand Mark
  - Icon only (used for profile photos or watermarks)

Start with Text Logo or Icon + Text

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

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Start with Text Logo or Icon + Text

**Uber**  
Text logo

 **YouTube**  
Icon + Text

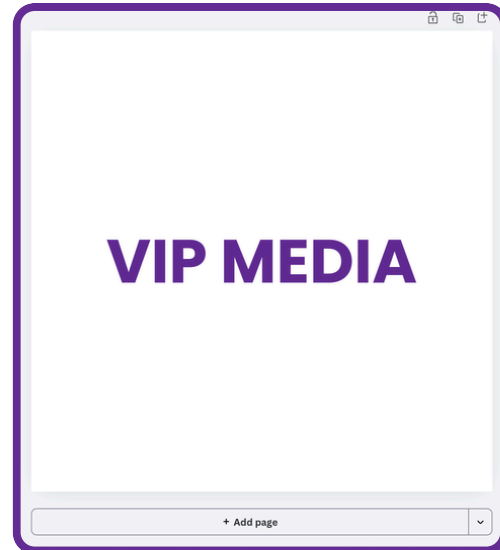
  
Brand Mark

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 3: CREATE A TEXT LOGO (STEP-BY-STEP)

### How to do it

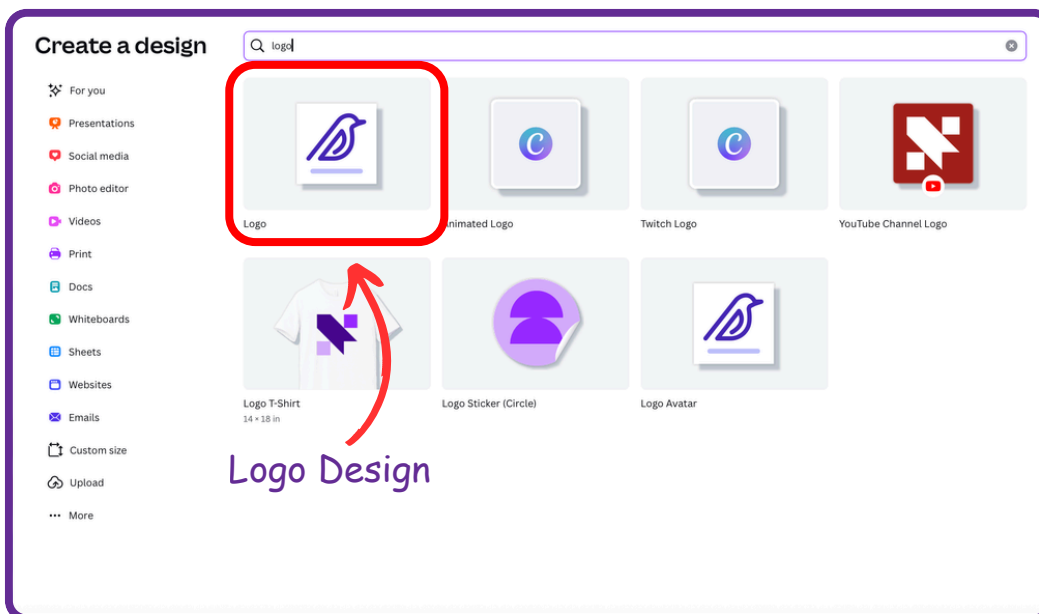
1. Click Create a design
2. Choose Logo
3. Add your brand name as text
4. Choose your heading font
5. Adjust:
  - Letter spacing
  - Font weight
  - Alignment



### Text logo rules

- Use one font
- Avoid script fonts
- Keep it bold and clean

Text logos rely on strong fonts and clean spacing.



# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

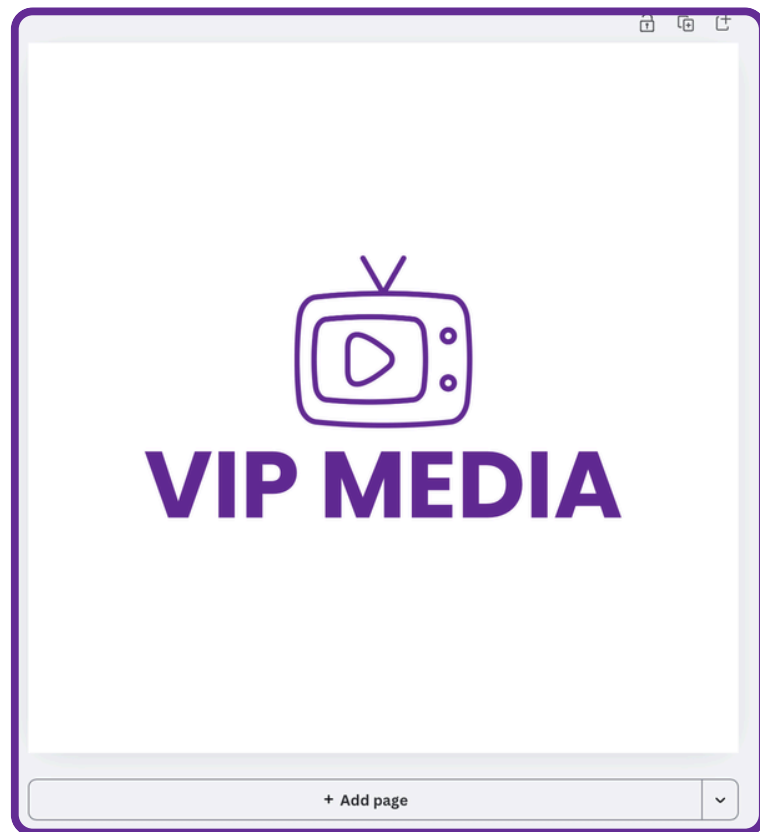
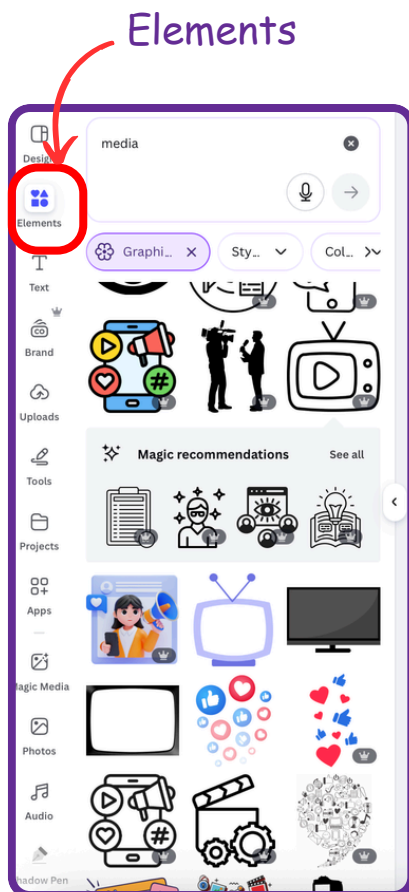
## STEP 4: ADD AN ICON (IF NEEDED)

### How to add an icon

1. Go to Elements
2. Search for a simple icon
3. Place it beside or above text

### Icon rules

- Keep it simple
- Match the brand tone
- Do not overcrowd



Icons should support the text, not overpower it.

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 5: BALANCE AND ALIGNMENT

### How to balance elements

- Center align for clean look
- Space text and icon evenly
- Use Canva guides



Proper alignment makes logos look intentional and professional.



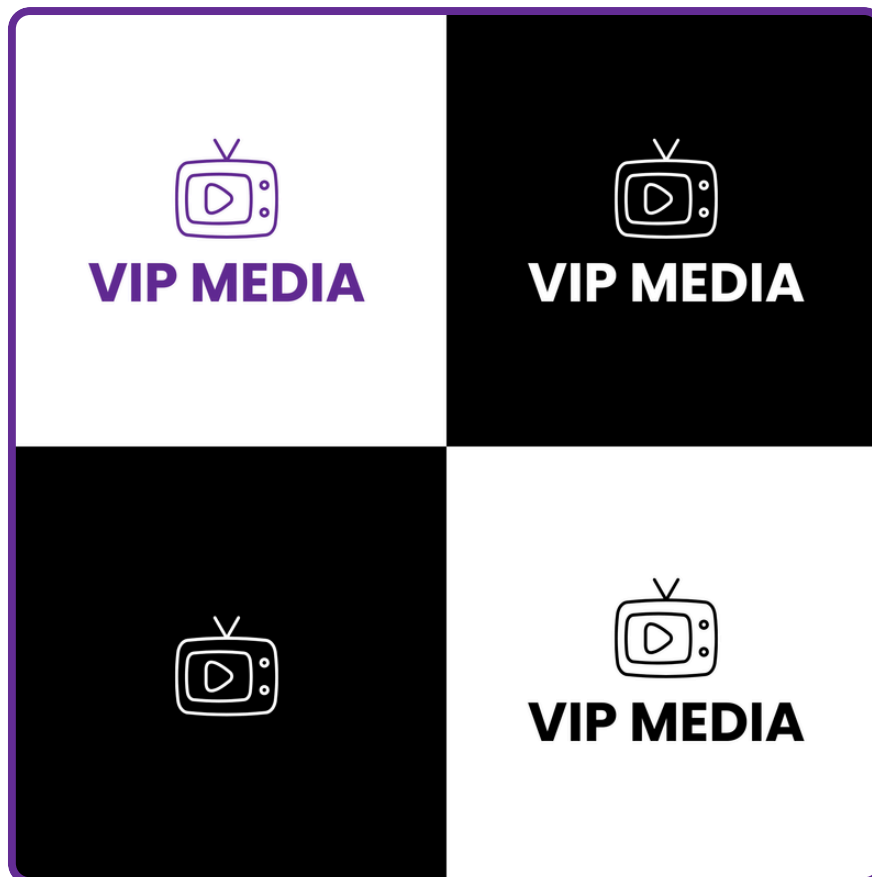
# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 6: CREATE LOGO VARIATIONS (VERY IMPORTANT)

Every logo should have multiple versions.

### Required versions

1. Primary logo (full color)
2. Black version
3. White version
4. Icon-only version



Logo variations ensure your brand works on any background.



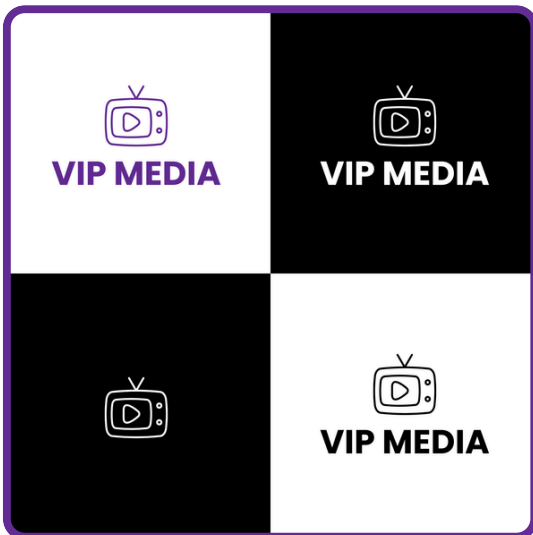
# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 7: BACKGROUNDS AND CONTRAST

### Test your logo on:

- White background
- Dark background
- Photo background

If it disappears, fix contrast.



Testing logos on multiple  
backgrounds ensures readability.

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

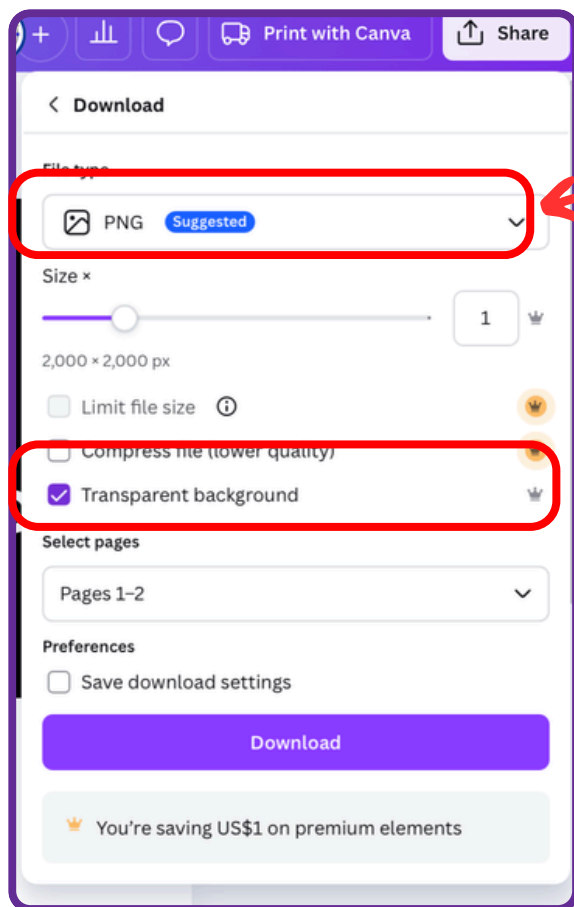
## STEP 8: EXPORT LOGOS CORRECTLY

### Best export settings

- File type: PNG
- Background: Transparent
- Quality: High

### Why transparent matters

- Place logo on any design
- No white box behind it



PNG file type

Transparency background

Always export logos with a transparent background for flexibility.

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

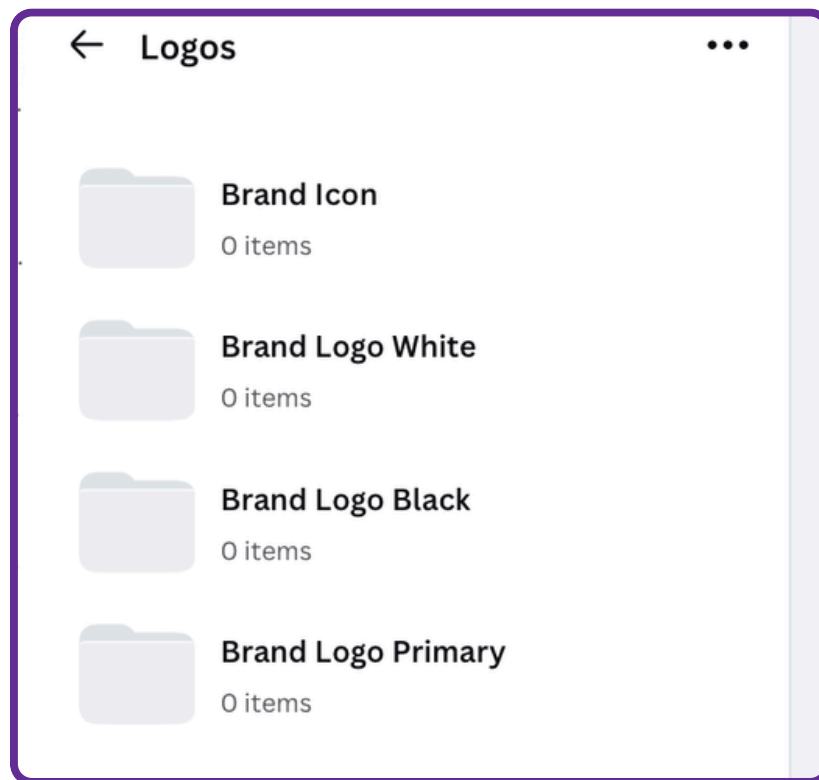
## STEP 9: STORE LOGOS PROPERLY

### Where to save

- Projects → Brand → Logos

### Naming system

- Brand\_Logo\_Primary
- Brand\_Logo\_Black
- Brand\_Logo\_White
- Brand\_Icon



Storing logo files correctly prevents confusion later.

# CHAPTER 10: LOGOS AND SIMPLE BRAND MARKS (BEGINNER-FRIENDLY)

## STEP 10: COMMON LOGO MISTAKES TO AVOID

- ✗ Too many colors
- ✗ Small text
- ✗ Complex icons
- ✗ Low contrast
- ✗ One version only
- ✓ Simple shapes
- ✓ Clear fonts
- ✓ Multiple versions
- ✓ High contrast
- ✓ Clean spacing

### Practice Task (Do This Now)

#### Task

1. Create a text logo
2. Create an icon + text version
3. Create:
  - Full color version
  - Black version
  - White version
4. Export all as PNG (transparent background)
5. Save them in your Brand → Logos folder

### Quick Check (Before Moving On)

- My logo is readable at small sizes
- I created multiple versions
- Files are named correctly
- Logos export with transparent backgrounds

# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 1: UNDERSTAND THE ROLE OF REEL COVERS AND STORIES

### Goal of this chapter:

Show you how to design reel covers and story templates that make your page look clean, professional, and recognizable at a glance.

### Step 1: Understand the Role of Reel Covers and Stories

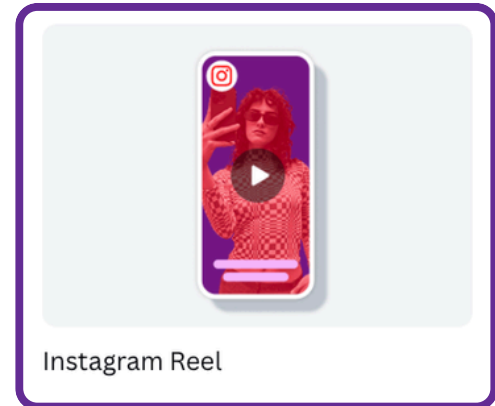
#### Reel covers

- Act like a book cover for your video
- Are the first thing people see on your profile
- Help your page look organized

#### Stories

- Promote content
- Announce offers
- Share updates
- Drive quick actions

Both should match your brand and match each other.



### Step 2: Start with the Correct Sizes

#### Reel cover size

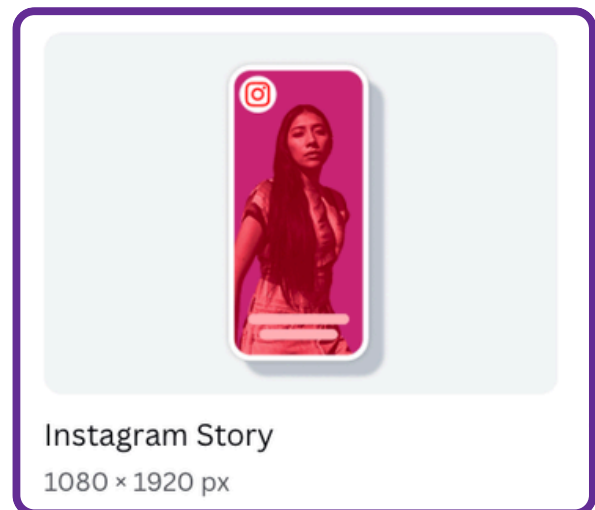
- Vertical format
- Same as story size

#### Story size

- Vertical
- Designed for phone screens

#### How to start

1. Click Create a design
2. Choose Instagram Story or Video (Vertical)



Reel covers and stories use vertical designs optimized for mobile viewing.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 3: DESIGN A REEL COVER (STEP-BY-STEP)

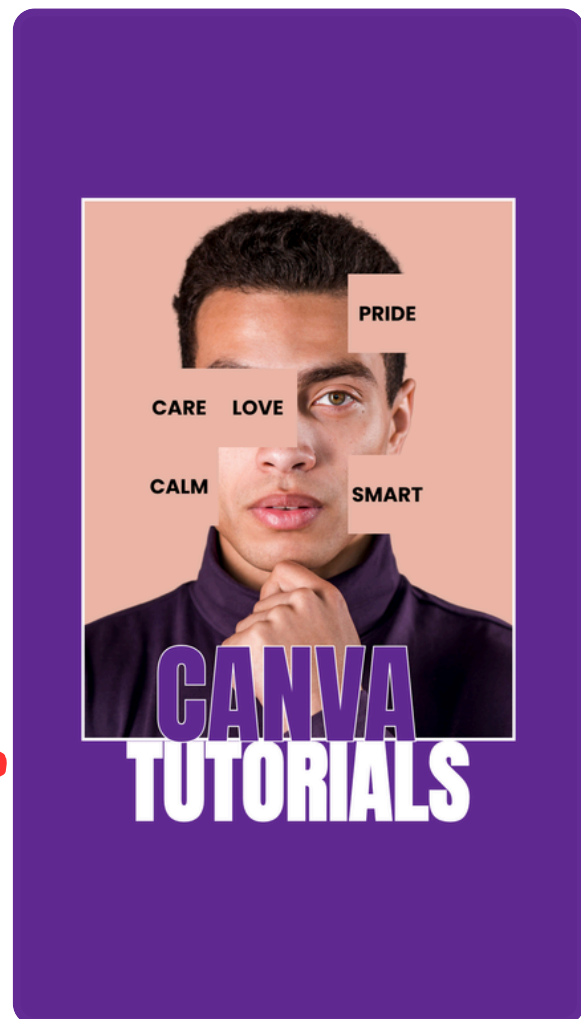
### Reel cover layout structure

- Bold headline
- Simple background
- Minimal elements

### How to design it

1. Add a background color or image
2. Add a bold title
3. Center or top-align text
4. Keep text short and readable

Reel covers should be simple, bold, and readable at small sizes.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

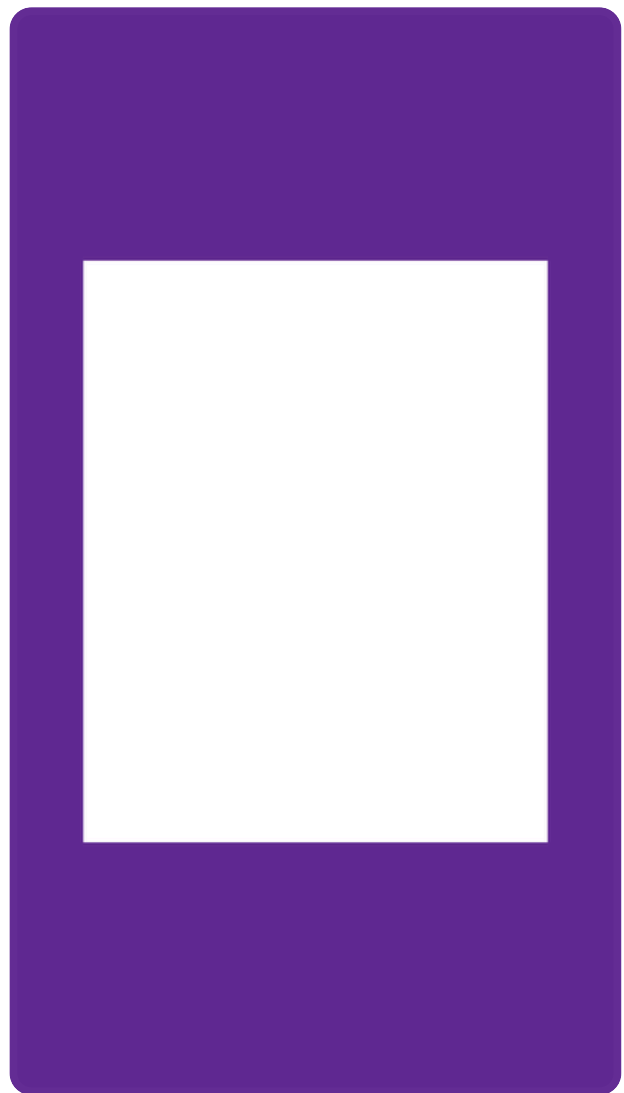
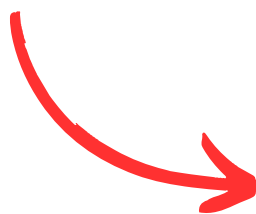
## STEP 4: KEEP TEXT WITHIN THE SAFE AREA

Reel covers are cropped slightly in profile view.

### Safe area tips

- Keep text away from top and bottom edges
- Center important text
- Avoid placing text too low

Keep text within the center area so it remains visible on profile grids.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 5: CREATE A REEL COVER TEMPLATE

### How to turn it into a template

1. Finalize your reel cover layout
2. Replace text with placeholders
3. Save in:
  - o Projects → Templates → Reels

Templates allow you to reuse the same reel cover style for every video.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 6: DESIGN STORY TEMPLATES (3 CORE TYPES)

### Story Type 1: Promo Story

#### Used for:

- Offers
- Services
- Sales

#### Structure:

- Headline
- Visual
- Call to action

Promo stories highlight offers clearly with a strong call to action.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 6: DESIGN STORY TEMPLATES (3 CORE TYPES)

### Story Type 2: Content Reminder

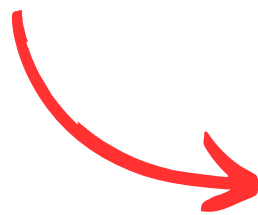
#### Used for:

- New posts
- New reels
- Announcements

#### Structure:

- Short message
- Arrow or indicator
- "Tap to view" or "Watch now"

Reminder stories direct attention to new content.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 6: DESIGN STORY TEMPLATES (3 CORE TYPES)

### Story Type 3: Engagement Story

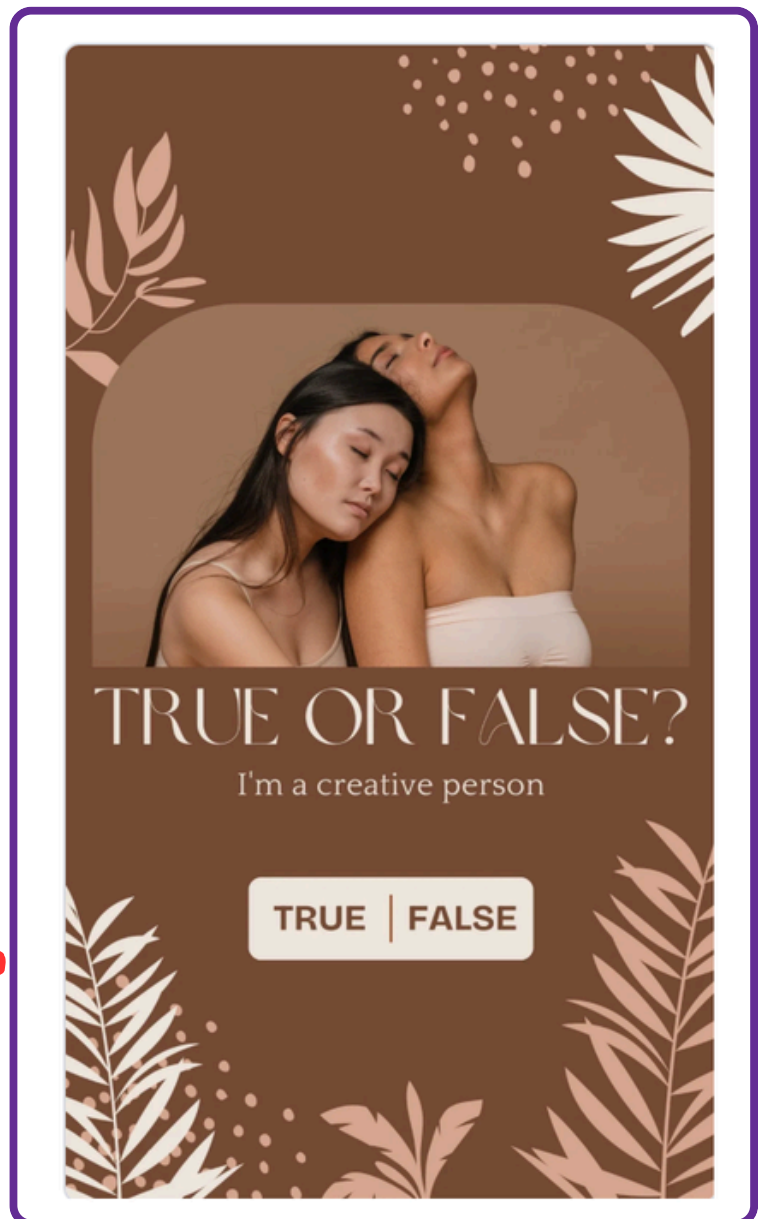
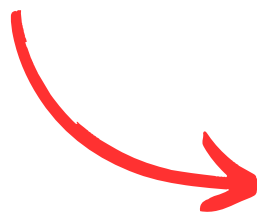
#### Used for:

- Questions
- Polls
- Quick tips

#### Structure:

- Question text
- Simple background

Engagement stories encourage interaction without complex design."



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 7: MATCH FEED, STORIES, AND REELS

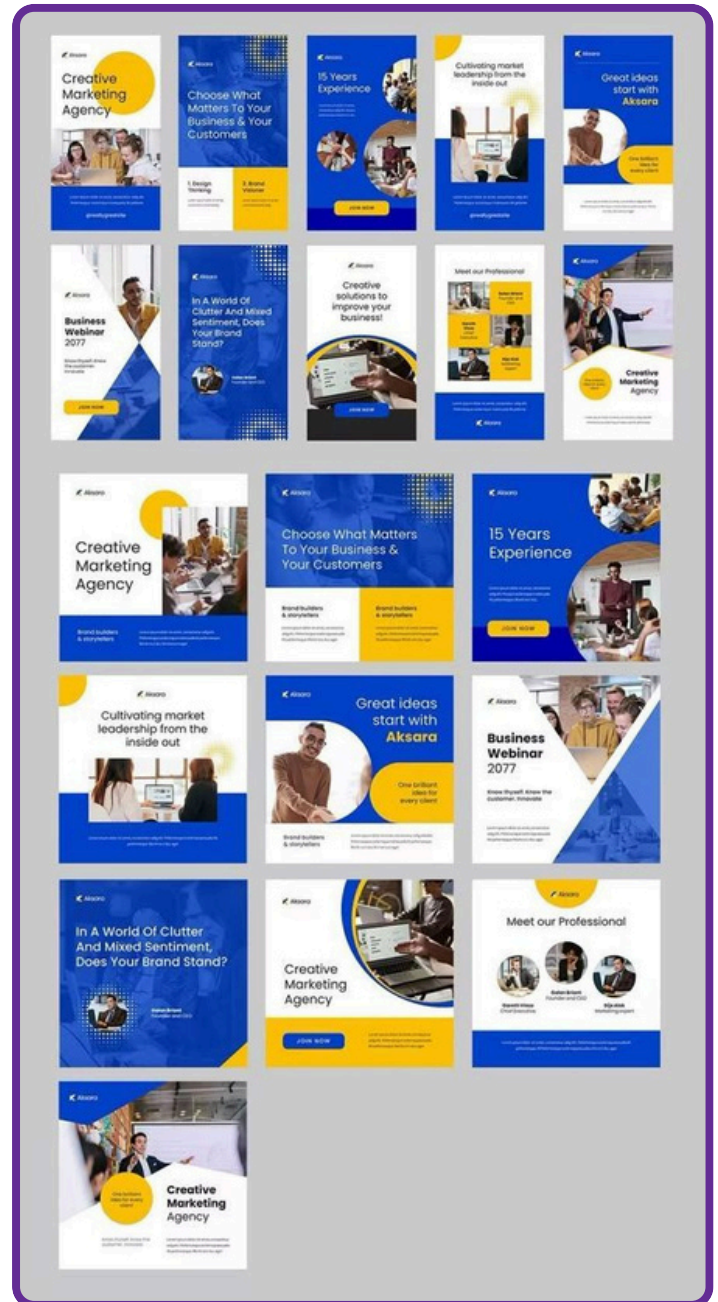
### How to keep everything consistent

- Use the same fonts
- Use the same colors
- Use similar layouts

### Canva shortcut

- Duplicate templates across formats

Matching designs across formats strengthens brand recognition.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 8: EXPORTING REEL COVERS CORRECTLY

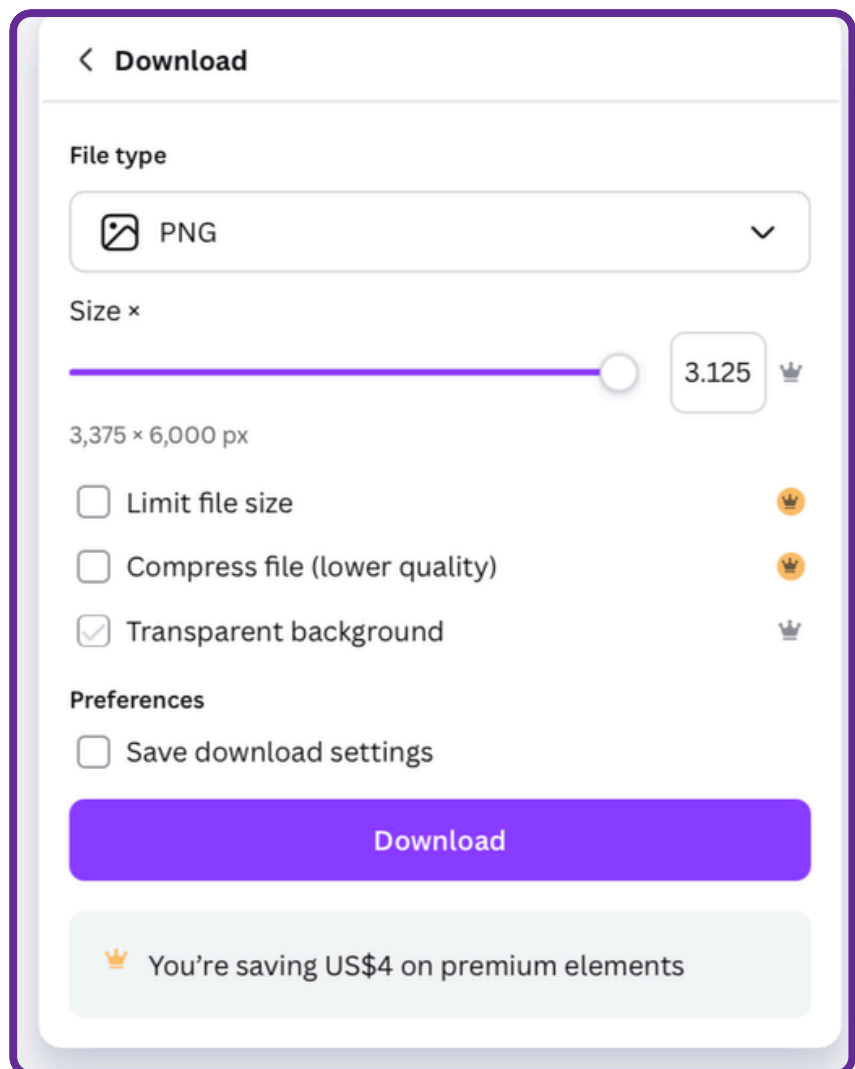
### Export settings

- File type: PNG
- Quality: High

### How to apply reel cover

- Upload reel
- Select cover
- Choose from gallery

Export reel covers in high quality to keep them sharp on your profile.



# CHAPTER 11: REEL COVERS & STORY DESIGNS THAT MATCH YOUR BRAND

## STEP 9: COMMON MISTAKES TO AVOID

- ✗ Too much text
- ✗ Small fonts
- ✗ Random colors
- ✗ Busy backgrounds
- ✗ Different styles per post
- ✓ Bold headlines
- ✓ Clean layouts
- ✓ Brand colors
- ✓ Consistent templates

### Practice Task (Do This Now)

#### Task

##### 1. Create:

- 1 reel cover template
- 3 story templates (promo, reminder, engagement)

##### 2. Save them as:

- Template\_ReelCover
- Template\_Story\_Promo
- Template\_Story\_Reminder
- Template\_Story\_Engagement

##### 3. Store them in:

- Projects → Templates → Reels / Stories

### Quick Check (Before Moving On)

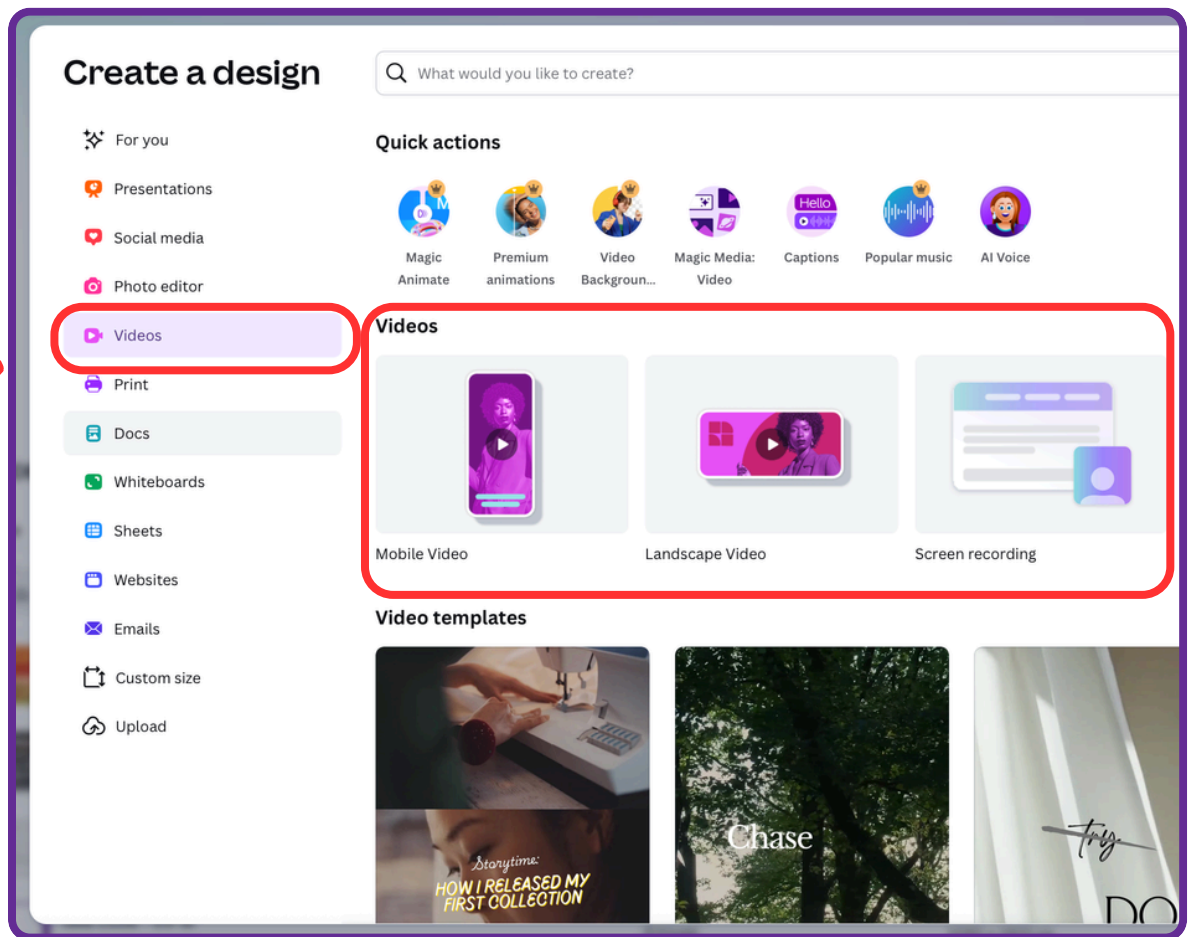
- My reel covers are readable
- My stories match my brand
- Templates are reusable
- Designs look consistent

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 1: CHOOSE THE CORRECT VIDEO FORMA

### How to start

1. Click Create a design
2. Select Video (Vertical) for reels and stories
3. Select Video (Horizontal) for YouTube or presentations



Videos

Always choose the correct video format based on where the video will be posted.

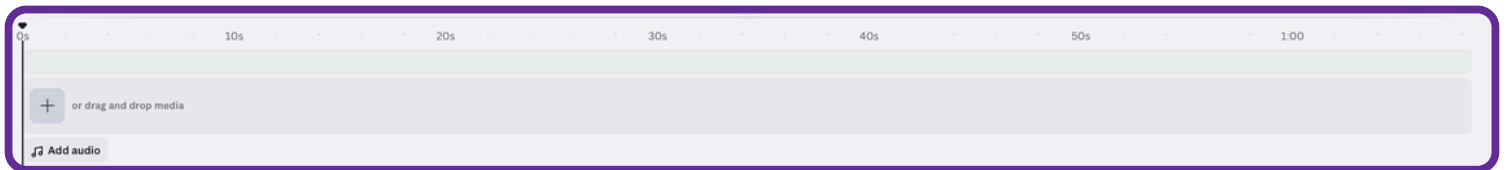
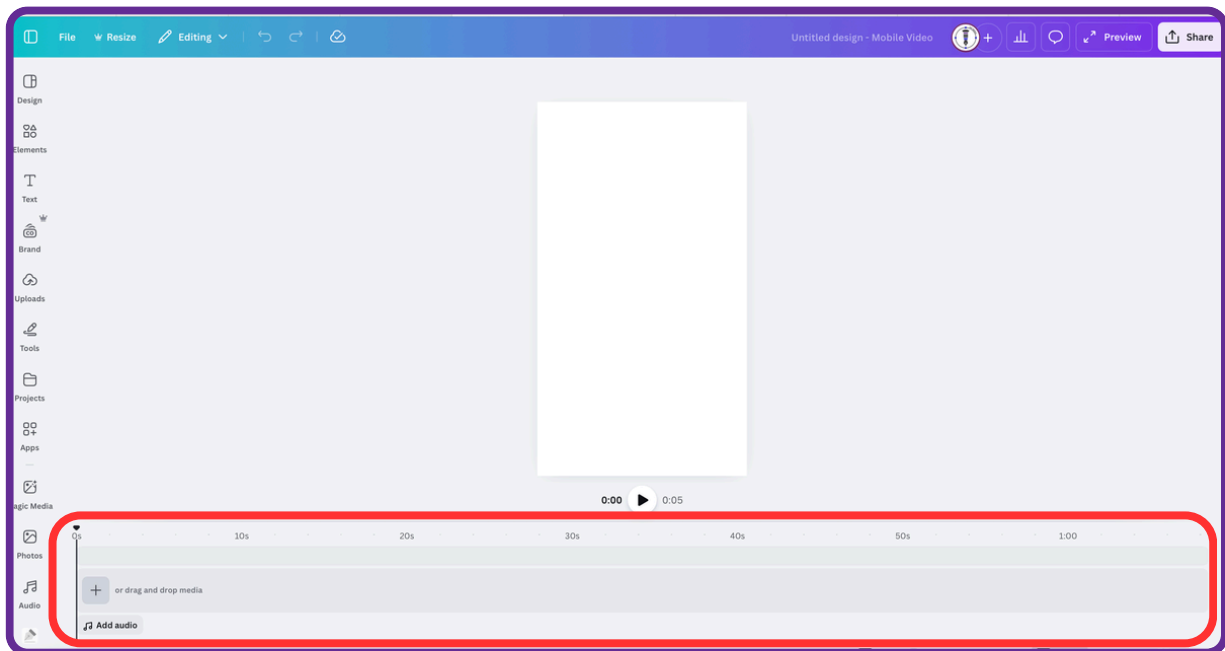
# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 2: UNDERSTANDING THE VIDEO TIMELINE

When editing videos, Canva adds a timeline at the bottom.

### Timeline basics

- Each clip appears as a block
- Clips play from left to right
- The total length shows at the end



The timeline shows the order and length of each video clip.

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

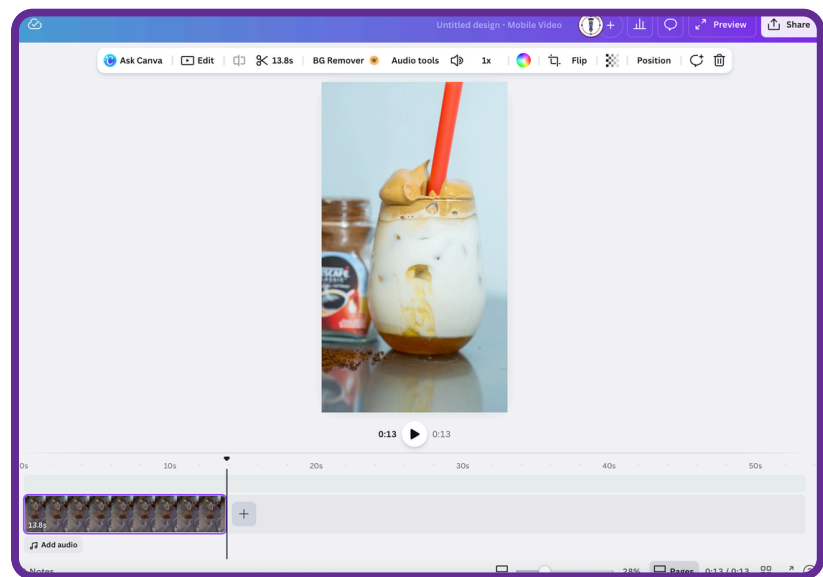
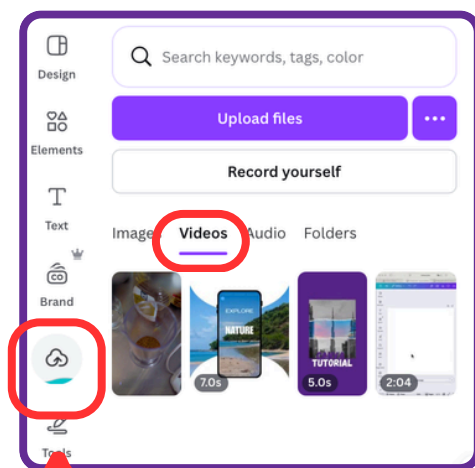
## STEP 3: ADDING VIDEO CLIPS

### How to add clips

- Upload your own video
- Or drag a video from Elements → Videos

### Arrange clips

- Drag clips into order
- Place one after another

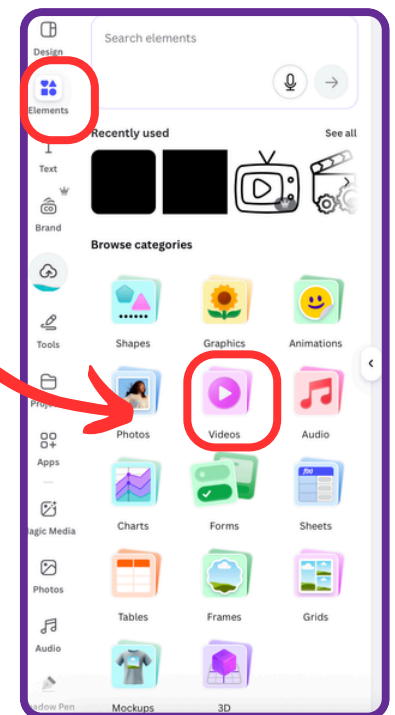


Video added

Uploads

Elements

Videos in elements



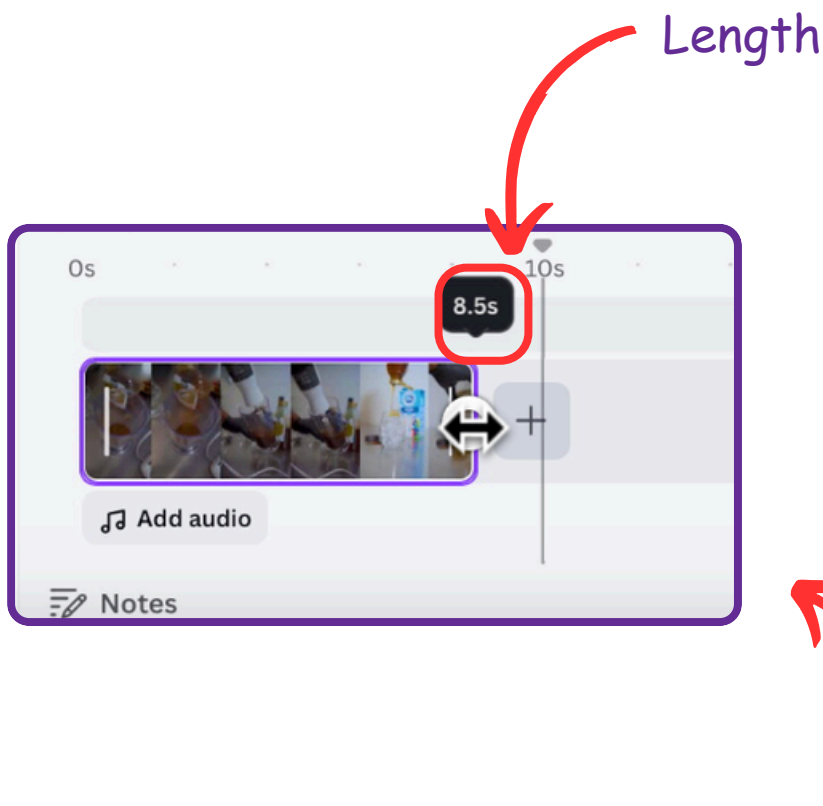
Video clips can be uploaded or selected from Canva's video library.

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 4: TRIMMING CLIPS (REMOVE UNWANTED PARTS)

How to trim

1. Click a clip in the timeline
2. Drag the edges inward
3. Remove unnecessary seconds



Trimming removes unnecessary footage and keeps videos concise.

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

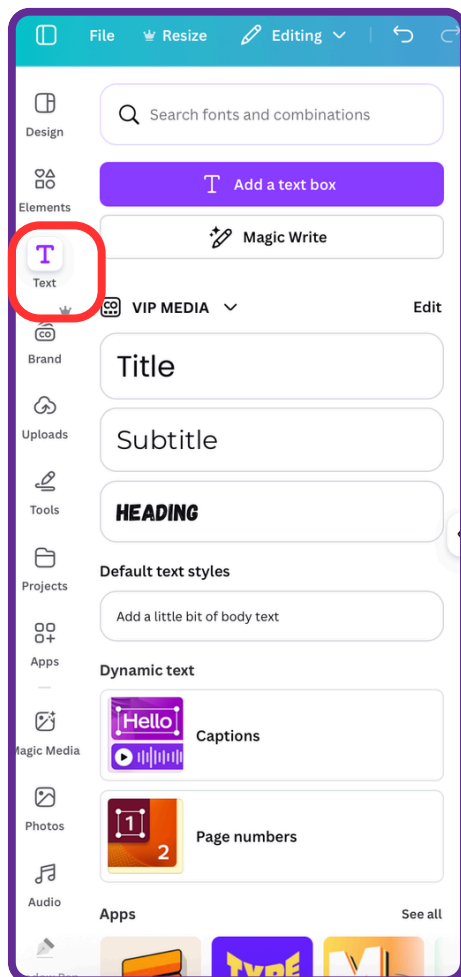
## STEP 5: ADDING TEXT TO VIDEOS

### How to add text

1. Click Text
2. Add heading or body text
3. Place text on the video
4. Adjust size and position

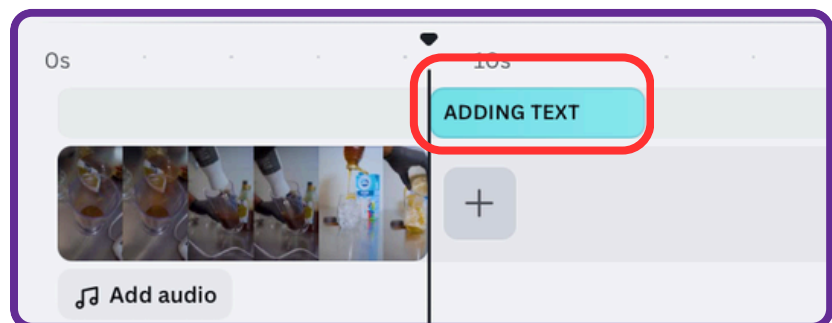
### Text tips

- Keep text short
- Use bold fonts
- Place text where it's easy to read



Timeline

Text overlays help communicate the message clearly in videos.



# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 6: ANIMATING TEXT (USE LIGHT MOTION ONLY)

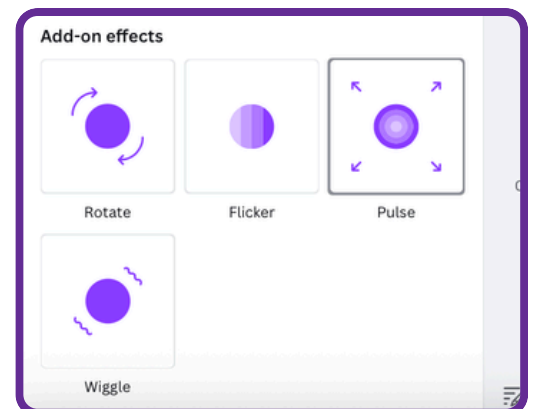
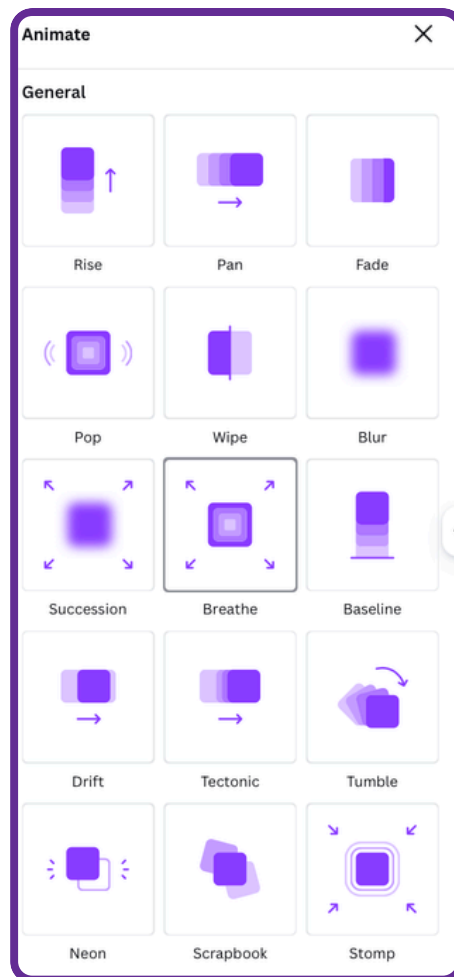
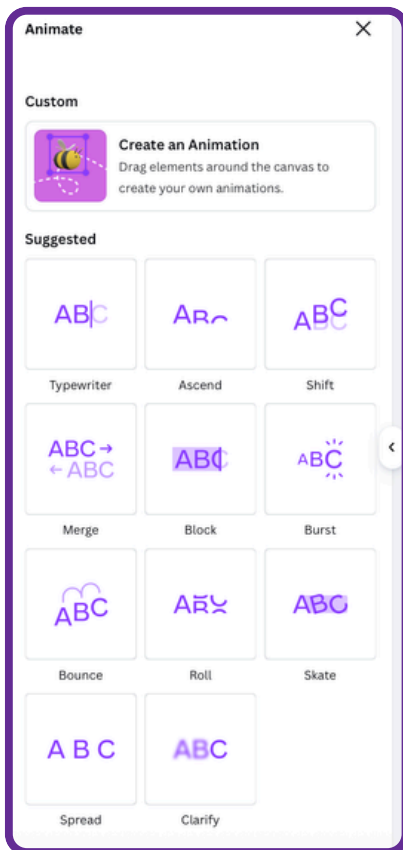
### How to animate

1. Select text
2. Click Animate
3. Choose a simple animation

Simple animations add movement without overwhelming the viewer.

### Animation rules

- Use one animation style
- Avoid fast or distracting motion



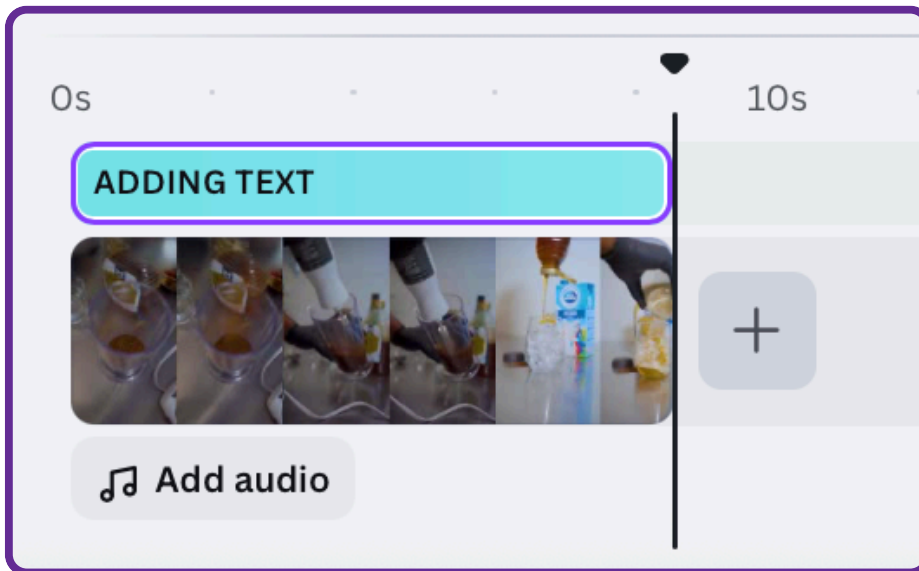
# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 7: SYNCING TEXT WITH VIDEO TIMING

### How to adjust timing

1. Click text in the timeline
2. Drag text block to match the clip
3. Extend or shorten as needed

Text timing ensures captions appear at the right moment.



# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 8: BACKGROUND MUSIC (OPTIONAL)

### How to add music

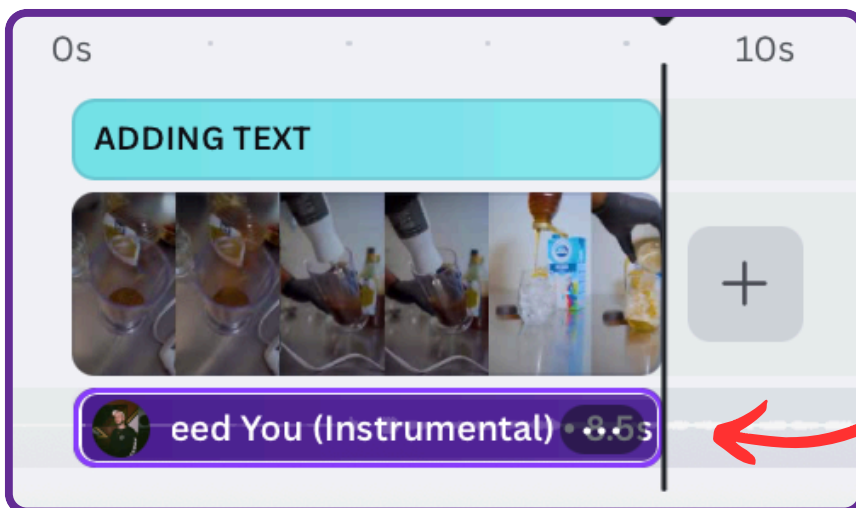
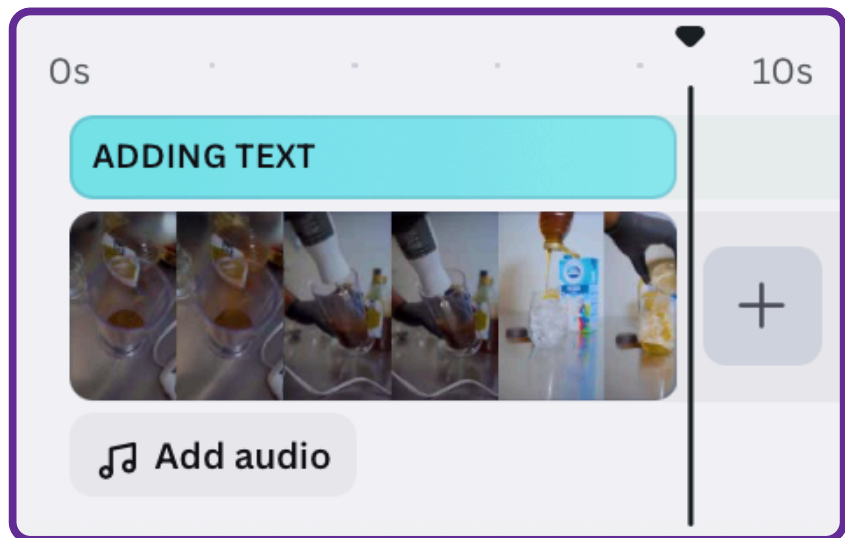
1. Go to Elements → Audio
2. Choose a track
3. Drag into timeline

### Audio tips

- Keep volume low
- Avoid loud intros
- Let voice or text lead

Background music should support the video, not overpower it.

Add audio here



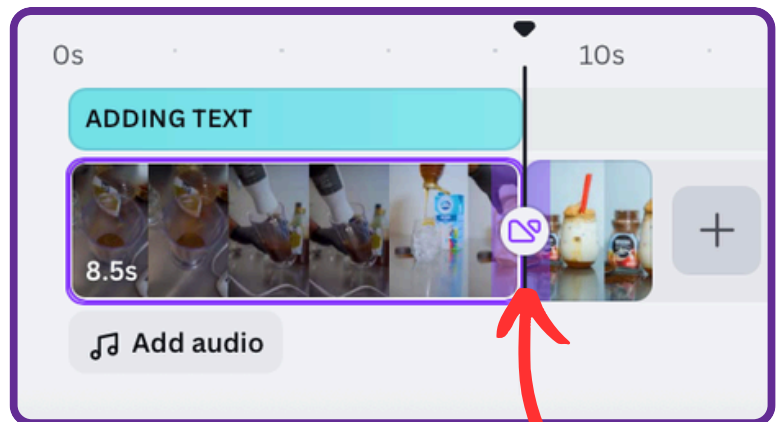
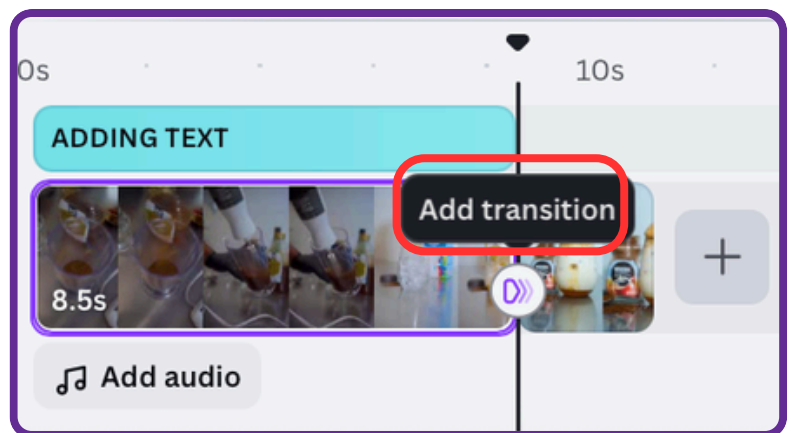
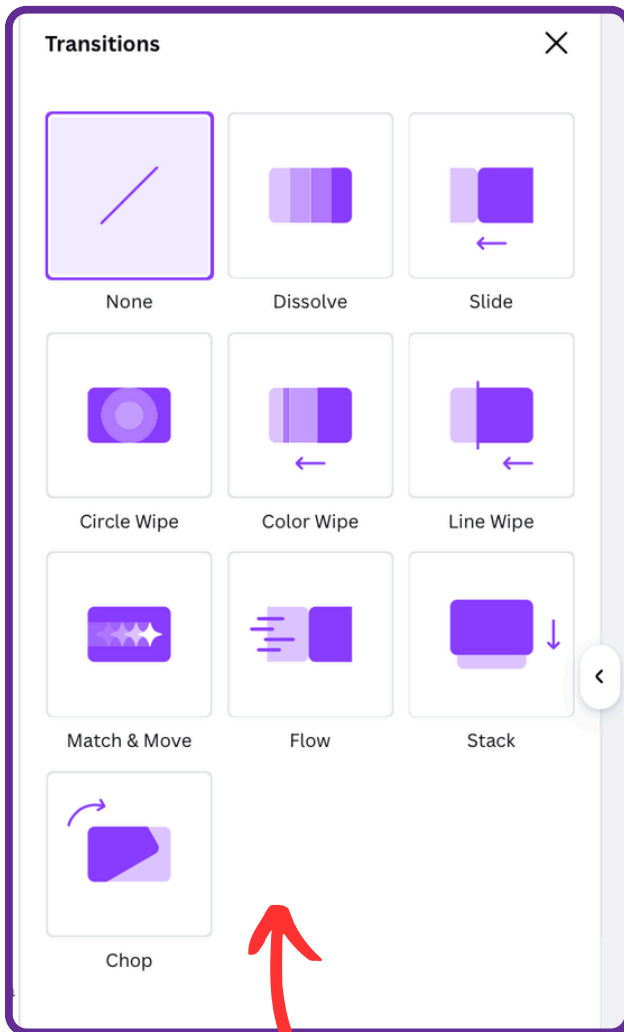
Audio added

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 9: USING SIMPLE TRANSITIONS

### How to add transitions

1. Click between clips
2. Select a transition
3. Keep it subtle



Simple transitions help videos flow smoothly between clips.

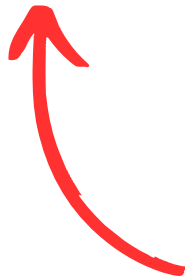
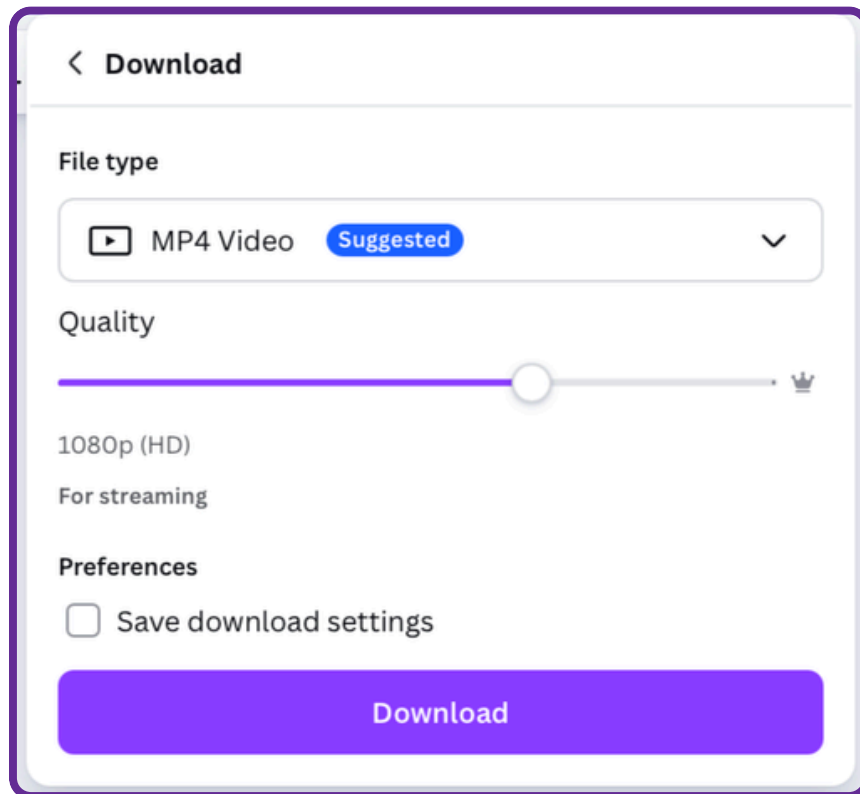
Transition added

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 10: EXPORT VIDEO CORRECTLY

### Best export settings for social media

- File type: MP4
- Quality: High



Export videos in MP4 format for best compatibility across platforms.

# CHAPTER 12: CANVA VIDEO EDITING BASICS (SIMPLE, EFFECTIVE)

## STEP 11: COMMON VIDEO MISTAKES TO AVOID

- ✗ Long clips
- ✗ Too much text
- ✗ Heavy animations
- ✗ Loud music
- ✗ Poor timing
- ✓ Short clips
- ✓ Clear message
- ✓ Simple motion
- ✓ Balanced audio

### Practice Task (Do This Now)

#### Task

Create a 10–15 second video:

1. Add 2–3 clips
2. Trim clips
3. Add headline text
4. Animate text lightly
5. Export as MP4

Save as:

- Video\_Reel\_Basic\_Edit

### Quick Check (Before Moving On)

- I understand the video timeline
- I can trim clips
- Text appears at the right time
- Video exports correctly

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 1: UNDERSTAND WHAT “CONVERSION” MEANS

### Goal of this chapter:

Teach you how to design posts, flyers, and visuals that move people from looking to taking action—without sounding pushy or salesy. Good design does not just look nice. It tells people what to do next.

### Step 1: Understand What “Conversion” Means

A conversion happens when someone:

- Sends a message
- Clicks a link
- Saves a post
- Books a service
- Makes a purchase

### Design supports conversion by:

- Making the message clear
- Removing confusion
- Highlighting the next step

### Step 2: One Design = One Goal

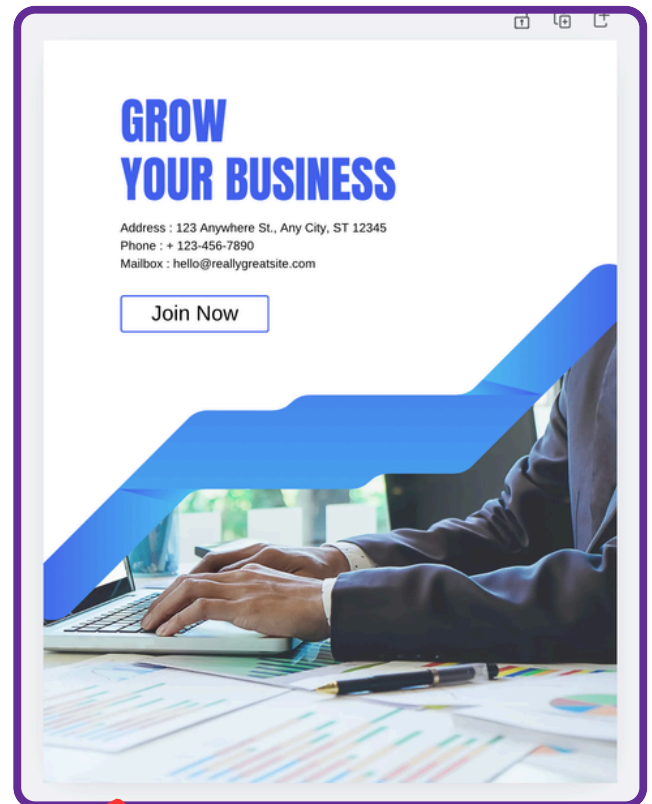
Every design should focus on one action only.

Examples

- “DM us”
- “Book now”
- “Save this post”
- “Register today”

Avoid multiple actions in one design.

Designs with one clear action are easier for viewers to respond to.



# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 3: THE CONVERSION LAYOUT FORMULA

Use this structure for most sales or promo designs:

1. Attention – Headline
2. Interest – Short explanation
3. Desire – Benefit or result
4. Action – Clear call to action

This works for:

- Social posts
- Flyers
- Story promos
- Ads



Conversion-focused layouts guide viewers from attention to action.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 4: WRITING HEADLINES THAT DRIVE ACTION

### Headline rules

- Short
- Clear
- Focused on benefit

### Examples

- “Get Better Designs in Canva”
- “Turn Followers into Customers”
- “Design Faster, Not Harder”

Avoid vague or clever phrases.

The flyer is for an event titled "Unlock the Code to your Final Year Research". It features the Urbanix logo at the top left and a small note "FOR ALL STUDENTS ACROSS NIGERIA AND WHOLE OF WEST AFRICA" at the top right. The main headline is "Unlock the Code to your Final Year Research" in large, bold, white text. Below the headline, it says "Journey from Confusion to Clarity in 90 minutes". There are three speaker profiles: Host Nwosu Miracle CJ (Founder Urbanix), Guest Speaker Arafat Sorunke (Urban Resilience & Climate Policy Researcher), and Guest Speaker Akachukwu Nwaobl (B.Eng, M.Sc, R.Eng) (Desalination & Water Treatment Researcher | Lecturer, FUTO). At the bottom, it lists the time "10 AM (WAT)" on "21ST February, 2026", the venue "VENUE: Google Meet Code: `dgb-xyeu-zvq`", and a "Secure Your Spot" button.

Clear headlines tell viewers exactly what they gain.



# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 5: BENEFITS OVER FEATURES

Features say what it is

Benefits say what it does for them

### Example

- Feature: "Canva templates included"
- Benefit: "Create posts in minutes, not hours"

Always design around benefits.



the ultimate destination for food lovers and bargain hunters alike.  
Get ready to tantalize your taste buds and satisfy your cravings with  
our mouthwatering food promotions and irresistible offers.

Benefits explain how the offer helps the viewer.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 6: USING VISUAL FOCUS TO GUIDE ATTENTION

### How to guide the eye

- Bigger text for main message
- Color contrast for CTA
- Space around important elements

Avoid clutter.



Design focus helps viewers know where to look first.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

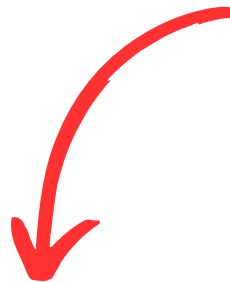
## STEP 7: CALL-TO-ACTION DESIGN RULES

### Good CTA traits

- Easy to understand
- Visually separated
- Action-oriented

### CTA examples

- "DM 'CANVA'"
- "Book Your Spot"
- "Download Now"



CTAs should stand out and clearly tell viewers what to do.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 8: TRUST BUILDERS THAT INCREASE CONVERSION

### Add one or two trust elements:

- Testimonial
- Result statement
- Client count
- Experience mention

Avoid overloading the design.



**HOTEL AWARD**

FEEL A NEW EXPERIENCE IN A

### LUXURY HOTEL

◆ HOTEL ROOM RATE ◆

SINGLE ROOM	<b>\$55</b> /DAY	DULUXE ROOM	<b>\$190</b> /DAY
DOUBLE ROOM	<b>\$85</b> /DAY	PRESIDENT SUITE	<b>\$265</b> /DAY

Booking Now! > [www.reallygreatsite.com](http://www.reallygreatsite.com)

Trust elements reassure viewers before they take action.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 9: DESIGNING FOR DIFFERENT CONVERSION GOALS

### Save-focused posts

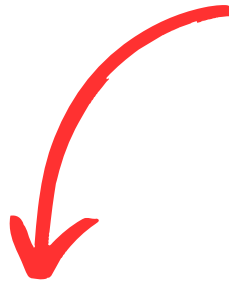
- Educational content
- Clear value
- "Save this" CTA

### DM-focused posts

- Question-based headline
- Simple CTA

### Click-focused posts

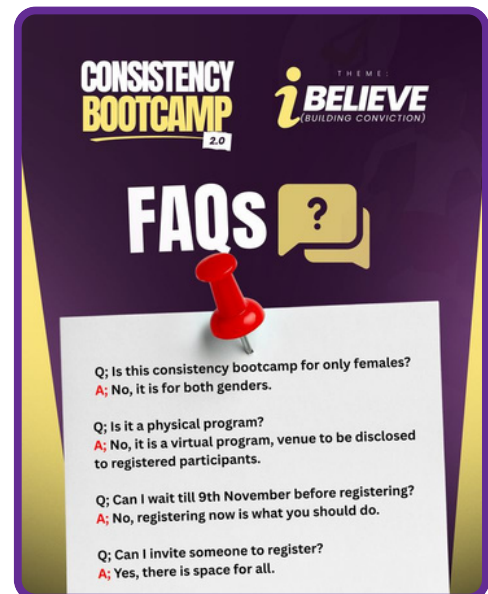
- Clear benefit
- Minimal text
- Obvious direction



DM-focused post



Click-focused post



Save-focused post

Different goals require slightly different design approaches.

# CHAPTER 13: DESIGNS THAT CONVERT (FROM VIEWS TO SALES)

## STEP 10: COMMON CONVERSION DESIGN MISTAKES

- ✗ Too much text
- ✗ No CTA
- ✗ Multiple actions
- ✗ Weak headlines
- ✗ Cluttered layouts
- ✓ One clear goal
- ✓ Strong headline
- ✓ Clear benefit
- ✓ Visible CTA

Practice Task (Do This Now)

Task

Design one promo post for a real or sample offer.

Include:

- Headline
- Short benefit
- One CTA
- One trust element

Save as:

- Conversion\_Post\_Promo\_V1

Quick Check (Before Moving On)

- My design has one goal
- Headline is clear
- Benefits are visible
- CTA stands out
- Layout is clean

# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 1: UNDERSTAND THE PURPOSE OF A CONTENT CALENDAR

**A content calendar is a simple plan that answers:**

- What you will post
- When you will post
- Why you are posting it

It removes decision fatigue.

You don't wake up asking, "What should I post today?"

### **Step 2: Choose Your Core Content Types**

Keep it simple.

Use 3 main content types per week.

Example content types

1. Educational – tips, how-to, tutorials
2. Value / Trust – quotes, testimonials, behind-the-scenes
3. Promotional – services, offers, reminders

This balance keeps your page useful and business-focused.

### **Step 3: Decide How Often You'll Post**

Choose a pace you can maintain.

Beginner-friendly options

- 3 posts per week
- 4 posts per week
- 5 posts per week

Consistency matters more than frequency.

# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 4: BUILD A SIMPLE WEEKLY POSTING PATTERN

### Example weekly structure

- Monday – Educational
- Wednesday – Value or trust
- Friday – Promotional

Repeat this pattern every week.

Repeating a weekly pattern makes content planning predictable and manageable.



## POSTING SCHEDULE

<b>MON</b> 1 reel 3-8 stories	<b>TUE</b> 1 reel 3-8 stories	<b>WED</b> 1 reel 3-8 stories
<b>THUR</b> 1 reel 1 single post 3-8 stories	<b>FRI</b> 1 reel 3-8 stories	<b>SAT</b> 1 carousel post 3-5 stories
<b>SUN</b> Break!		



# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 5: TURN ONE IDEA INTO MULTIPLE POSTS

### One topic can create:

- A carousel
- A quote post
- A reel cover
- A story reminder

Repurposing ideas allows you to create more content with less effort.

This saves time and keeps messaging aligned.



Both post can be on the same topic but different formats. In this example a carousel and a reel but same topic.

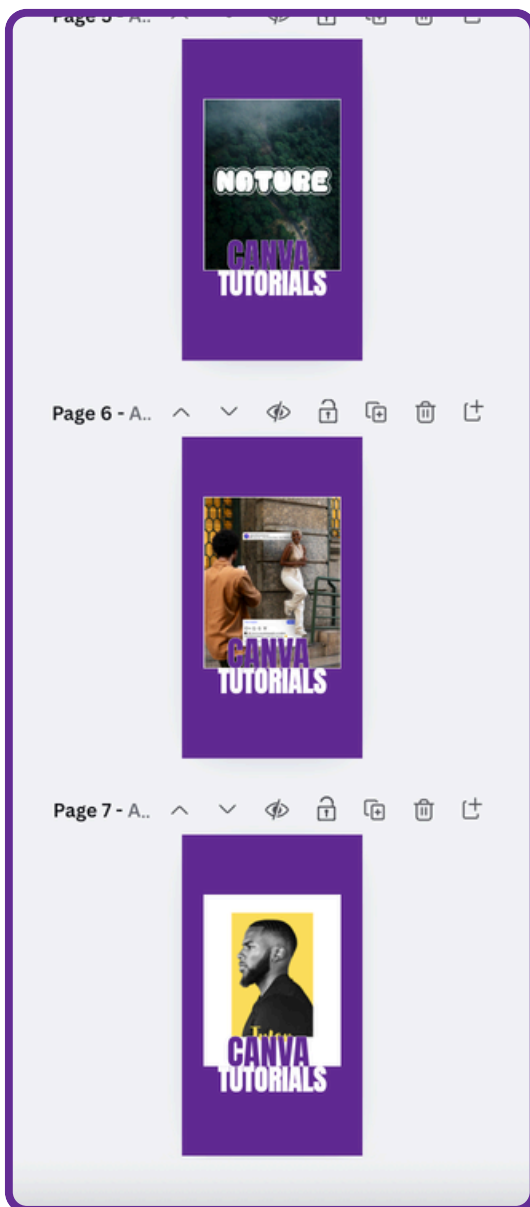
# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 6: BATCH DESIGNING IN CANVA (THE FAST WAY)

### Batch workflow

1. Open your template folder
2. Duplicate a template multiple times
3. Edit text and images only
4. Do not change layout or fonts

Design everything in one sitting.



Batch designing uses the same template repeatedly to save time.



# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

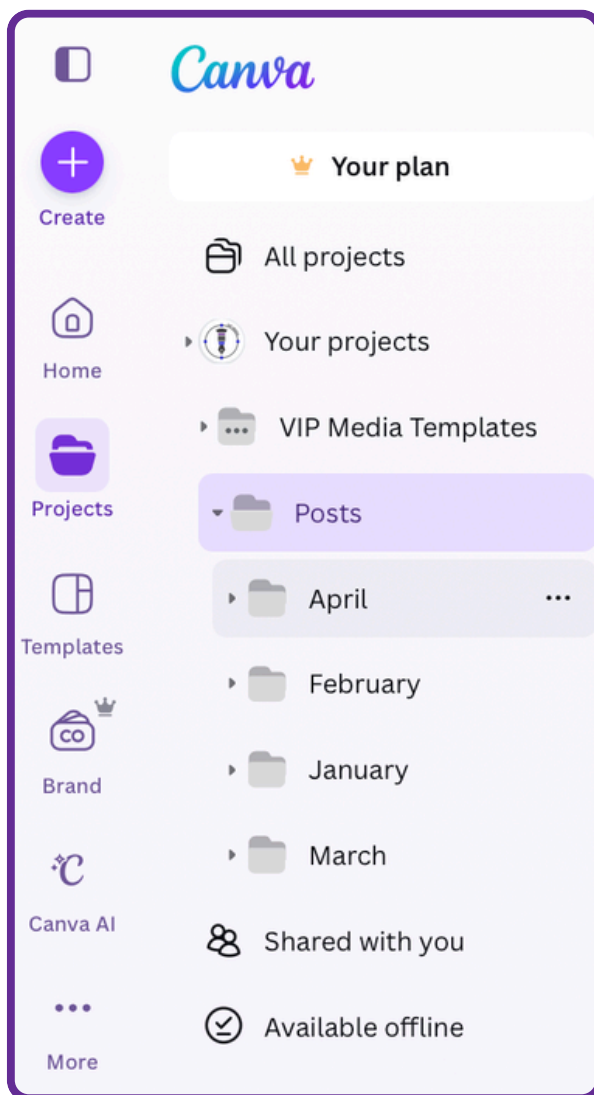
## STEP 7: ORGANIZE CONTENT BY MONTH

### Folder setup

#### Inside Projects, create:

- Content
  - January
  - February
  - March

Move finished designs into the correct month.



Organizing content by month keeps designs easy to find and manage.

# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 8: NAME CONTENT FILES CLEARLY

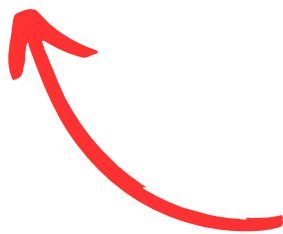
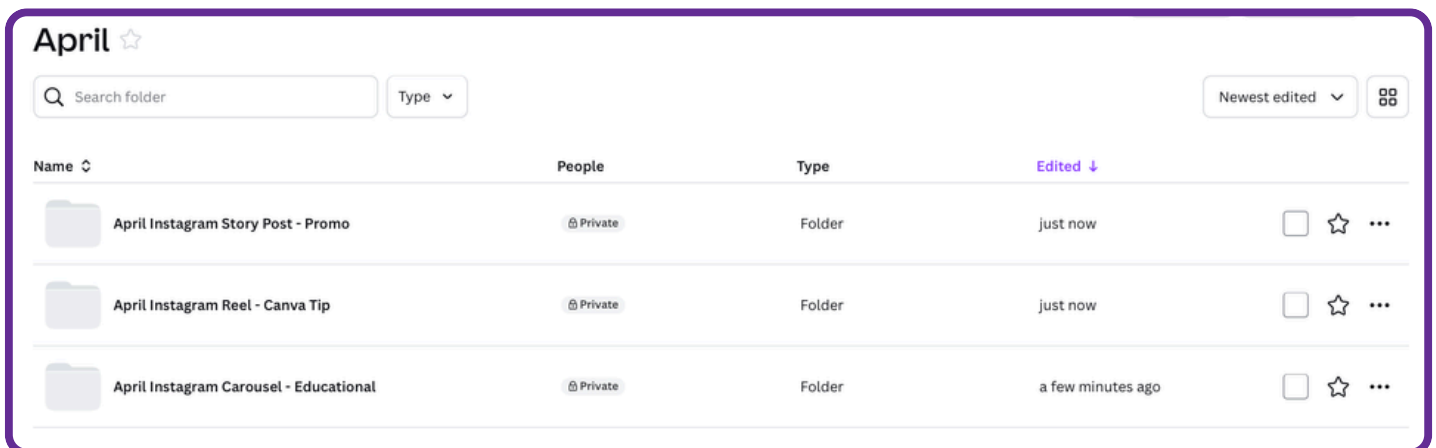
### Naming format

Month\_Platform\_ContentType\_Topic

### Examples

- Jan\_Instagram\_Carousel\_CanvaTips
- Feb\_Story\_Promo\_Course
- Mar\_Post\_Quote\_Branding

This helps with searching and reusing content later.



Clear file names make content easier to reuse and update.

# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

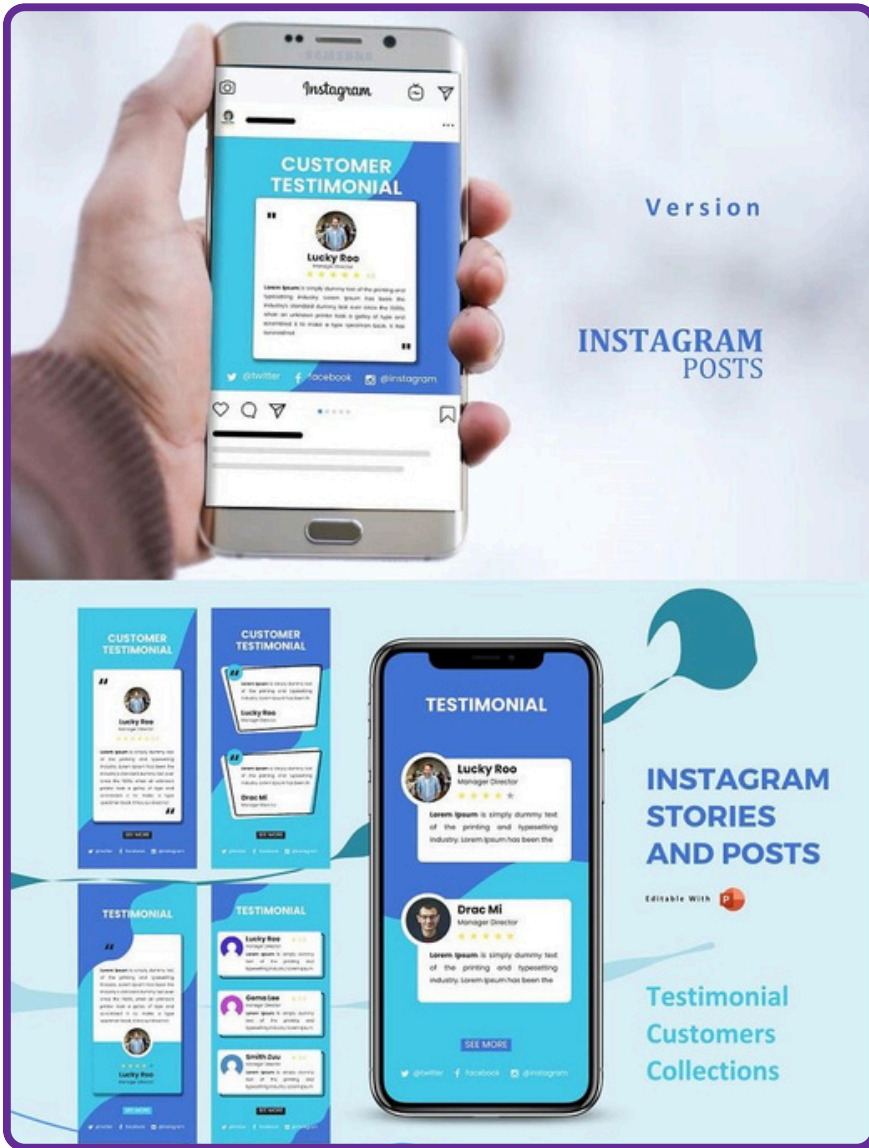
## STEP 9: USE STORIES TO SUPPORT FEED POSTS

Every feed post should have:

- 1-2 story reminders
- A clear direction to the post

Stories help bring attention back to your main posts.

Stories extend the life of your content



Instagram post



Supporting story post



# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 10: REVIEW BEFORE POSTING

### Before scheduling or posting:

- Check spelling
- Check alignment
- Confirm CTA
- Confirm correct size

Fix everything before posting day.

### MINI CHECKLIST 5 THINGS TO DO BEFORE POSTING

- ✓ Add a strong hook in the first line
- ✓ Use eye-catching visuals (image/video)
- ✓ Write a clear CTA (comment, save, share)
- ✓ Add hashtags / keywords
- ✓ Proofread for typos + formatting
- ✓ Want more clients? Try this DM script...

Reviewing content ahead of time prevents last-minute errors.



# CHAPTER 14: CONTENT CALENDAR & BATCH DESIGNING (1 DAY = 30 DAYS CONTENT)

## STEP 11: COMMON PLANNING MISTAKES TO AVOID

- ✗ Planning daily instead of monthly
- ✗ Designing without templates
- ✗ Posting randomly
- ✗ Mixing too many content types
- ✗ No promotional posts
- ✓ Monthly planning
- ✓ Batch designing
- ✓ Clear structure
- ✓ Balanced content

### Practice Task (Do This Now)

#### Task

1. Choose one month
2. Decide:
  - Posting frequency
  - 3 content types
3. Plan 12–20 post ideas
4. Design at least 5 posts using templates
5. Save them in a monthly folder

Name one design:

- Month\_Content\_Batch\_Test

### Quick Check (Before Moving On)

- I have a content structure
- I use templates to save time
- My content is organized by month
- I can batch design confidently

# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 1: WHERE TO FIND CANVA APPS

### Goal of this chapter:

Show you the Canva tools and built-in apps that remove manual work, reduce repetition, and speed up your design process—especially for business and content creation.

### Step 1: Where to Find Canva Apps

How to access apps

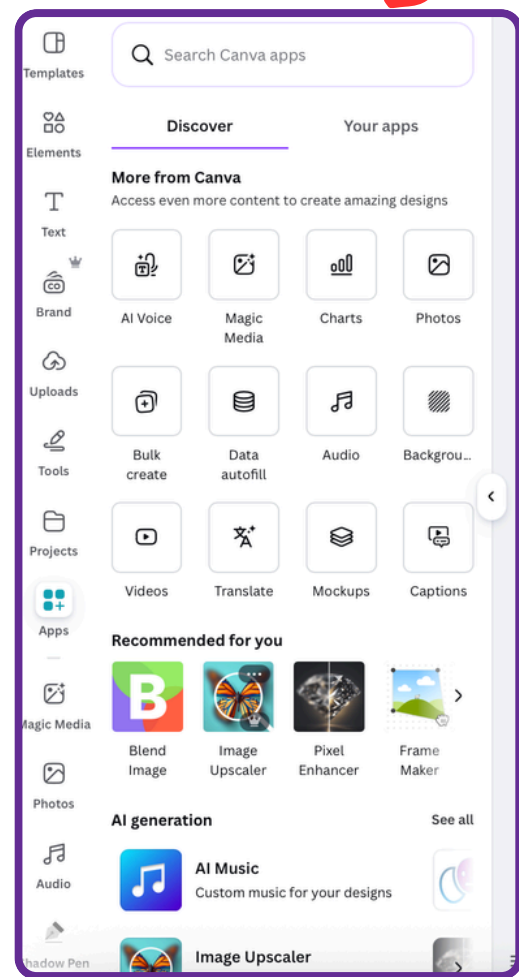
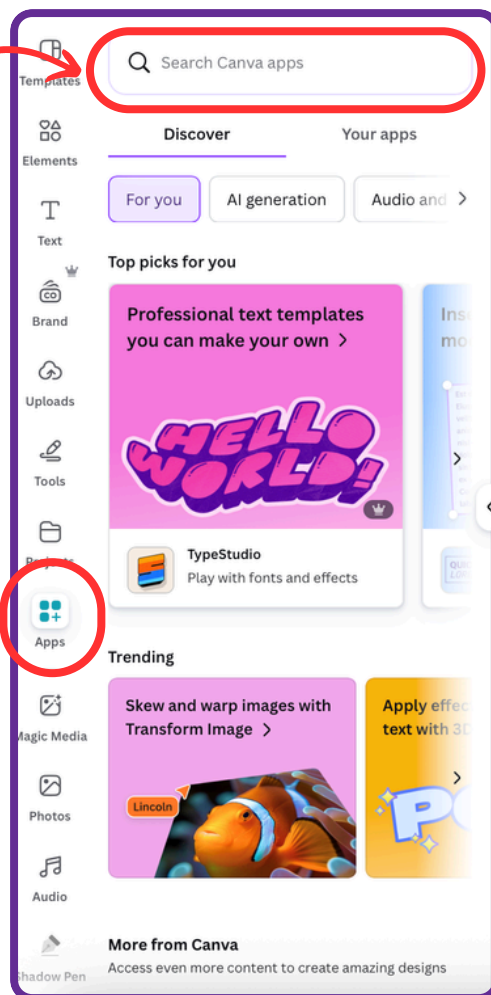
1. Open any design
2. Look at the left panel
3. Click Apps

The Apps panel contains tools that automate and enhance your Canva designs.

This area contains tools that extend what Canva can do.

Search apps here

Apps



# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 2: QR CODE GENERATOR (OFFLINE → ONLINE ACTION)

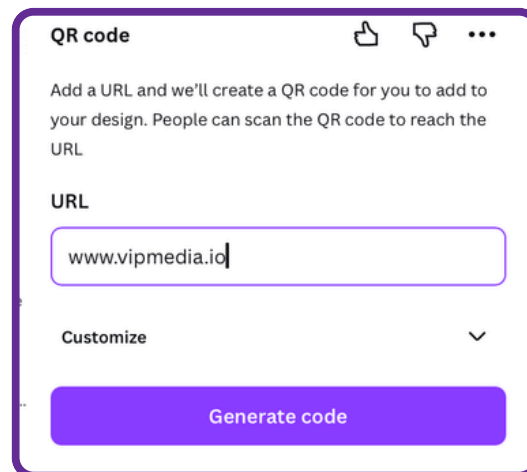
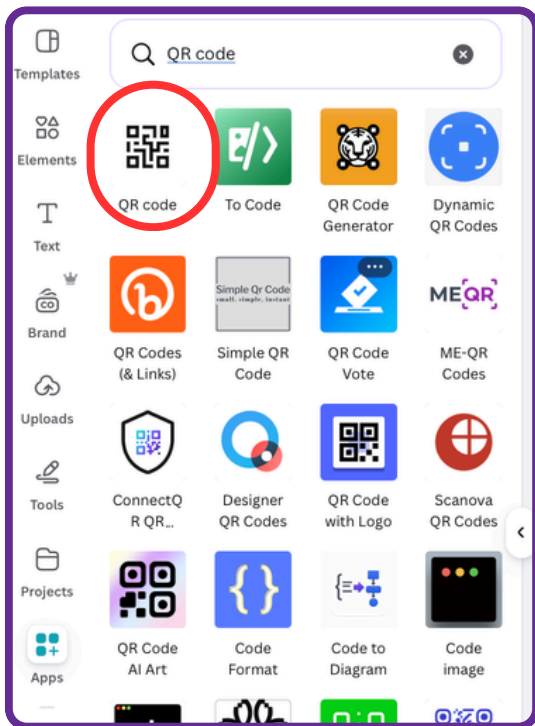
### What it's used for

- Flyers
- Posters
- Business cards
- Event materials

### How to use it

1. Click Apps
2. Select QR Code
3. Paste your link
4. Click Generate
5. Resize and place on design

QR codes let viewers instantly access links from printed or digital designs.



QR code



# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 3: MOCKUPS (SHOW DESIGNS IN REAL LIFE)

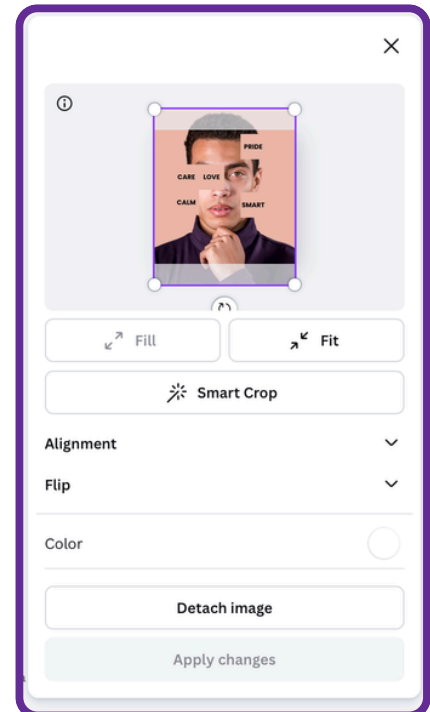
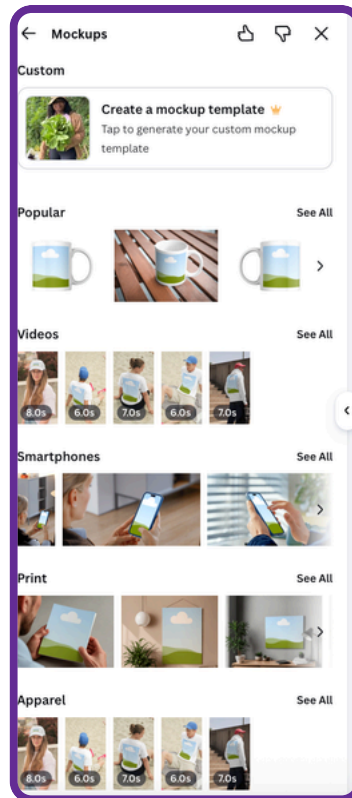
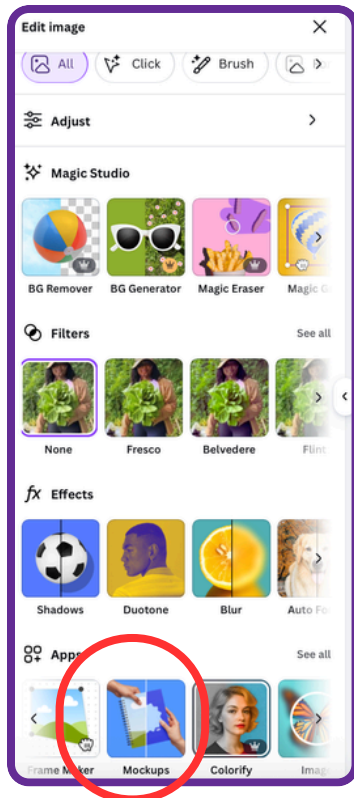
### What mockups do

- Place your design on:
  - T-shirts
  - Phones
  - Laptops
  - Posters
- Makes designs look realistic

Mockups display designs in realistic environments without extra software.

### How to use mockups

1. Select your design or image
2. Click Edit photo
3. Choose Mockups
4. Pick a scene



# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

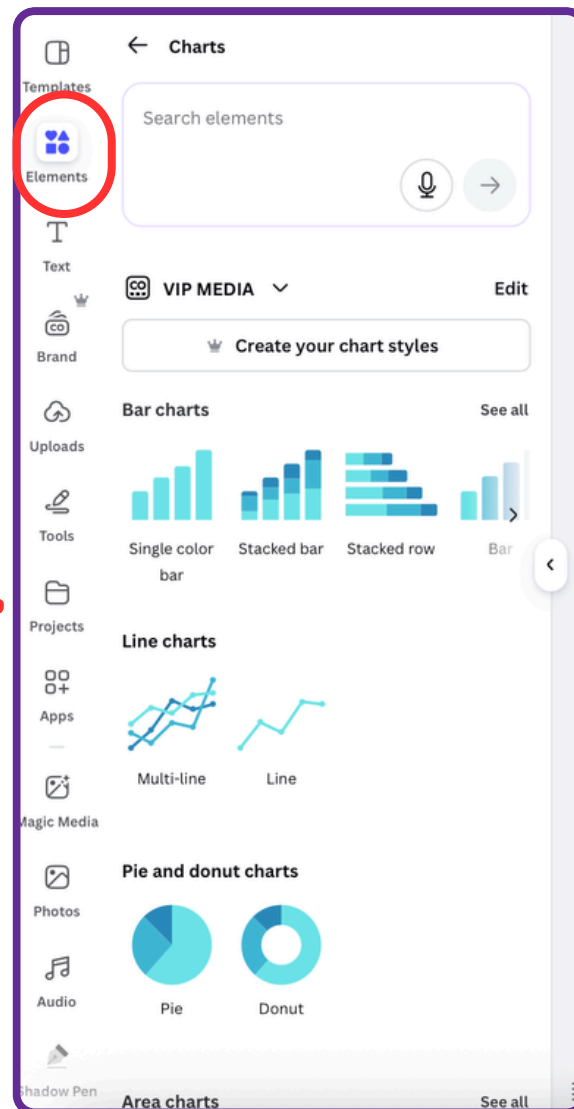
## STEP 4: CHARTS & GRAPHS (DATA MADE SIMPLE)

### When to use charts

- Reports
- Presentations
- Statistics posts
- Comparisons

### How to add a chart

1. Click Elements
2. Search Charts
3. Choose chart type
4. Enter data manually or paste it



Charts turn numbers into clear visual information.

## CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

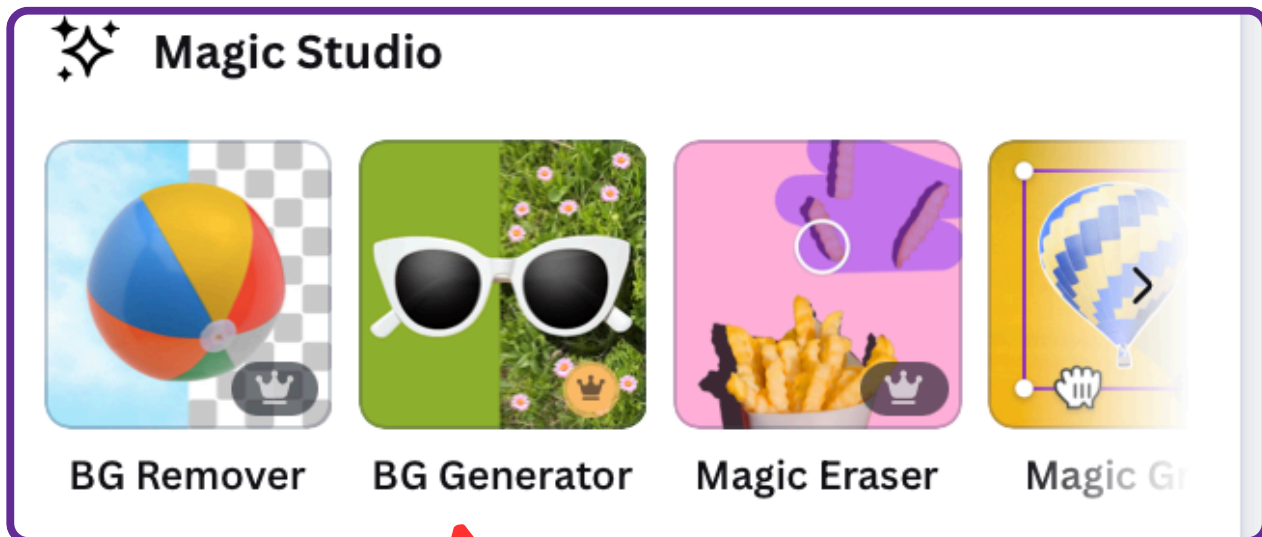
### STEP 5: BACKGROUND TOOLS (CLEAN VISUALS FAST)

#### Tools available

- Background remover (if available)
- Background blur
- Adjust tools

#### Best use cases

- Product photos
- Profile images
- Promo graphics



ChartBackground tools help isolate subjects and reduce distractions.

# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 6: PHOTO EFFECTS (USE SPARINGLY)

### Common effects

- Duotone
- Blur
- Adjust

### Best practice

- Use one effect at a time
- Keep visuals natural

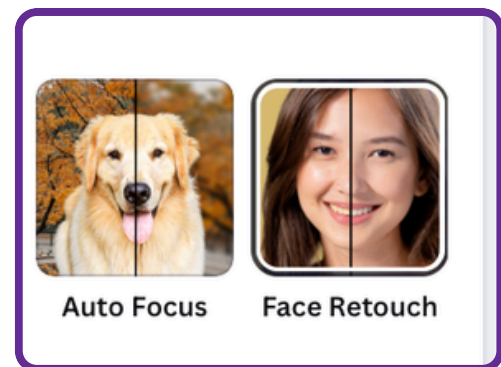
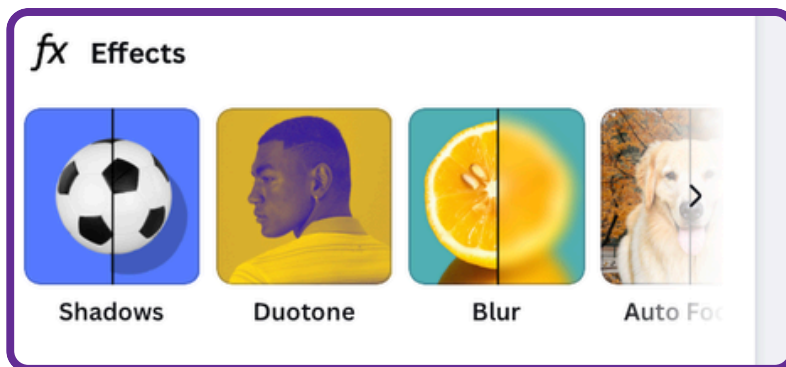


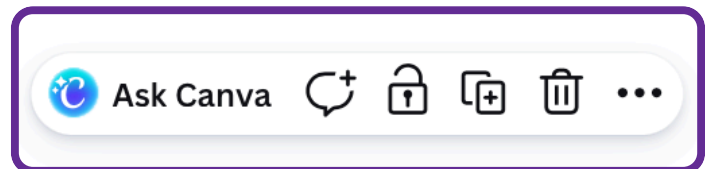
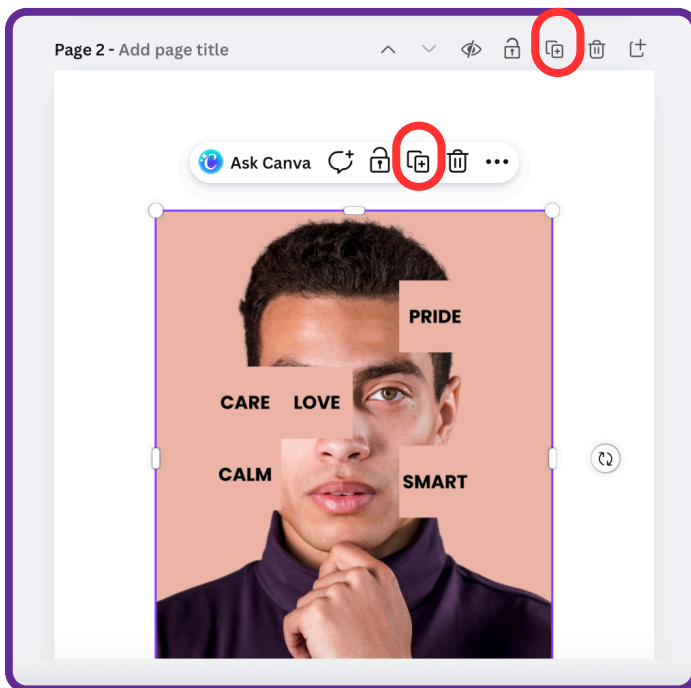
Photo effects can enhance visuals  
when used lightly.

# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 7: SMART DUPLICATION & COPY TECHNIQUES

### Time-saving habits

- Duplicate designs instead of starting over
- Copy elements across pages
- Use templates for repeated content



Duplicate button

Duplicating pages speeds up content creation while keeping designs consistent.

# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 8: CANVA MAGIC TOOLS (OVERVIEW)

### Common magic tools

- Magic Write
- Magic Design
- Magic Resize (if available)

### How to use them

- Use for ideas and drafts
- Edit results manually



Magic tools help generate ideas but should always be refined manually.

# CHAPTER 15: CANVA APPS & TOOLS THAT SAVE HOURS

## STEP 9: APPS YOU SHOULD AVOID OVERUSING

### Avoid tools that:

- Add unnecessary effects
- Distract from the message
- Overcomplicate simple designs

Simple designs perform better.

### Step 10: Build Your Personal Speed Toolkit

#### Recommended tools to master

- QR Code
- Mockups
- Charts
- Background tools
- Duplicate & templates

You don't need everything—just the tools that fit your workflow.

### Practice Task (Do This Now)

#### Task

1. Create a flyer
2. Add:
  - A QR code
  - A mockup image
  - One chart (sample data)
3. Save as:
  - Canva\_Apps\_Practice\_Design

### Quick Check (Before Moving On)

- I know where apps are located
- I can use QR codes
- I can apply mockups
- I understand which tools save time

# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 1: UNDERSTAND FILE TYPES (PLAIN LANGUAGE)

### Goal of this chapter:

Teach you how to export Canva designs correctly so they stay sharp, clear, and professional –whether they're posted online, sent to a client, or printed.

A good design can be ruined at the export stage.

This chapter prevents that.

### Step 1: Understand File Types (Plain Language)

Each file type has a purpose.

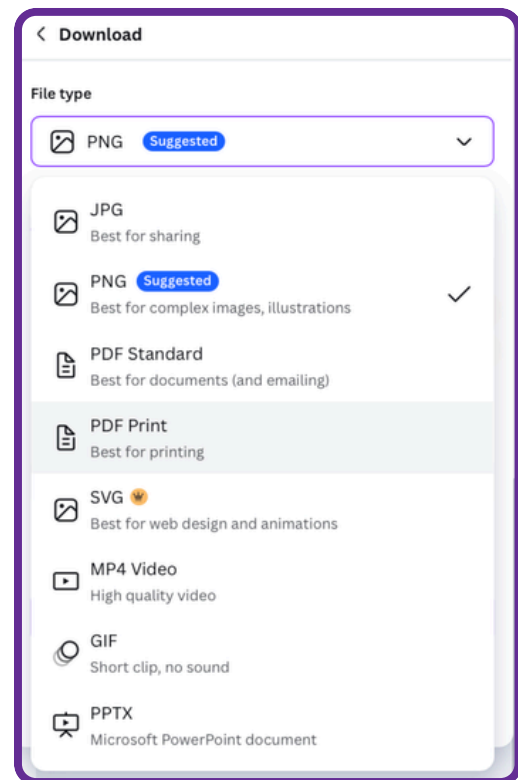
Using the wrong one causes blur, distortion, or print issues.

### The only file types you need to know

- PNG – Best for social media images and logos
- JPG – Smaller file size, good for photos
- PDF Print – Best for flyers, posters, documents
- MP4 – Best for videos and reels

You don't need anything else to start.

Choosing the correct file type is the first step to maintaining design quality.



# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

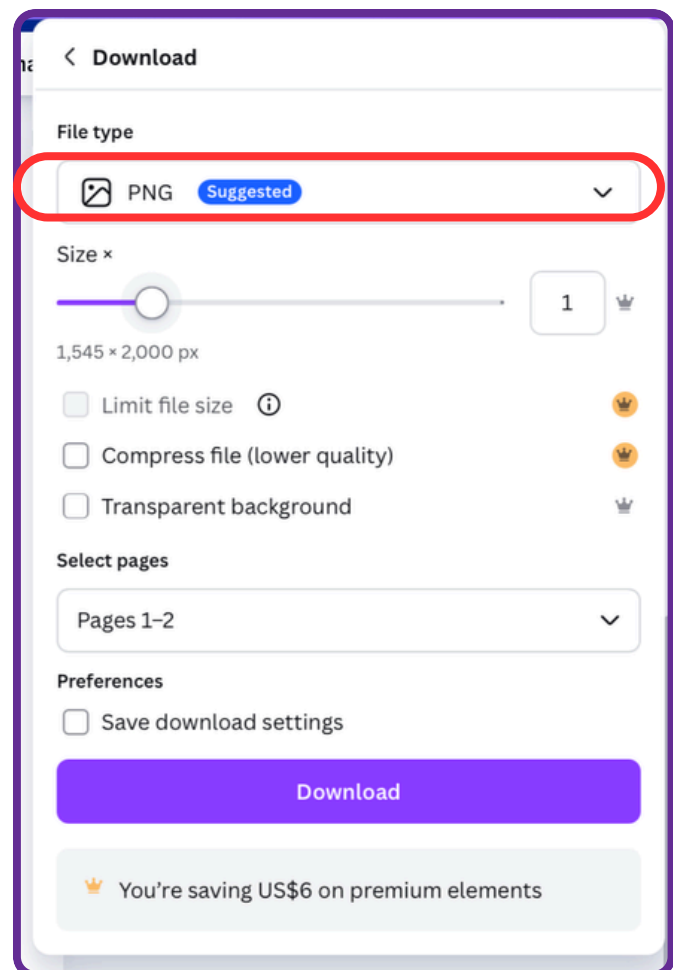
## STEP 2: EXPORTING FOR SOCIAL MEDIA (POSTS & STORIES)

### Best settings for social media images

1. Click Download
2. Select PNG
3. Quality: High
4. Download

### When to use JPG instead

- If file size needs to be smaller
- If it's mostly a photo



PNG is the best format for sharp social media graphics.

# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 3: EXPORTING LOGOS CORRECTLY

### Logo export rules

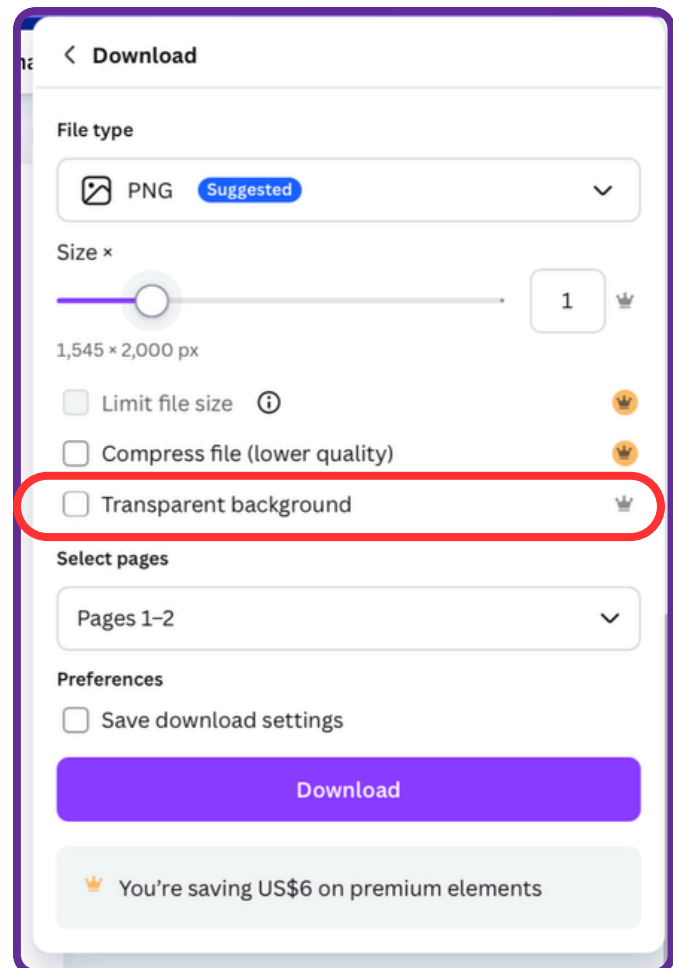
- File type: PNG
- Background: Transparent
- Quality: High

### Why transparency matters

- Place logo on any background
- No white box around logo

Transparency background

Always export logos with a transparent background for flexibility.



# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 4: EXPORTING FOR PRINT (FLYERS, POSTERS, DOCUMENTS)

### Correct print export method

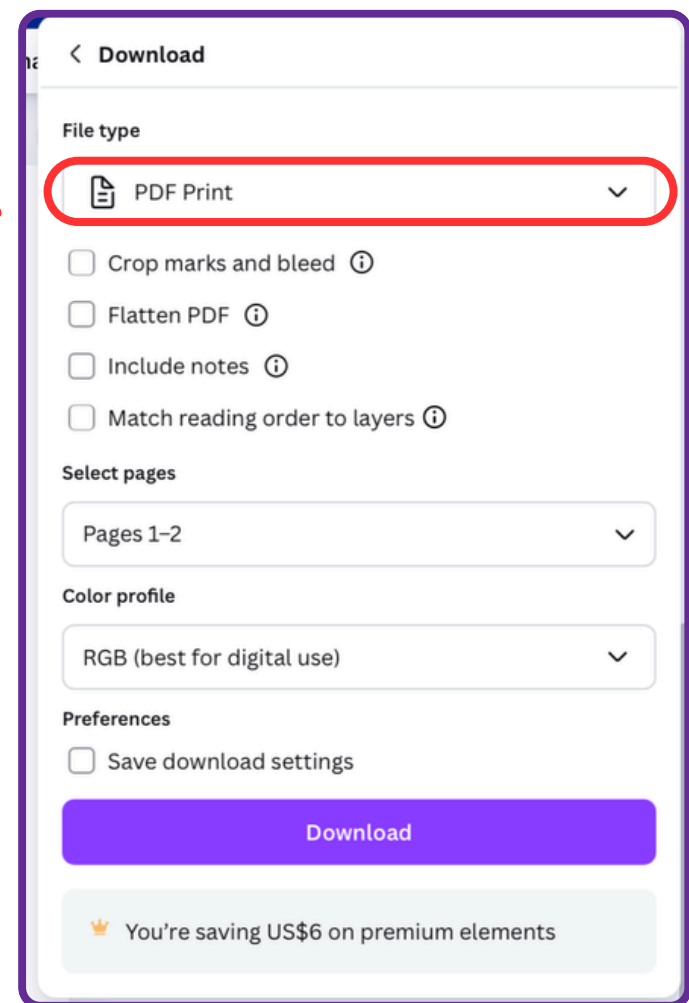
1. Click Download
2. Select PDF Print
3. Turn on:
  - Crop marks (if available)
  - Bleed (if available)
4. Download

### Important reminder

Never send printers:

- PNGs
- Instagram-sized files
- Screenshots

PDF print



PDF Print ensures high-quality output for professional printing.

# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 5: EXPORTING VIDEOS PROPERLY

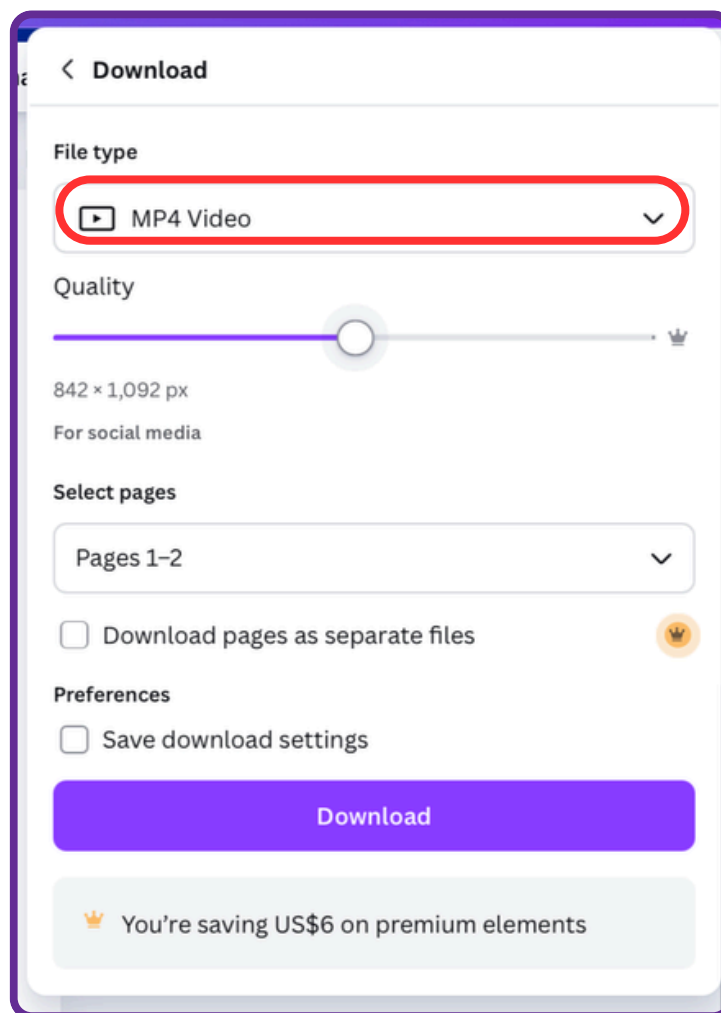
### Best settings for video

- File type: MP4
- Quality: High

### Platform-ready tips

- Vertical video → Reels & Stories
- Horizontal video → YouTube & presentations

MP4 video



MP4 is the standard video format for social media platforms

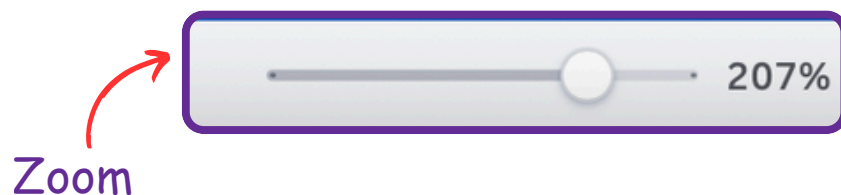
# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 6: QUALITY CHECK BEFORE DOWNLOADING

Before exporting, zoom in and check:

- Text clarity
- Spelling
- Alignment
- Spacing
- Contrast

Fix problems before downloading.



Zooming in helps catch small mistakes before exporting.

# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 7: FILE NAMING FOR EXPORTS

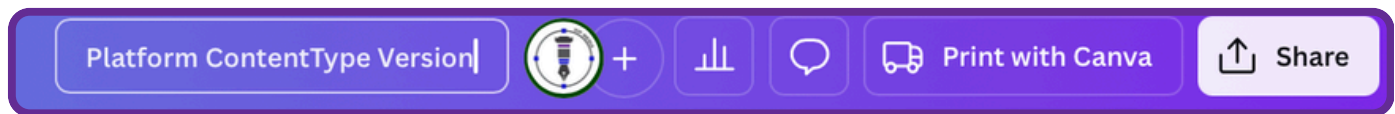
### Naming format

Platform\_ContentType\_Version

### Examples

- Instagram\_Post\_Promo\_V1
- Flyer\_Event\_Print\_Final
- Logo\_Primary\_Transparent

This helps avoid confusion later.



File naming

Clear file names make it easy to identify exported designs.

# CHAPTER 16: EXPORTING, FILE TYPES & QUALITY CONTROL

## STEP 8: EXPORTING MULTIPLE PAGES AT ONCE

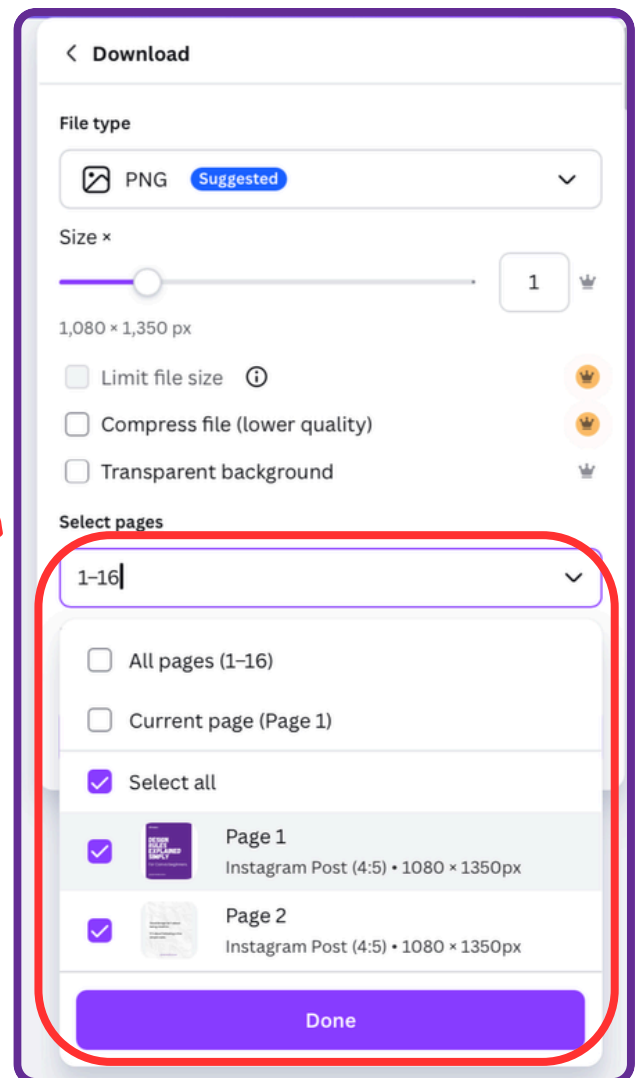
### When to use this

- Carousels
- Presentations
- Multi-page documents

### How to do it

- Select All pages
- Or choose specific pages
- Download once

Select pages here



Multiple pages can be exported together for efficiency.

## STEP 9: COMMON EXPORT MISTAKES TO AVOID

- ✗ Using the wrong file type
- ✗ Forgetting transparent background
- ✗ Exporting low quality
- ✗ Sending social sizes to printers
- ✗ Skipping final review
- ✓ Match file type to purpose
- ✓ Always check settings
- ✓ Review before downloading

### Practice Task (Do This Now)

Task

1. Export:
  - One Instagram post as PNG
  - One flyer as PDF Print
  - One logo as transparent PNG
2. Name files properly
3. Store them in an Exports folder

### Quick Check (Before Moving On)

- I understand file types
- I export correctly for social media
- I export correctly for print
- My files are named clearly
- My designs stay sharp after download

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 1: CREATE A BRAND FOLDER (START CLEAN)

### Goal of this chapter:

Bring everything together by creating a complete, usable brand starter pack you can use for your own business, personal brand, or a client.

By the end of this chapter, you will have a real asset, not practice work.

### What You Will Create (Final Deliverables)

#### Your Brand Starter Pack will include:

1. Logo set (multiple versions)
2. Brand colors & fonts reference
3. 10 reusable Canva templates
4. Reel cover set
5. Story templates
6. One flyer (print-ready)
7. One carousel post
8. One short promo video

#### This pack can be:

- Used for your own brand
- Offered as a service
- Turned into a product
- Used as a portfolio example

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

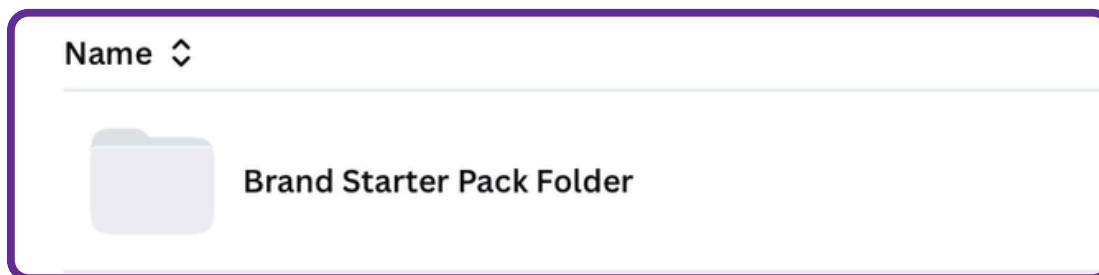
## STEP 1: CREATE A BRAND FOLDER (START CLEAN)

Folder structure

**Inside Projects, create:**

### **Brand Starter Pack**

- Logos
- Templates
- Social Content
- Print
- Video
- Exports



A clean folder structure keeps your brand assets organized and reusable

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 2: FINALIZE YOUR LOGO SET

### Required logo versions

- Primary color logo
- Black logo
- White logo
- Icon-only version

### Checklist

- Readable at small sizes
- High contrast
- Simple layout

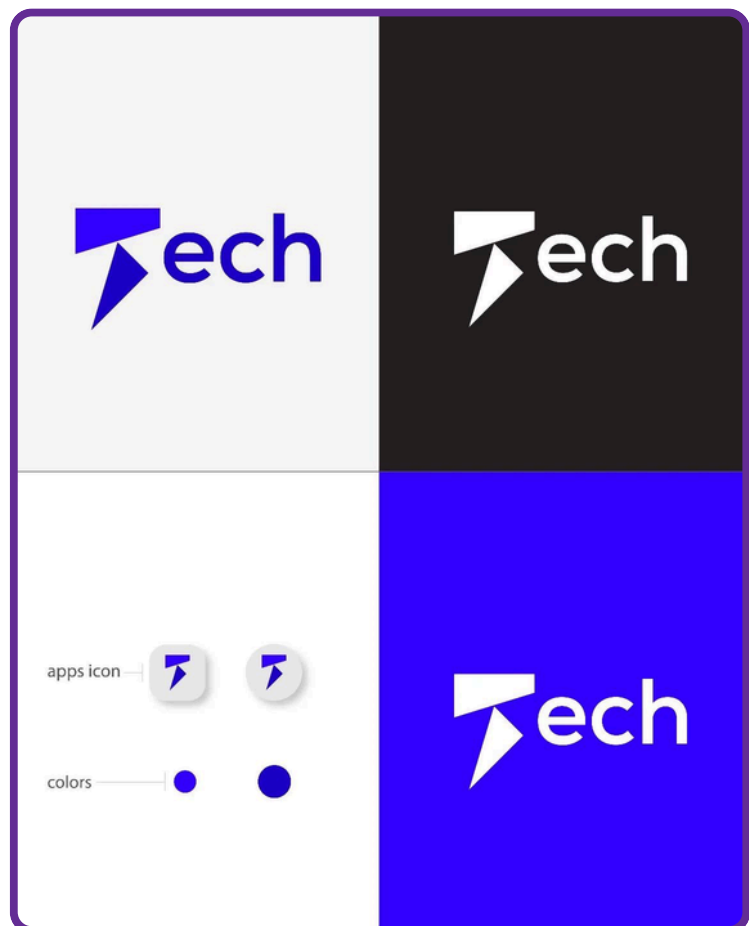
### Export each as:

- PNG
- Transparent background

### Save in:

- Brand Starter Pack → Logos

A complete logo set ensures your brand works across all platforms.



# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 3: CREATE YOUR BRAND REFERENCE PAGE

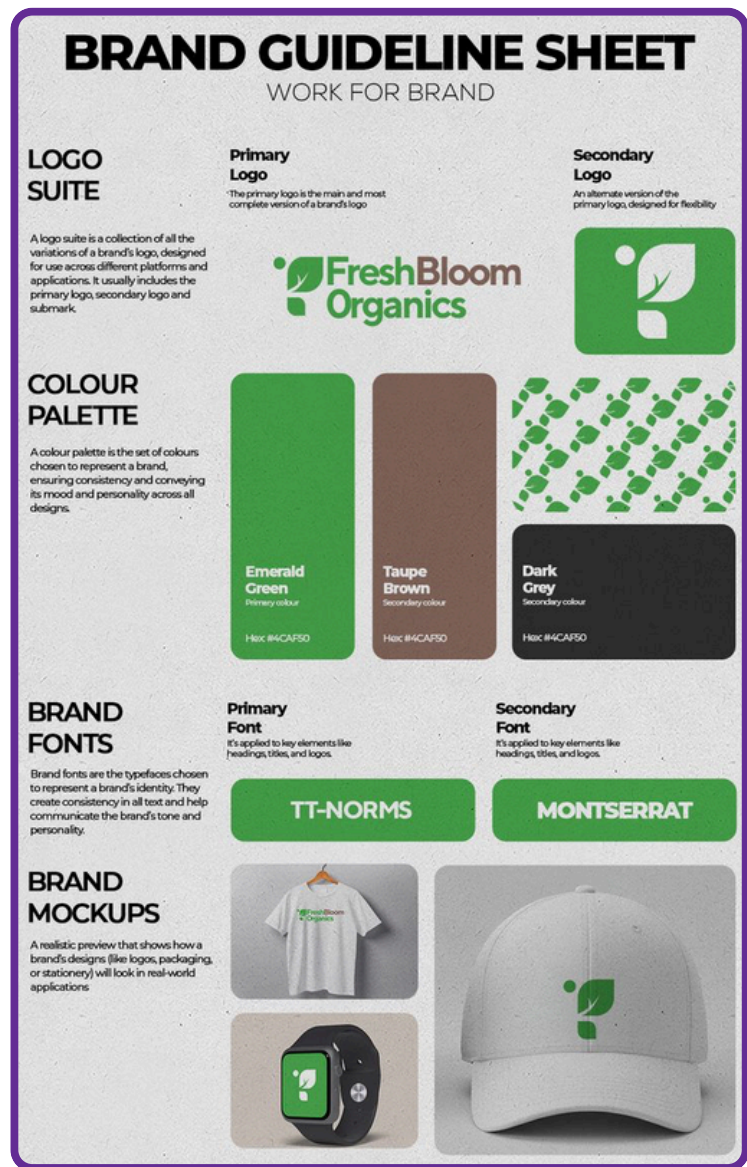
### Include:

- Primary, secondary, neutral colors
- Heading font
- Body font
- Example headline
- Example body text

### Save as:

- Brand\_Reference\_Guide

A brand reference page keeps your designs consistent.



# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 4: BUILD YOUR CORE TEMPLATE PACK

### Create these 10 templates:

1. Quote post
2. Tip post
3. Carousel slide
4. Promo post
5. Testimonial post
6. Before & after post
7. Event announcement
8. Reel cover
9. Story promo
10. Call-to-action post

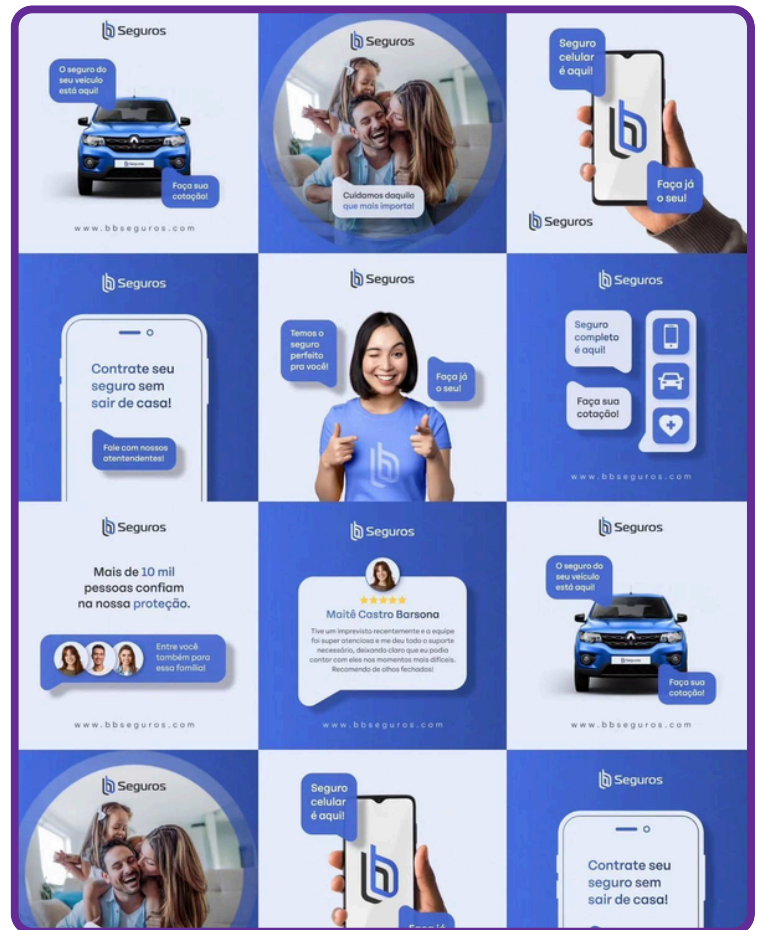
### Rules

- Same fonts
- Same colors
- Same spacing

### Save in:

- Brand Starter Pack → Templates

Reusable templates speed up content creation and maintain consistency.



# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 5: CREATE SOCIAL CONTENT EXAMPLES

### Required designs

- 1 carousel (7 slides)
- 3 reel covers
- 3 story templates

Save in:

- Brand Starter Pack → Social Content



Reusable templates speed up content creation and maintain consistency.

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 6: DESIGN ONE PRINT-READY FLYER

### Include:

- Headline
- Details
- Image
- QR code or contact info

### Export as:

- PDF Print

### Save in:

- Brand Starter Pack → Print



Print-ready designs expand your brand beyond social media.

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 7: CREATE A SHORT PROMO VIDEO

### Video requirements

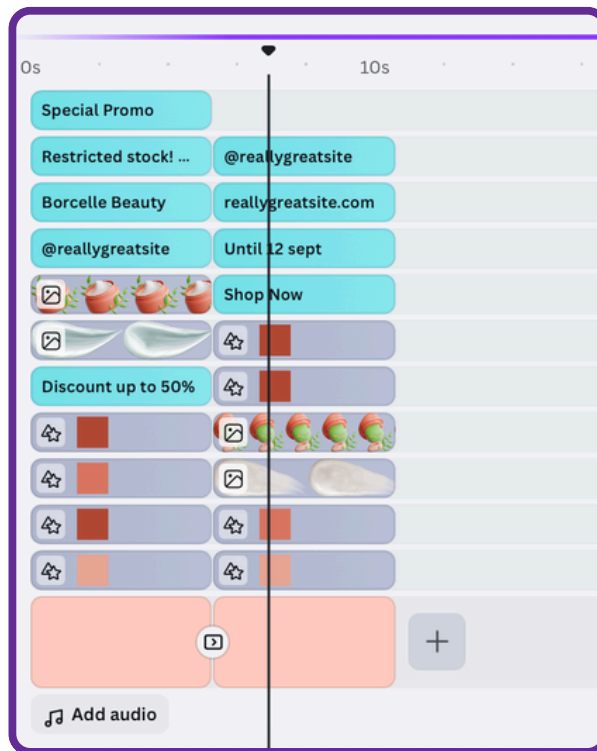
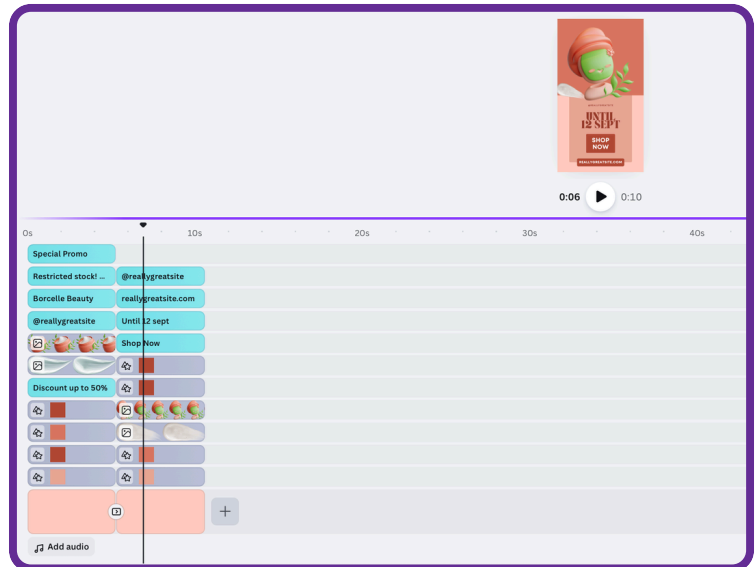
- 10–15 seconds
- Text overlay
- Light animation
- Background music (optional)

### Export as:

- MP4

### Save in:

- Brand Starter Pack → Video



Short promo videos increase engagement and visibility.

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## STEP 8: EXPORT EVERYTHING PROPERLY

### Export checklist

- Social posts → PNG
- Flyers → PDF Print
- Logos → Transparent PNG
- Videos → MP4

Save in:

- Brand Starter Pack → Exports

### Step 9: Quality Review (Final Check)

Before calling it complete:

- Fonts are consistent
- Colors are consistent
- Spacing is clean
- Files are named correctly
- No spelling errors

### Step 10: How to Use This Brand Starter Pack

You can now:

- Launch your own brand
- Offer social media design services
- Sell template packs
- Build a design portfolio
- Create content faster

This pack is your proof of skill.

# CHAPTER 17: BUILD YOUR BRAND STARTER PACK (FINAL CHAPTER)

## FINAL ASSIGNMENT (COMPLETE THIS)

### Task

1. Complete all deliverables
2. Organize folders
3. Export all assets
4. Review everything
5. Rename folder:
  - Brand\_Starter\_Pack\_Final

### Graduation Checklist

- Logo set complete
- Brand guide created
- Templates built
- Social content ready
- Print and video included
- Files exported correctly

✓ You are now Canva-skilled for business and content creation.

# BONUS

## PRIVATE COMMUNITY ACCESS

**You don't have to figure this out alone.**

As a reader of The Canva Playbook, you get access to a private WhatsApp community created for business owners, creators, and beginners learning Canva.

### **This space is for:**

- Asking questions when you're stuck
- Sharing designs for feedback
- Learning from others applying the same system
- Staying consistent and motivated

No pressure. No noise. Just support and progress.

### **What You Get Inside**

- Design feedback and quick tips
- Answers to common Canva questions
- Extra resources and updates
- Early access to future training

### **Important to Know**

This community is meant for support and discussion, not one-on-one coaching or full-time support.

I may not be able to respond to every message, but the group is monitored and designed to remain helpful and focused.

### **👉 Join the WhatsApp Group:**

<https://chat.whatsapp.com/CKaGIKHgXoc3Nd2KR7s89R>

**Access is included with your eBook purchase.**

### **One Simple Rule**

Be respectful. Be helpful. Keep it focused on learning and improving.

Welcome to the community.  
Let's create better—together.