



From Idea to Identity

A HANDS-ON BRANDING & CONTENT WORKSHOP

Canva

Kylynn Tanner
Angelina DeCrow
Cesar Camacho

What Can Canva Do For Your Business?

Posters:



Logos:



Presentations:



Social Posts:





Why is *Canva* The Best Choice for Small Biz?

- Affordable
- Easy to use
- Saves time
- Professional results
- All-in-one platform

Before You Start *designing*...

It's good to know
that a great design starts
with a strong, consistent
brand.



An illustration on the left side of the slide features a window with a light orange frame. The window is divided into four panes by a vertical and a horizontal line. Outside the window, there are rolling green hills, a blue sky with several white birds in flight, and a bright sun or moon. In the foreground, there are three potted plants. On the far left, a large green plant with a single large leaf is partially visible. In the middle, a plant with several green leaves sits in a reddish-brown pot. On the right, another plant with several green leaves sits in a reddish-brown pot.

Why your Brand is Important:

- Creates a strong first impression
- Builds trust & credibility
- Helps you stand out in a saturated market
- Communicates who you are & what you offer

Branding that Builds Trust

People choose businesses they recognize and feel confident in.

This means:

- Consistent branding signals professionalism
- Familiar visuals create comfort
- Customers are more likely to refer others
- Trust leads to a long-term business relationship





How to be Consistent:

Consistency turns your brand into something people instantly recognize, which is why Canva can help!

For consistency you need:

- 2-3 fonts
- 3-5 brand colors
- Logo
- Core photography/iconography

An illustration of a window with a sunset scene. The window frame is orange. Outside, a large orange sun is setting behind a horizon line. Several birds are flying in the sky. In the foreground, there are three potted plants: a large red-leafed plant on the left, a green cactus in a red pot in the middle, and a small green succulent in a red pot on the right.

What this means for your business:

Strong & Consistent Branding =
More Visibility & Opportunity

How to be consistent with *Canva*



Time Saving Tools in Canva

1. Background Remover

2. Magic Eraser

3. Magic Grab

4. Shadows

5. Duotone

6. Blur

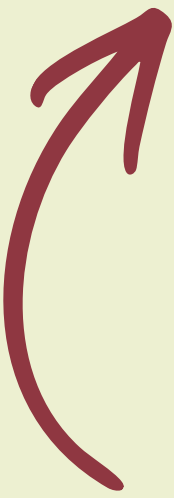
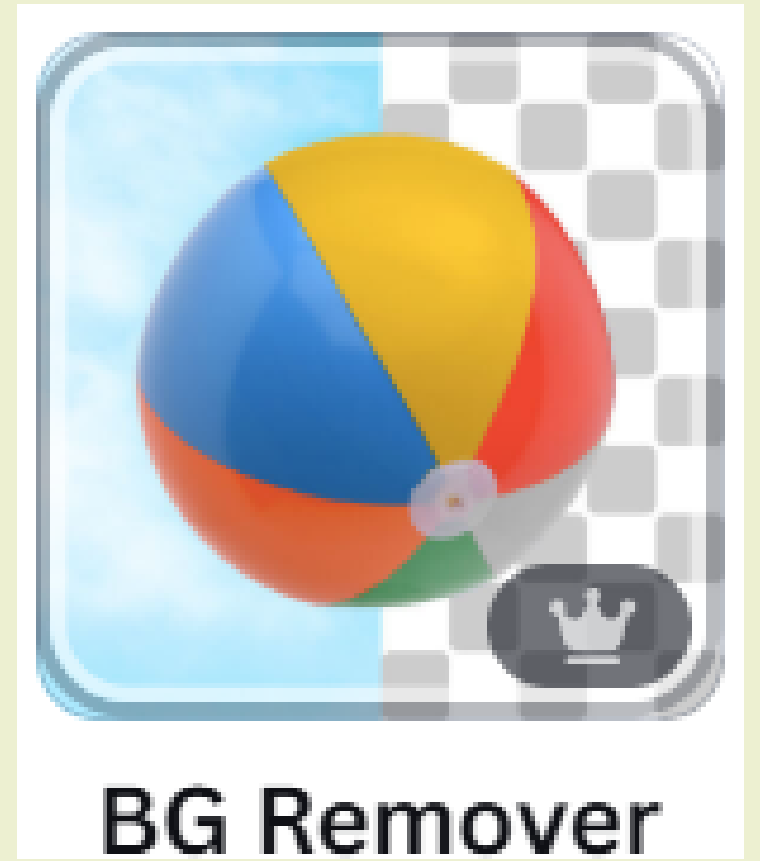
7. Alignment

8. Apps

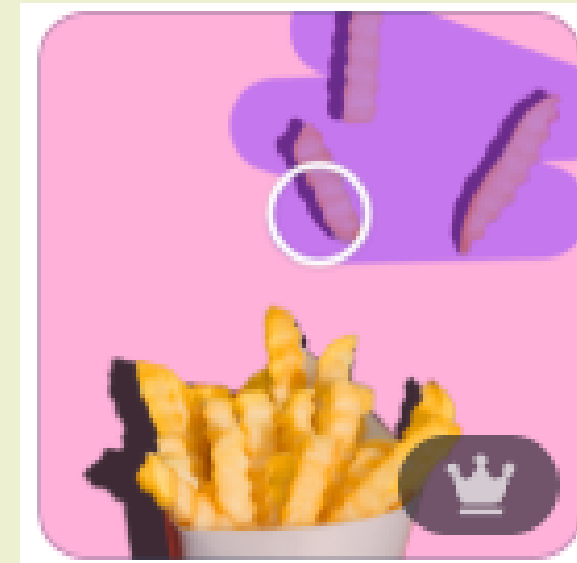
9. Resource Hub



demonstration: Background Remover



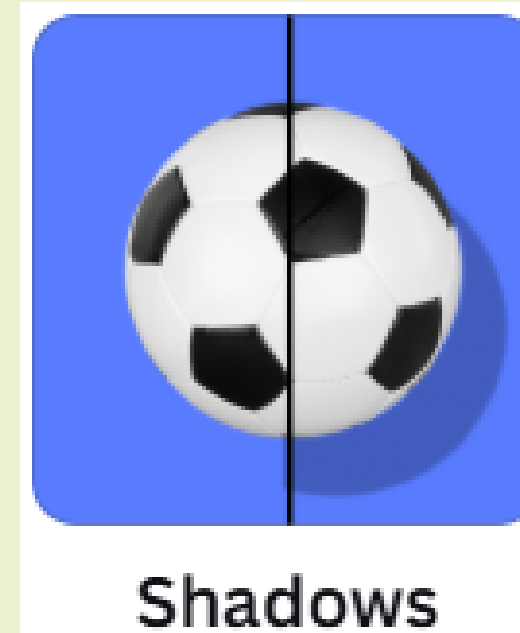
demonstration: Magic Eraser



Magic Eraser



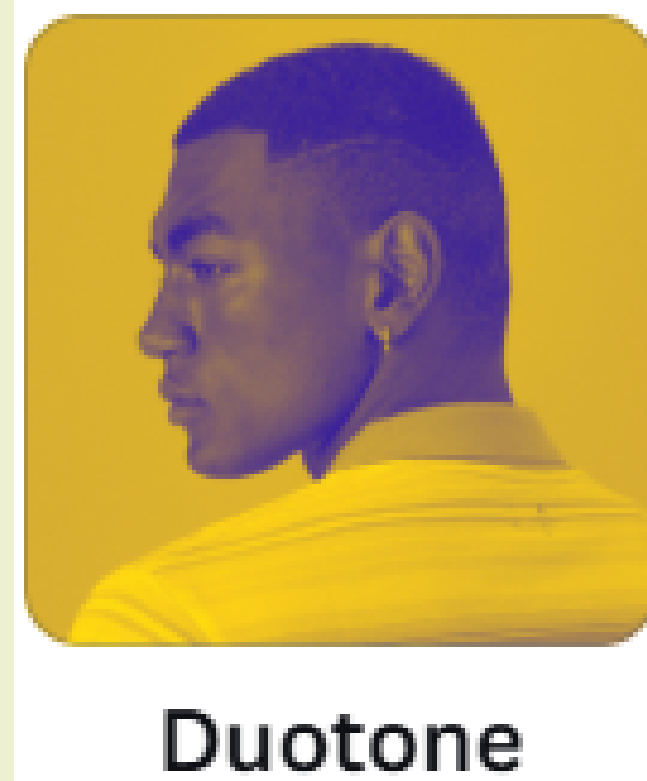
demonstration: Shadows



Palisade
chamber of commerce



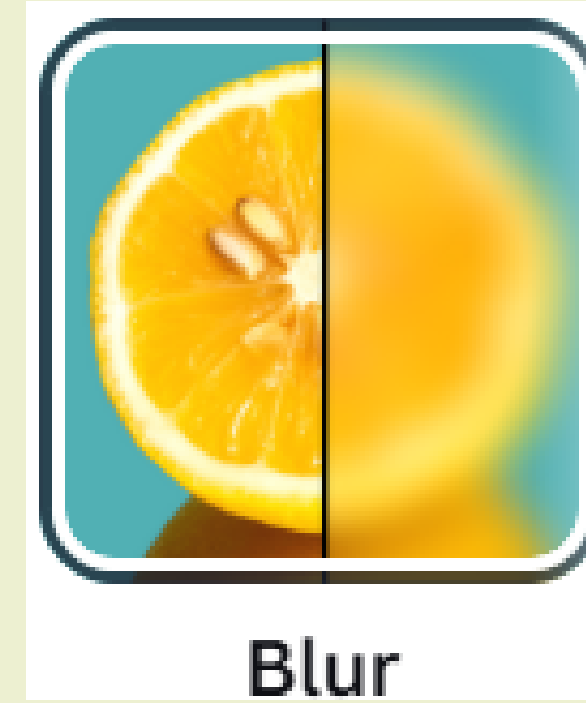
demonstration: Duotone



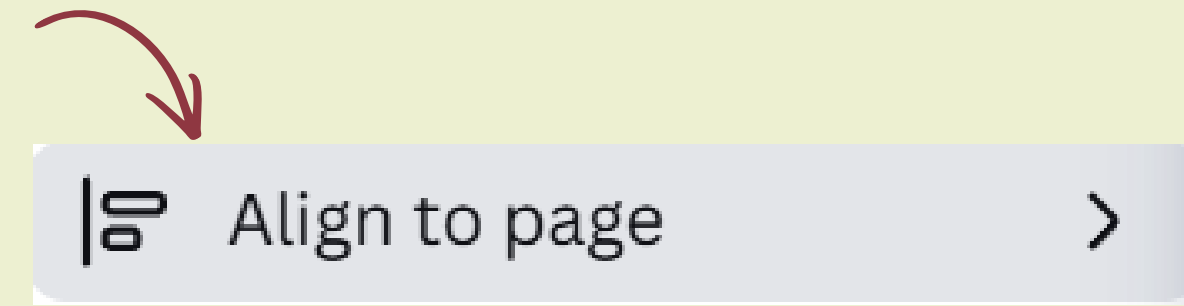
Palisade
chamber of commerce



demonstration: Blur



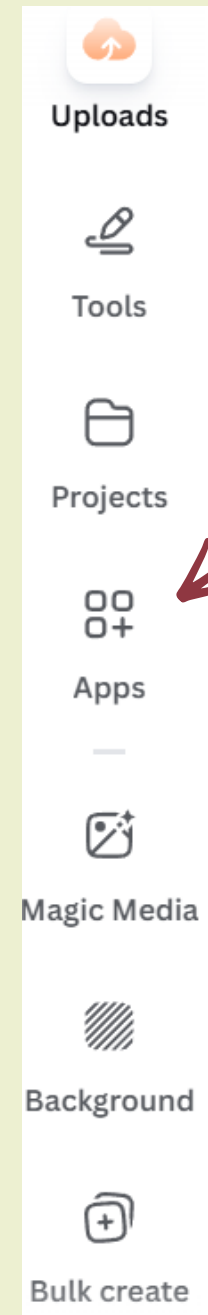
demonstration: Alignment



demonstration:

Apps

**Tracer Tool
& More**



Resource Hub, Tutorials

canva.com/design-school/



Design School - Learn design with Canva

Learn how to design in Canva with free resources and certified courses.



Let's talk *brand kits*



Logos



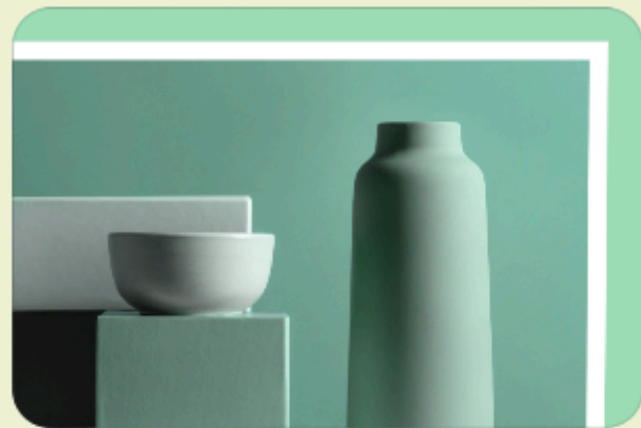
Colors



Fonts



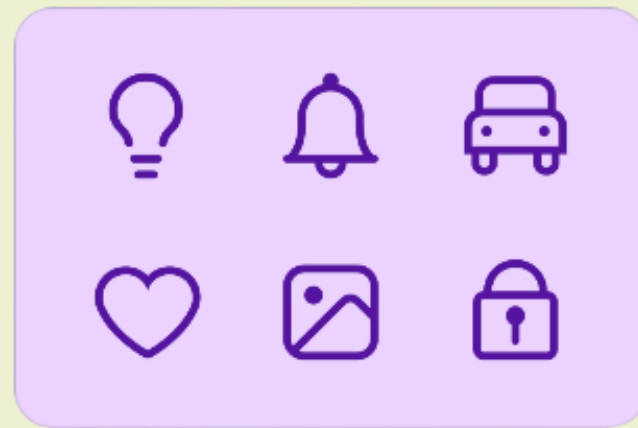
Brand voice



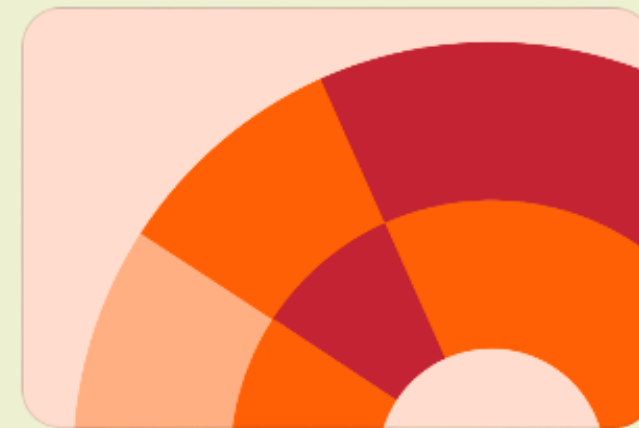
Photos



Graphics



Icons



Charts





Templates: Effective Use & Customization

- Use keywords
- Customize to your brand
- Don't start from scratch

Let's Walk Through Customizing a Template Together

Watch how quickly you can turn a template into a branded design



Other Tools to Use

Affinity a free professional graphic design. Tool much higher learning curve, but gives you more control of designs.

<https://www.affinity.studio/>



The image features a collection of stylized, colorful potted plants. On the left, there is a succulent with thick, upright, pointed leaves in shades of green and blue. In the center, a large monstera plant with several large, deeply lobed, green leaves is potted in a tall, reddish-brown vase. In front of the base of the monstera pot is a smaller, rounded reddish-brown pot containing a succulent with pointed, upright leaves. To the right, a portion of a cactus is visible, featuring a green, ribbed body and a small, pink, star-shaped flower. The background is a light, pale yellow-green gradient.

Questions?

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