DESIGN LIKE A PRO ON CANVA

envida
SOCIAL / MEDIA
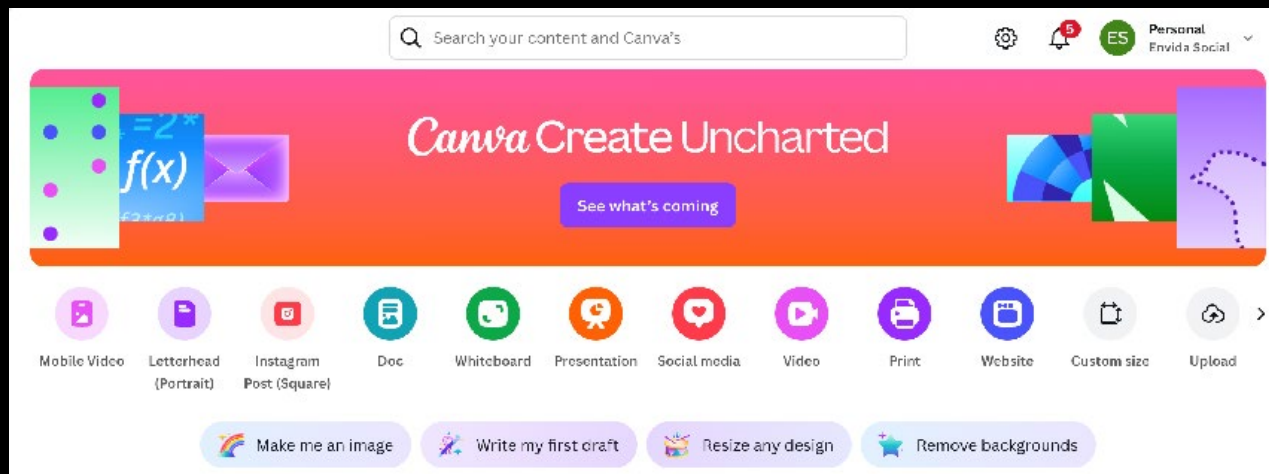
WHAT IS CANVA?

- User-friendly design platform

- Effective for maintaining consistency across team designs

- Large library of templates to get you started on any design

HOW TO CREATE
A CANVA POST

1   Start with the correct dimensions (ex. IG post = 1080x1350)

2   Select a template to use as the foundation of the design

3   Upload logos, brand colors & fonts

4   Use alignment and spacing tools to clean up formatting

5   Incorporate layers (bring to front/send to back) to add depth

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HOW TO INCORPORATE
BRANDING ELEMENTS

- Aim for consistency across posts by using on-brand colors & fonts
- Use text hierarchy strategically to guide the user's attention to what's most important
- Place logos in an intentional way that doesn't feel too large/small
- Choose imagery that aligns with the brand personality/tone

DESIGN DO'S

DESIGN DON'TS

- USE white space - it's your friend!

- Prioritize visual hierarchy elements like size, color, spacing & alignment

- Stick to 1–3 fonts max and a simple color palette

- Don't overcrowd design elements, give the design room to breathe

- Stay away from using too many fonts or colors at once

- Limit text effects like shadow, curve, lift, etc. They should be subtle.

CANVA BRAGGING RIGHTS

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Thank you!

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