

Getting started with branding in *Canva*



Lovely
EVOLUTION

BRANDING / DESIGN / CANVA



WITH MARIE-LOUISE O'NEILL

Handout

Build your client avatar

Business to Consumer (B2C)

Background:

Name:

Age:

Gender:

Relationship:

Family:

Location:

Job:

Income:

Education:

Interests:

Books they read:

Movies & TV:

Hobbies:

Goals:

Values:

Challenges:

Pain Points:

Business to Business (B2B)

Background:

Location:

Industry:

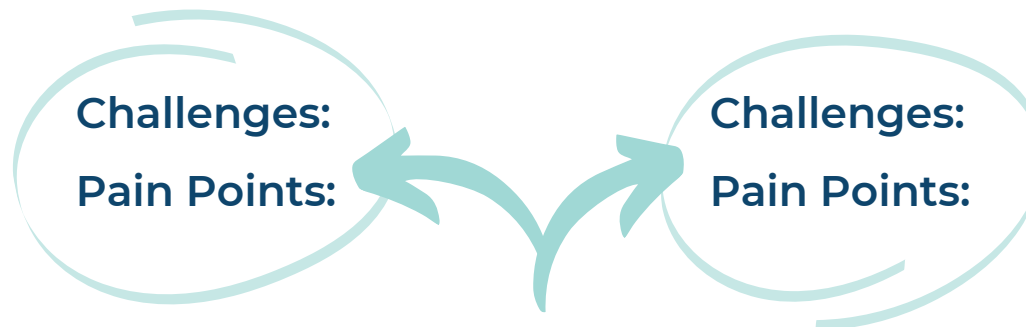
Number of Employees:

Name:

Job:

Challenges:

Pain Points:



MOST IMPORTANT!



Client avatar templates

Here are some suggested templates you could use as a starting point. Look for marketing presentations which often have a page about ideal clients or use mood boards for a more visual approach.

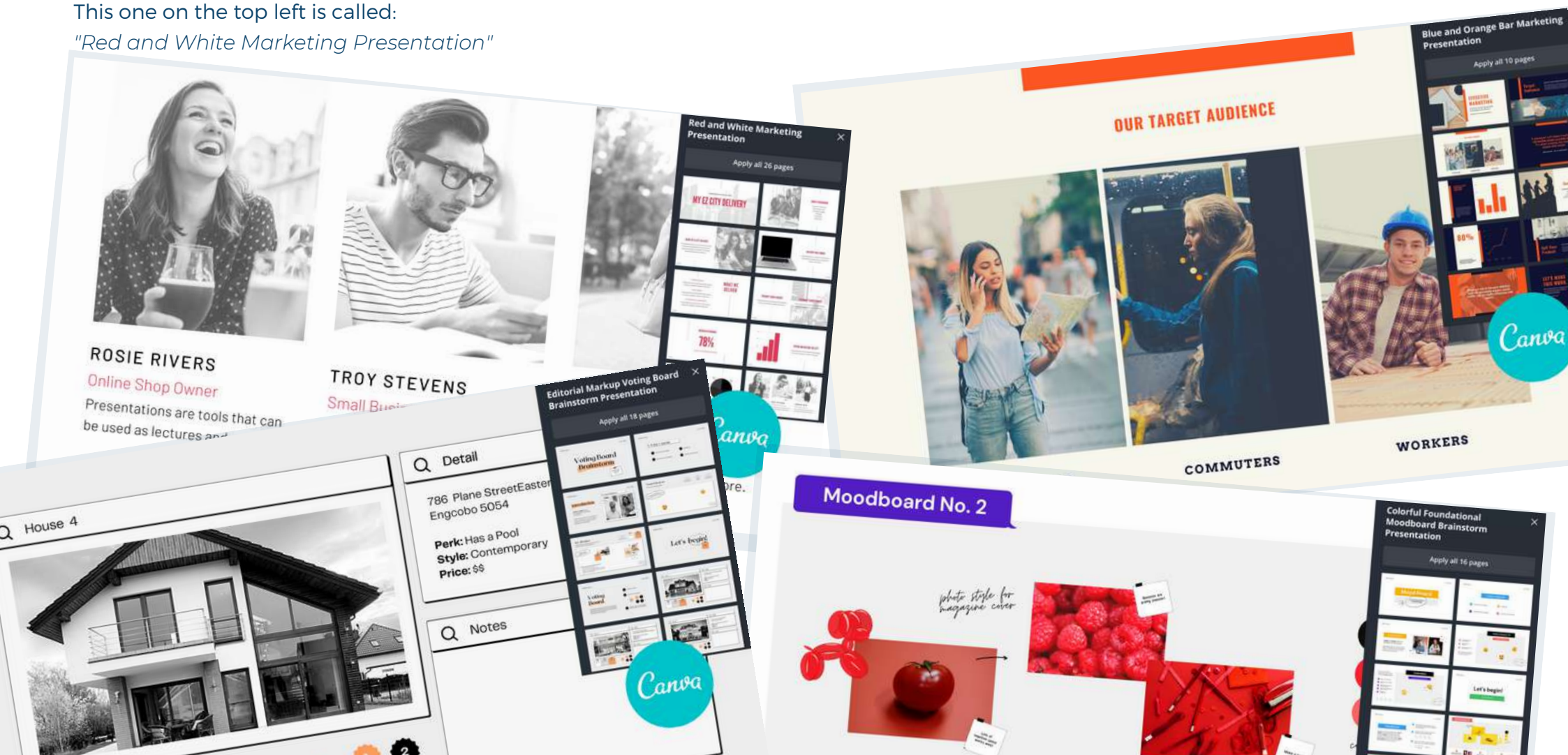
This one on the top left is called:

"Red and White Marketing Presentation"

Go more in depth with your answers in these templates, search for:

"White & Gold Ideal Customer Avatar Worksheet"

"Minimalist Brown Marketing Strategy Workbook Planner"



Define your brand colours

The image shows the Canva website interface with annotations for defining brand colors. On the left sidebar, the 'Brand Kit' option is highlighted with a pink arrow. Below it, the 'Brand colors' section is circled in pink, showing a palette with three colors and an 'Add new palette' button. On the right, a laptop displays the Canva color picker tool. A pink arrow points from the 'Brand logos' section to the laptop, with the text 'Use Canva's colour picker tool to find out your logo colours'. Another pink arrow points to the 'Pick a color from the design' button on the laptop's color picker interface.

Canva Home Templates Features Learn Pricing Create a design

Recommended for you
All your designs
Shared with you
Brand Kit
Create a team
All your folders
Trash
Uploads
Original Templates
Social Media Posts
Try Canva Pro

Keep designs consistent with color palettes and font pairings
Upload your own unique font
Upgrade

Brand logos

Use Canva's colour picker tool to find out your logo colours

Brand colors

Brand colors
+ Add new palette

Document Colors
+ [Color Swatches]
#0E456C
Pick a color from the design
Lovely Brand Kit
Lovely Brand colours

Example of my Brand Kit (Pro)

The screenshot displays the Canva Brand Kit (Pro) interface. At the top, the Canva logo is on the left, a search bar in the center, and a 'Create a design' button on the right. The left sidebar contains navigation options: Home, Templates, Projects, Creator (Template Creator, Element Creator), My Items, Earnings, Tools (Brand, Content Planner, Discover apps, Smartmockups), and Starred (Jensen artwork). The main area is divided into three sections: 'Brand logos (5)', 'Brand colors (9)', and 'Brand fonts'. The 'Brand logos' section shows five logo variations, including a plus sign for a new logo, a blue and green gradient, a blue and green gradient with the text 'Lovely EVOLUTION', and two versions of the 'Lovely EVOLUTION' logo in a script font. The 'Brand colors' section shows 'Lovely brand colours' (five color swatches: teal, light teal, dark teal, dark blue, and white) and 'Lovely secondary colours' (four color swatches: pink, light purple, medium purple, and dark purple). The 'Brand fonts' section shows 'Text styles' (Headings, Subheadings, Body) and 'Uploaded fonts' (Diamor Regular, Montserrat). A 'Upload a font' button is also present.

Canva

Search your content or Canva's

Create a design

LE Lovely Evolution Teams • 82

Home

Templates

Projects

Creator

Template Creator

Element Creator

My Items

Earnings

Tools

Brand

Content Planner

Discover apps

Smartmockups

Starred

Jensen artwork

Brand logos (5)

Brand colors (9)

Brand fonts

Upload a font

Lovely brand colours

Lovely secondary colours

Text styles

Uploaded fonts

Headings, Montserrat...

Subheadings, Diamor Regular, 27

Body, Montserrat, 10.5

Colour associations

Everyone sees and interprets colour in a different way. Fashion, personal taste, and cultural associations also influence the impact of colours on each of us.

Cultural associations

In Japan, white is the colour of death? But in Western cultures, it represents purity and has been a popular colour for wedding dresses for the last few hundred years.

Type of colour

The shade, tone, lightness, darkness or brightness of the colour also impacts how we respond to colour.

For example, a bright acid lime green has a high energy and fun vibe, and a dark forest green could be seen as serious, eco-friendly or calming.

Examples of colour associations

security intelligence solid gloomy conservative	dependable earth outdoors conservative	energy hunger passion power attention	fresh engaging energetic visible confident	optimism positivity warmth energy creativity
strong formal classy dramatic death	romantic youthful soft feminine playful	deep creative regal fantastical thoughtful	spirit technology honesty reliability data	natural fresh calming reliable energetic



Brand guidelines

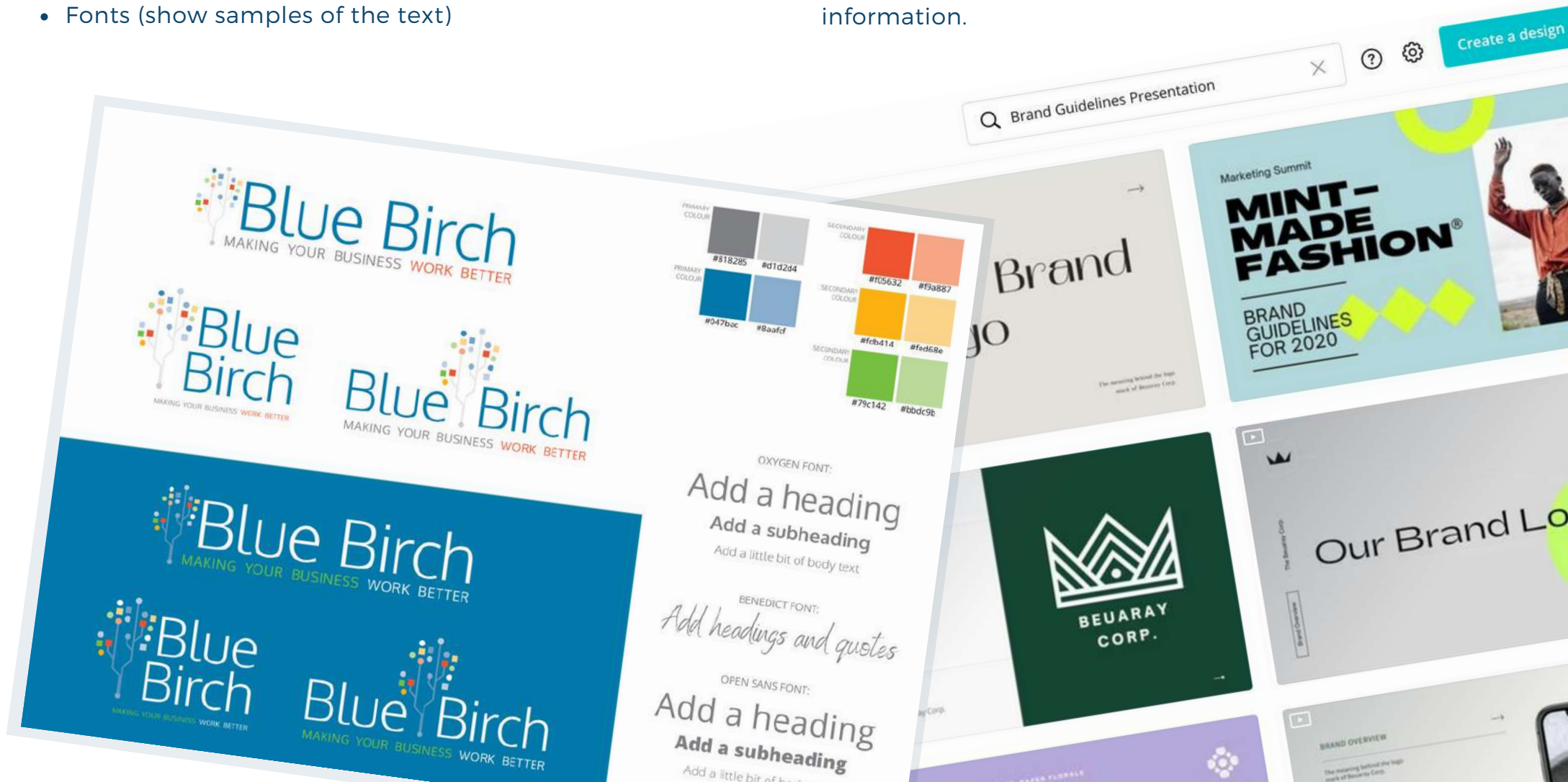
One page logo overview

This is a one page 'cheat sheet' that includes the following:

- Logo versions (landscape, square, white out etc)
- Colours (include the #Hex Codes)
- Fonts (show samples of the text)

Canva templates

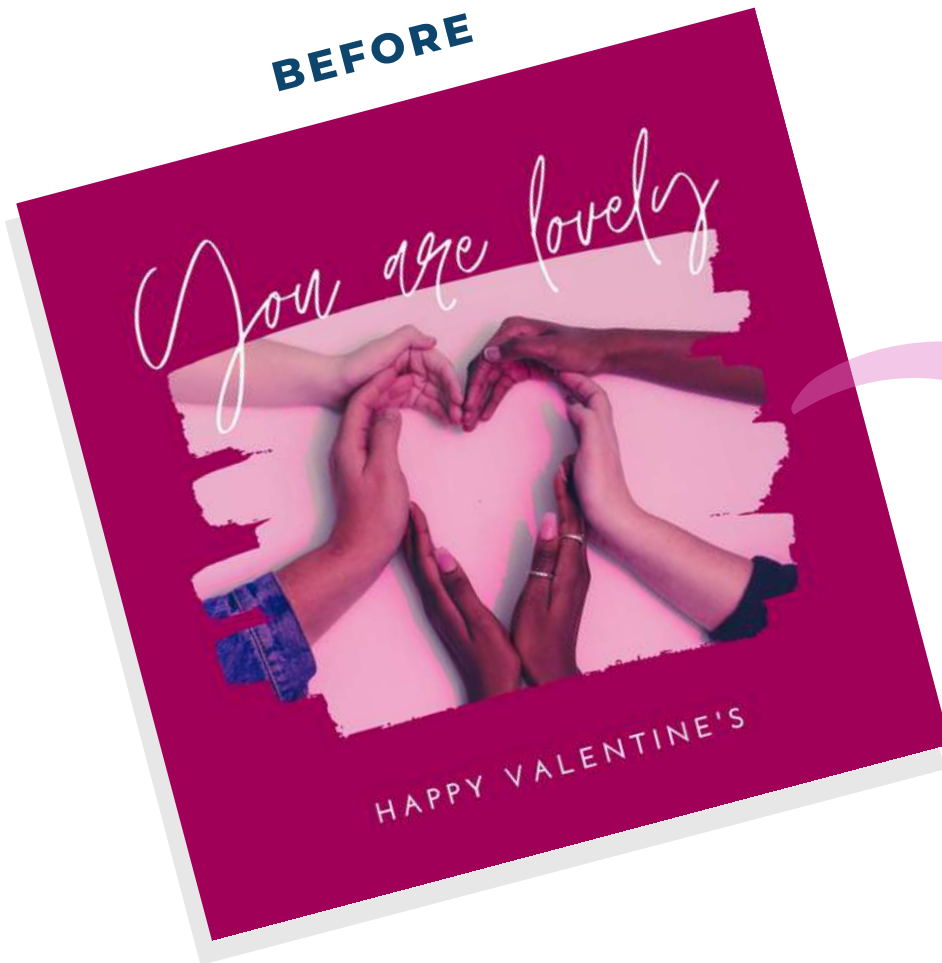
Or search for '*Brand Guidelines Presentation*' to use one of Canva's templates and work your way through it like a workbook to fill in the information.



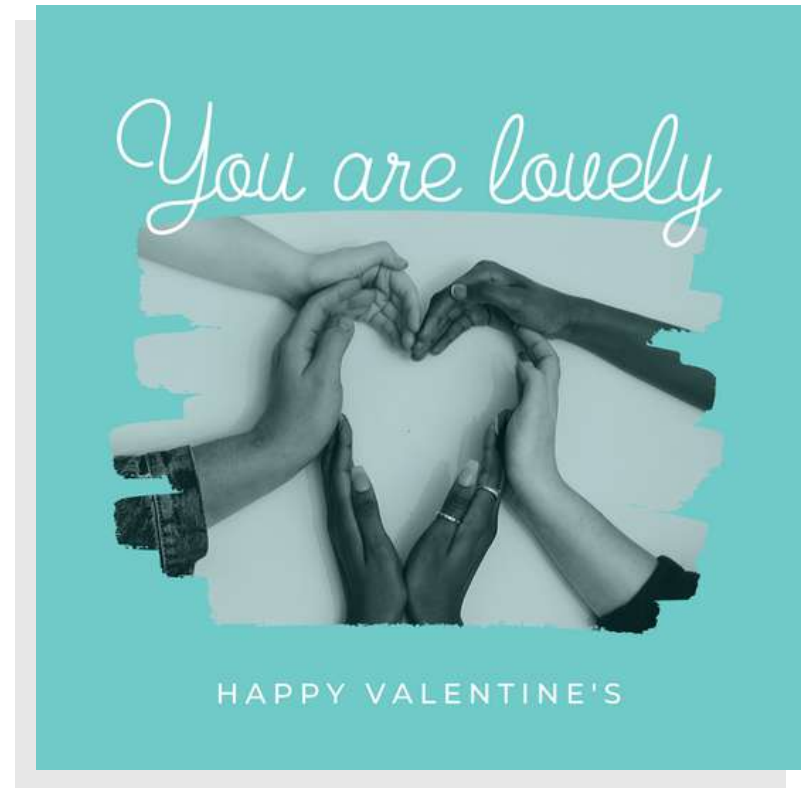
Customise your templates

- colours
- fonts
- filters
- images
- text
- add your logo or website

BEFORE



AFTER

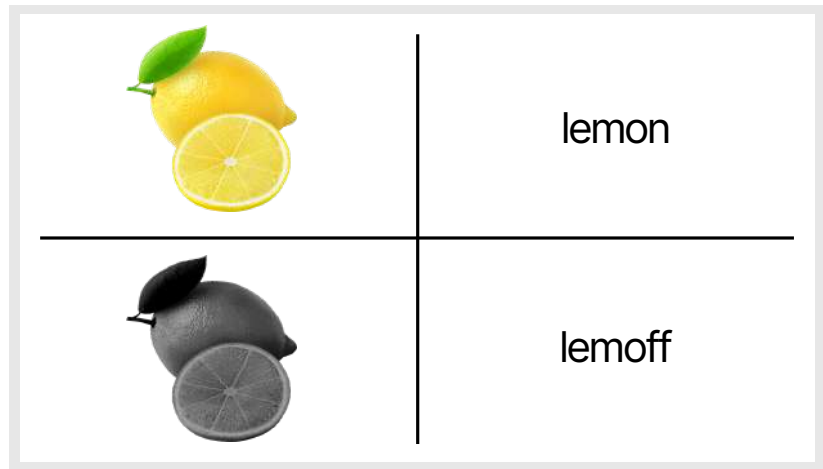


Repurposing templates

Reuse and recycle your designs. It's not just good for the environment.

You can save time by turning an existing template and adapting it to your needs and branding.

Then think about what else you can do with the design to turn it into other content and formats.



**Canva Meme
(Template)**



**Post
(Customised)**



**Story
(Customised)**

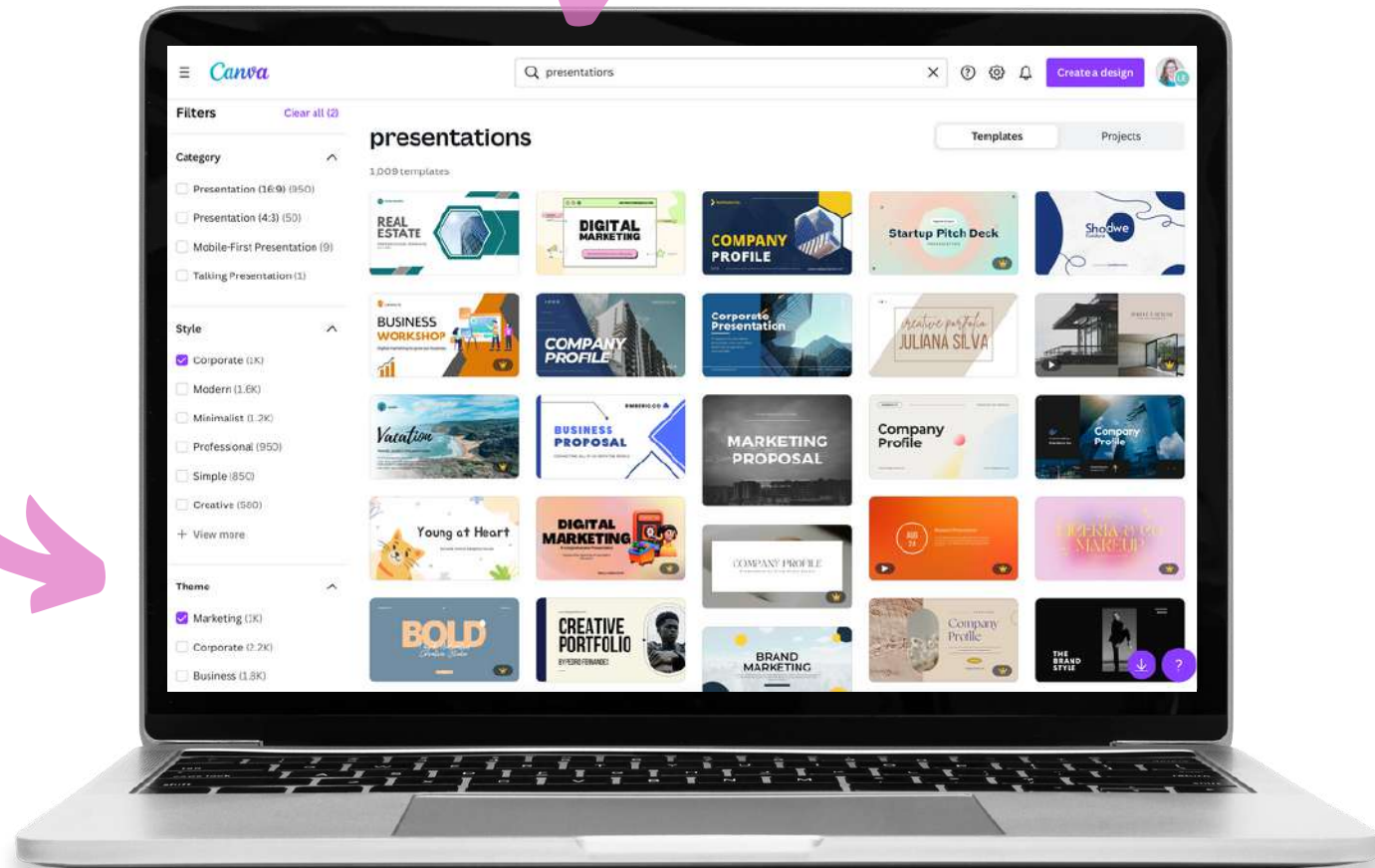
Presentation templates

Choose the presentation template based on the style that fits with your branding. You can always change your colours and fonts to match.

You can start by searching 'Presentations' in search bar in the dashboard, or from the templates tab when you are in a design.

Use descriptive terms like 'simple' or a colour.

And use the filters on the left to narrow your search results.



Digital brochures

Decide if you want yours to be portrait or landscape. This may depend on whether you think people will print it out themselves, or you plan to get some printed (professionally) to hand out

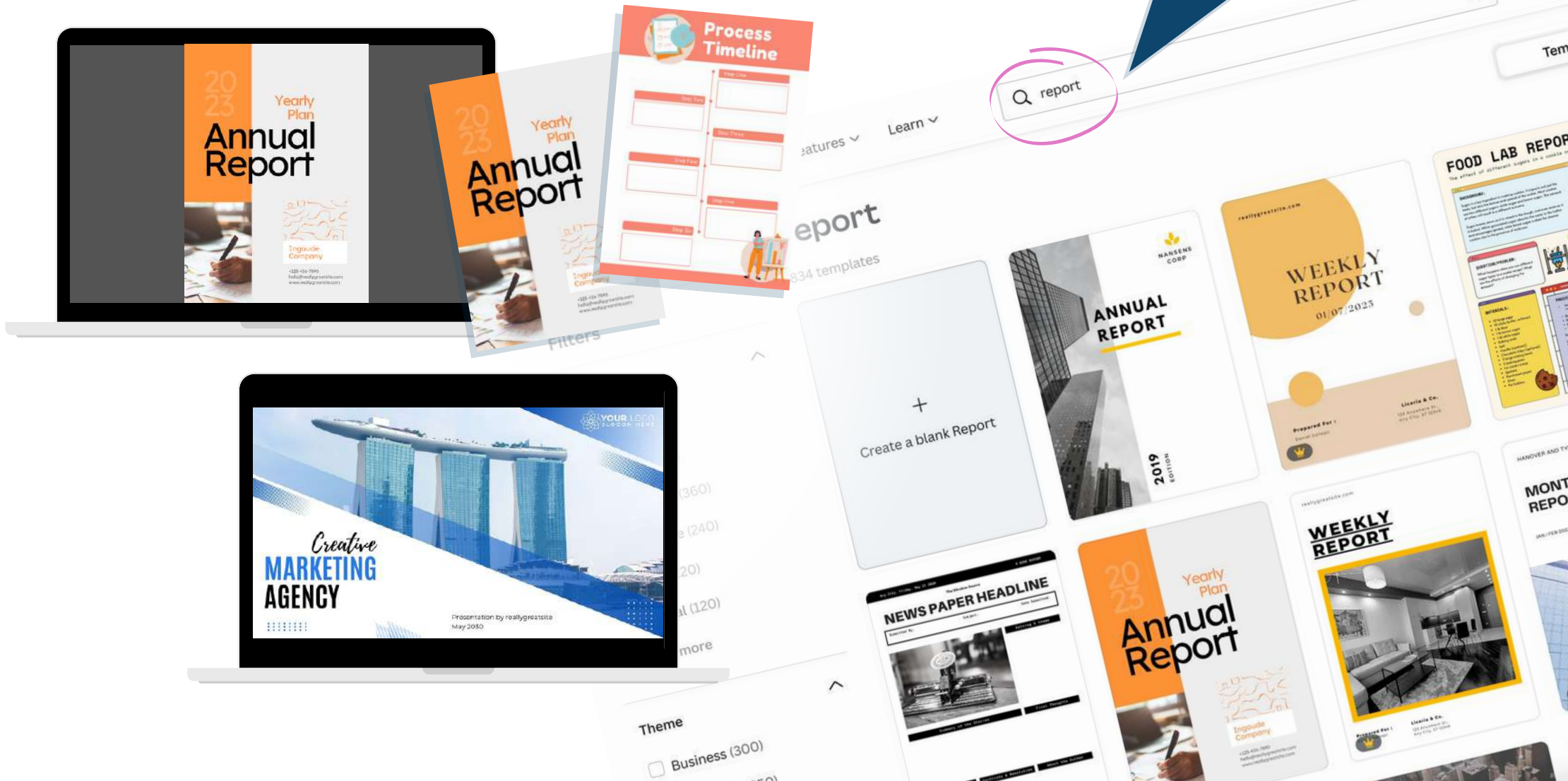
SEARCH TERMS

Portrait (A4):

worksheet, handout, report, case study, flyer

Landscape:

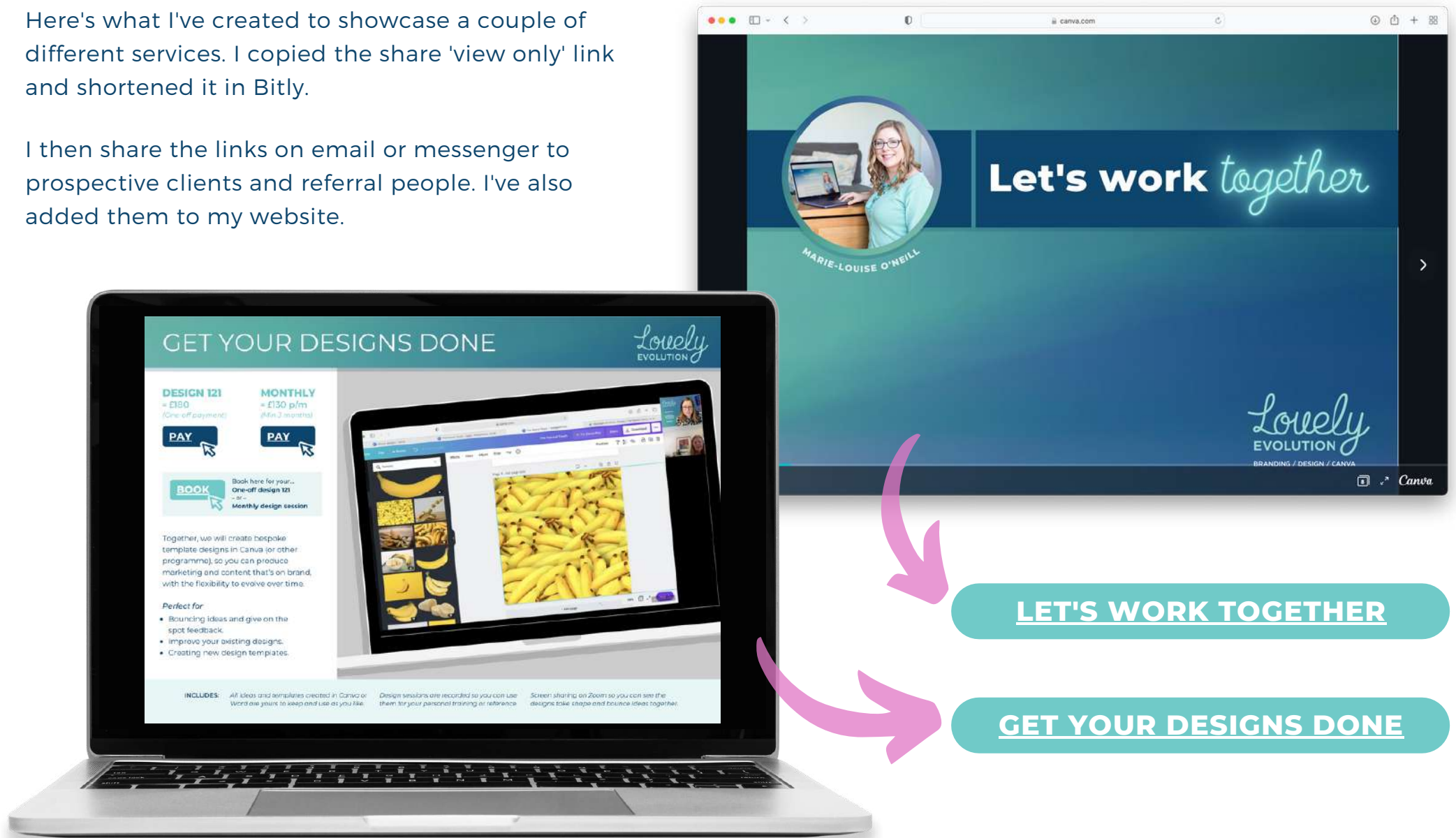
business presentation, report presentation, marketing presentation



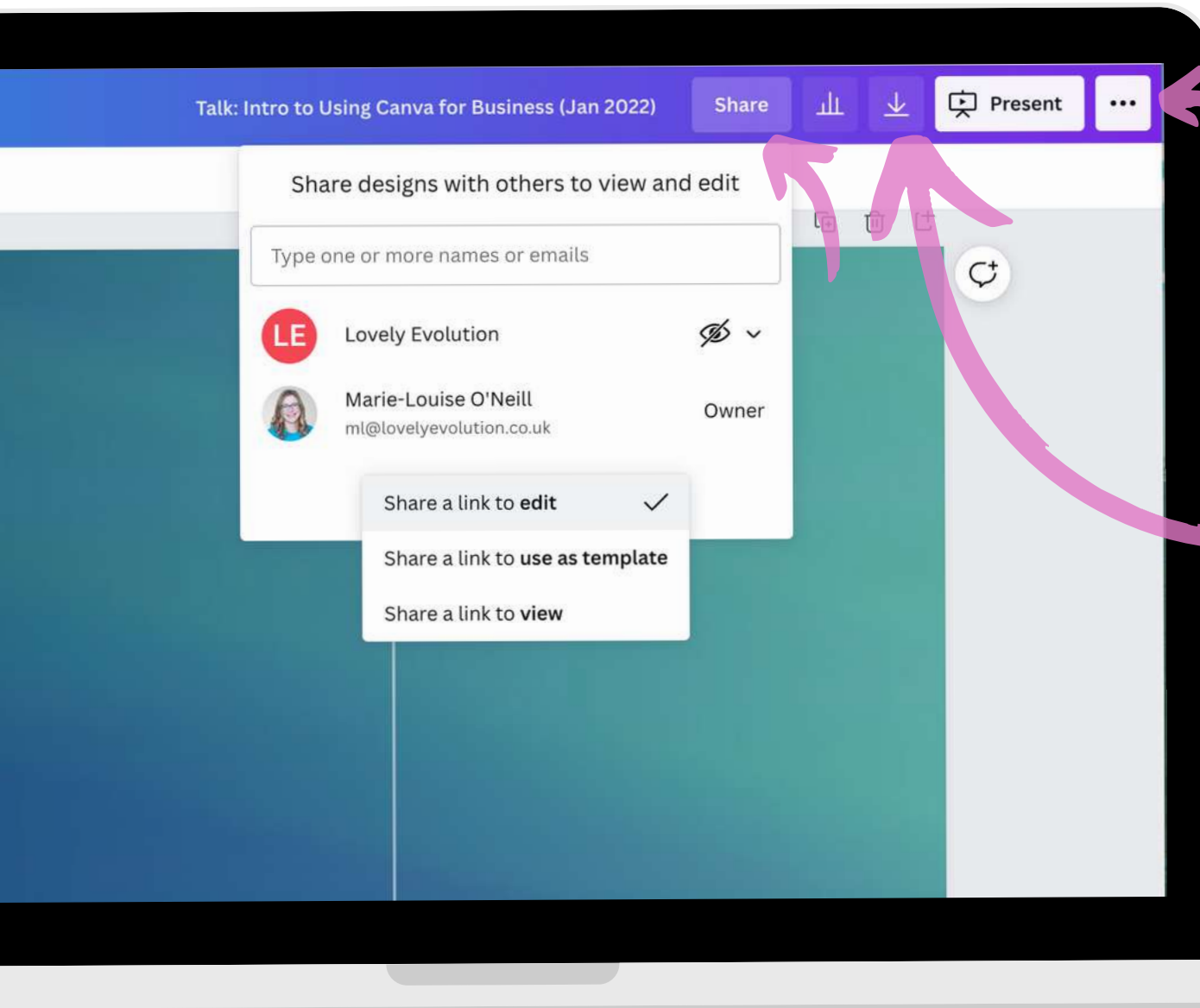
Digital brochure examples

Here's what I've created to showcase a couple of different services. I copied the share 'view only' link and shortened it in Bitly.

I then share the links on email or messenger to prospective clients and referral people. I've also added them to my website.



Share your designs



More options:

- Save as a Powerpoint
- Present & record
- Share to social media

Download options:

- PDFs for multipage documents
- PNG or JPEGs for social media
- Video & GIFs for animations

Bonus tips for Canva

from Marie-Louise O'Neill

Get organised

- name your files (not just copy of a copy)
- use folders if you have Pro

Check your design before publishing it

- Does it work on a mobile and desktop?
- Can you read all the text easily?
- Is there enough contrast on the text?

Design principles

- Make sure no text touches the edges
- Don't overfill your design
- Have a hierarchy to what you see first, second and third
- Use headline (large text) to get to the point

Customise your templates

- Always use your fonts and colours
- Change up the images and icons
- Mix and match template designs

www.lovelyevolution.co.uk

Lovely
EVOLUTION

BRANDING / DESIGN / CANVA

LOVELY CANVA CREW

Join my Facebook group for free tips
on design, branding and Canva
facebook.com/groups/LovelyCanvaCrew/

CANVA TRAINING

Lovely Canva Circle (programme)
Lovely Canva Club (membership)

1-2-1 SESSIONS

Sort out your Branding + Canva Templates
calendly.com/lovelyevolution

