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CANVA COPY SPECIAL
9 STEAL-ABLE TEMPLATES TO EASILY CREATE
ON-BRAND GRAPHICS FOR SOCIAL MEDIA MARKETING
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INTRODUCTION

So, you're not a designer and you have NO IDEA how to create those cool looking graphics you see on Social Media?

You've given it a go... but anything you creates looks like a ruddy good mess... and not in a Jackson Pollock way... in the way that a 7 year old's artwork on the fridge may look. Not a look you want for your business.

You also don't want to hire a designer everytime you see a new quote that would look amazing on your Instagram.

Well fear not my friend... we've got your back.

This download shows you how to create graphics on Canva (or whatever else you use) that look da bomb!

Design is just a series of actions taken by somebody who has a good eye for it (designers don't send us hate mail... we know how awesome you are... this stuff aint easy).

But if you follow these examples... swap out the colours for your colours, images for your images, and words for your words, WHILST KEEPING THE LAYOUT THE SAME, you'll be creating amazing looking graphics in no time.

We'll repeat a bit because it is important... you must keep the layout the same. Don't play with it, or you risk ruining it.

Happy designing.

FIRST WATCH THIS VIDEO

In this video, we give you the rundown on the set-up of everything you need and talk you through the basics. The rest of this eBook will make a lot more sense once you've watched it!

Element 1: Background Photo
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: Colour Overlay with Transparency
Brand it up with a colour overlay of your brand colours (see the video for how we do this).

Element 3: Centered White Text
Use white text in your fonts, and put it in the middle of your canvas.

Element 4: Logo
Put your logo below the text. This should have a transparent background and be in white if possible.,

Let's see some more examples using this method...

This uses exactly the same method, but we have a blue overlay and have picked a different text layout that comes with some stylistic elements.

Again, this is the same process but we have used a pink overlay, and a different text layout.

This one has a yellow overlay on the photo and because the yellow and the photo are quite light, we use a dark grey text, but the process for creating this is exactly the same.

HERE'S 8 MORE PROCESSES YOU CAN USE. JUST BUILD THEM ONE ELEMENT AT A TIME, FOLLOWING THE RULES...

Element 1: Background Photo
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: Triangle Colour Overlay with Transparency
Grab a right angled triangle from the 'shapes' section of Canva, change it to your brand colour and turn down the transparency.

Element 3: White Text
Left Align your text in this example, making sure it is white (or dark grey if on Yellow)

Element 4: Logo
Place your logo neatly in the corner of the triangle as shown here.

Element 1: Background Photo
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: White Colour Overlay with Transparency
The overlay here is white with a high transparency (80-90%), which gives this nice washed out effect.

Element 3: Centered Dark Grey Text
Use a dark grey font with this design as the background is very light

Optional: Logo
You could include a dark version of your logo (suitable for a white background), under the text, centre aligned if you like.

Element 1: Background Photo
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: Colour Overlay with Transparency
We picked the colour out of the photo in this case. Using the red from the berries make it look even juicier.

Element 3: Snappy Centered White Text
This heart style text is a freebie in the text section of Canva. Perfect for valentine's day! Keep the messaging snappy for maximum effect.

Element 4: Logo
Again, place your logo at the bottom, and voila... a short, snappy graphic with a simple message.

Element 1: Background Colour
We're going bold here. Have your brand colour take up the entire of the background.

Element 2: Fun Graphic
In the 'illustration' section of Canva there's loads of fun cartoon style illustrations you can use. Find one that get's across your message.

Element 3: Right Aligned Text
We've use a dark grey text here (as the background is yellow), swap this out for white text if your brand colour isn't yellow. Note, the text is right aligned too.

Optional
You could put your logo in the bottom right, above your URL if you like.

Element 1: Background Photo
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: Black Colour Overlay with Transparency
We've darkened this image with a black colour overlay at around 60%.

Element 3: Centered White Text
Use white text in your fonts, and put it in the middle of your canvas with your domain below.

Element 4: Logo
Keep the messaging short, and put your logo in the bottom right corner of the canvas.

Element 1: Background Colour

Again have your brand colour take up the entire of the background.

Element 2: Fun Graphic

Perfect for sales or product launches, use the tag found in the illustration section of Canva. This is a free graphic.

Element 3: 2 Sets of Text

We've got 2 sets of text here, but note that they are aligned for neatness. Try getting 2 key messages across to encourage people to find out more.

Element 4: Logo

You could put your logo in the bottom right, neatly out the way.

Element 1: Background Colour
Start with a Bold non-stock-like photo and have it take up the entire background.

Element 2: Big Shape
Grab a circle from the ‘shapes’ section of Canva and change it to your brand colour as a nice big blank canvas to write on.

Element 3: Centered White Text
Use white text in your fonts, and put it in the middle of the circle.

Optional
You could put your logo in the bottom right, above your URL if you like.

FINALLY... A BIT MORE ADVANCED IF YOU'RE UP FOR THE CHALLENGE!

Element 1: Background Colour
Have your brand colour take up the entire background using the square tool

Element 2: image
Crop an image to a square size, and place it bang in the centre of your canvas

Element 3: Add Text
Have a big, bold title at the top in capital letters, then add more details below at the bottom of the photo.

Element 4: Gradient Overlay
So you can read the text at the bottom of the image, place a black box with a transparency of approximately 70% behind the text (starting at the bottom of the image at about ⅛ of the image's height).

ENJOY CREATING THESE. TWEET US YOURS AT @ANDREWANDPETE

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