

Let's design!

How do I?



# Canva Resources & tricks

[hannahclark.com](https://hannahclark.com)

hannahclark.com



# Make your own brand kit without Canva Pro

Make logos, brand colors, and more easy to use and access



Making a brand kit with Canva (not pro/paid)



Brand Kits can help you have access to logos, brand colors, and more easily!

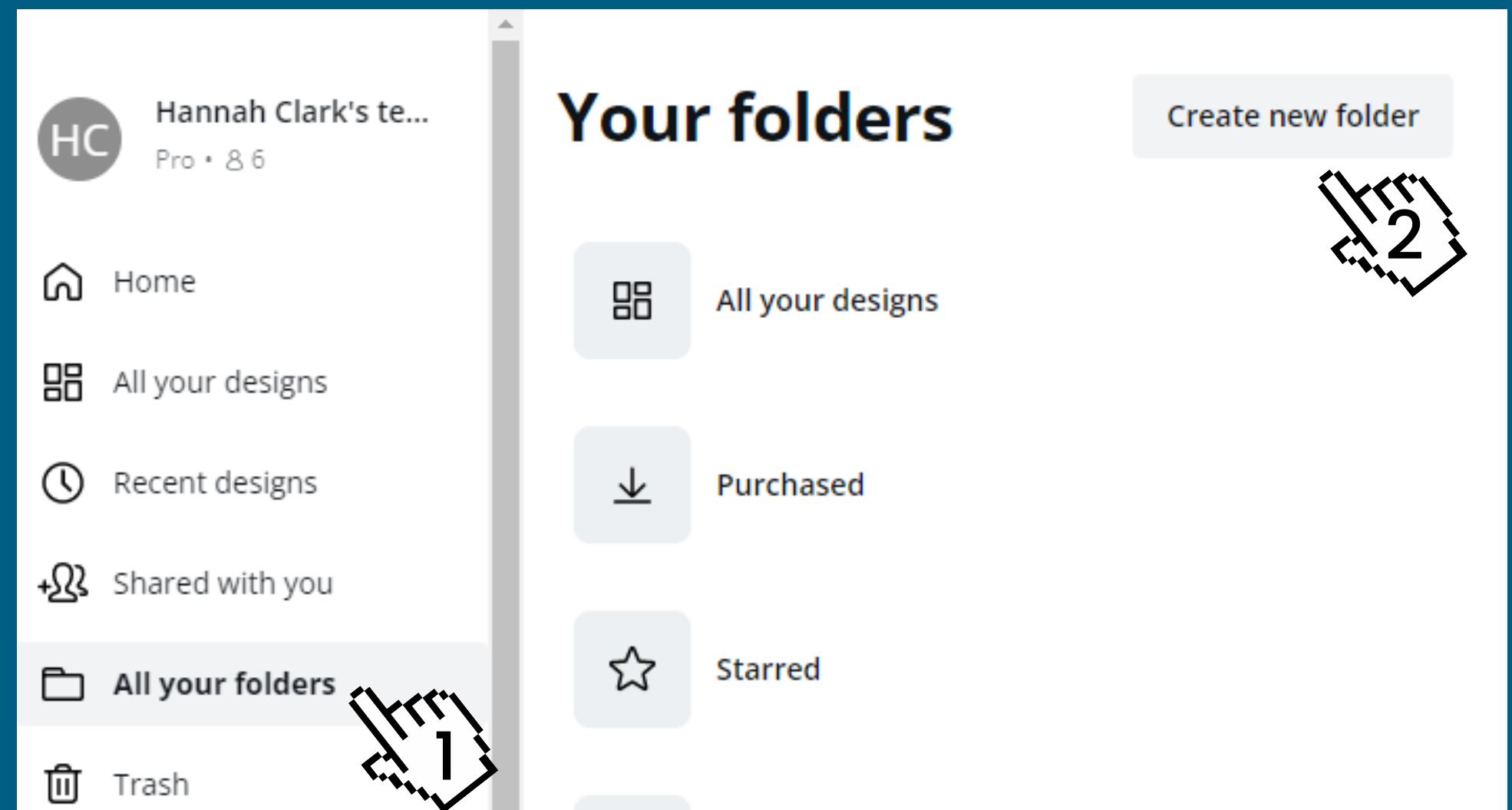
A brand kit is part of Canva Pro, but not everyone has access to Canva Pro. Here's how to make brand assets like logos and colors easily accessible to you without Canva Pro!

# Making a brand kit with Canva (not pro/paid)



Let's start by making a folder on our home page.

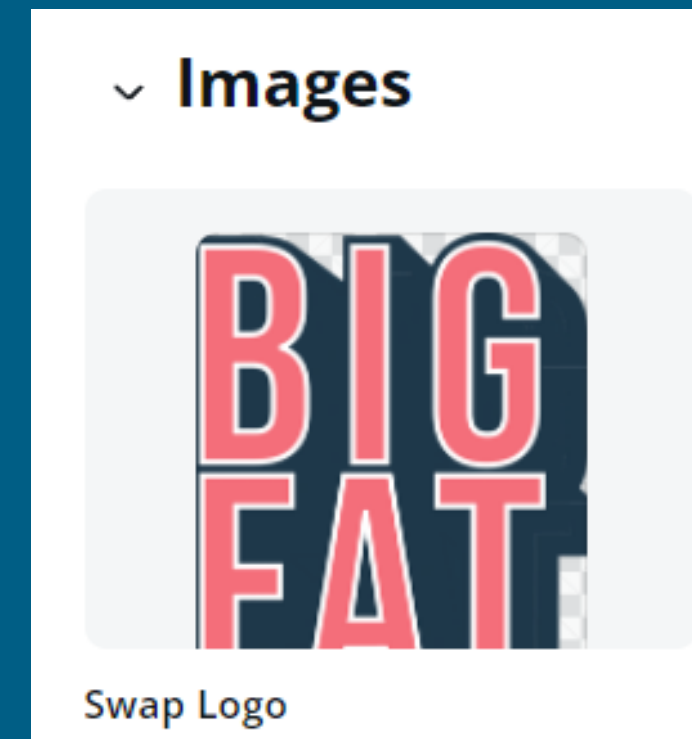
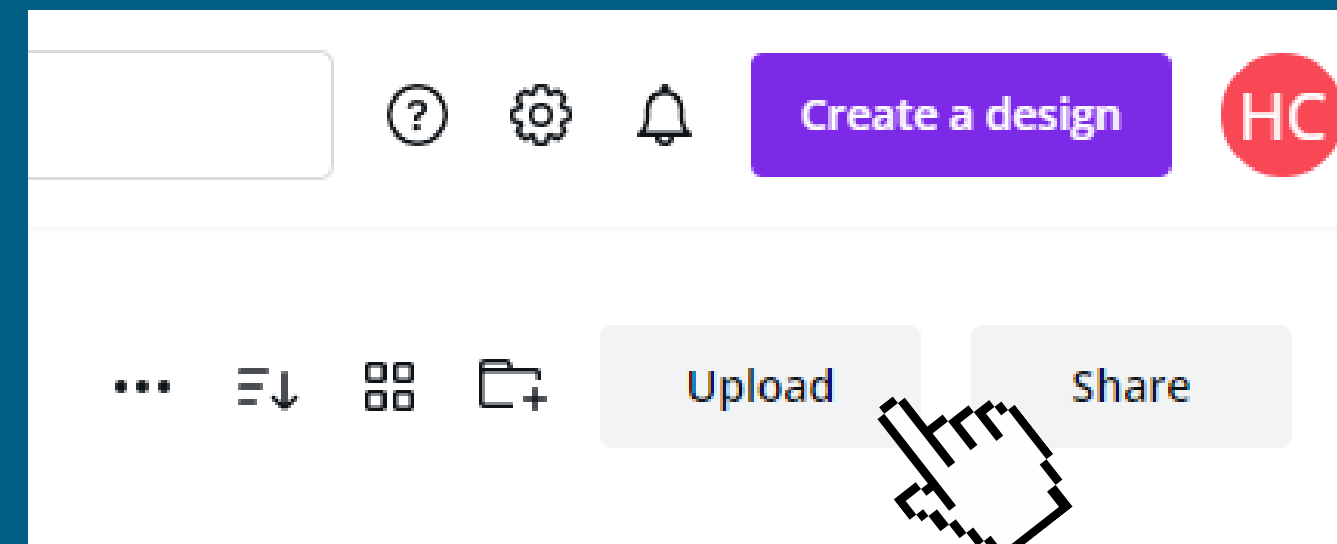
Folders allow us to easily access items while designing.



# Making a brand kit with Canva (not pro/paid)



Click upload or drag and drop logos into the window to upload them.

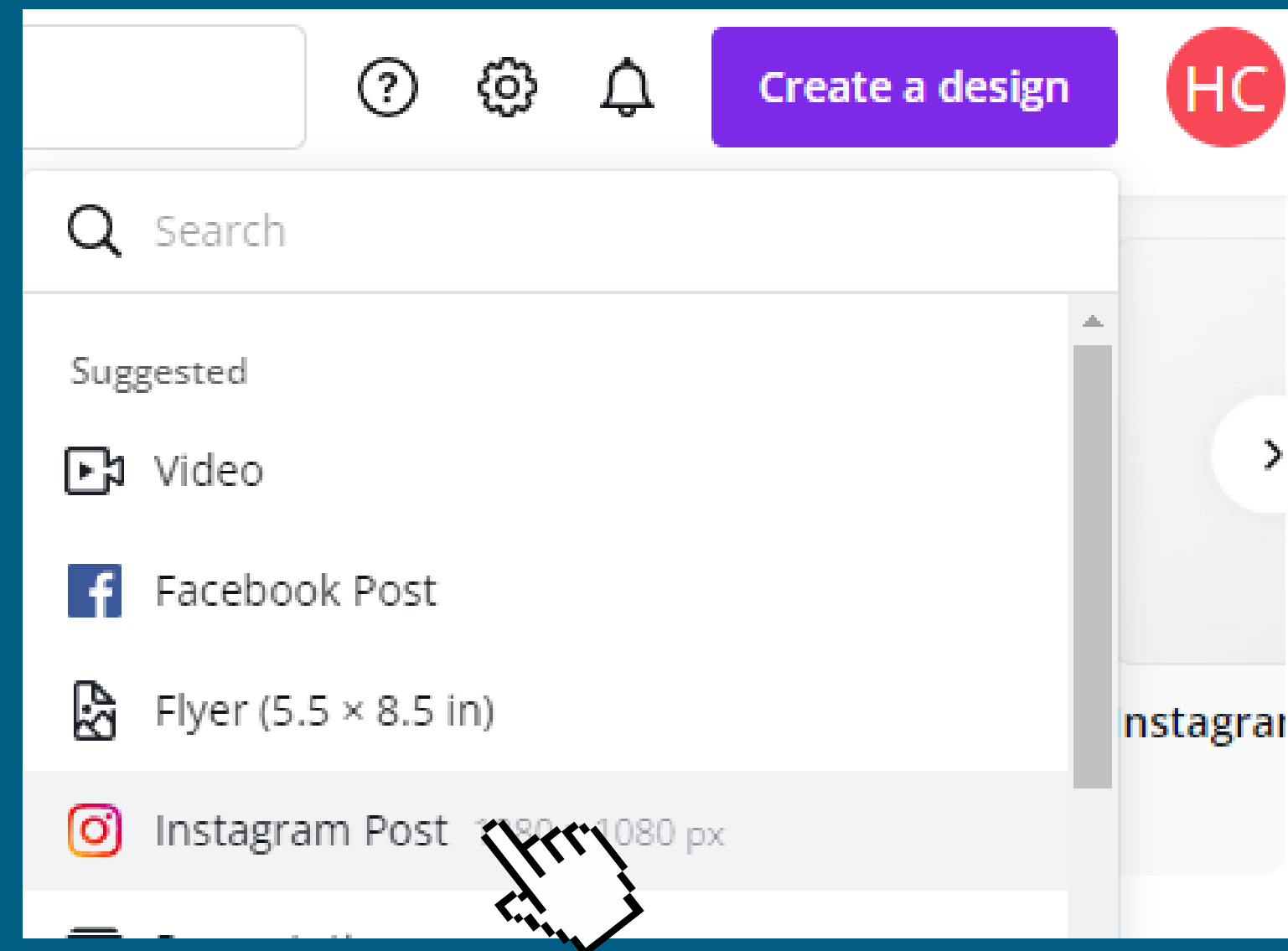


# Making a brand kit with Canva (not pro/paid)



Next, we can make our brand colors easy to access!

Start by creating a design.

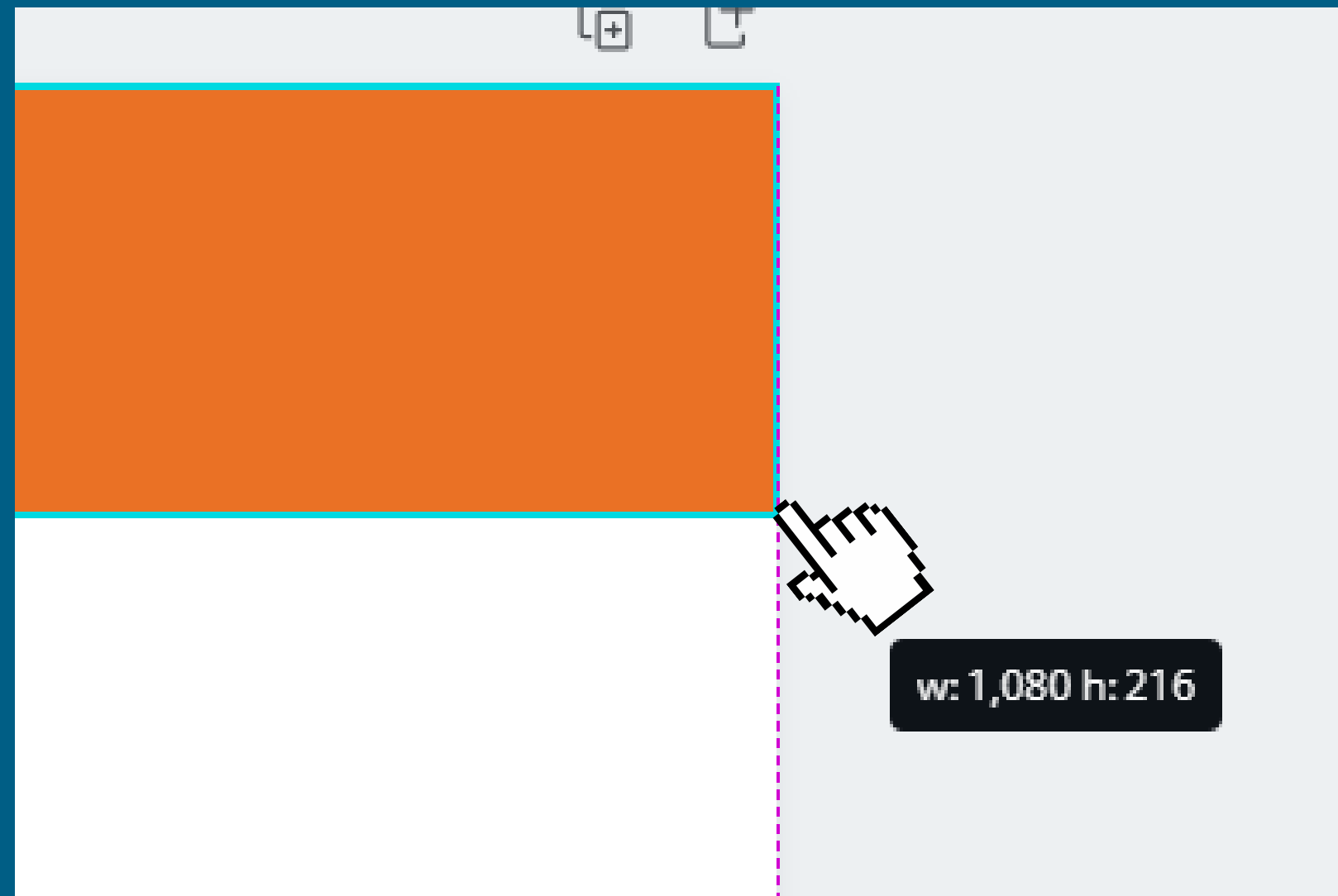


# Making a brand kit with Canva (not pro/paid)



Next, click “elements in the side bar and add a square to your design.

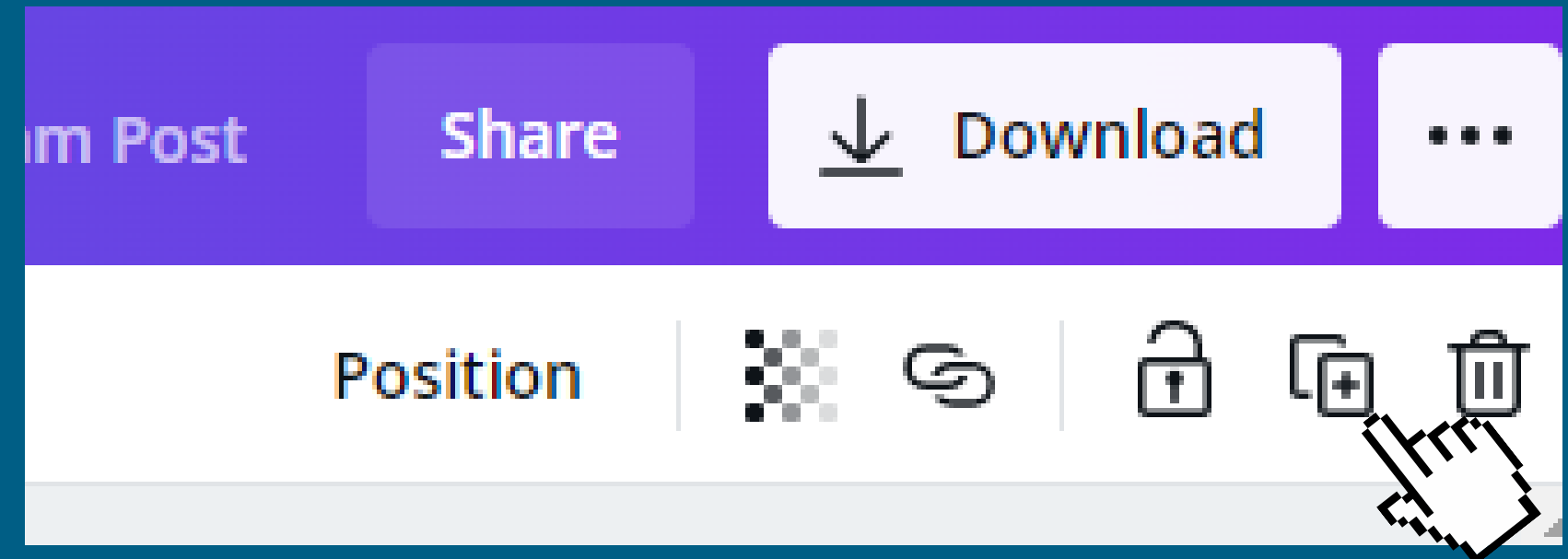
Resize it to be  
W: 10,80 x H: 360 by  
clicking and dragging the  
corner.



# Making a brand kit with Canva (not pro/paid)

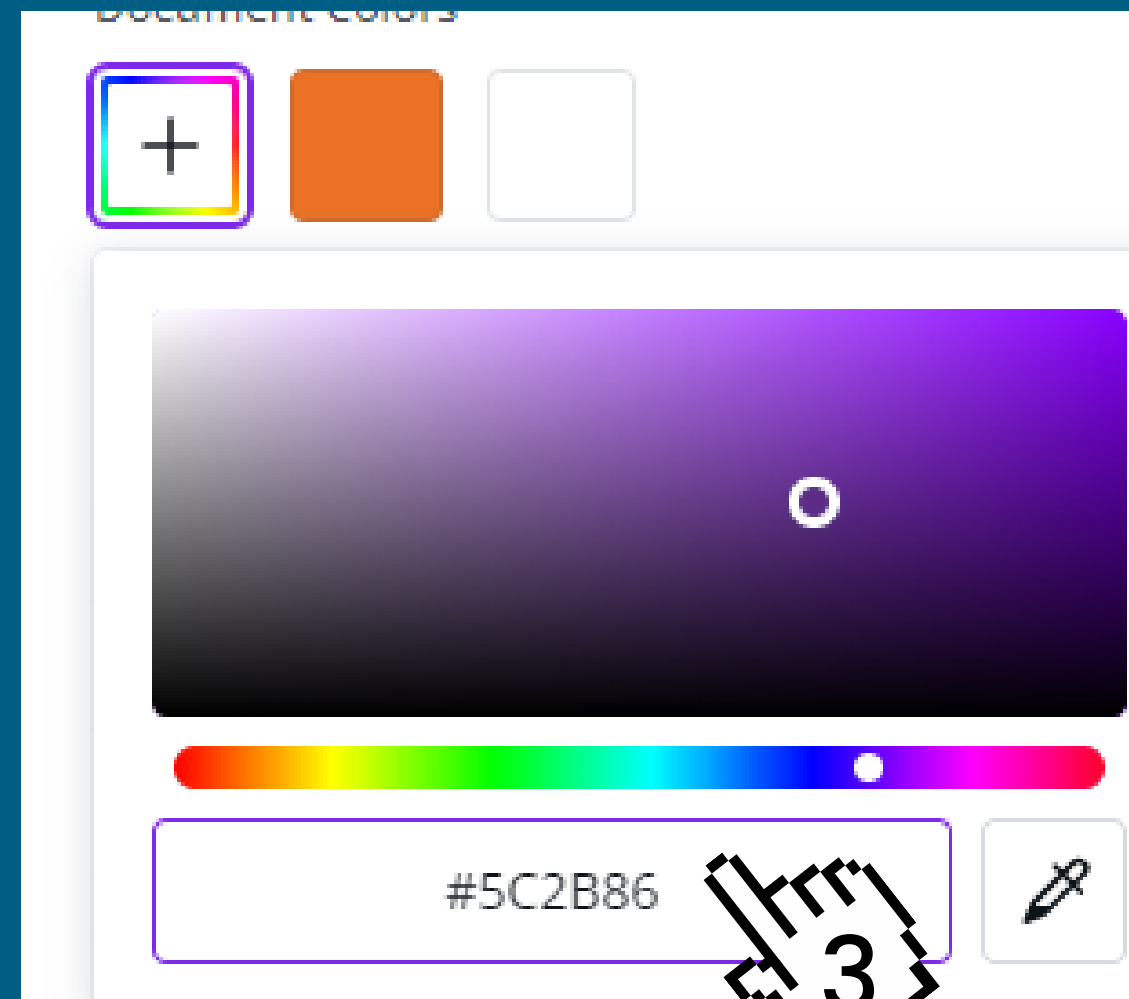
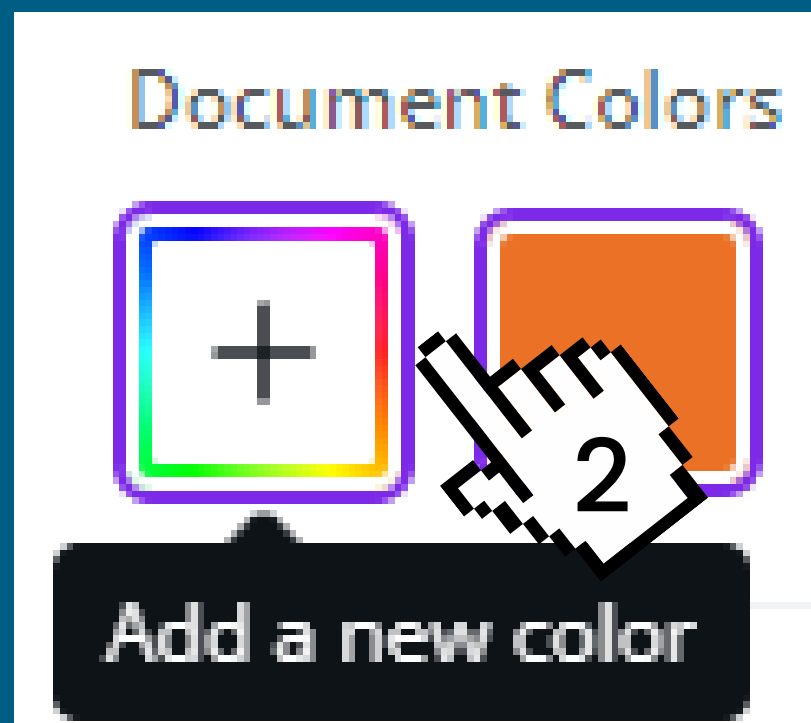
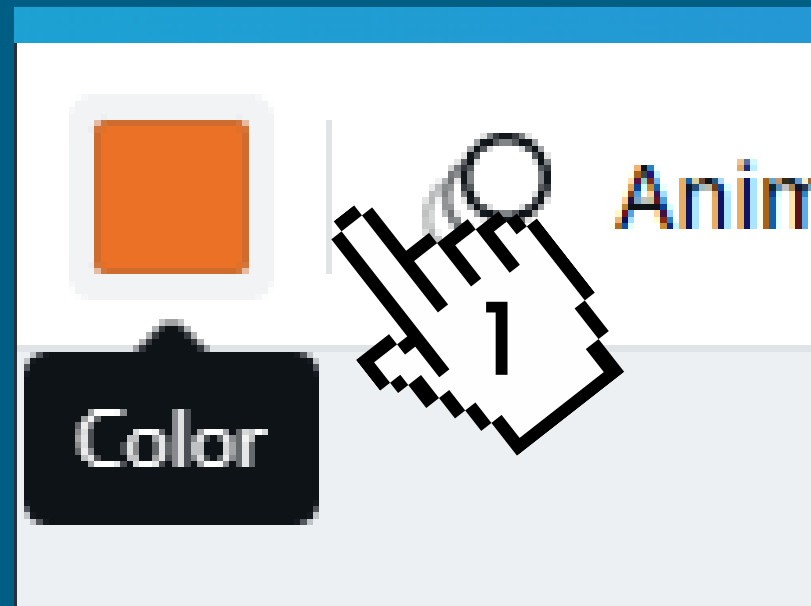


Click the “Duplicate” button on the tool bar. It will create a copy of the rectangle.

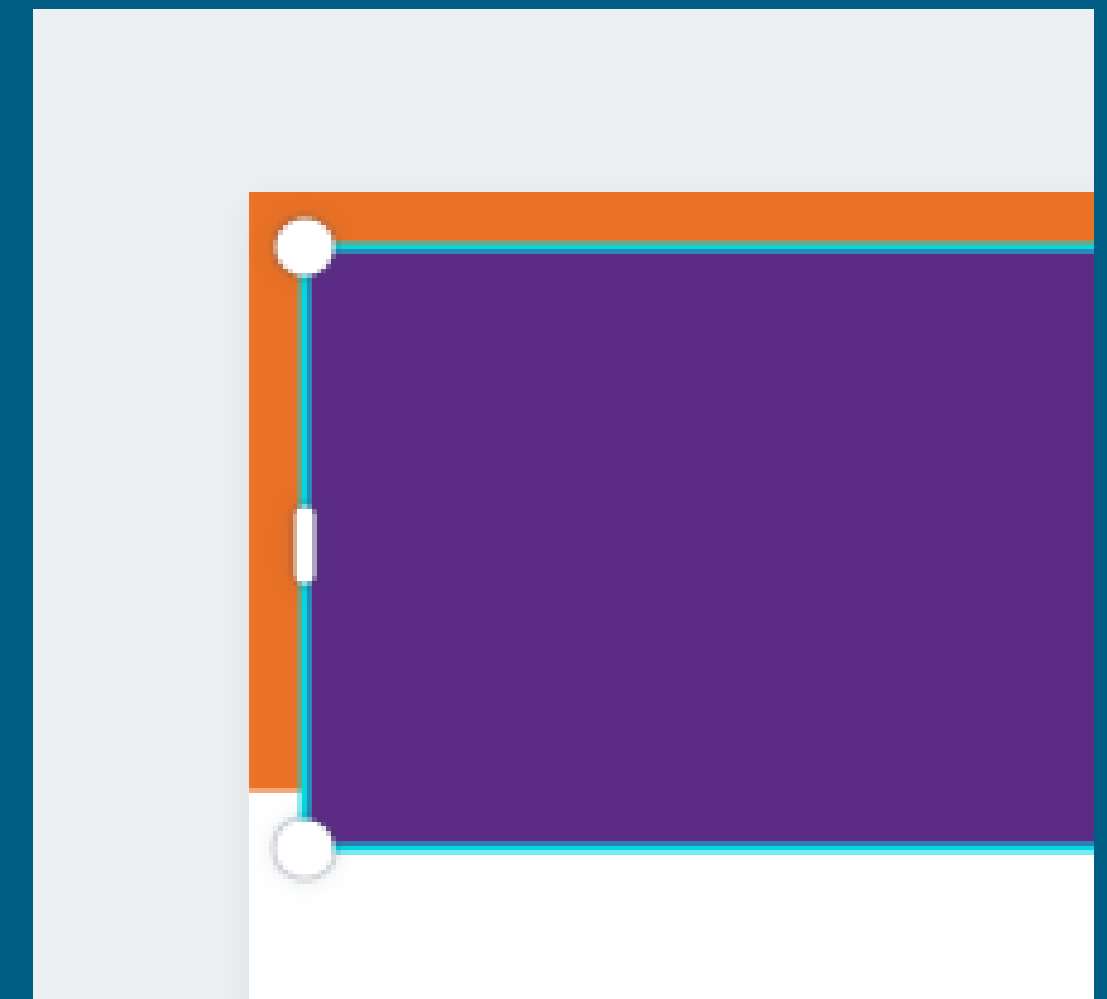




# Making a brand kit with Canva (not pro/paid)



Type in the brand color Hex Code



The object is a new color now!

# Making a brand kit with Canva (not pro/paid)



Once you're done with your design, go back to your home page and move it to your Brand Kit folder.

## Recent designs



Brand Colors (Main)

## Brand Colors (Main)

Instagram Post • By Hannah Clark • Edited a few minutes ago

 Make a copy

 Move to folder

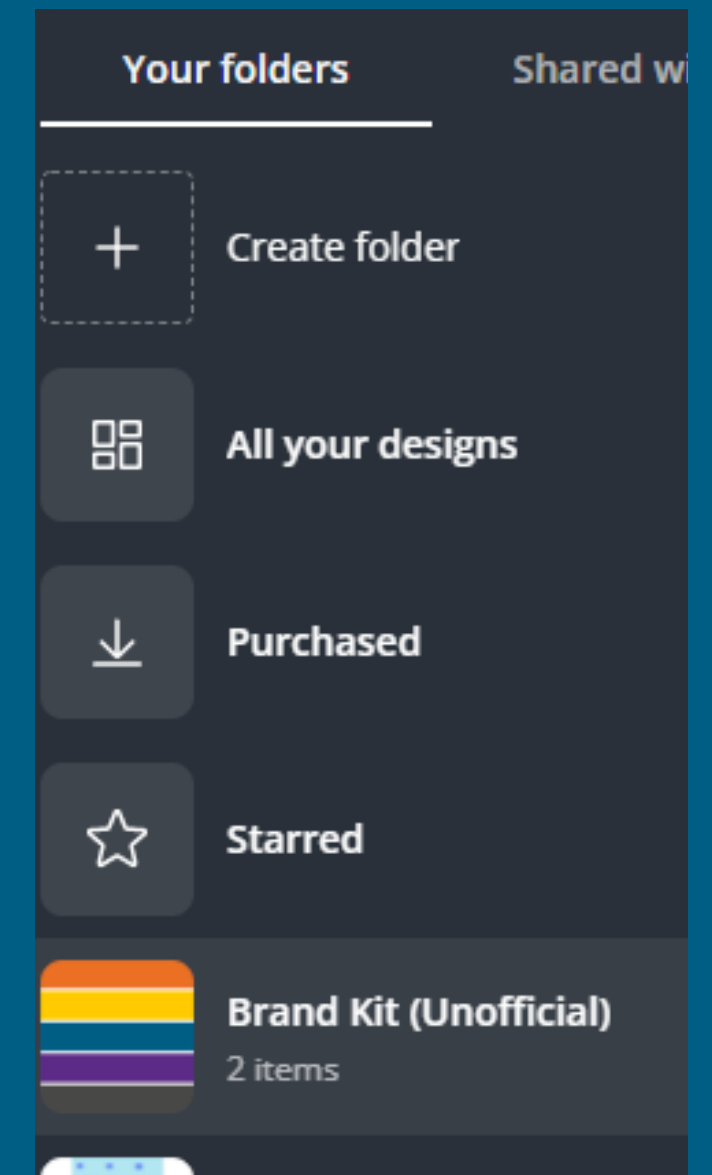
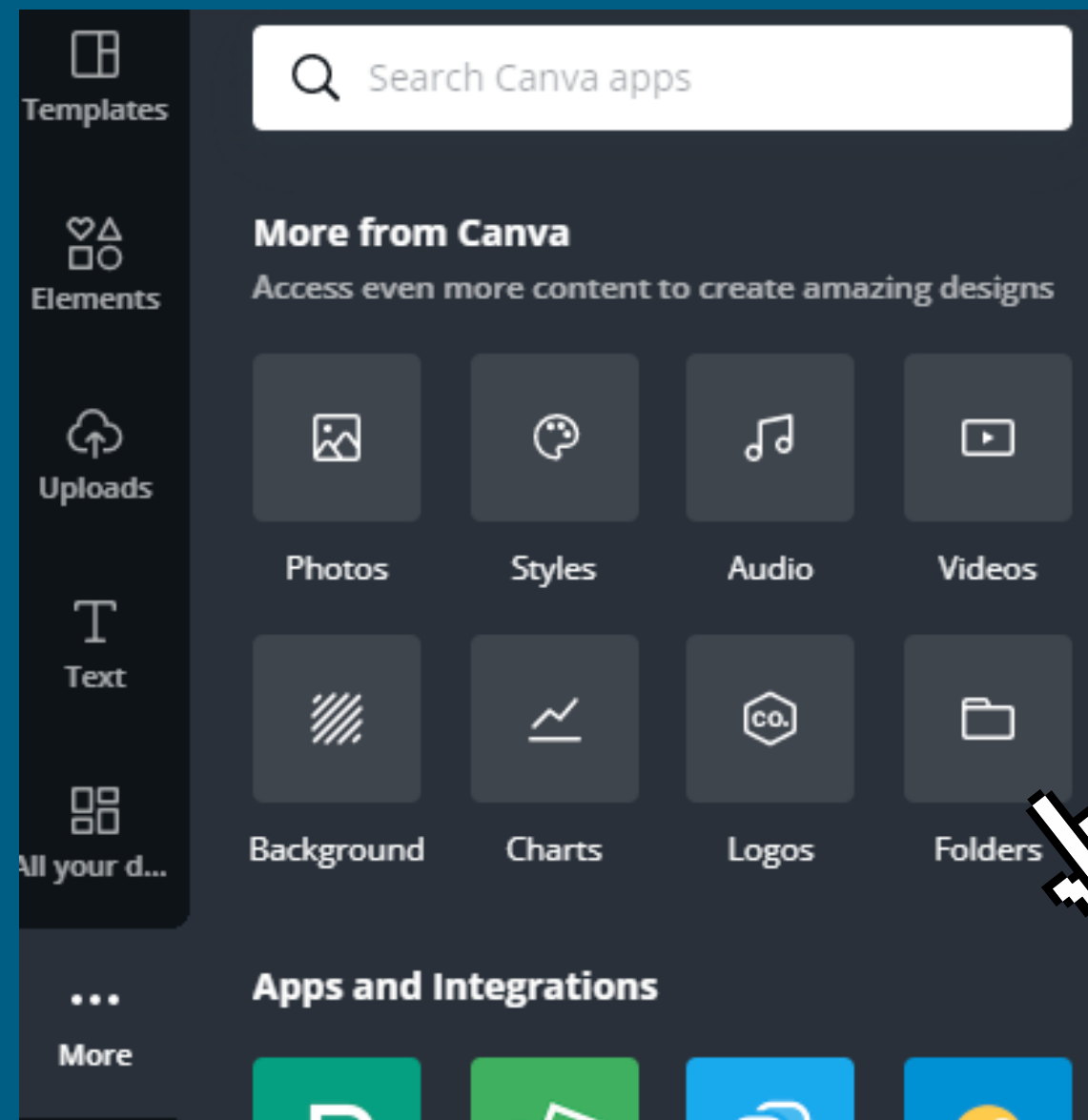


# Making a brand kit with Canva (not pro/paid)



To access your brand kit when you're making a design, click "more" then select "Folders"

Next select your brand kit folder.

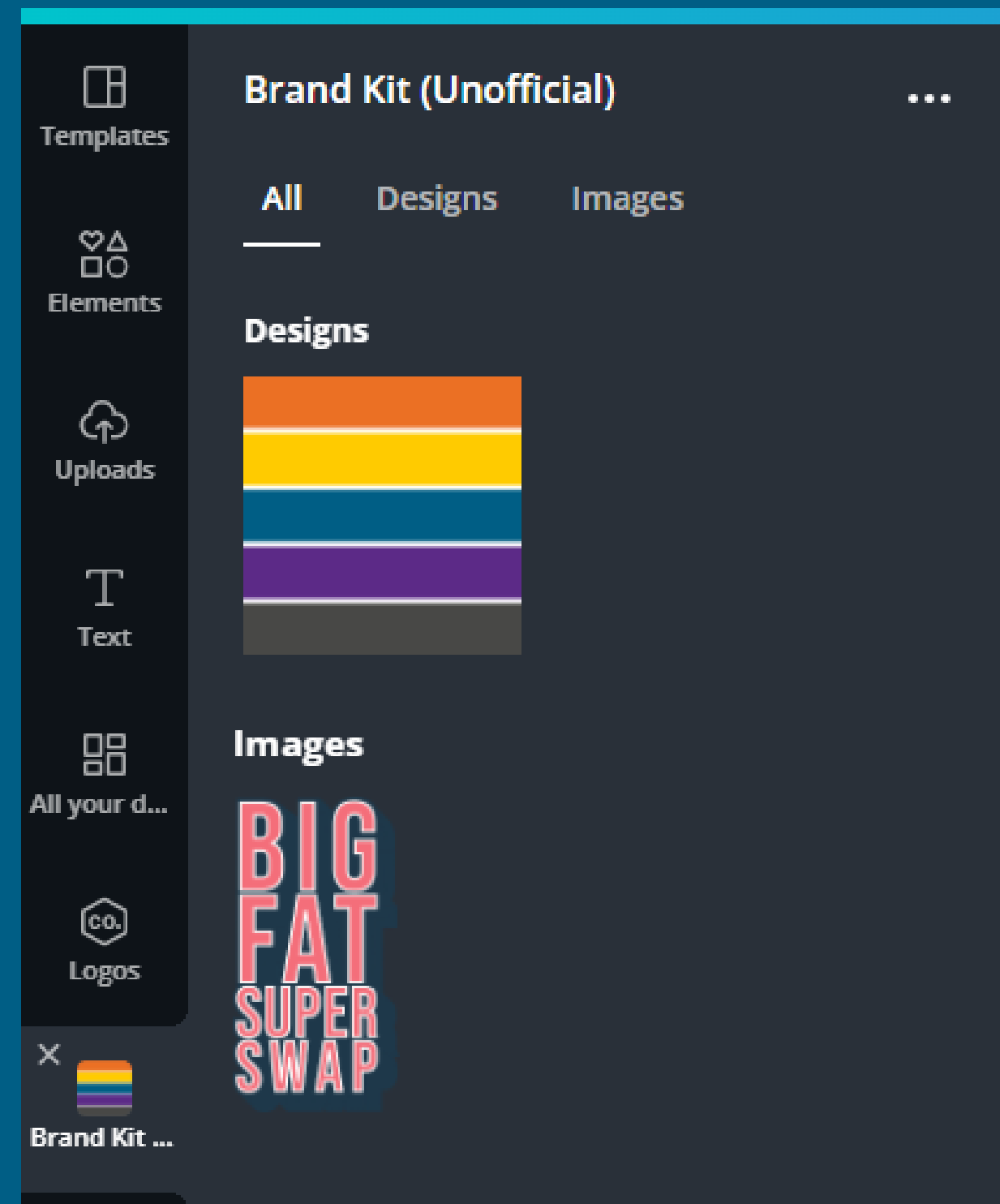


# Making a brand kit with Canva (not pro/paid)



It's now accessible in your sidebar! You can easily access your logos and palettes.

Using these palettes is different than the paid version.

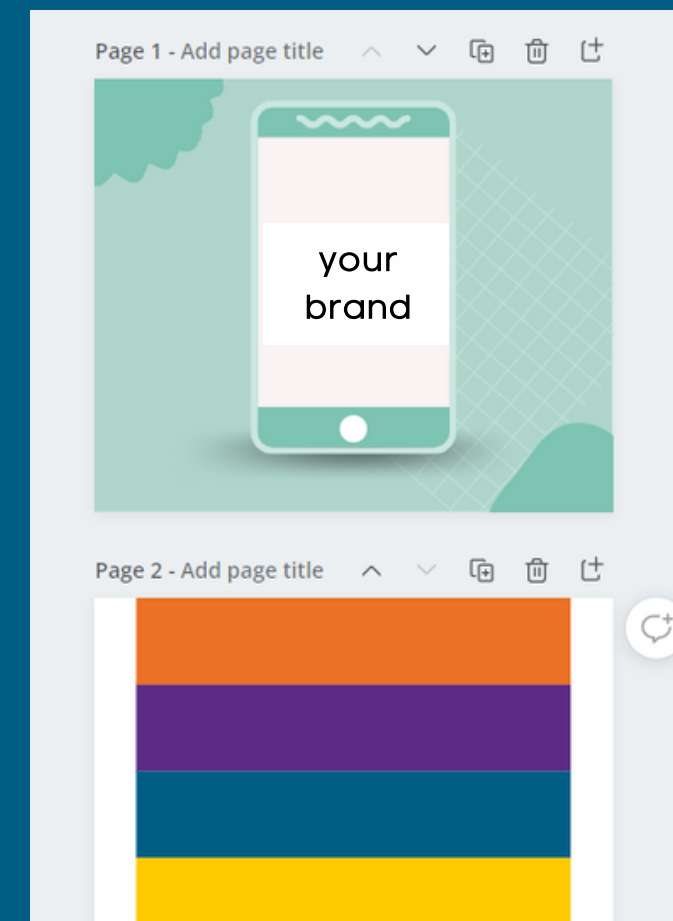
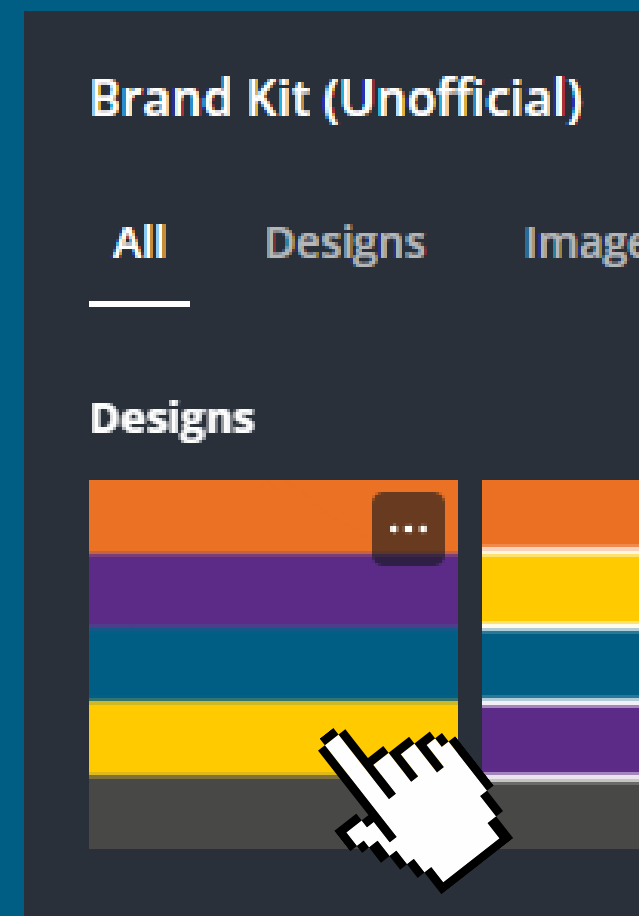
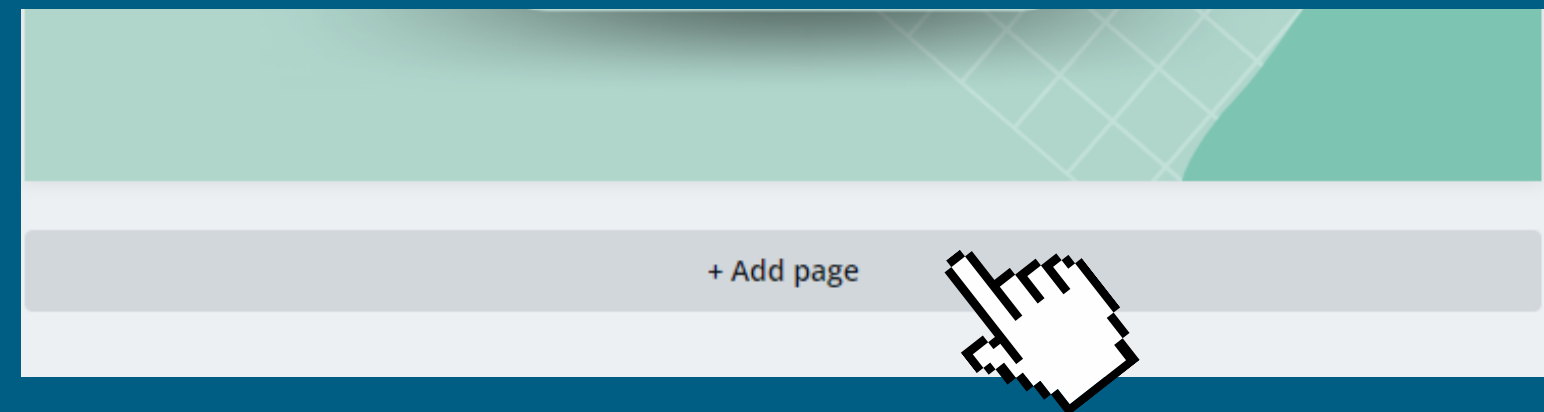


# Making a brand kit with Canva (not pro/paid)



When you're working on a design and want to use your color palette, add an extra page.

Open your brand kit, and click on your color palette to add it to the new page.

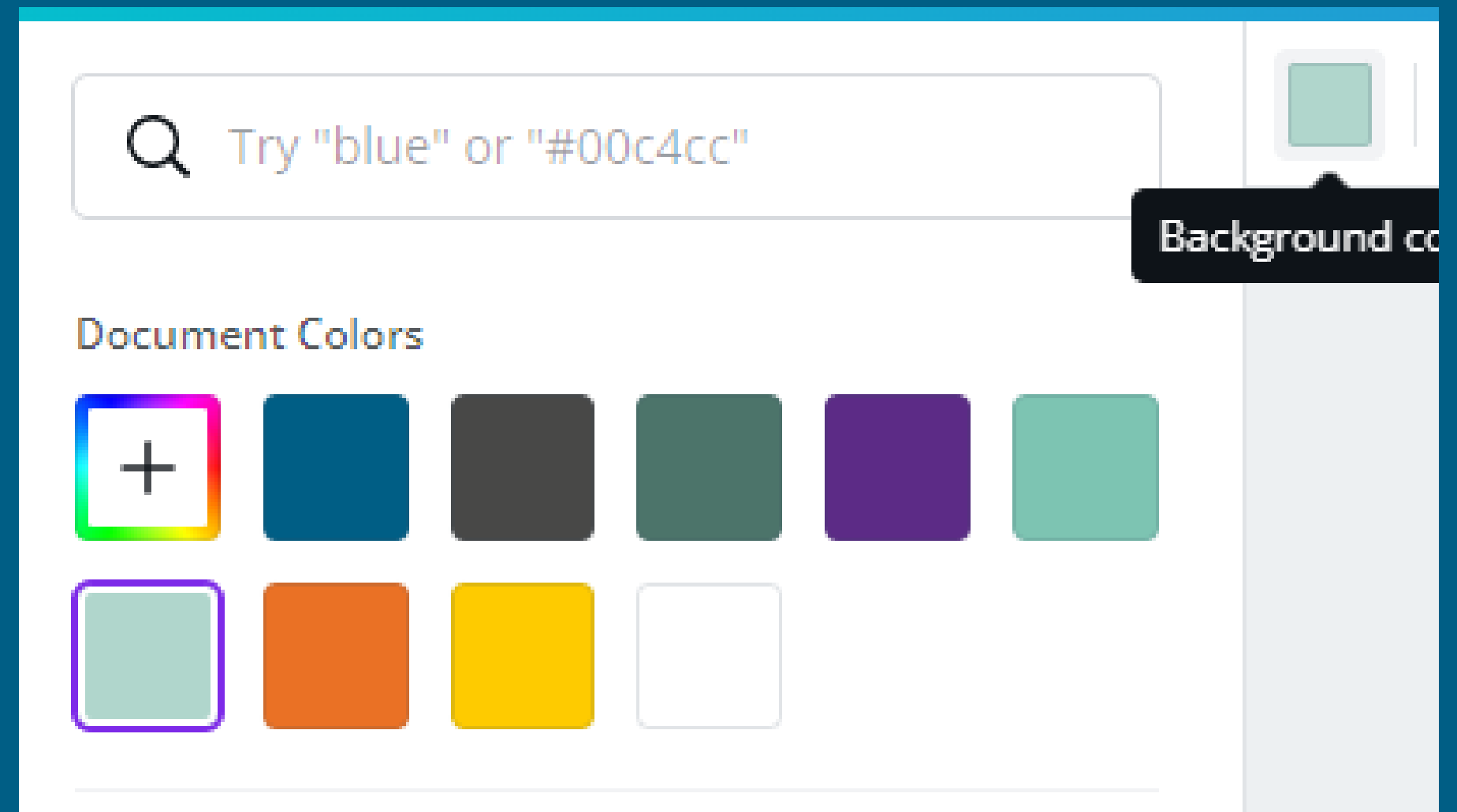


# Making a brand kit with Canva (not pro/paid)



Now when you open your color panel, all of the colors will be there.

When you're done with your design, you can delete the extra page.

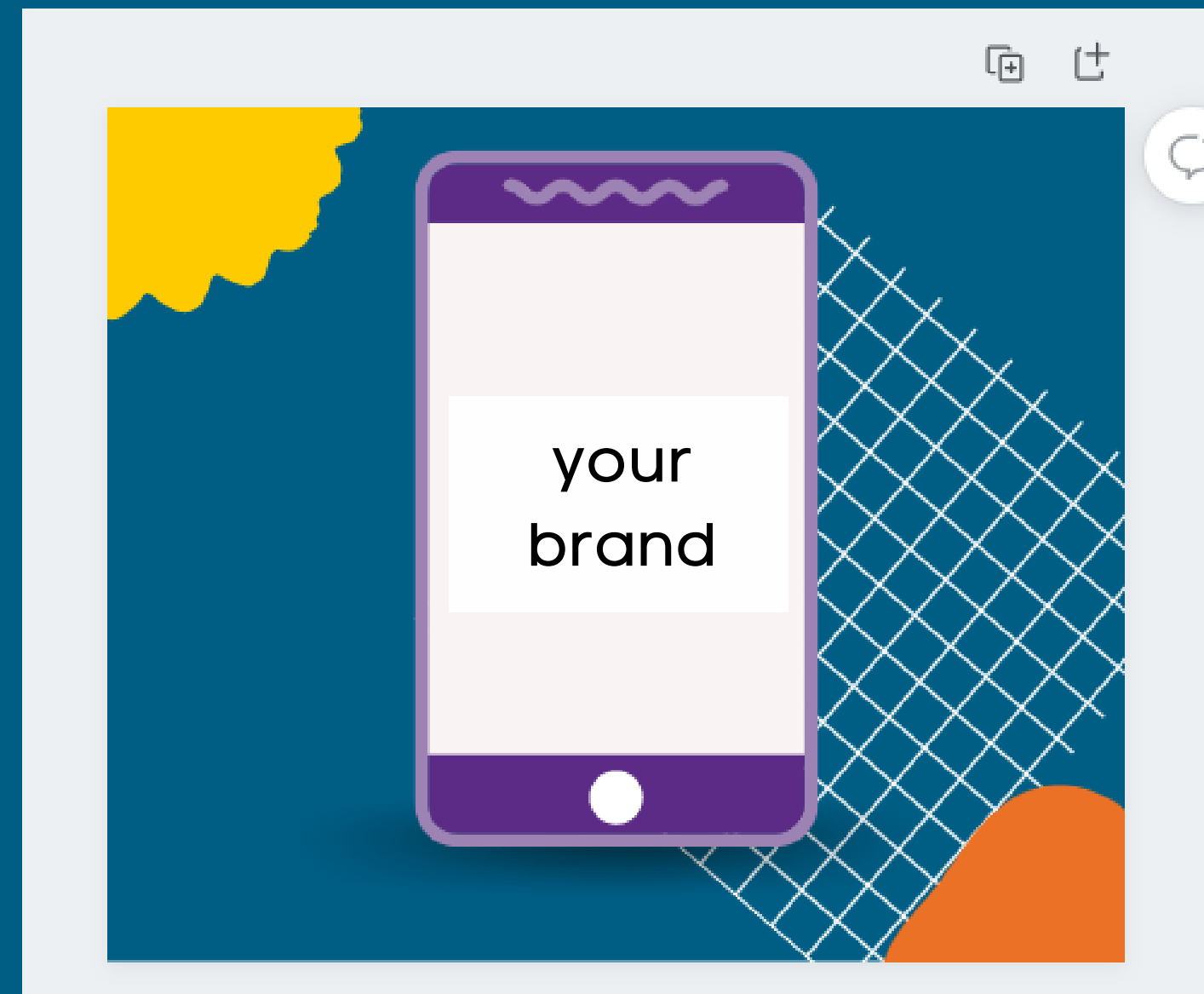


# Making a brand kit with Canva (not pro/paid)



Your design now has all  
the colors you need!

:)





# Make logos and icons

Make consistent logos and icons that can be used again easily



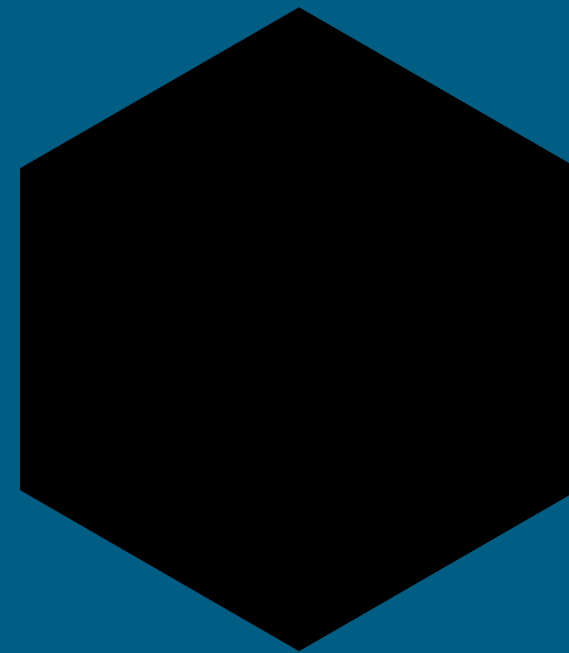


# Making logos & icons



Let's put all our knowledge to use to make an easily reusable icon.

Let's start by gathering all the pieces of our icon.



**HEX**

# Making logos & icons



Recolor, arrange, and resize your design to exactly how you want it!

If elements are stacked and hiding an element, you can use the “Bring forward/backward” option in the position menu to rearrange how they are stacked



# Making logos & icons



When you're done with your design, group all your objects together.

Now let's export it so we can use it again and again. We'll be able to use it in different programs other than Canva like Word, PowerPoint, and more.

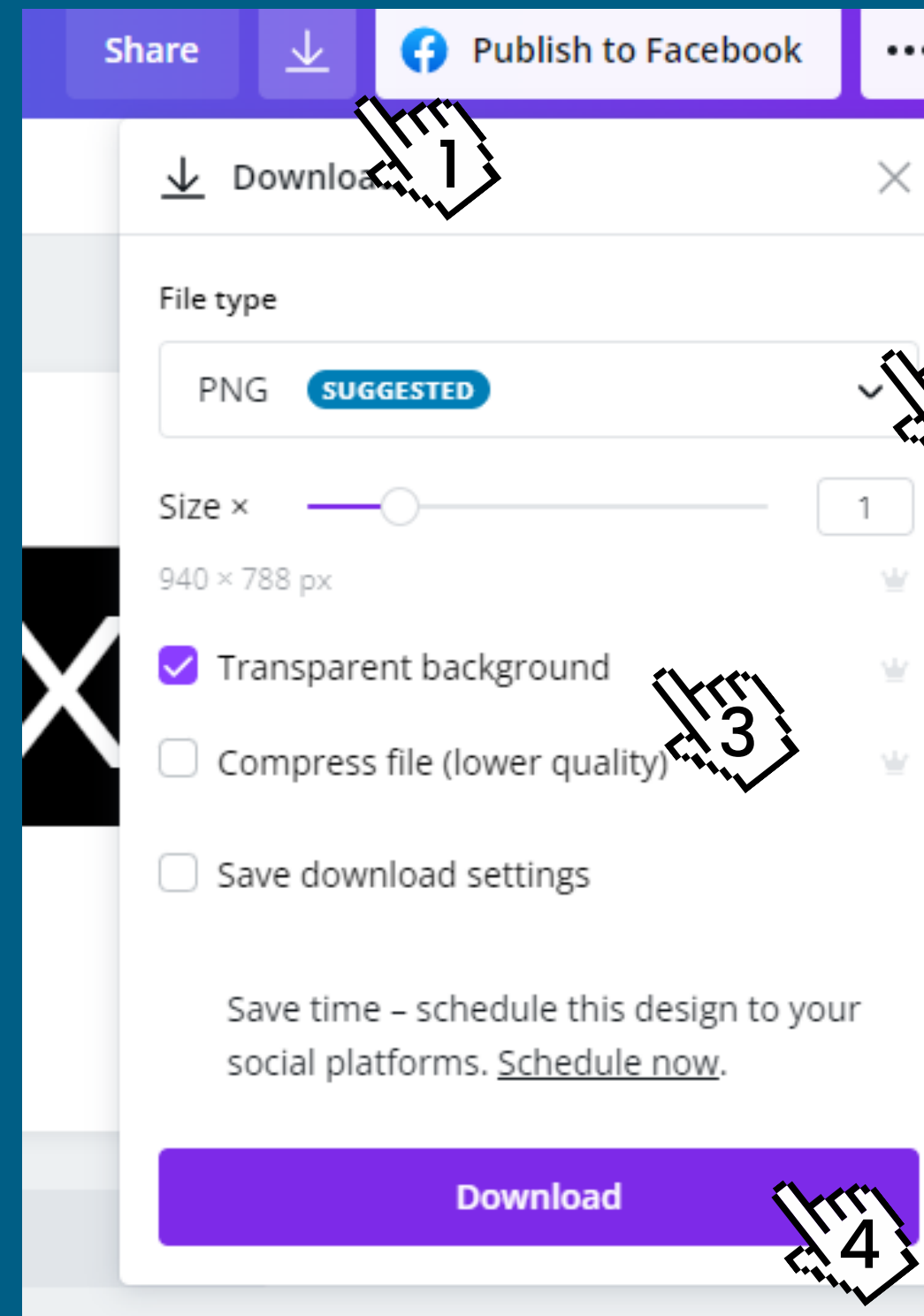


# Making logos & icons



Make sure your design is centered on your page, then select the download button (an arrow pointing down with a line under it).

Under the download, select PNG as the file type, and check the “Transparent background” setting and download!

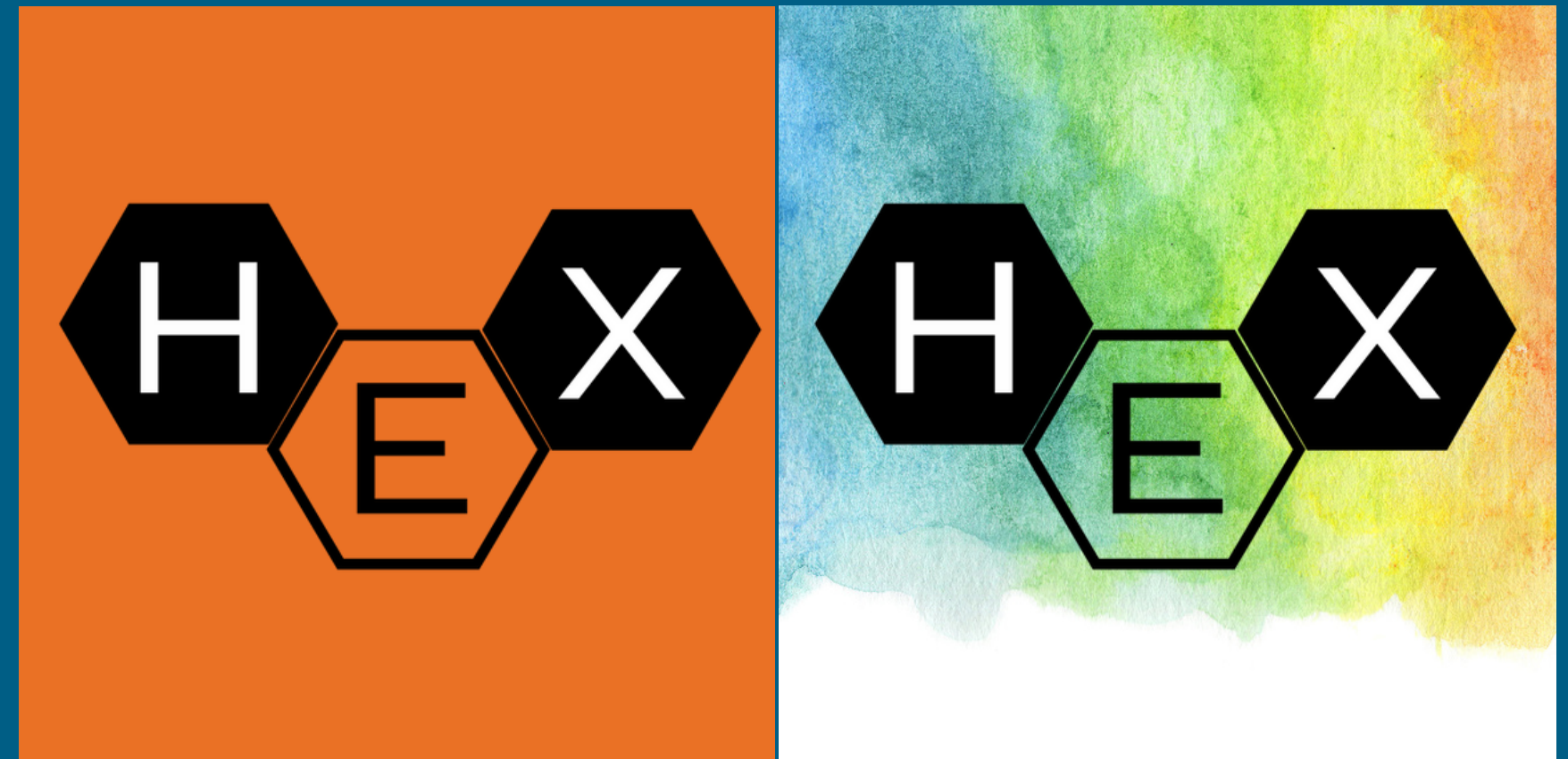


# Making logos & icons



Your design now can be used anywhere and reuploaded to Canva for consistent usage. Because it has a transparent background, you won't have a white box around it.

Make sure to keep the original Canva design saved in Canva so you can edit colors if you need to!





# Other tricks and tips

Where to find good stock photos, etc

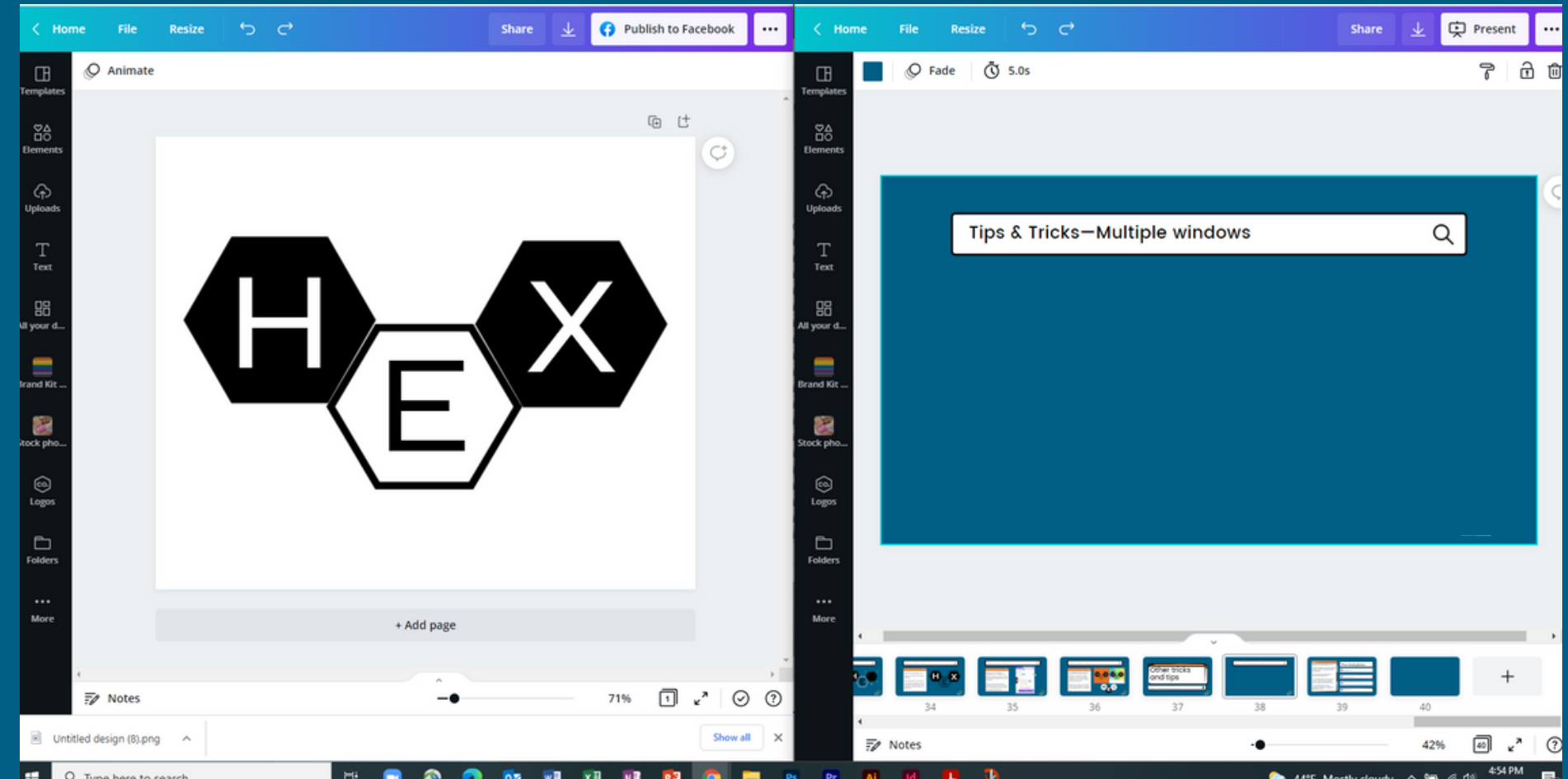


# Tips & Tricks—Multiple windows



You can have multiple Canva windows open with different designs in them. Use the copy and paste features to move design elements between designs.

This can be helpful if you want to keep elements and text easily available, but not on your design.





Free stock photos are easy to find!

Never use images you found on Google and do not have explicit permission from the picture owner to use. Using copyright free images is always the safest bet!

If you have Canva pro, you can also find images in iStock and then search their title in Canva to find and use them!

You can also find a lot of resources at: [bit.ly/raddestresources](https://bit.ly/raddestresources)

# Free stock photos

 [Unsplash.com](https://unsplash.com)

 [Pexels.com](https://pexels.com)

 [Pixabay.com](https://pixabay.com)

 [Canva](https://canva.com)