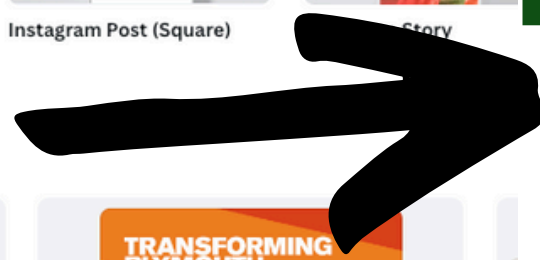


CANVA INTERMEDIATE TECHNIQUES

IMPROVING TECHNIQUE,
TEMPLATES &
BRAND ON CANVA



HELLO



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Sea swimming, walks & gardening

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RECAP

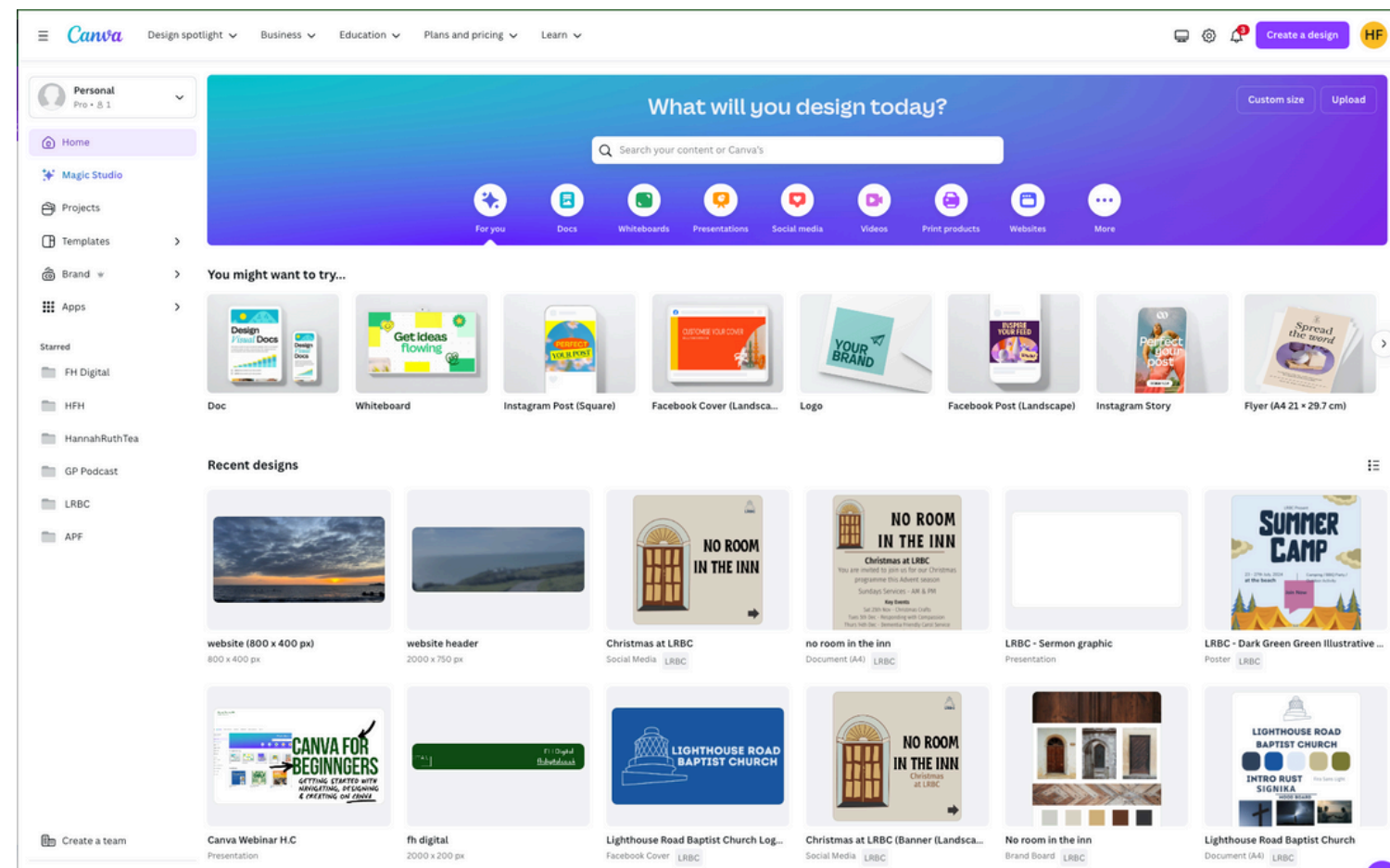
Ensure your church has Canva Pro which is free

One team of up to 50 users

Possibilities of what to create are endless - presentations, docs, social media graphics, thumbnails & more!!

Watch the beginners session if you need a recap

Don't forget to check out Canva resources



TODAY



Navigating with more confidence
Design techniques and customisation
Using branding elements effectively
Incorporating multimedia elements
Creating consistent and cohesive designs
Q&A's
Takeaway resources

TO START

Before working on any posters, flyers or anything in Canva, have a quick read about colour theory, font pairing and design principles. You don't need to go in depth but reading a few articles can just help to inform you on what actually works. There will be trend with some styles or colours being more popular than others but the basics will never change.



and six tertiary colors (colors made from primary and secondary colors, such as blue-green or red-violet).

Color wheel basics

The first color wheel was designed by Sir Isaac Newton in 1666 so it absolutely predates your introduction to it in kindergarten. Artists and designers still use it to develop color harmonies, mixing and palettes.

The color wheel consists of three primary colors (red, yellow, blue), three secondary colors (colors created when primary colors are mixed: green, orange, purple)

Canva Learn's list of 30 font combinations

To make it easier for you to use this guide as a reference material, we've arranged our 30 unique font combinations according to the content or publication type they work best for.

01. Design publication font combination: League Spartan + Libre Baskerville



BRAND KIT

Can be found on left hand side menu *brand* > *add new* (top right hand side) / or select yours in the central space.

You don't need to fill every section, but it's helpful to have as much as you have.

The screenshot shows a brand kit interface for "Lighthouse Road Baptist Church". At the top left, there is a user profile for "Personal" (Pro • 8 1). Below it is a navigation menu with options: Logos, Colours, Fonts, Brand voice, Photos, Graphics, and Icons. The main content area is titled "Lighthouse Road Baptist Church" and shows the brand kit shared with "Your Personal Brand" and "LRBC". It features sections for "Logos (2)", "Colours (5)", and "Fonts". The "Logos" section displays two images: "IMG_2076.png" and "IMG_2075.png", both labeled "Image · 1 year ago". The "Colours" section shows a "Colour palette" with five colors: #1a59a1 (blue), #30455e (dark blue), #c7bd91 (gold), #dfebf6 (light blue), and #7a7835 (olive green), along with an "Add new" button. The "Fonts" section lists various text styles: TITLE, Subtitle, Heading, Subheading, Section header, Body, Quote, and Caption, each with edit and delete icons. A link for "Manage uploaded fonts" is at the bottom.

BRAND KIT - IN ACTION

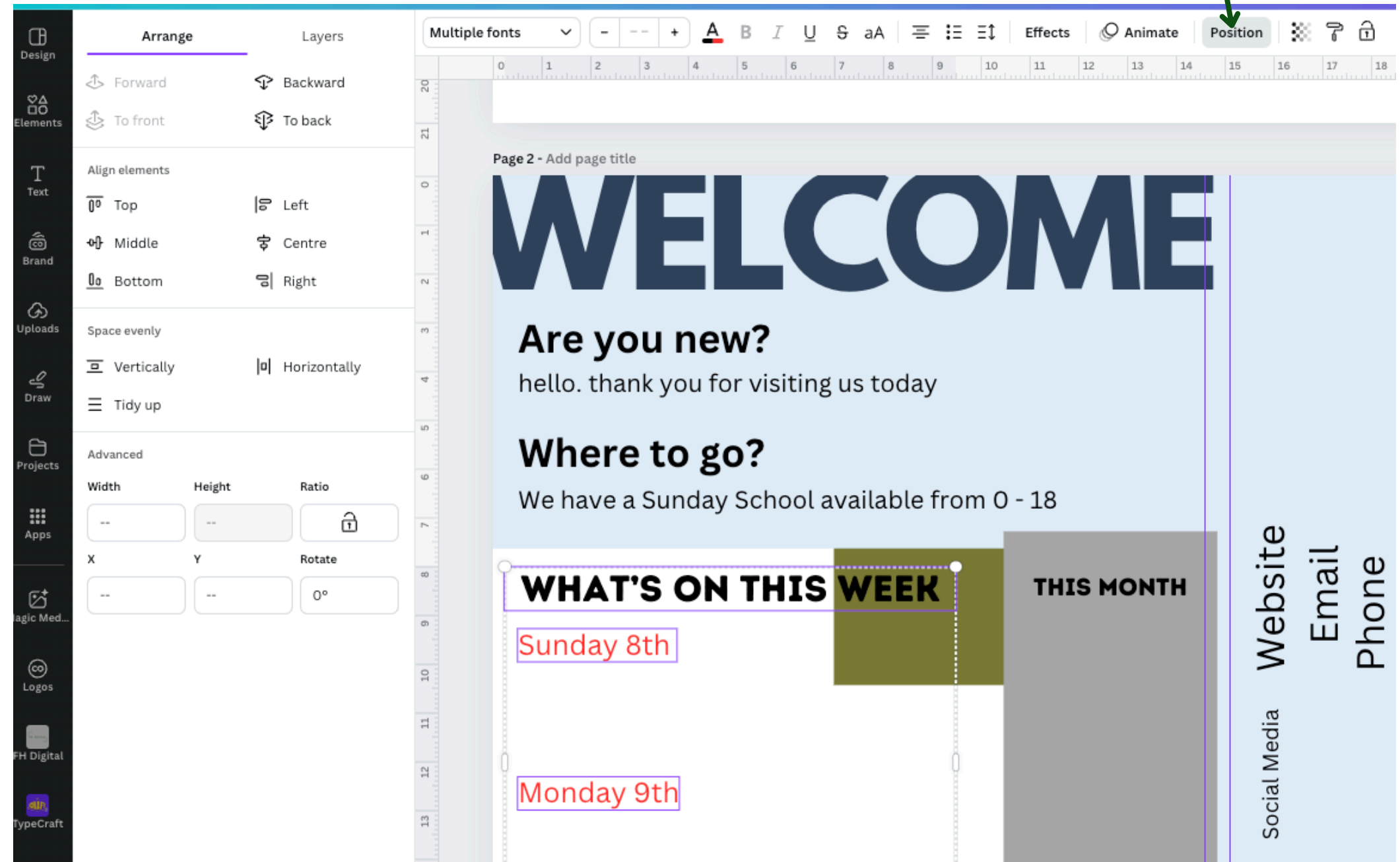
The brand kit can then be found on the right hand menu in a project with all the details you might need.



EDITING TOOLS

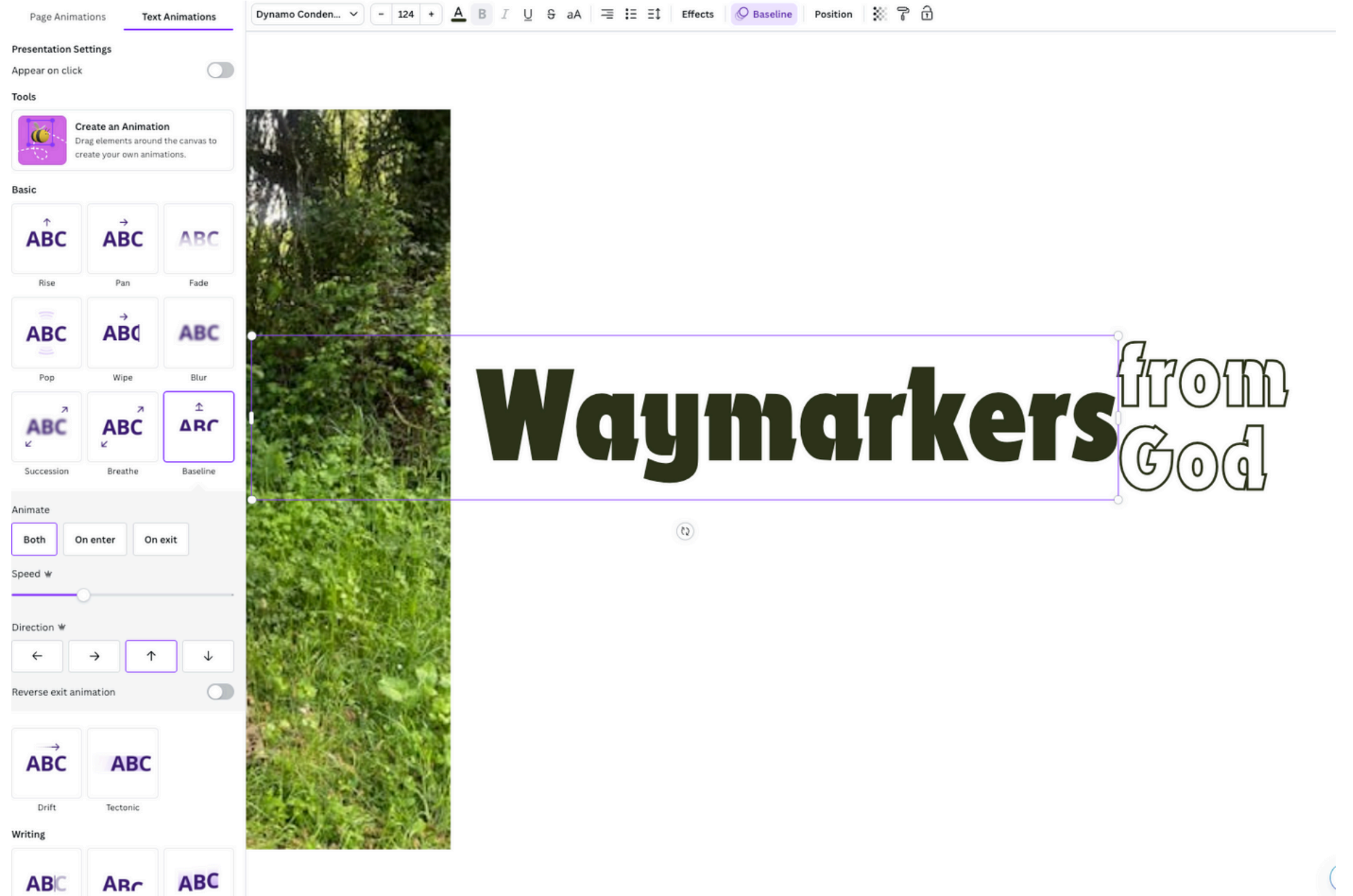
The editing tool can allow you to align each element (text box, shapes, pictures) as well as layering them.

Click on *position* to either allign or layer the indivual elements



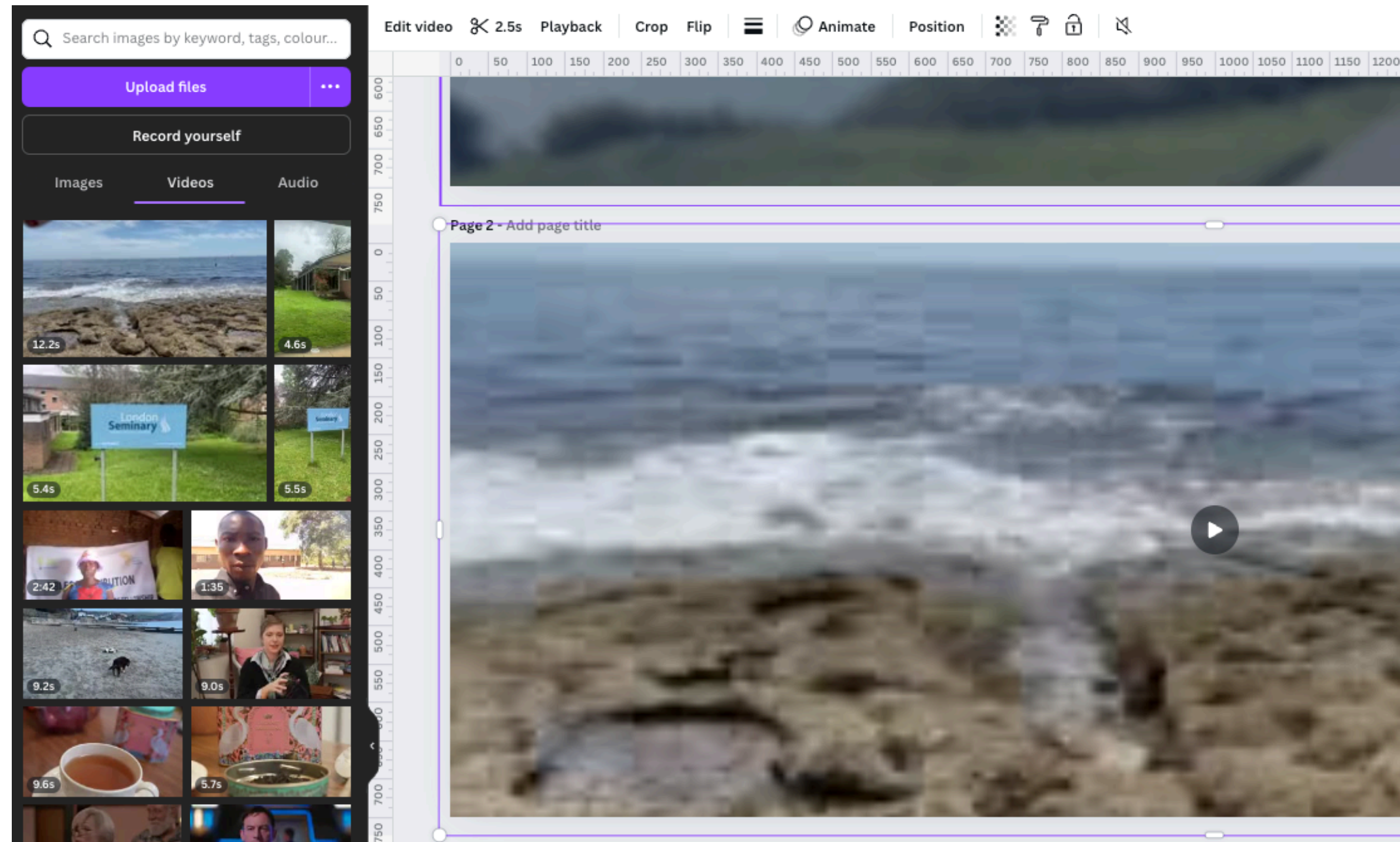
DESIGN TOOLS

if you are making a slide show or social media graphic (something that can be exported as a video) you can add motion effects to elements. you can adjust speed and exits as well.



MULTIMEDIA

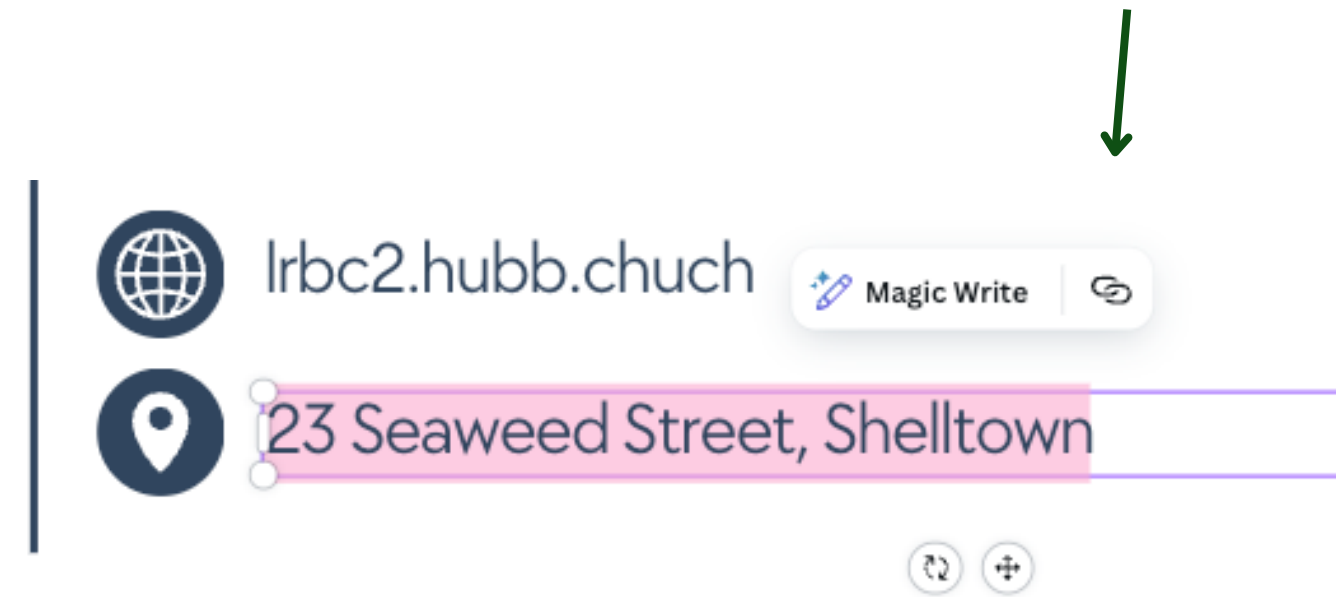
Adding video can be done in the same way as photos. Adjusting sections includes speed, duration, audio and also visual effects.



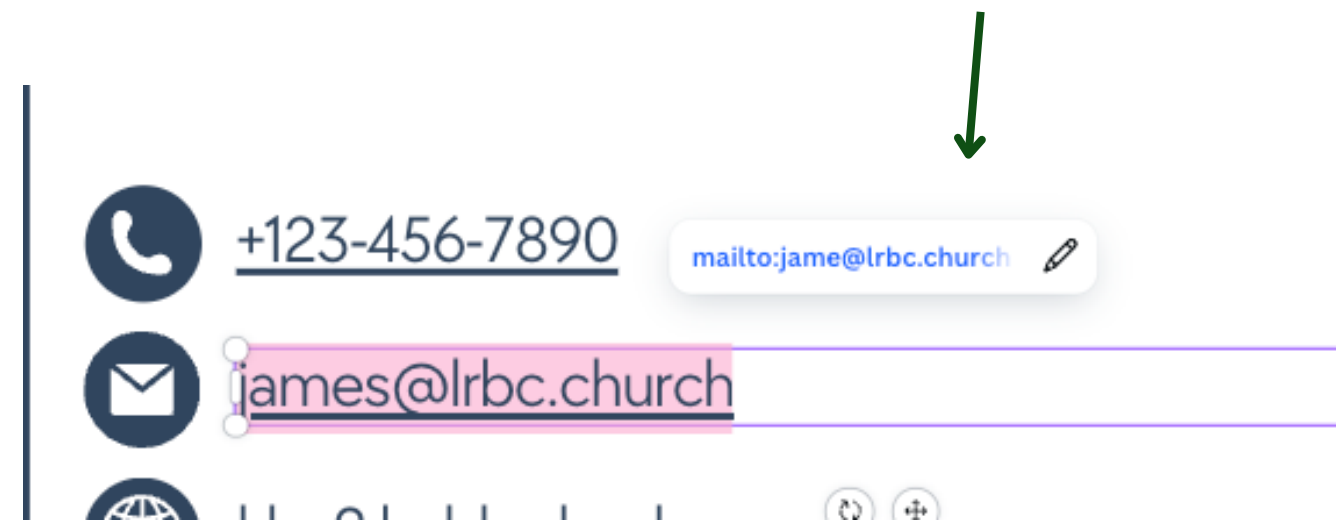
ADDING LINKS

embed links are great for email signatures or documents. They don't work in social media uploads so don't stress for photos or posters that will be shared on social media.

Select text, right click and you'll see the link image



You can edit a link if it needs changing



NOT SO GREAT DESIGN

A suggestion of a design tidied up - same colours & text, just prioritised title & date as well as including a photo rather than drawn images. Also include who is hosting!



Pentacost
Praise
Sunday 28th May
at 3pm



Service
at the Bandstand
followed by a
bring your picnic
and games for the children



Churches Together in
Harbourtown invite you to



PENTECOST
PRAISE
Sunday 28th May
3pm

Ecumenical service
for all the family

Followed by picnic &
games on the beach



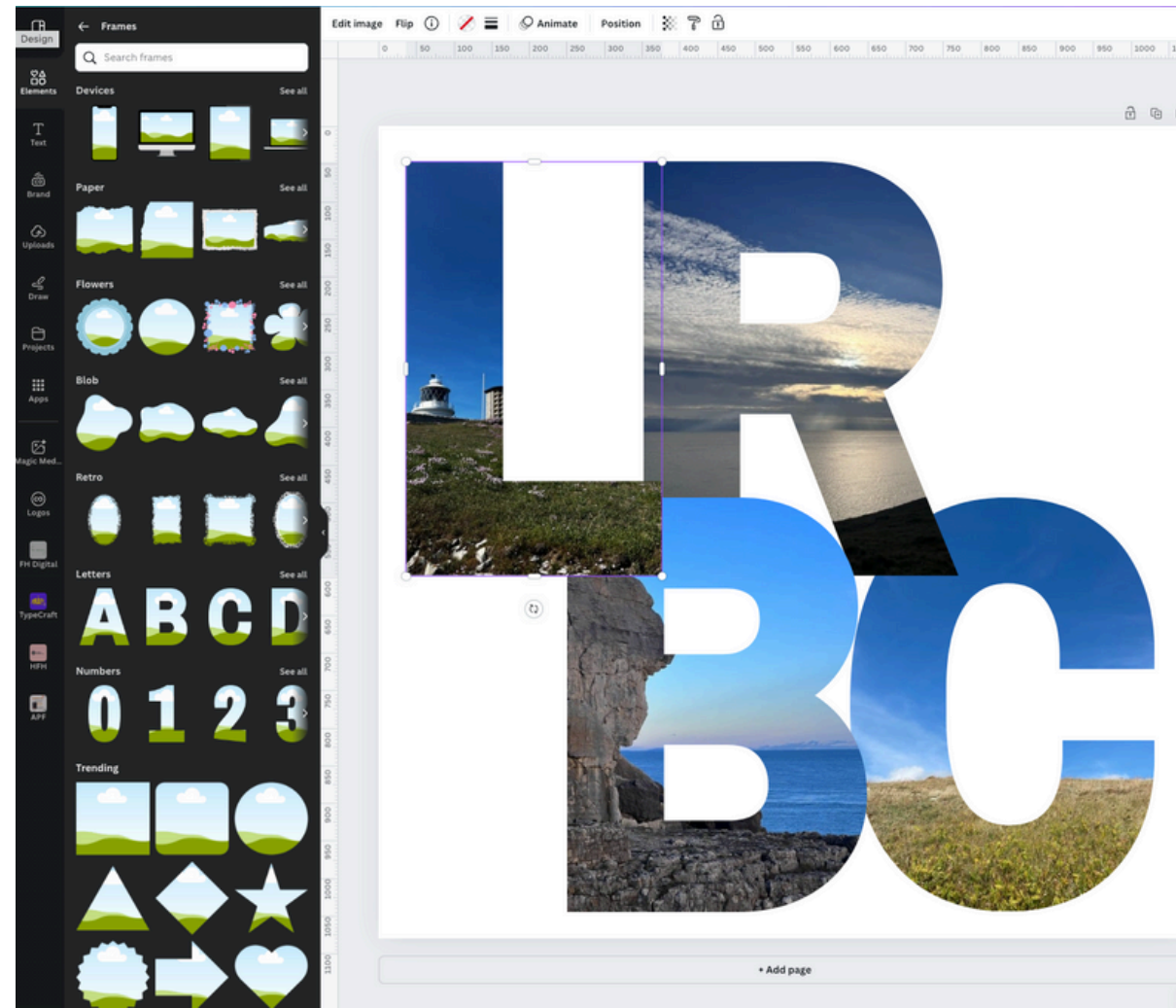
INCONSISTENT DESIGN

Whilst these graphics going on social media are not singularly 'bad', however a lack of brand identity (other than bright colours) the fonts are changing, no visual indicators to draw recognition to viewers so they can immediately tell who is posting. Not everything needs to be exactly the same, but a similar style/colour is good. Also for a social media graphic you don't need to put all the details in the visual image.



ADDITIONAL

Have a play about with the different effects that you can do - use frames to create effects with photos. Use transparency to carefully 'hide' your logo.



LINKS

Colour theory.

99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/

Colour Pairings

colors.co/

Fonts

canva.com/learn/the-ultimate-guide-to-font-pairing/

Design Principles

adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics

canva.com/learn/design-elements-principles/

DO YOU HAVE
~~ANY~~ QUESTIONS?

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