

A GUIDE FOR NON-DESIGNERS

# Canva Graphic Hacks

UNLOCK YOUR **CREATIVE POTENTIAL**





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### Color Harmony

Utilize a cohesive color palette to enhance visual appeal. This creates a **clean look** and ensures your designs feel integrated and professional.

- **Choose 2-3 colors**

### Typography Tricks

Experiment with font pairings that complement the style of the client's website. Choose readable fonts and **highlight key messages** to draw attention effectively.

- **Up to two fonts**

### Image Selection

Ask the client to provide you with images that give a broad image of what they do ( events, people, outdoors / indoors) Additionally, try to have **images that don't clash with the design.**

# Key Hacks for Editing Templates in Canva



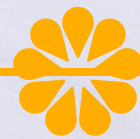


# Design Tips



## Resize

Use your new design as the starting point to make the next size instead of the template you started with



## Adding Text Effects

Enhance your designs by using various text effects for emphasis and visual appeal.



## Using Grids

Organize your elements with grids for a cleaner and more professional look.



## Incorporating Icons

Use icons to illustrate concepts, making your designs more engaging and informative.



## Exporting Designs

Learn the best formats for exporting designs to maintain quality across different platforms.



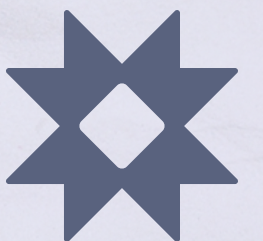
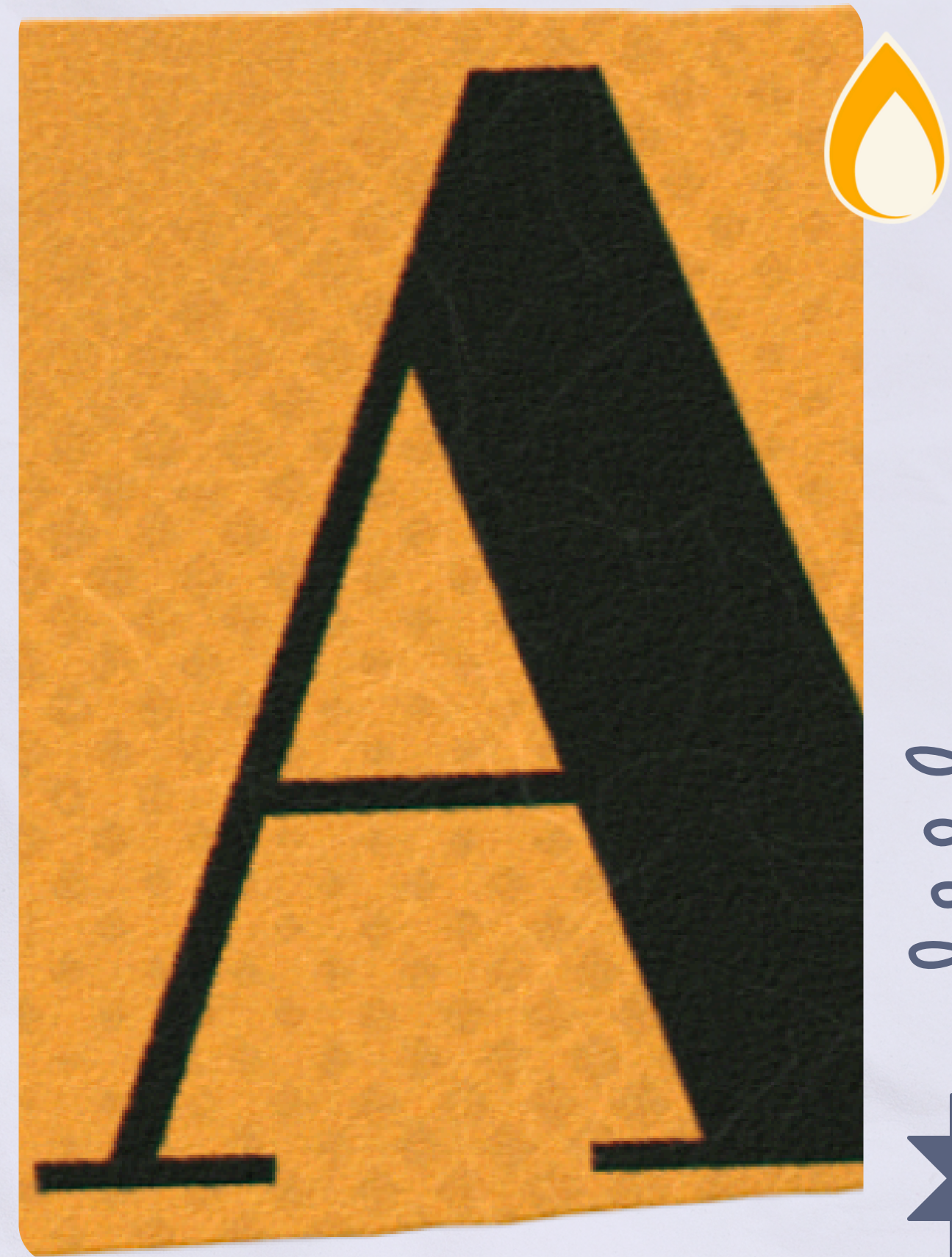
# Typography Tips

Typography is crucial for creating an engaging design. Choosing the right font pairs can significantly **enhance readability** and appeal.

Layout balance ensures that your elements are well-distributed throughout the design. **Avoid clutter** by using whitespace effectively. This makes your designs look **cleaner** and more professional.

Consistency in typography is important for brand identity. Stick with 2-3 fonts to maintain a cohesive look. Limit font styles and sizes to avoid overwhelming your audience.

Experiment with text alignment to guide viewers' eyes naturally through the content. Don't hesitate to adjust line spacing and letter spacing for clarity and impact.








# Duplicate, Don't Rebuild



Hack: When trying a new layout, duplicate your page first (button above the page). Then experiment freely without fear of ruining the original.






# COLORS

## USE THE BRAND COLORS... BUT BETTER


- ✦ Use your client's brand colors strategically, not everywhere. Choose one as the **dominant color**, one as an **accent color**, and keep **plenty of white space**.
- ✦ Bonus tip: Use the Color Picker (Eyedropper) to grab colors from their logo or photos.
- ✦ Pro move: Add a subtle **transparent overlay** (e.g., brand color at 30% opacity) over an image to unify the palette.



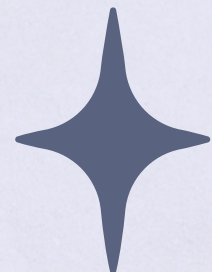
# Zoom Out + Blur Check



Hack: Zoom out to 25% to check overall balance. **Nothing should feel too heavy.**



Blur your eyes (or apply a slight blur filter) **to see what “pops”**—that should be the most **important message.**







# Mini “Design Checklist”

- ✦ Is it clear what the main message is?
- ✦ Am I using 2 fonts max?
- ✦ Are my elements aligned and spaced evenly?
- ✦ Is the CTA easy to find?
- ✦ Would I stop scrolling for this?