



CANVA TUTORIAL

Creating a Brand Kit

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A step-by-step guide to
setting up your Canva Brand Kit



Welcome, friend!

As a small business owner, I know there is no shortage of things to do, so let's save time by setting up your brand kit.

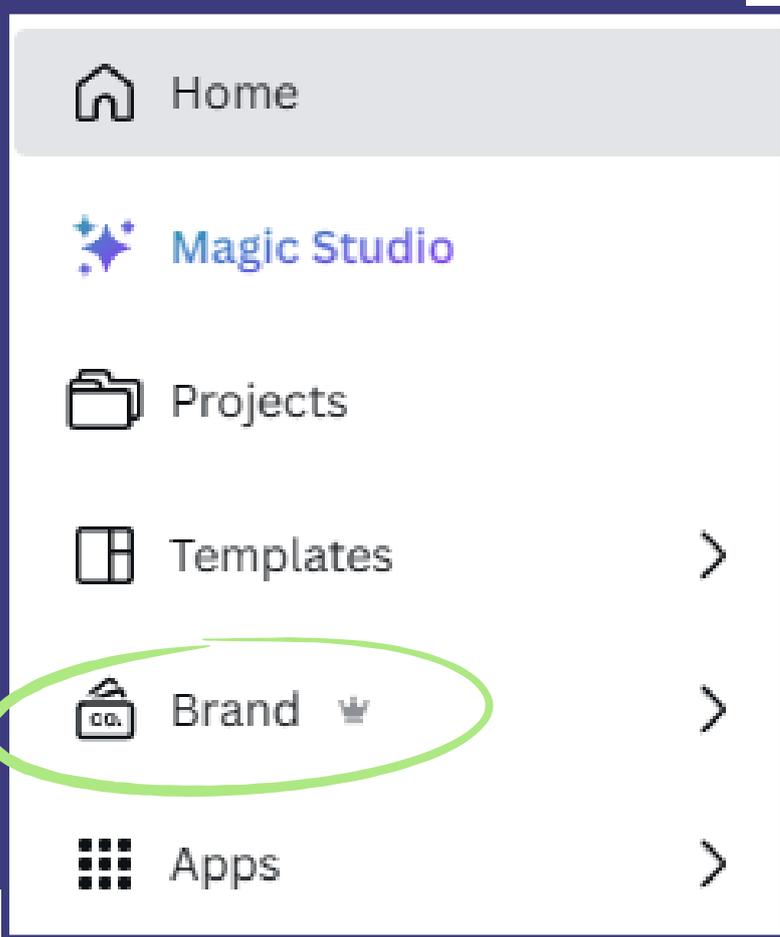
In this guide, I'll show you how to set up your brand kit using Canva.

If this is new to you, Canva is a design tool that has template for your to use.

Here is what will be in your brand kit when we are done...

- 1. Logos**
- 2. Color palette**
- 3. Fonts (Typography)**
- 4. Design elements**
- 5. Photography**

Let's get started! **Pro tip...** do this from your computer to save you time and frustration.



Step 1

→ **Click Brand from the home page left side panel**

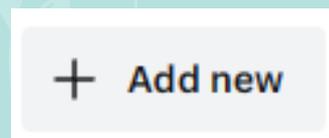
A free Canva account allows you to add just a few colors, so you'll have a minimal brand kit.

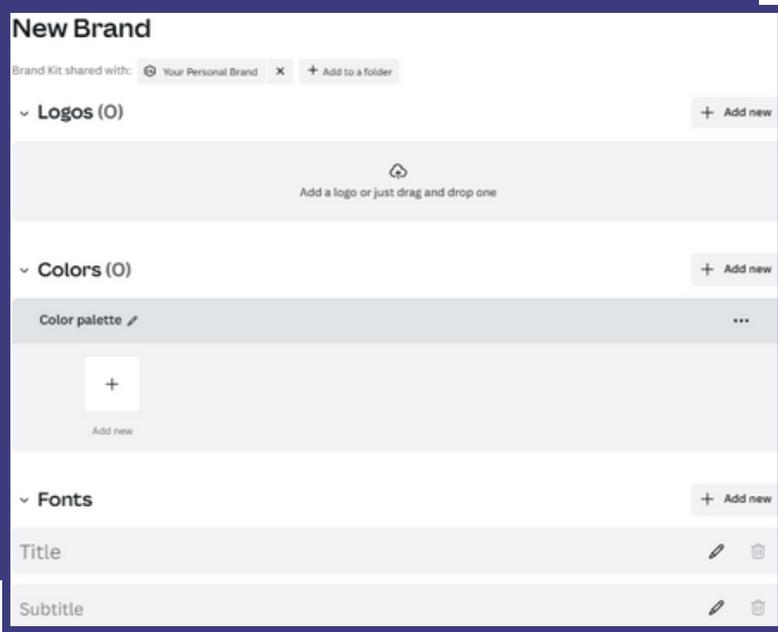
I suggest getting the free [**Canva Pro 30-day trial**](#) and setting up your full brand kit.

Step 2

→ **On the Brand Kit tab, click Add New then enter Brand Kit Name**

Multiple brand kits are only available to Canva Pro, Canva for Teams, and Canva for Education users. If you are just setting up one brand kit the free version of Canva will work for you.

A screenshot of a form titled 'Create Brand Kit'. It has a 'Name' label and a text input field containing the placeholder text 'Name your Brand Kit'. At the bottom right, there are two buttons: 'Cancel' and 'Create'.



Step 3

→ Set up your new Brand Kit by uploading logos, adding color palettes, or uploading fonts.

If you don't have a color palette yet, Canva has a great [Color Palette Generator](#) to help you.

You can also find color and font combinations under Design on the left side menu then click on styles.

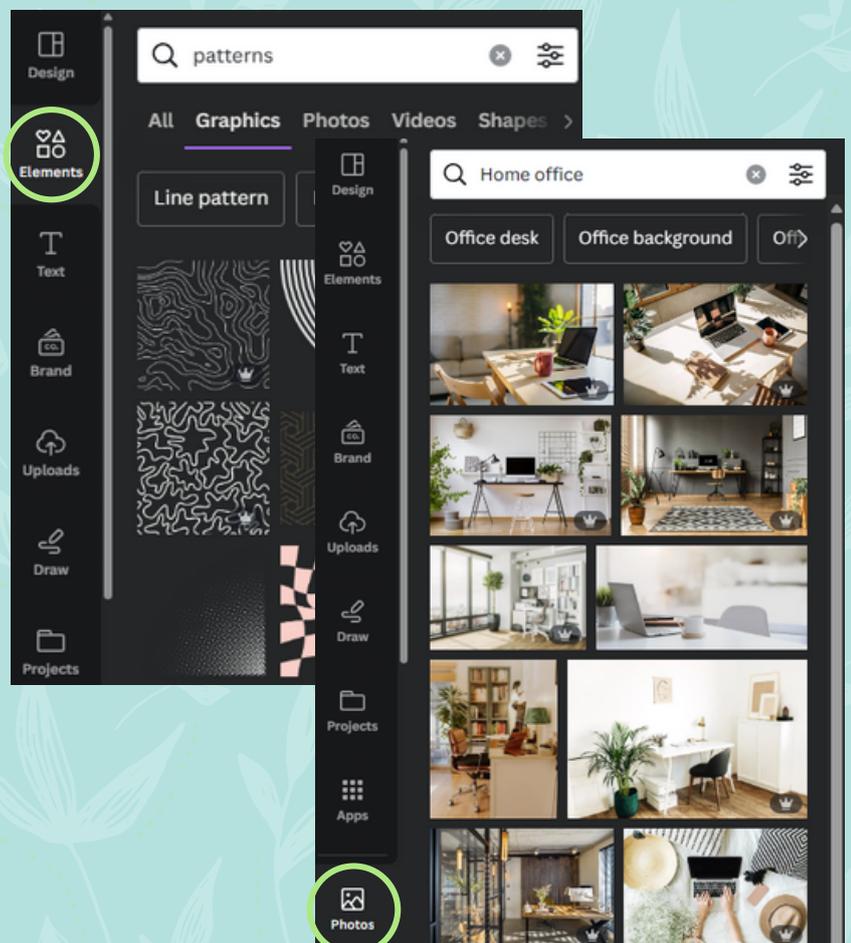
Step 4

→ Adding elements and photos.

Search Canva's library of **Elements** for design elements for your brand.

PRO TIP: Search for texture, patterns, dots.

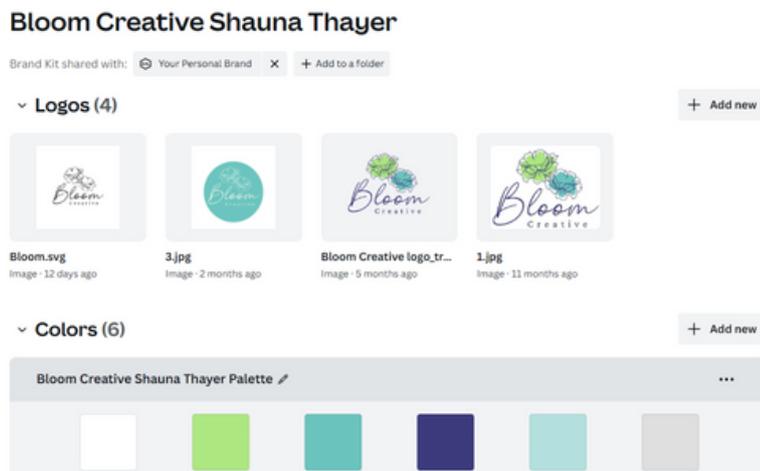
Then search **Photos** for photos that fit with the look and feel of your brand.



Step 5

→ **You're ready to start designing!**

Now you have your brand kit set up in Canva and can quickly apply your brand to any of the design templates including social media posts, flyers, e-books, cards, brochures, etc.



BONUS!

→ **Brand Kit Template**

Use [THIS LINK](#) to create your brand kit.

Download your brand kit as a PDF and use as a reference to make sure you're staying "on brand" when creating your marketing materials.

Happy creating!