

T.C.S. Pvt Ltd



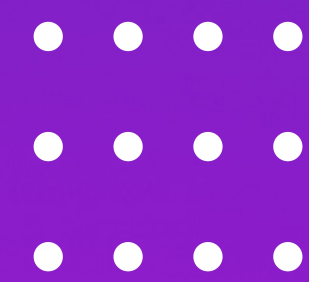
DIGITAL GURU RAJEEV

Graphic Designing for Business using Canva



Learning Objectives

-  Create professional marketing visuals without prior design experience.
-  Topics:
 -  Introduction to Canva Interface
 -  Branding Essentials (Color, Fonts, Logos)
 -  Designing Social Media Posts, Stories, and Banners
 -  Creating Flyers, Brochures, and Ads
 -  Tips for Consistency and Visual Identity
-  Practical Activity:
 -  Design a logo, Instagram post, and Facebook banner for a sample business.



✓ Introduction to Canva Interfaces

- What is Canva?

A free, web-based design platform.

Ideal for non-designers and professionals alike.

Offers drag-and-drop tools, templates, and brand kits.

- Canva Dashboard

Home – Start with templates.

Projects – Save and organize designs.

Brand Hub – Manage your brand assets.

Templates – Social media, presentations, posters, etc..



Branding Essentials (Color, Fonts, Logos)

- **Why Branding Matters**

Creates recognition and trust.

Helps maintain visual consistency.

- **Key Branding Elements**

Color Palette – Choose 2–4 main colors.

Fonts – Use 1–2 complementary fonts.

Logo – A simple, scalable mark that represents your business.

Imagery – Consistent tone (minimalist, vibrant, natural, etc.).

- **Canva Brand Kit**

Upload logo and brand colors.

Set fonts for headings and body text.

Apply branding automatically to all designs.



Designing Social Media Posts, Stories, and Banners

- Key Design Tips

Maintain brand colors and fonts.

Keep text minimal and clear.

Use high-contrast visuals.

Include CTA (Call To Action) when relevant.

- Example Designs

Instagram Post: Product photo + short caption.

Instagram Story: Highlight sale or event.

Facebook Banner: Use logo, tagline, and visual focal point.



Creating Flyers, Brochures, and Ads

- Flyers

Eye-catching title

Clear message (What, When, Where)

CTA (Visit, Register, Buy)

- Brochures

Showcase products/services.

Use columns or folded layouts in Canva templates.

- Ads

Focus on one message per ad.

Use consistent style with other materials.



Tips for Consistency and Visual Identity

- ✓ Use the same color palette across all media.
- ✓ Stick to 1–2 fonts.
- ✓ Keep your logo visible but not overpowering.
- ✓ Save reusable templates in Canva.
- ✓ Use Grids and Alignment Tools for balance.



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