

Using Canva to create your Digital Marketing assets

Creating visually appealing graphics and imagery is crucial when it comes to marketing your libraries digital services. In this short guide, we will be explaining how to use Canva, a popular graphic design tool, to create professional-looking graphics for your social media and print.

Canva is easy to use, even for beginners who have little or no experience with graphic design, and cost-effective, with both free and paid subscription options available. Canva Teams also enables you to collaborate on designs with your team mates and share designs with others.

The platform provides a wide range of templates, design elements, and customisation options, making it simple to create professional-looking designs quickly.

Step 1: Choose or Create your template

Canva offers a vast range of templates for various purposes, including social media, flyers, posters, and more. You can also design and create your own template from scratch. Begin by selecting the template size or layout that suits your needs.

Step 2: Upload and use your brand logos, colours, and fonts

To make sure your template design is consistent with your other library marketing materials, you can upload your logos, colours, and fonts to the Canva Brand Kit. You can then use these elements throughout your designs to maintain consistency and coherence and help your designs to be easily recognisable as part of your services.

Step 3: Add text

Once you have chosen a template, it's time to add text. Make sure your text is concise, clear, and easy to read. Use a font that complements the style of your graphic.

Step 4: Choose your imagery

Canva offers an extensive library of images and graphics that you can use to enhance your design. You can also upload your own images and graphics.

Step 5: Customise your design

Customise your design by adding shapes, lines, and other elements to make your design unique. Experiment with layouts and effects until you find the look that you want.

Step 6: Export your design

When you're satisfied with your design, it's time to export it. Canva offers a range of export options, including PNG, JPEG, and PDF. Make sure you choose the format that suits your chosen social media or print format.

Step 7: Share your design

Download your designs to share on social media or to print out for display.

With these simple steps, you can create visually appealing graphics and imagery for social media and print.