



Canva Dos & Don'ts for Small Business Owners

A guide to help you learn the best ways to use Canva for your small business *and* what not to do, too!

Morgan Jochum *design*



Hey, I'm Morgan!

I'm a brand and graphic designer with a passion for small businesses. My goal is to equip you with the tools and resources you need to build a brand you love, connect with your target audience, and pursue your purpose with confidence.

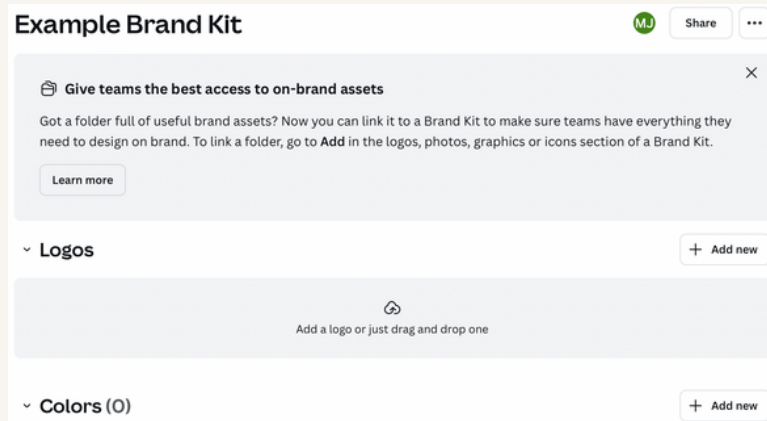
As small business owners, I understand that you are juggling a lot of different roles within your business. That is why I am here to help provide you with tools and resources to reduce the overwhelm that often comes with the word “branding” and help you feel inspired and confident to build a brand you love. The purpose of this guide is to help you understand the best ways to use Canva to create on-brand content.



Canva Dos:

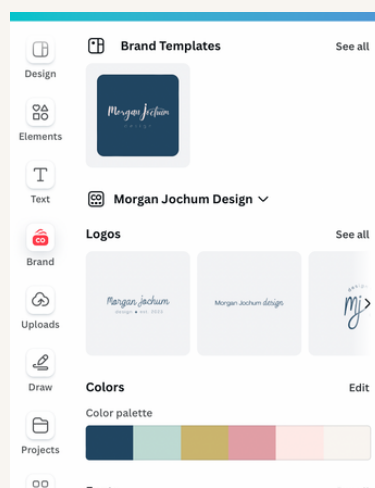


Set up your Canva Brand kit to help you stick to your brand guidelines (fonts, colors, images, etc)



Start by setting up your Brand Kit by adding your logos, colors, fonts, brand voice, images & more!

You will have access to this in every project that you start! To find it navigate to the left hand side of your screen and click “Brand”. This will open up your brand kit for easy access to all your brand files.



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Canva Dos:



Use your Brand Kit to help you customize standard templates to match your branding

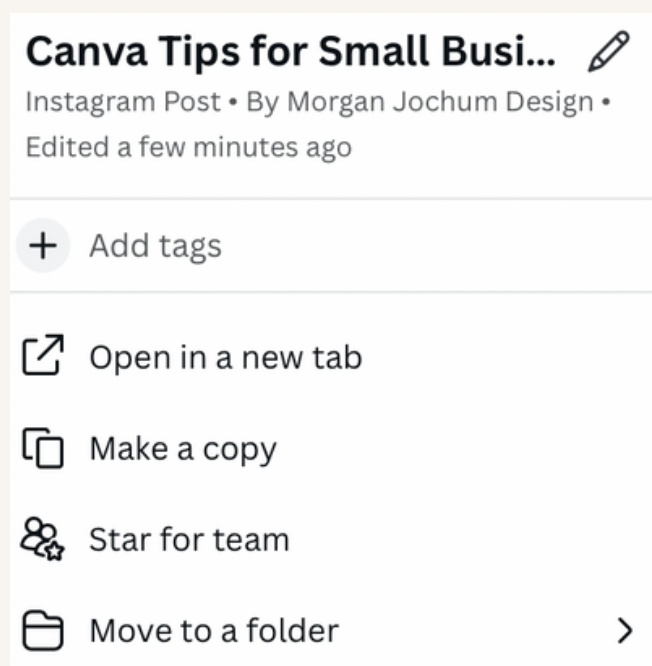


This will help keep your brand consistent across every platform and create a cohesive Instagram feed.

Canva Dos:



Organize your designs into folders & name each design so you can easily search for them



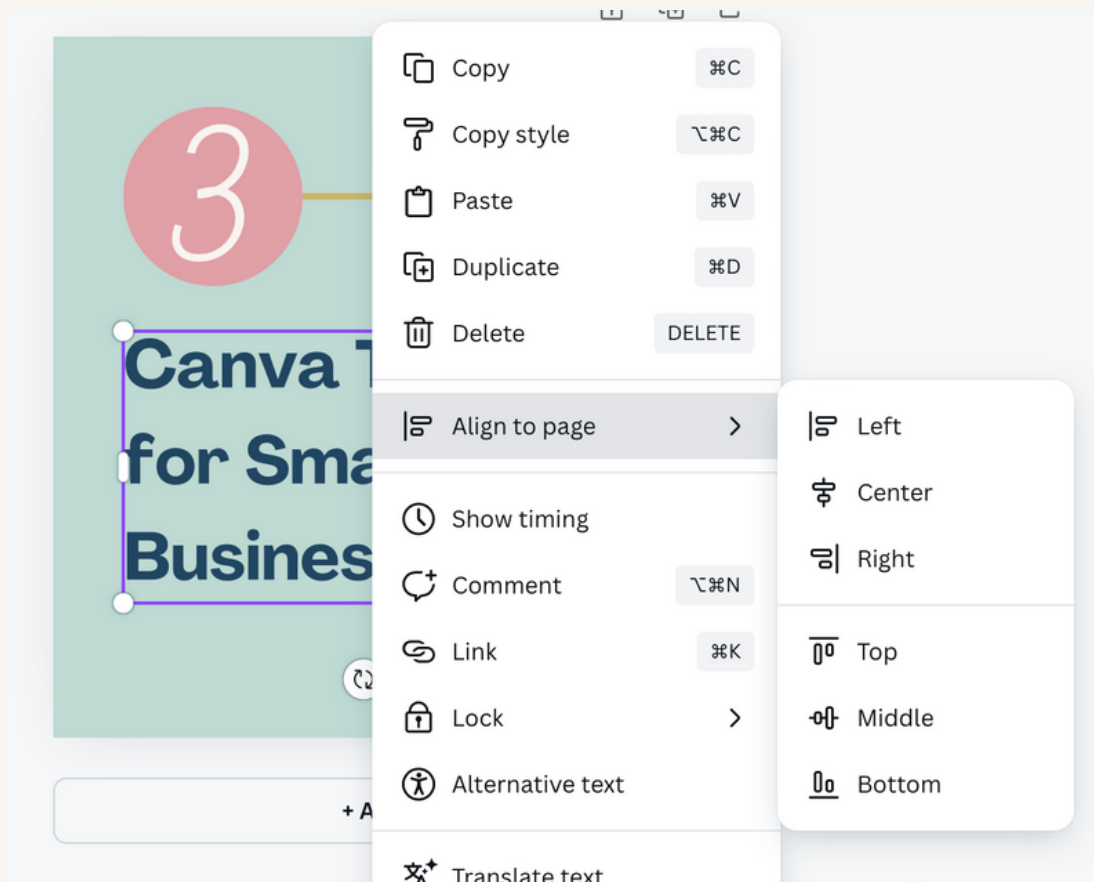
From your Home page click the 3 dots on the top of design and hover over “Move to a folder”, next you can either create a new folder or select an existing folder. Click on the pencil tool at the top to rename the project.

From inside an open project click file and select “Move to a folder”, next you can either create a new folder or select an existing folder. You can rename this project in the top navigation tool bar.

Canva Dos:



Use the alignment tools to ensure that elements of your design are spaced and aligned properly



Right click on a text box, image or graphic you are looking to align, next hover over “Align to page”. This will give you several alignment options to choose from.

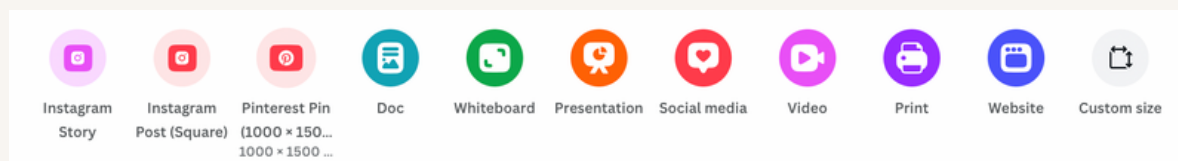
When moving text boxes, images, and graphics around your project you will see purple lines and number pop up. Use these to help you space your content properly.

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Canva Dos:



Use Canva's templates that are sized for specific social media platforms. (Instagram, Facebook, LinkedIn, Pinterest)



Make sure that you select the right size template for your project and the platform you are creating it for.

 **Resize & Magic Switch**

If you'd like to repurpose your content for multiple platforms, use the Resize and Magic Switch feature available for Canva Pro users.

Canva Don'ts:



Don't use a new template style every time you create an Instagram Post or Story. Instead pick a couple to rotate every few posts.



Sticking with a handful of template styles and changing the colors, text, and images make for a much cleaner Instagram feed.

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Canva Don'ts:



Don't place text or important graphics outside the margins. You can select "show margins" to double check before downloading your design.



Before downloading a design, navigate over to file, then settings, and click on show margins. You will see a gray dotted line appear so you can ensure that all key elements are within the margins of your design.

Canva Don'ts:



Don't clutter your design with too much too many design elements. Ensure that there is some "white" space.



Adding too many elements, graphics, or images will make your design cluttered and harder to read. This will be distracting to your audience and take away from the valuable content you share.

Canva Don'ts:



Don't use 3+ different fonts. Stick to your brand fonts and only use 1-2 different fonts per piece of content.



Using your brand fonts will create more consistent content as well as be easier for your audience to read.

thank you!

Thank you for downloading this free guide. My hope is that you found the information valuable and that it helps you to better understand the best ways to use Canva to create content for your small business. If you have any additional questions about using Canva, I would LOVE to chat more. Feel free to shoot me an email or message me on Instagram. For more branding inspiration and content follow along on Instagram & Pinterest!

~mj

let's chat!



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