



Canva
**TIPS &
TRICKS**

FOR NEW USERS

INTRODUCTION

[Canva](#) is an online graphic design tool. Independent businesses and entrepreneurs across the world use this fun and easy platform to create everything from web banners and social media graphics to brochures and formal reports. You can even use it to schedule social posts, make websites, and design t-shirts!

The platform is free-to-use with account creation, although some users opt for a [Pro Account](#) to access additional templates, graphics, tools, and stock photography.

What follows are some tips for using Canva to create promotional content for your bookstore. If you're new to the platform, check out [these video tutorials](#) before you get started. For additional insights, visit Canva's [Learning Platform](#) and their robust [Design School](#).



INSPO: HOW THE CIBA TEAM USES CANVA

For just about everything public facing, to be honest! We've used Canva to create:

- Banners, headers, photo collages, pull quotes, and buttons for our website and newsletter
- Social graphics for Facebook, Instagram, and Twitter
- Bookmarks, stickers, postcards, and one-pagers
- Proposals, reports, and information guides (like this one!)
- Presentations and slide decks
- Member certificates
- Fillable forms

You've got great taste.

Post a photo of what you bought using #IndieBookshopHaul for a chance to win a \$250 prize pack curated by an indie bookseller.

Visit @CIBAbooks on Facebook, Twitter, or Instagram for details.



CANADIAN INDEPENDENT BOOKSTORE DAY 2023



OPPORTUNITIES FOR BOOKSELLERS

APRIL 29, 2023

CANADIAN INDEPENDENT BOOKSTORE DAY

**MEMBER BLOG:
ALL ABOUT
SUBSCRIPTION BOXES**

Log in to access

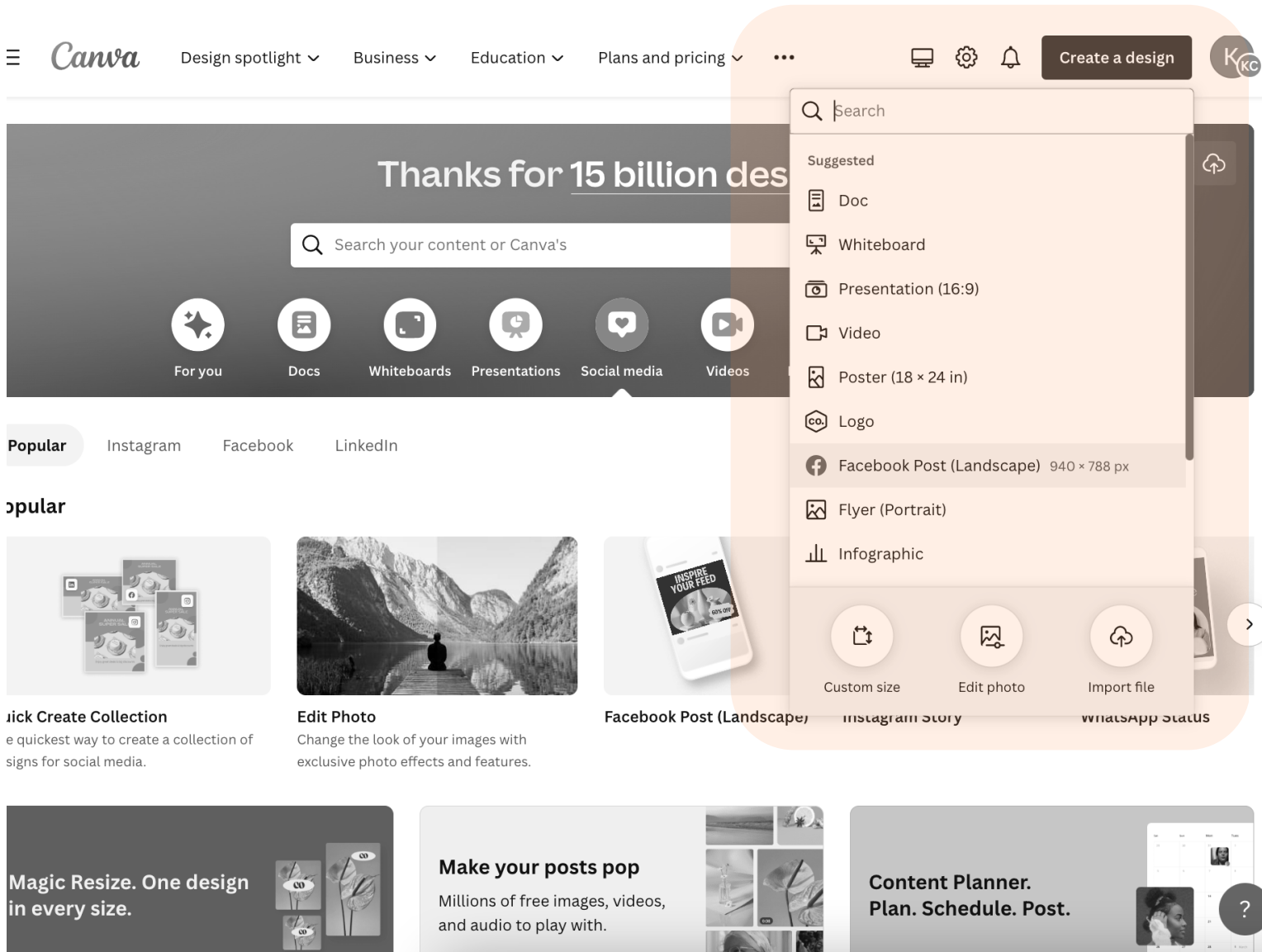
FALL IN LOVE WITH NEW BOOKS

Our book recommendations for the fall season are here!

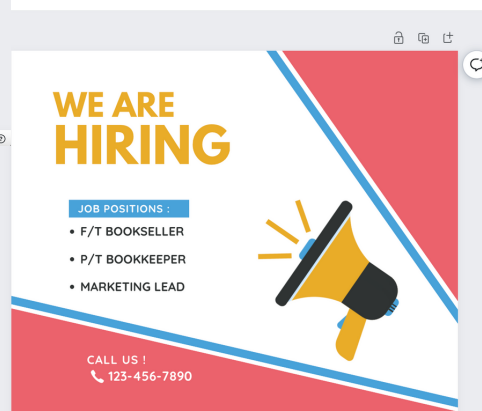
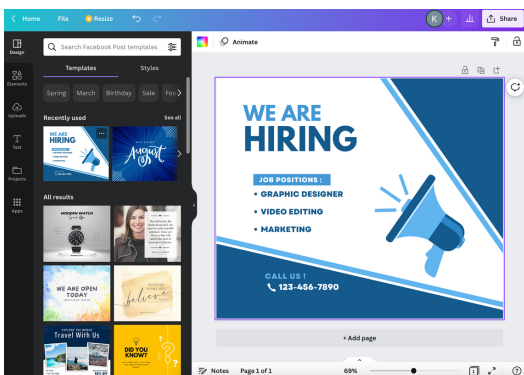
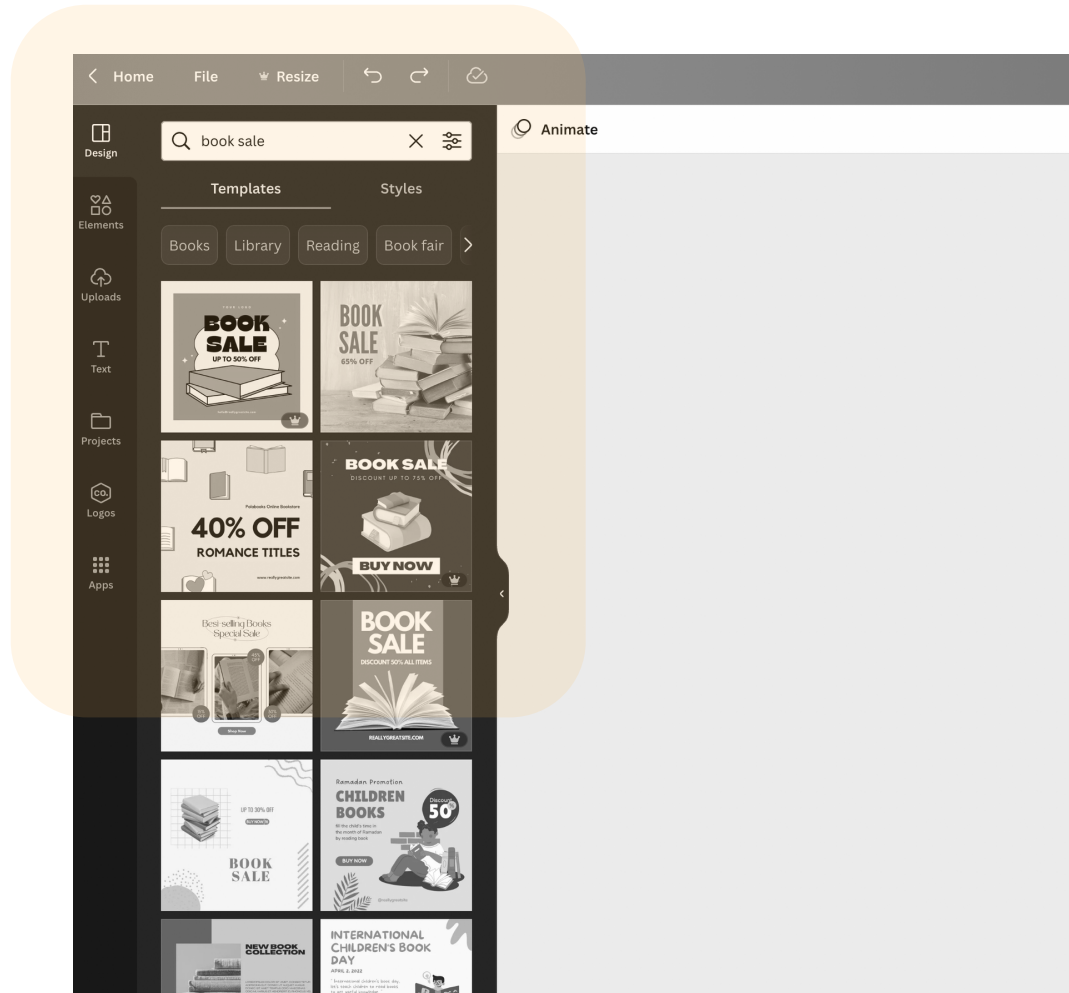


TEMPLATES, TEMPLATES, TEMPLATES!

Select the type of graphic you want to create via the canva.com homepage – you can find the right size for everything from Instagram stories to brochures using the "search" function, input custom dimensions, or upload a photo to start



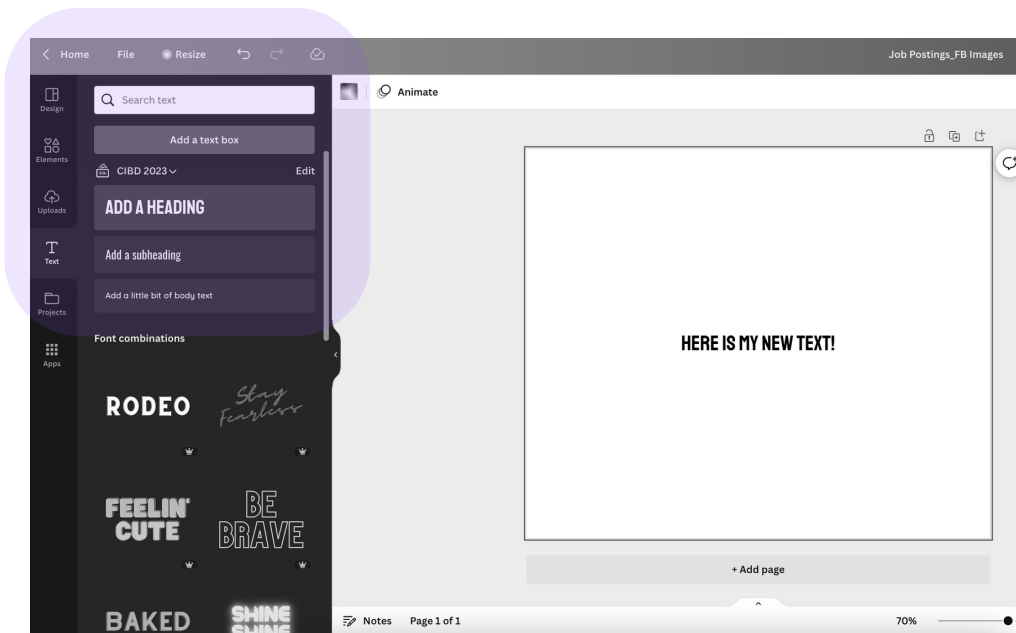
Canva offers a massive catalogue of templates in the design window – use the "Search" to find to find a template that may suit your needs



You can easily switch out design elements so focus on the layouts you like or specific elements that you want to keep!

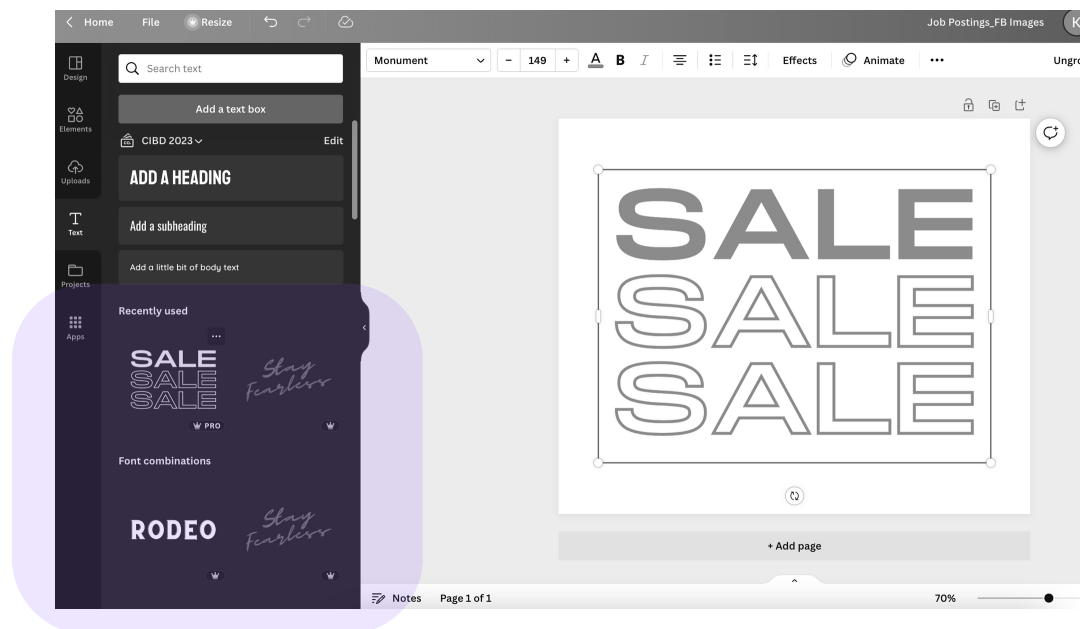
YOU CAN CUSTOMIZE JUST ABOUT EVERYTHING.

Customize your colours, text, fonts, and more by clicking on the element and exploring the toolbar at the top.



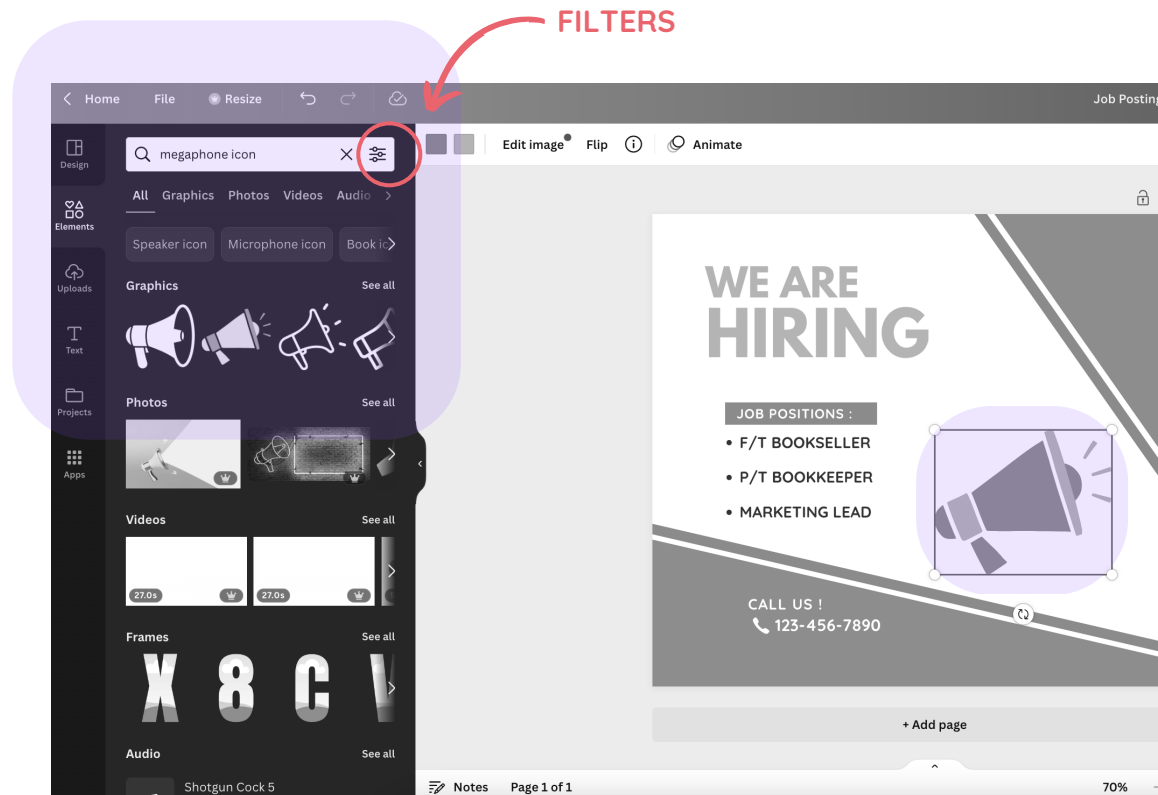
Add new text using the “Text” widget

Take advantage of playful font combinations

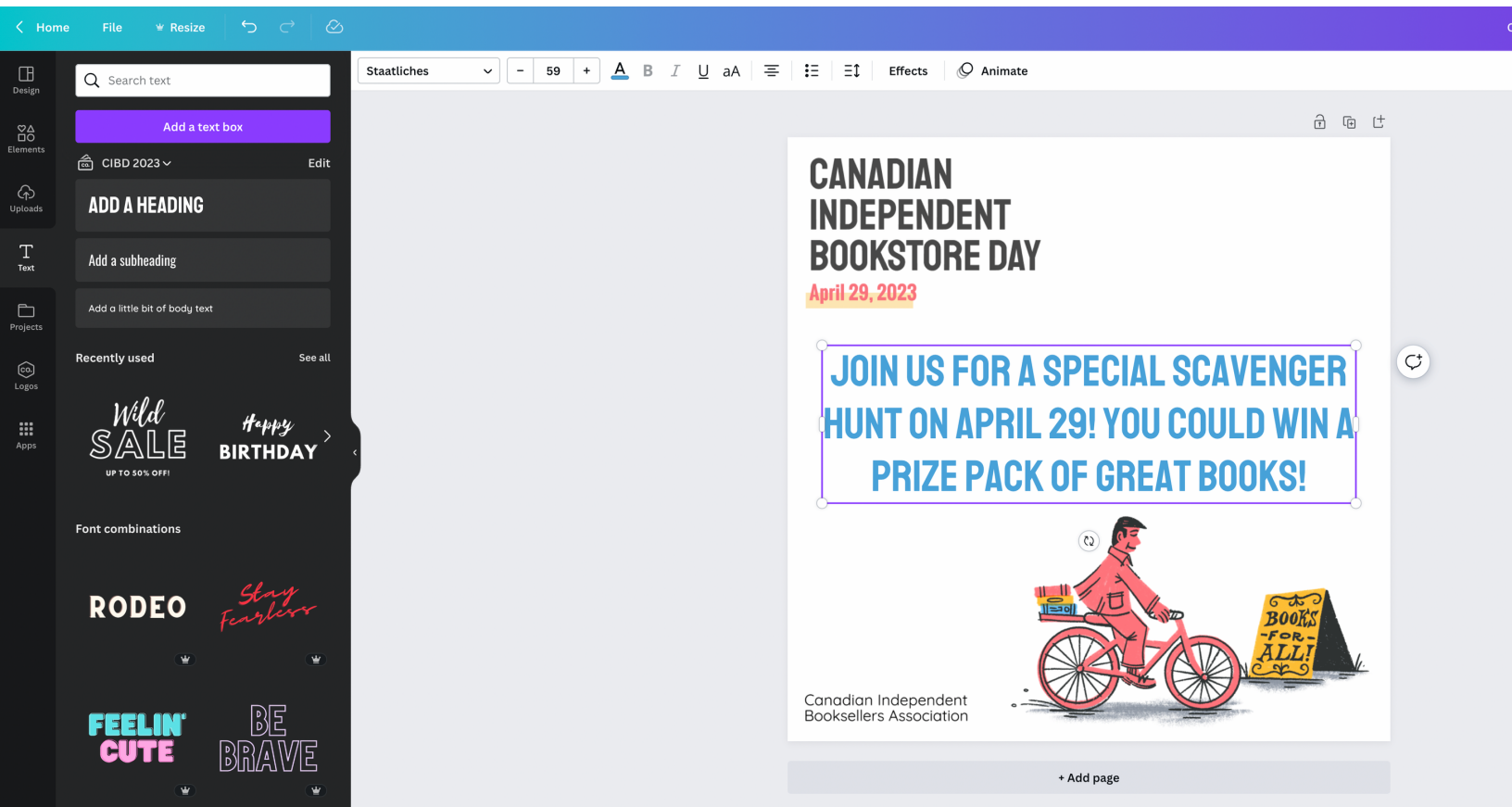


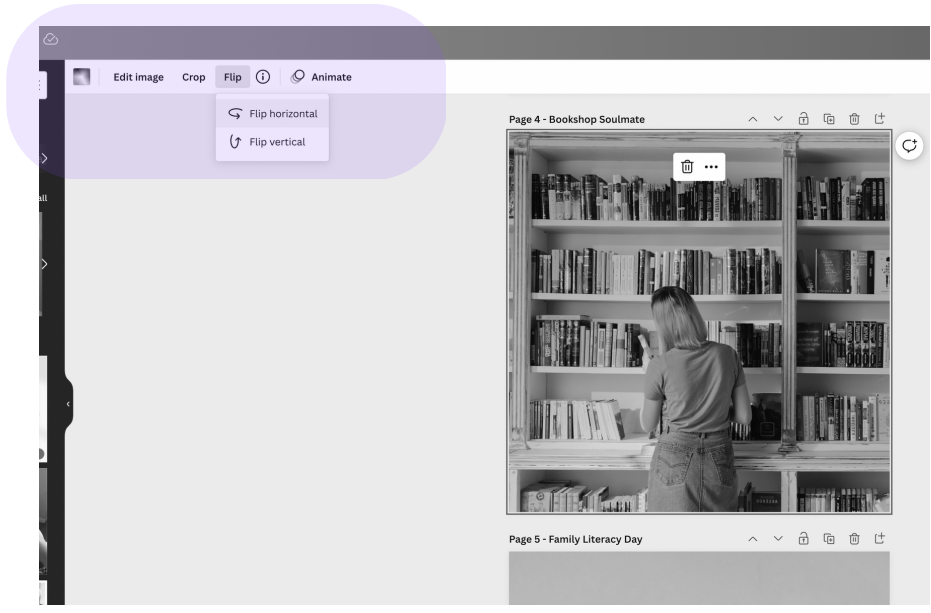
Search for alternative graphics using the “Elements” widget

Take advantage of filters to look for photos vs. graphics, static vs. animated, landscape vs. portrait, etc.

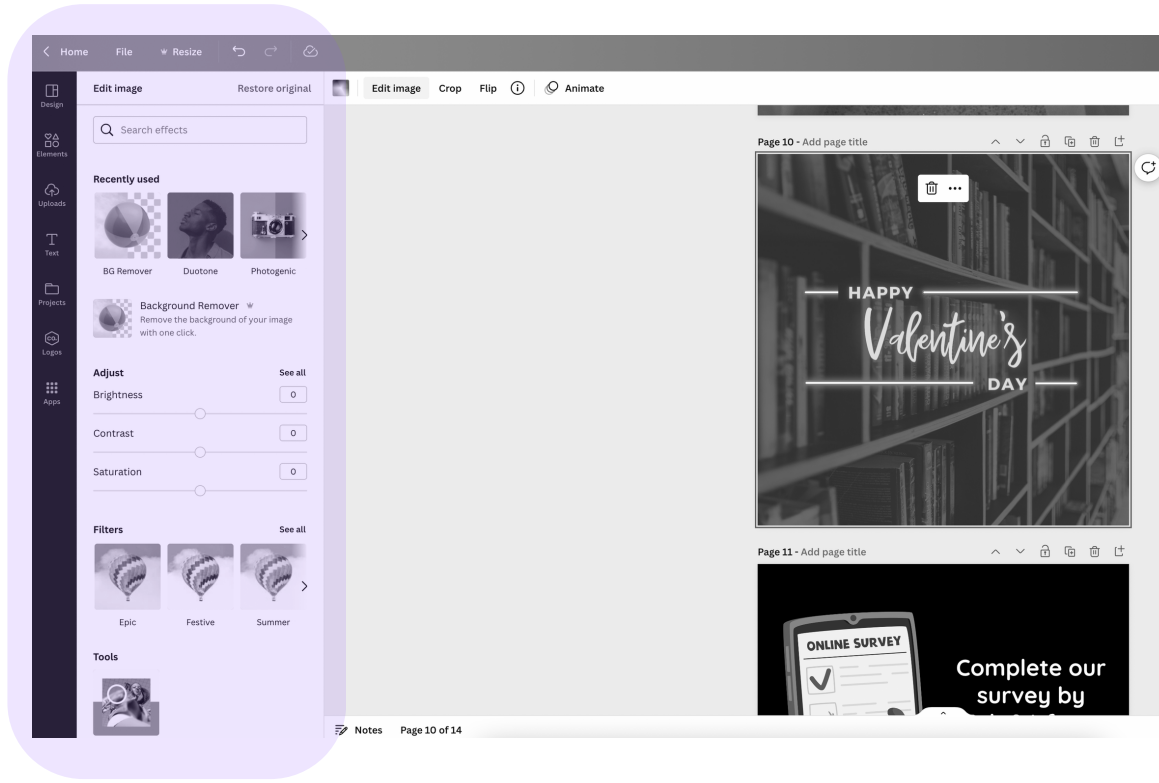


Upload photos or graphics from your computer to include in your design using the “Upload” widget – including customizable templates for CIBD where you can add your own unique message!

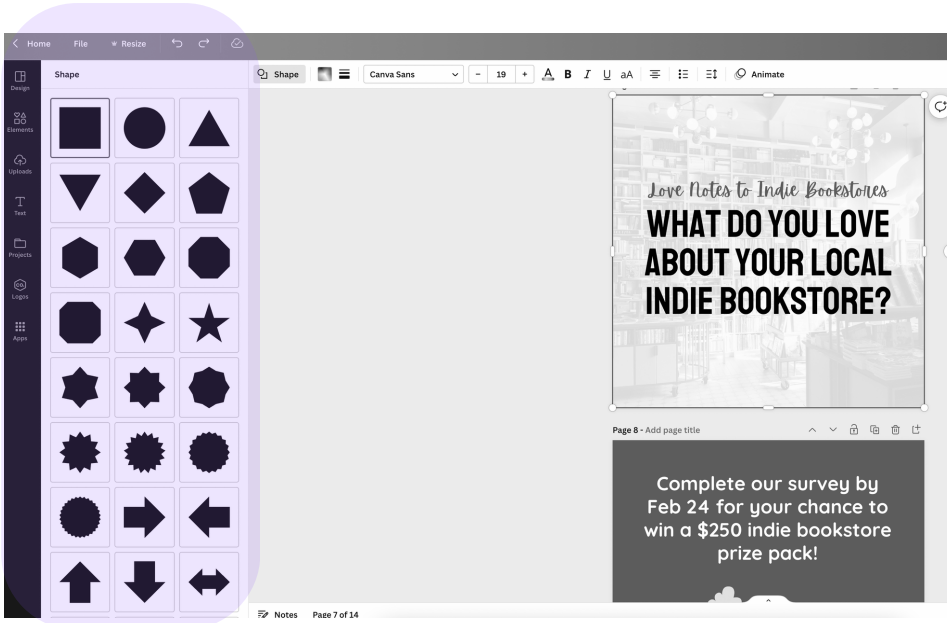




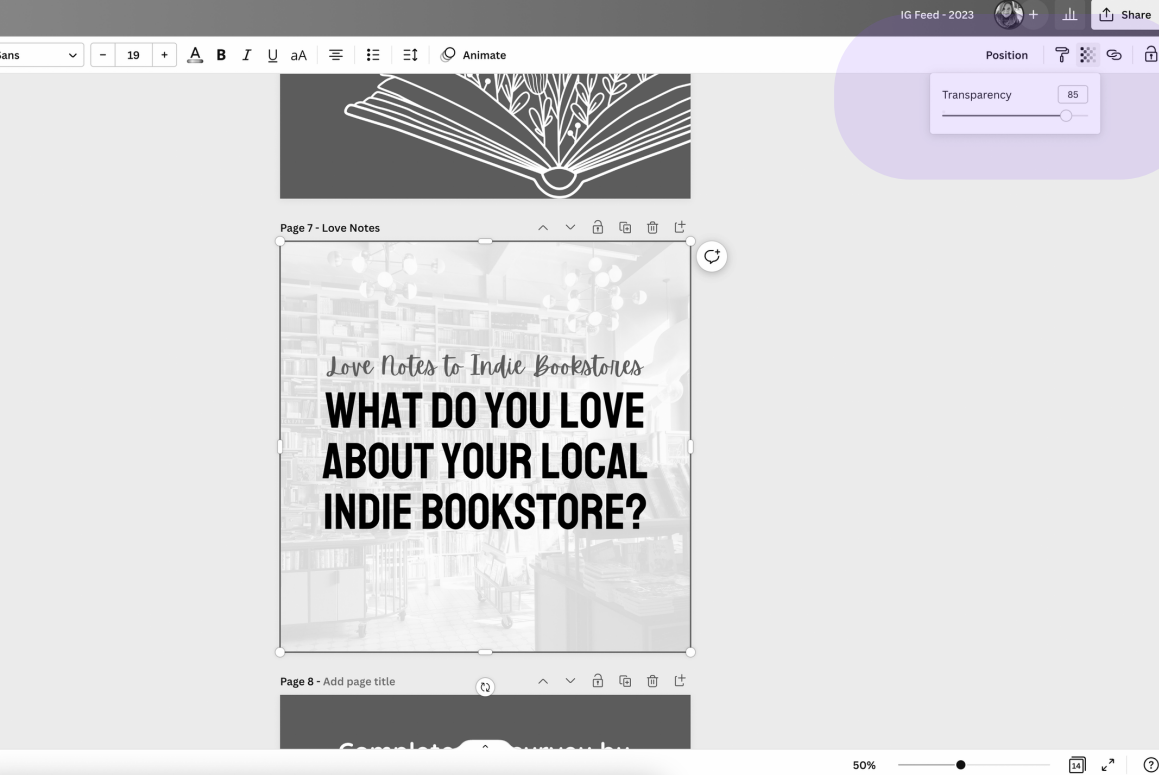
Flip images and graphics



Edit images – airbrush, effects, background remover

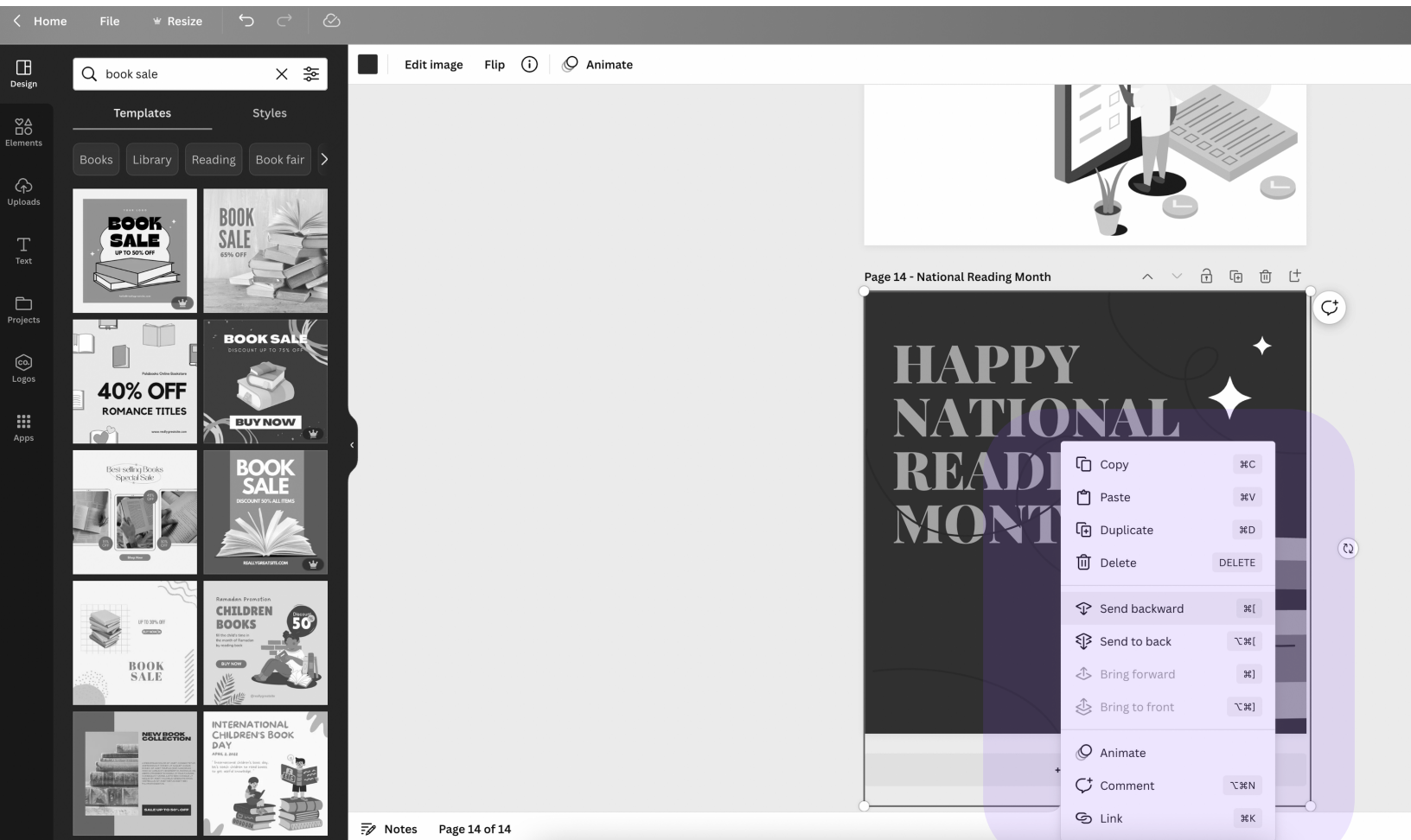


Add shapes or overlays



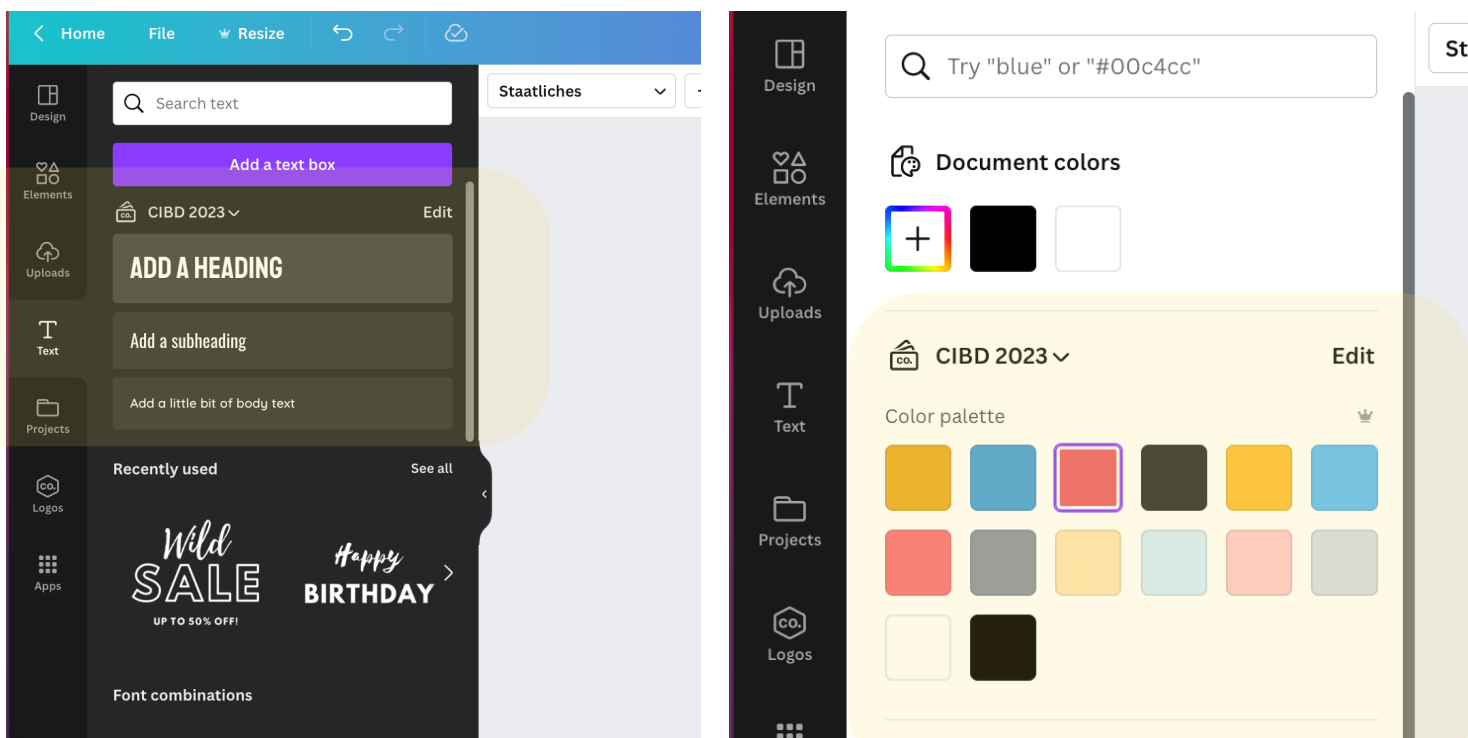
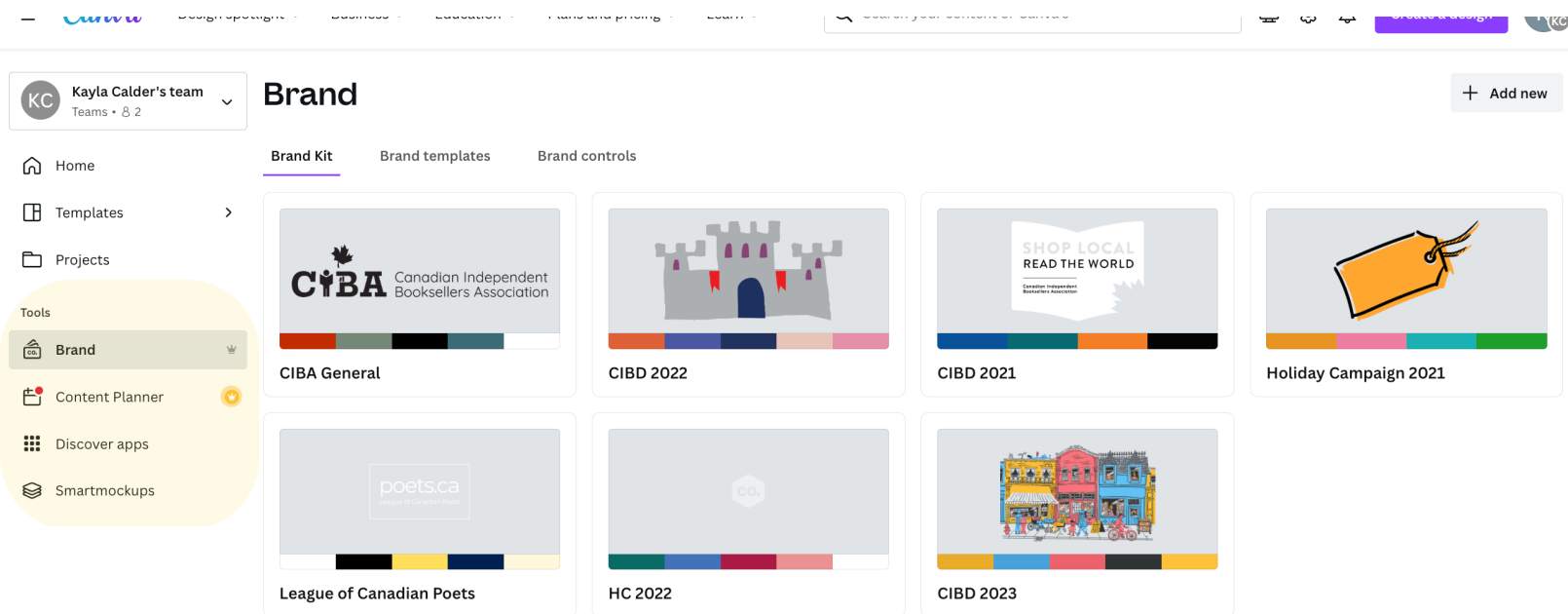
Change transparency of overlays or images

Adjust your layers by right clicking on an element to bring it forward or send it backward

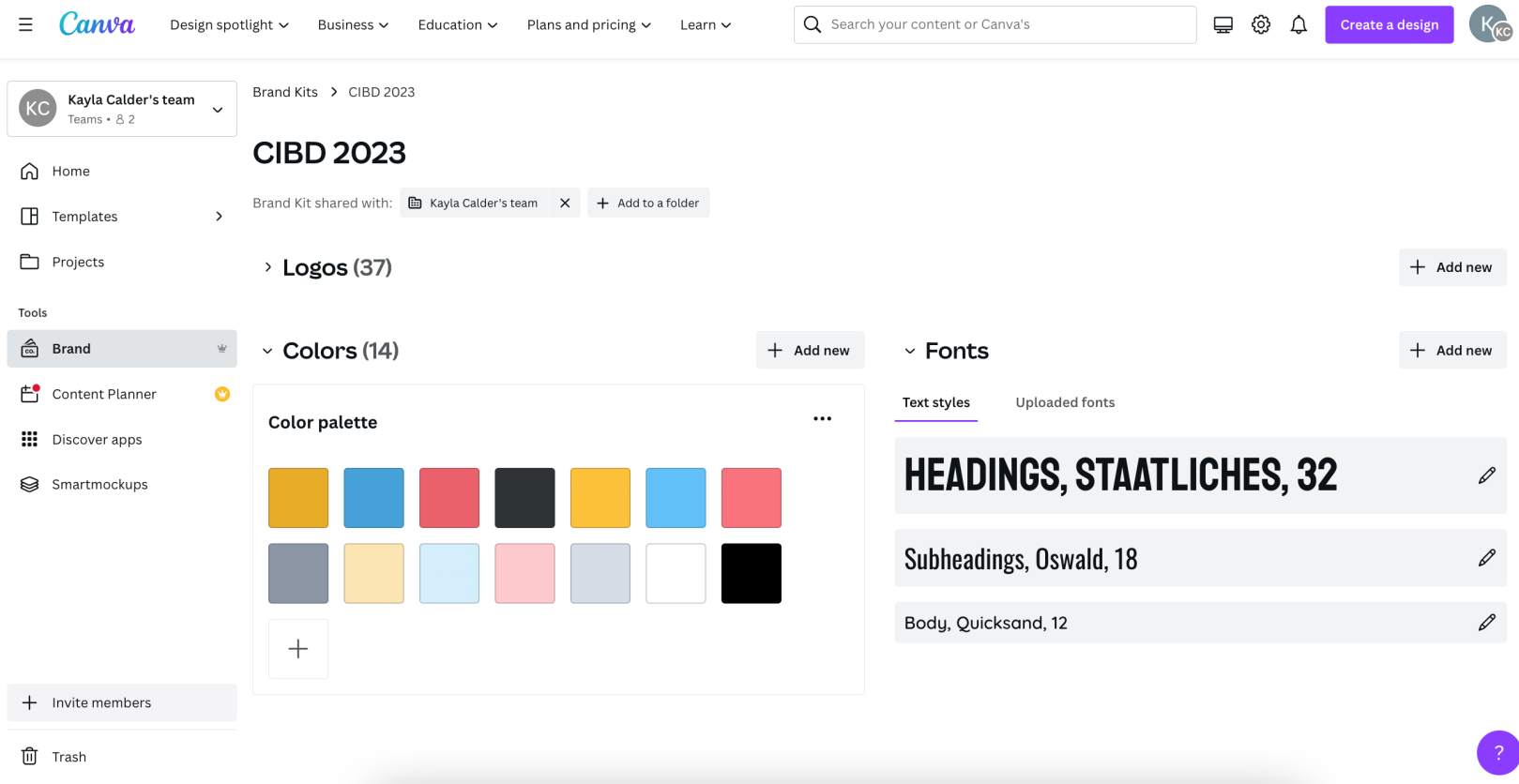


MAKE YOUR LIFE A LITTLE BIT EASIER.

Create a brand kit to save fonts and colours that you can use easily while designing graphics



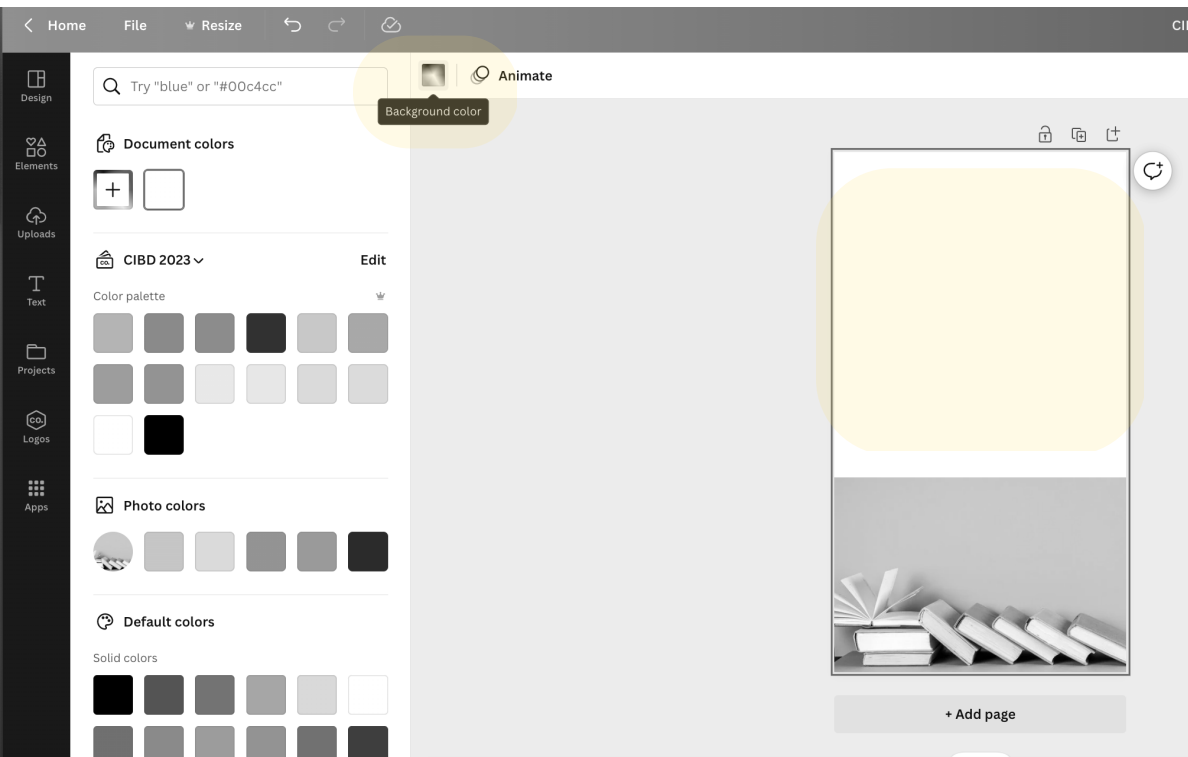
For example, the CIBA team creates a new brand kit for every unique campaign like CIBD 2023 – download the Style Guide from the [Member Toolkit](#) now to find key fonts and colours



#E9AD28 rgb (0, 191, 255) cmyk (100, 25, 0, 0)	#FDC23B rgb (253, 194, 59) cmyk (0, 23, 77, 1)	#FDE6B3 rgb (253, 230, 179) cmyk (0, 9, 29, 1)
#47A2D9 rgb (71, 162, 217) cmyk (67, 25, 0, 15)	#63C1F9 rgb (99, 193, 249) cmyk (60, 22, 0, 2)	#D4EEFC rgb (212, 238, 252) cmyk (16, 6, 0, 1)
#EB626D rgb (235, 98, 109) cmyk (0, 58, 54, 8)	#F9747D rgb (249, 116, 125) cmyk (0, 53, 50, 2)	#FFCACE rgb (255, 202, 206) cmyk (0, 21, 19, 0)
#2F3333 rgb (47, 51, 51) cmyk (8, 0, 0, 80)	#8D96A3 rgb (141, 150, 163) cmyk (13, 8, 0, 36)	#D6DDE8 rgb (214, 221, 232) cmyk (8, 5, 0, 9)

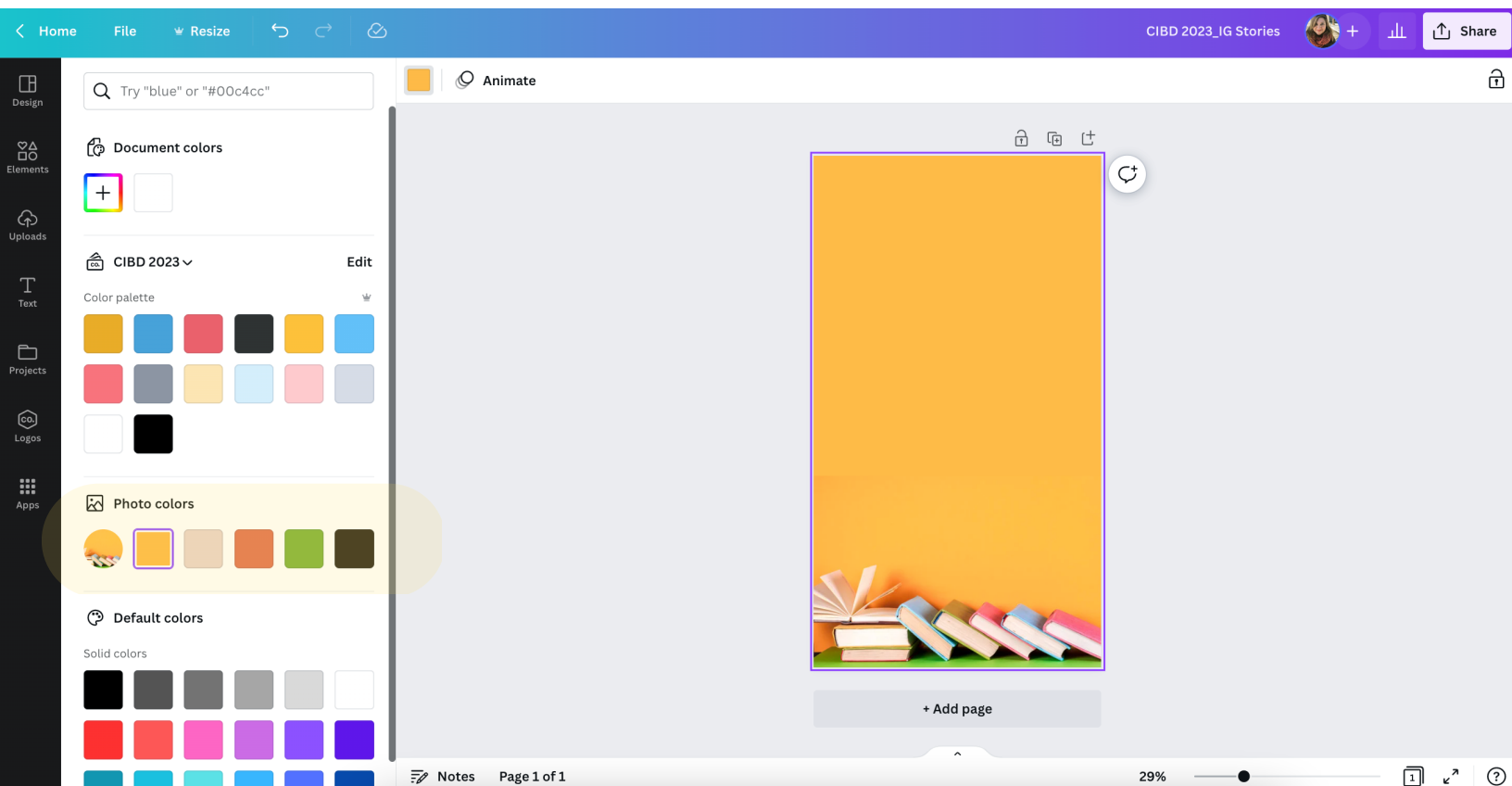
Search for a colour on Canva using its 6-symbol hex colour code





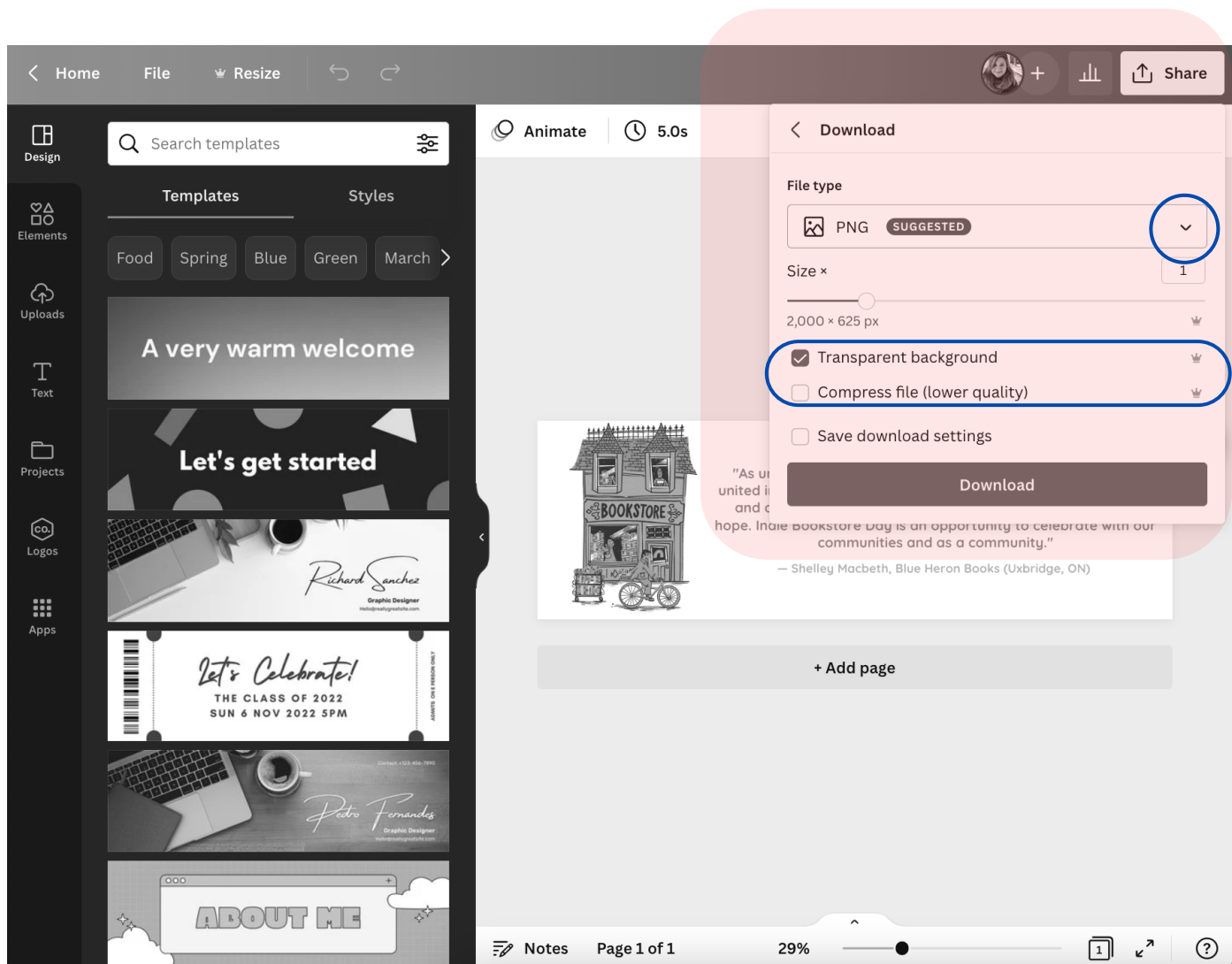
Change your background colour by clicking on a blank spot on the design and selecting "colour" from the toolbar

Utilize the "Photo colours" tool for backgrounds and matching fonts – it might not be a perfect fit but it'll help your graphics look polished



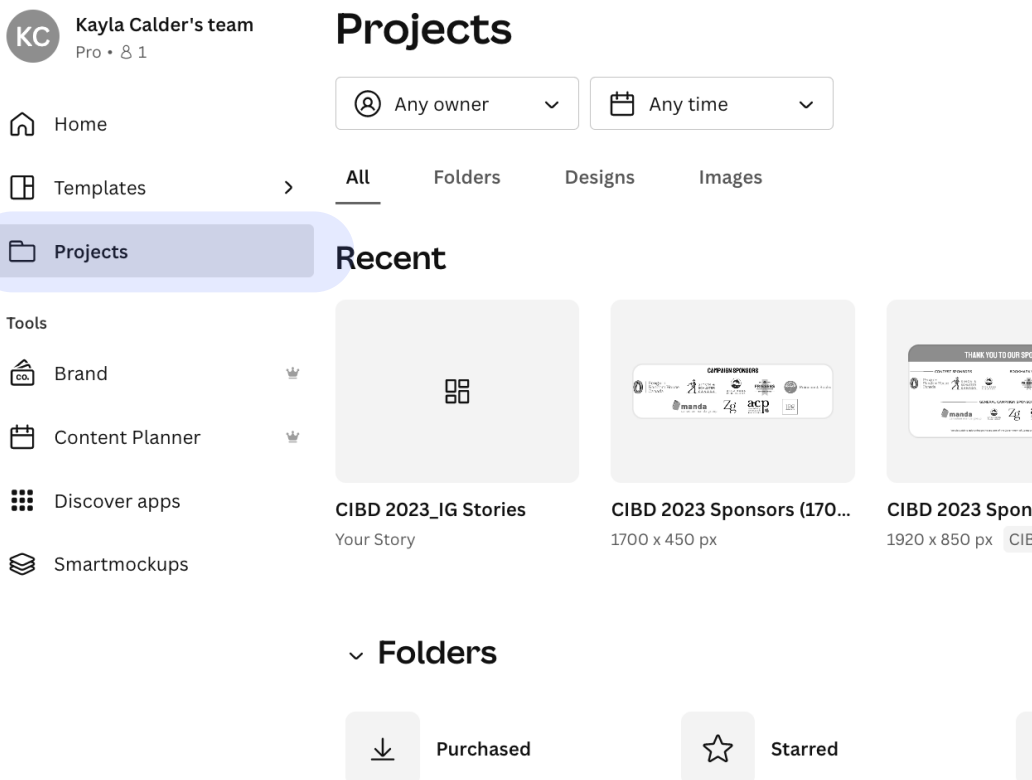
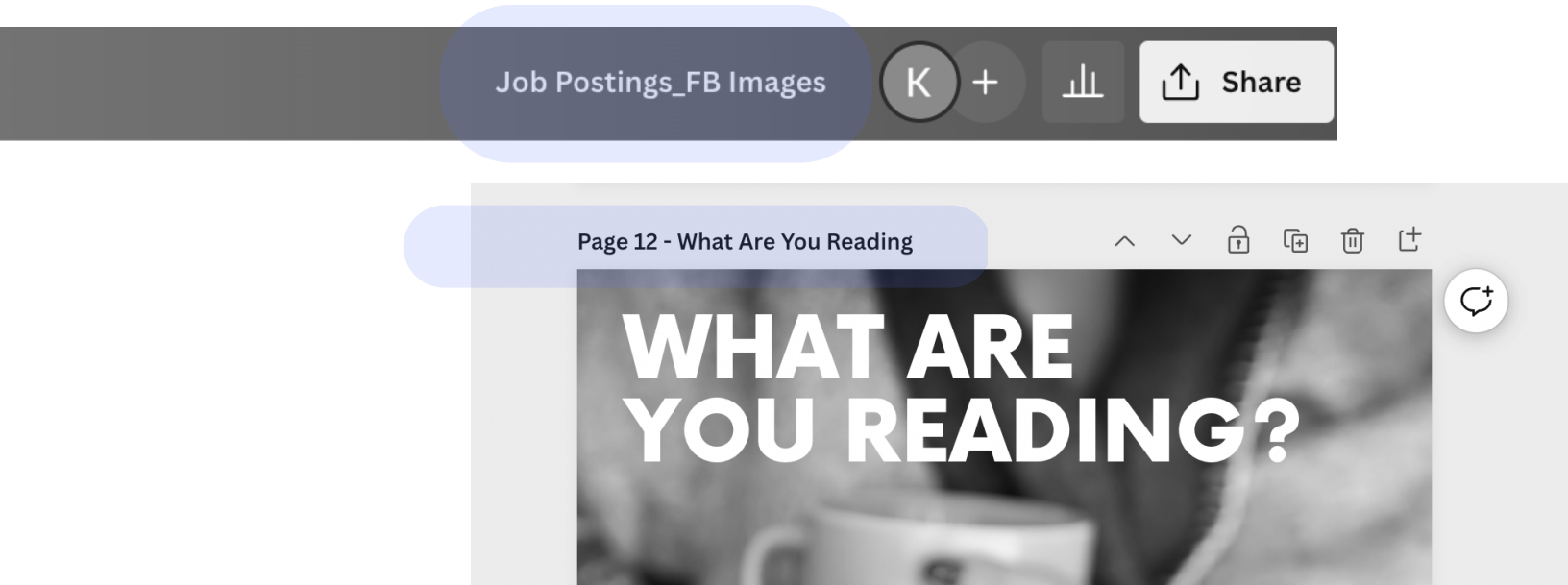
BRING YOUR DESIGN TO LIFE.

Download your design in a range of options including PNG, JPEG, PDF – you can even download with a transparent background or as a compressed file (with Pro Account)



KEEP THINGS ORGANIZED.

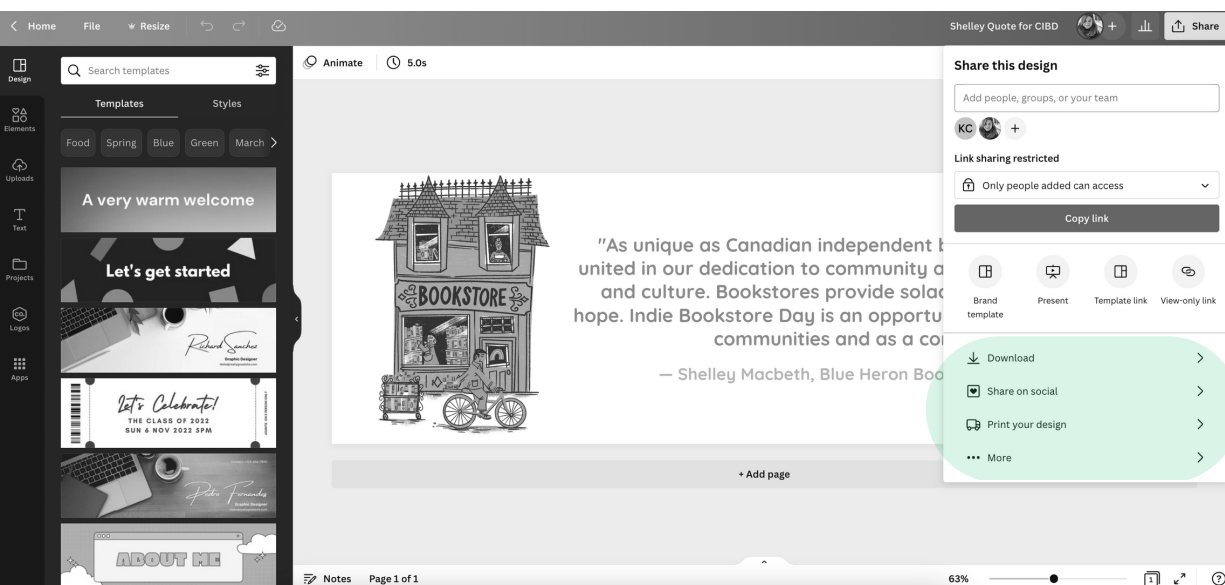
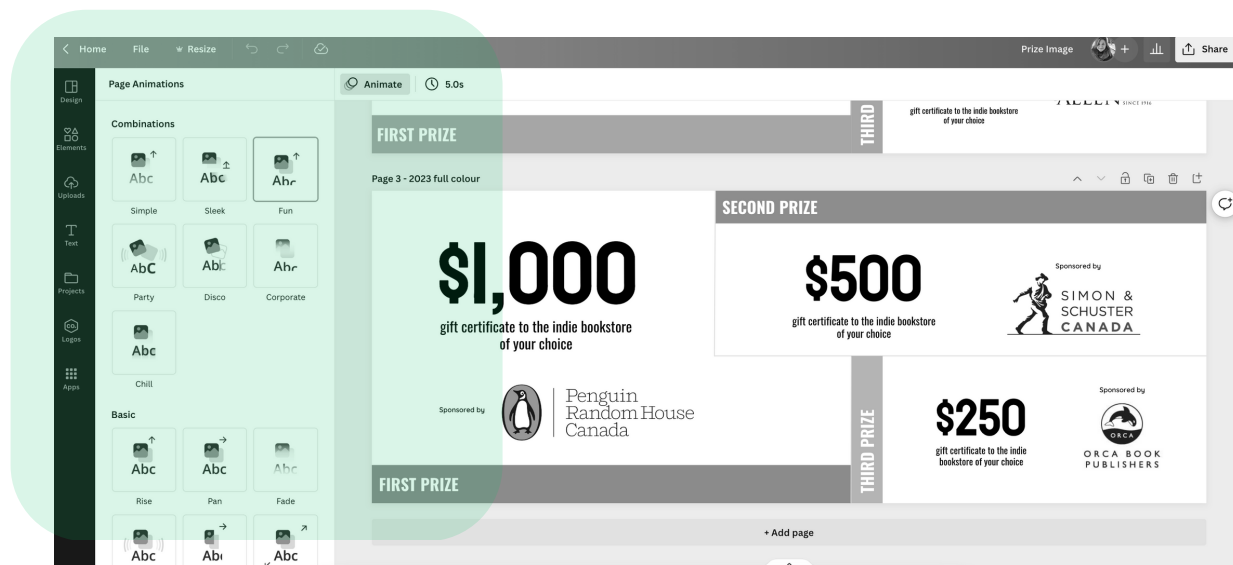
Name your design at the top so you can easily return later and name unique graphics so they download in an organized manner



Use the projects section (found via the home page) to store designs related to a specific campaign, event, or theme

READY TO LEVEL UP?

Now that you have the basic use Canva down, you can start to flex your design muscles by creating from scratch (check out [this guide](#) for more tips), animating your designs, uploading videos and audio, exploring print options, sharing directly to your socials, and more.



And don't forget to check out Canva's [learning resources](#) and comprehensive [Design School](#) to supercharge your designs!