Brand Management with Canva

Branding is why.   Marketing is how.

The importance of Consistent Branding

1. Establishes a deeper level of connection with the consumer.
2. Creates "brand loyalty" and trust.
3. In a marketing space with a lot of noise & traffic people are more likely to recognise a logo rather than read text.
4. Branding isn't just your logo, its everything that you are presenting to your audience associated with your business/ service. This creates a more human side of the brand which is more likely to resonate with clients.
5. Clear branding not only tells your customers your story but allows your employees to tell the right story too.

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Brand Kits

The idea behind the Canva brand kit is that you don't use random graphics & fonts, but rather start to build your consistent messaging & business profile with this feature. Canva Pro has the brand kit, however this feature isn't available for the free Canva option.

Canva describe a brand kit as a
"short easily digestible guide to your brands visual identity".

You may hear brand guidelines versus brand kit.
Your guidelines speak more to how your brand is marketed,
where as your kit is really the visual representation of your company.

The brand kit has 3 major parts.

Logo

Fonts

Aileron Regular

Alegreya

Alice

Anonymous Pro

Anton

Colour

Uploading Logos on Canva Pro

Be aware that you can have different versions of your company's logo and icons, for example

- Your logo as it originally is.

- Your logo as a reverse.

- Uploading just the icon (in this case it is the feather).

- Do you have horizontal logos or stacked is there an option to get both from your designer.

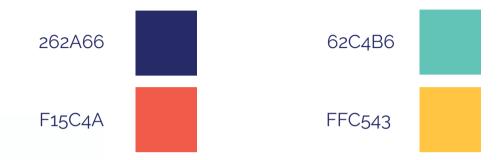- Transparent logos are important so you have the option to blend it with your media background.

This coloured background versus no background

Colour Codes

Sourcing your colours and getting your colour hex codes.

262A66

62C4B6

F15C4A

FFC543

Once you have decided what colours you would like to use, record your hex colour code so it stays consistent and you don't vary in the colour's spectrum.

Text Hierarchy

You can have different headings and font combinations.

This is a heading

This is sub heading

This is text

HELLO
darling

BE
BRAVE

Beach
Please

FREE
DELIVERY

Consistent Branding

If you don't stay true to your brand, your audience will get confused.

Remember design is your thinking visually. If your thoughts or vision is scrambled, so will be your messaging of your brand.

Take the time to set up your brand structure.

Consider using Canva as a tool for consistency rather than a design tool. That way it will help you have a consistent and structured approach instead of a flippant one.

See the difference from Click Region's consistent approach at the start of the topic, to the end of the topic being the complete opposite?

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