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THE CANVA ADVANTAGE:
EASY MARKETING
DESIGN FOR BEGINNERS

Today's
ALTA Insights
Featured
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Today's Speakers:

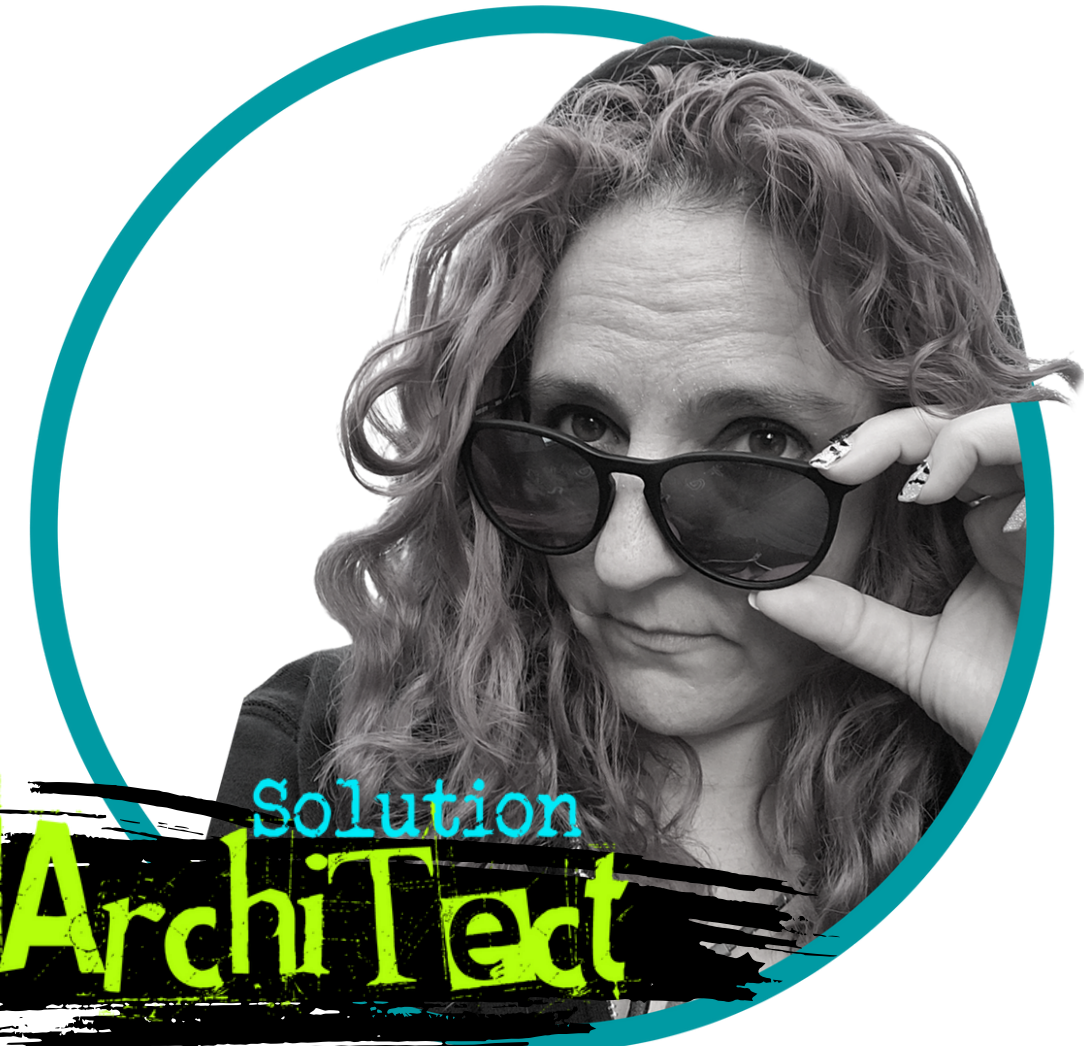


Digital Media + Education

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WICKED TITLE FORUM

THE CANVA ADVANTAGE:

EASY MARKETING DESIGN FOR BEGINNERS

01 What is Canva?

02 Benefits of Canva

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What is Canva?

Canva is a user-friendly yet extremely robust graphic design platform that allows users to create various types of visual content such as posters, flyers, social media posts, and more.

It offers a wide range of templates, design tools, and images to help users create professional-looking designs without the need for advanced graphic design skills.



Benefits of Canva

1 User Friendly, Intuitive

2 Quick & Easy to Learn & Use

3 Tons of Professional Templates

4 Stock photography included

5 Easy to maintain consistent branding

6 Powerful Team Collaboration

7 Built in Share to Social Media

8 ALTA Templates Available



- **What Are They?**

Canva templates are pre-designed layouts that can be customized for various design projects.

- **Why Should You Use Them?**

They allow users to quickly create professional-looking designs without starting from scratch.

Canva Templates

- Social media graphics
- Presentations
- Flyers
- Business Cards
- eBooks
- Documents
- and more

- **Types of Assets**

Brand Kits

A brand kit is a collection of assets that represent a brand's visual identity. This imagery helps to communicate the brand's values and personality to its audience. It serves as a guide for maintaining consistency across all marketing materials and helps establish the brand's recognition.



HOT TIP!

A Brand Kit will take a template and turn it into a unique brand asset fast!

Key Elements

- Logo
- Color palette
- Typography (fonts)
- Other design elements

Benefits

Having a cohesive brand kit can:

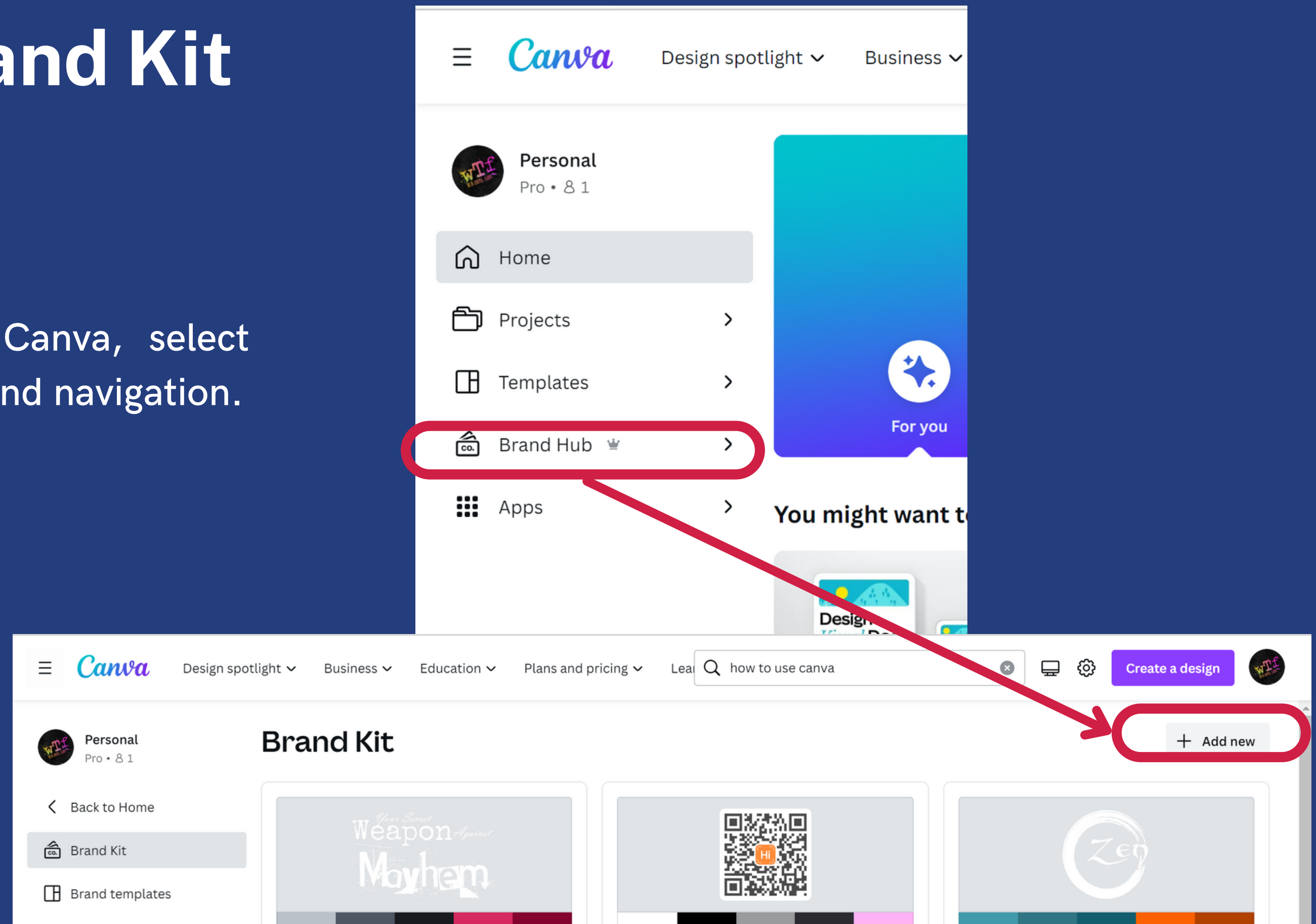
- Improve brand recognition
- Make a brand more memorable to consumers
- Build trust and credibility with customers
- Increase brand loyalty
- Convey professionalism
- Help customers easily identify your brand among competitors
- Enhance the overall customer experience

Creating a Brand Kit

www.Canva.com

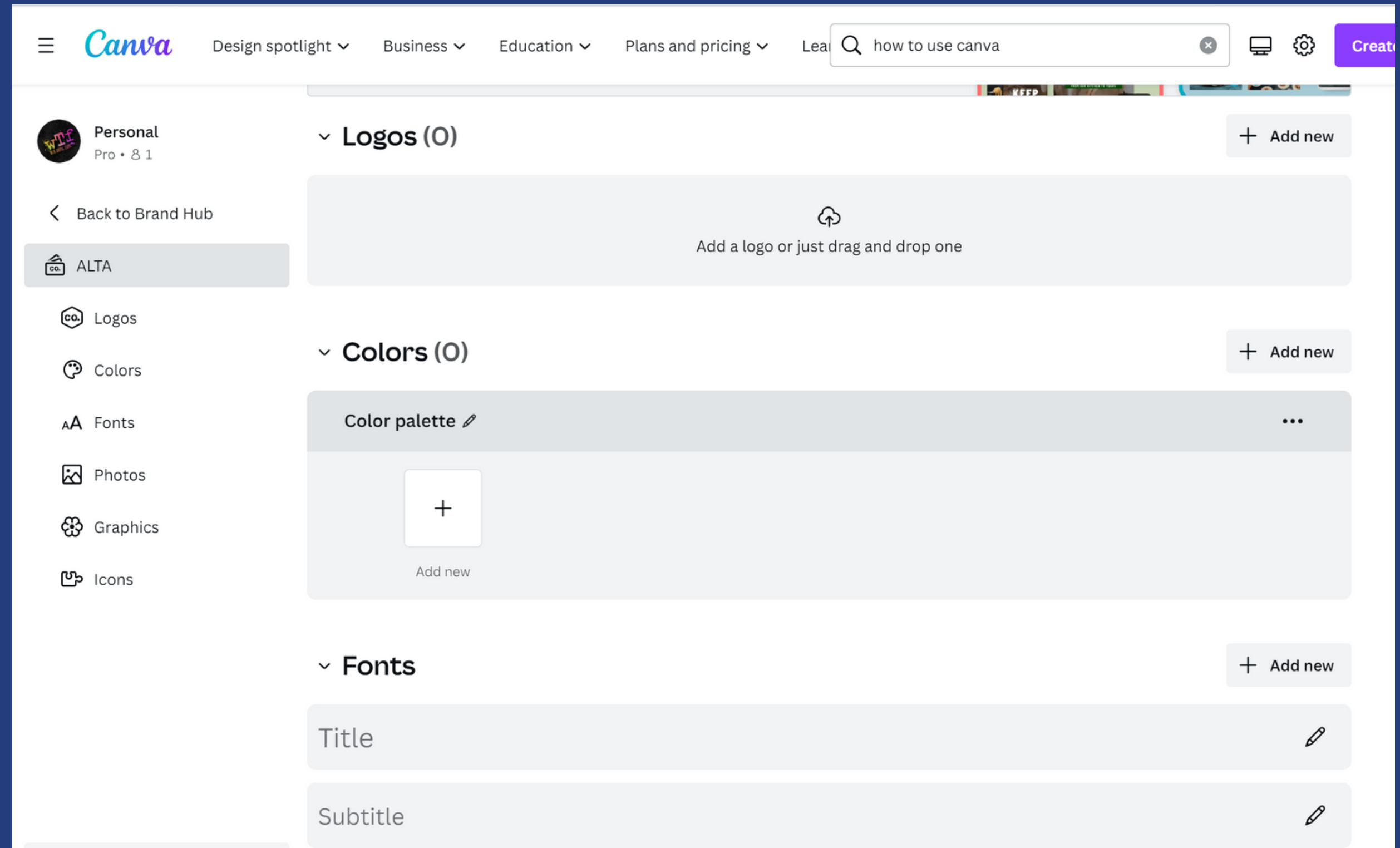
To create a brand kit in Canva, select "Brand Hub" from the left hand navigation.

Then Select "Add New"



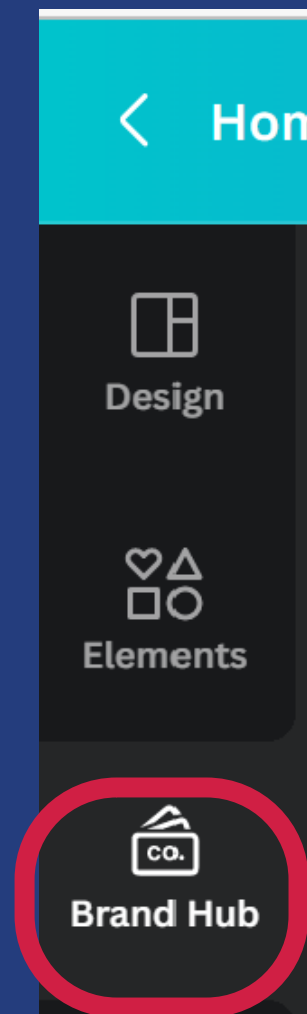
Creating a Brand Kit

1. Upload your logo files
2. Add Colors to create a color palette
3. Select fonts for title, subtitle, etc.

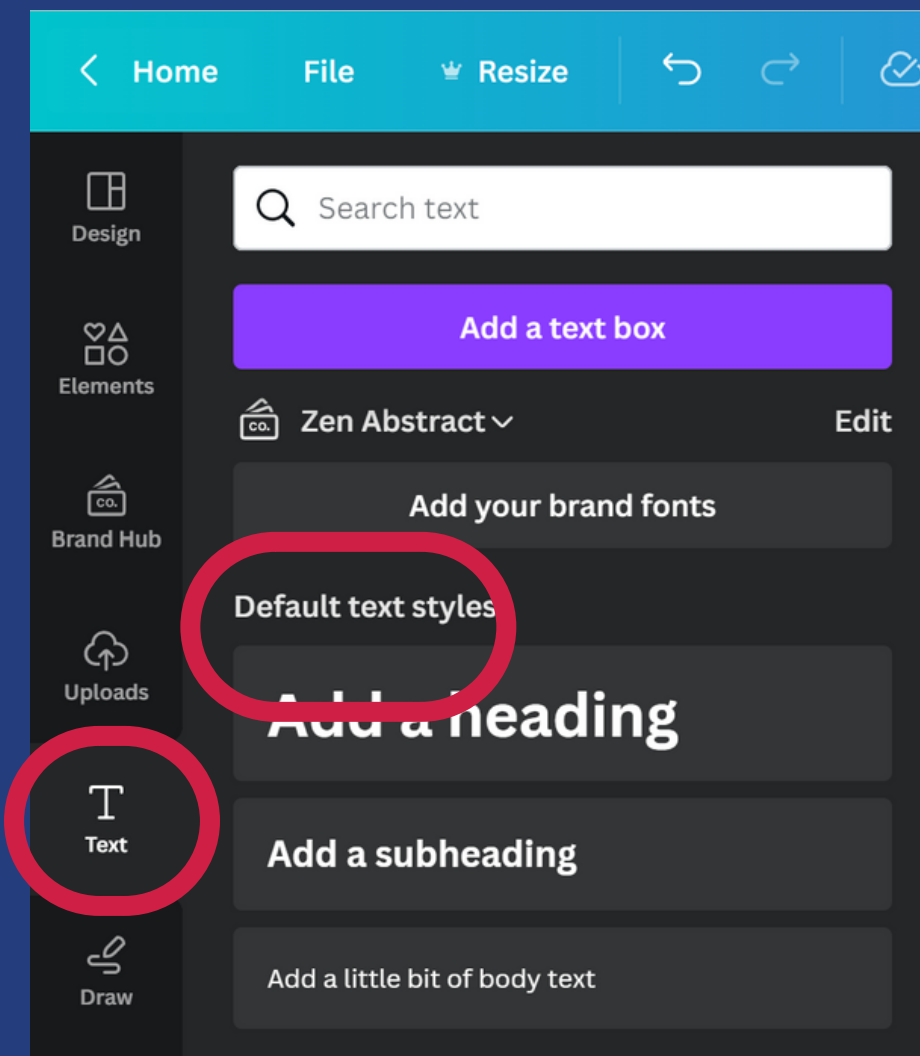


Creating a Brand Kit

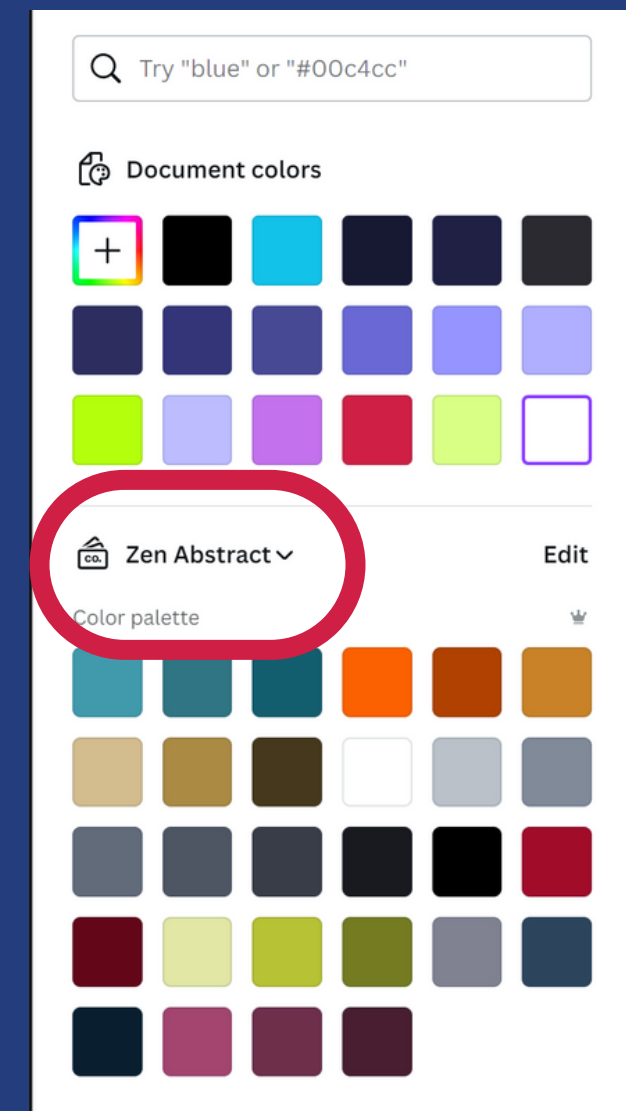
While editing a template, access your brand kit and logos from the "Brand Hub" icon in the left hand rail.



From the "Text" icon, you'll see your brand fonts are set as the default fonts for all new text boxes.



When editing the color of an element, you're color palette will always be available.



AMERICAN
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- What are they?

ALTA has created templates in Canva especially for their members. These templates are full title industry marketing assets ready for you to brand and distribute FREE!

Canva Templates from ALTA

Business Tools

ALTA Forms

ALTA Legal Publications

ALTA Registry

ALTAPrints

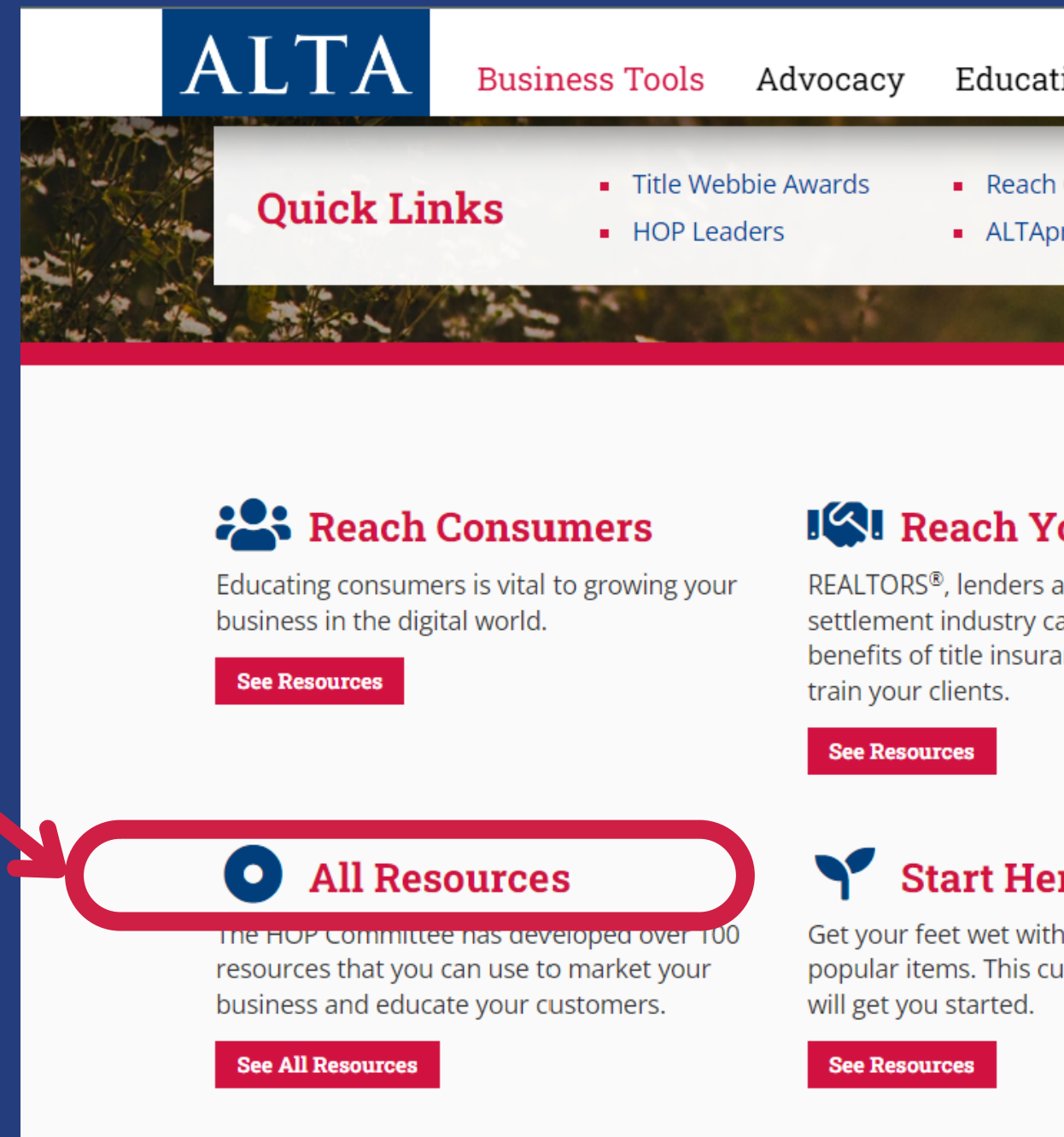
Best Practices

Compensation Index

Consumer Marketing

Canva Templates from ALTA

You must be a member of ALTA to access the Canva Templates.



1. Go to www.ALTA.org
2. Login
3. "Business Tools" drop down
4. Choose "Consumer Marketing"
5. Choose "All Resources"

If you don't see this button then you haven't logged in yet.

[Customize This](#)

1 Template 100% On Brand

Templates offer the powerful opportunity to create content quickly while still maintaining brand consistency.

Same Template. Different brand kit.



Live Demos

- Editing an ALTA Template
- Creating a Social Media Meme from Scratch





Easy as 1-2-3

Canva is the right tool for marketing because it offers a wide range of templates and design elements that can be customized to fit any brand or campaign.

01

Build Your Brand Kit

In Canva by uploading your logo images, identifying a color palette, and defining your fonts.

02

Select a Template

Select either an ALTA template or Canva template to get you started.

03

Tweak Template to fit your brand

Add your logo & website to the template. Update colors, fonts and imagery to match your brand kit.



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