L•ROB
inspires

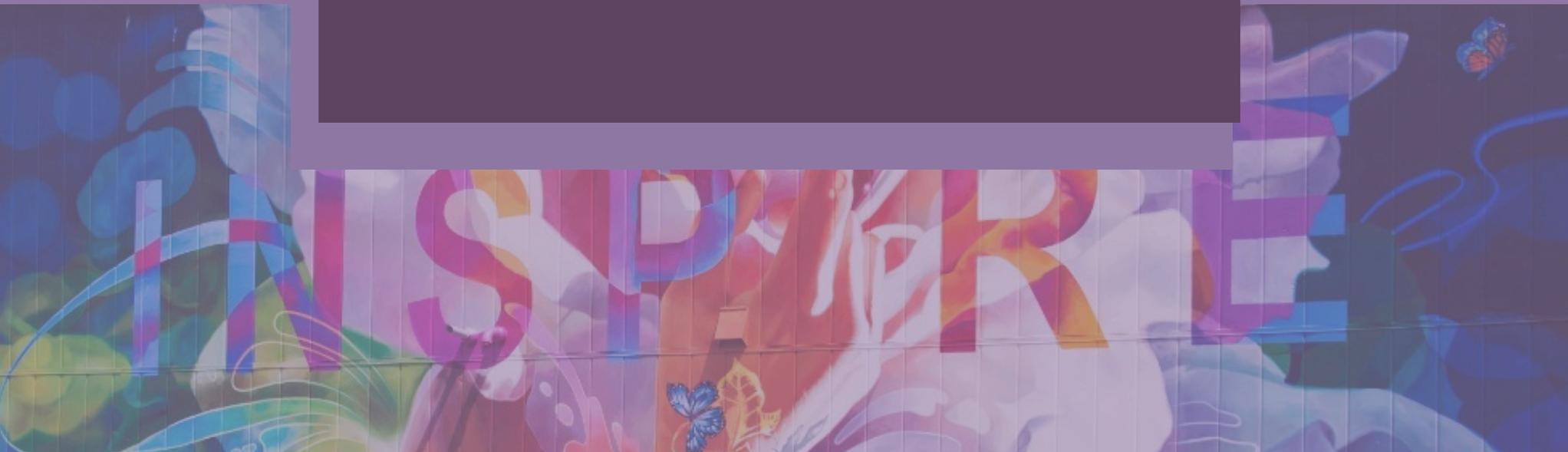**Canva Can:** Create, Inspire, Transform…

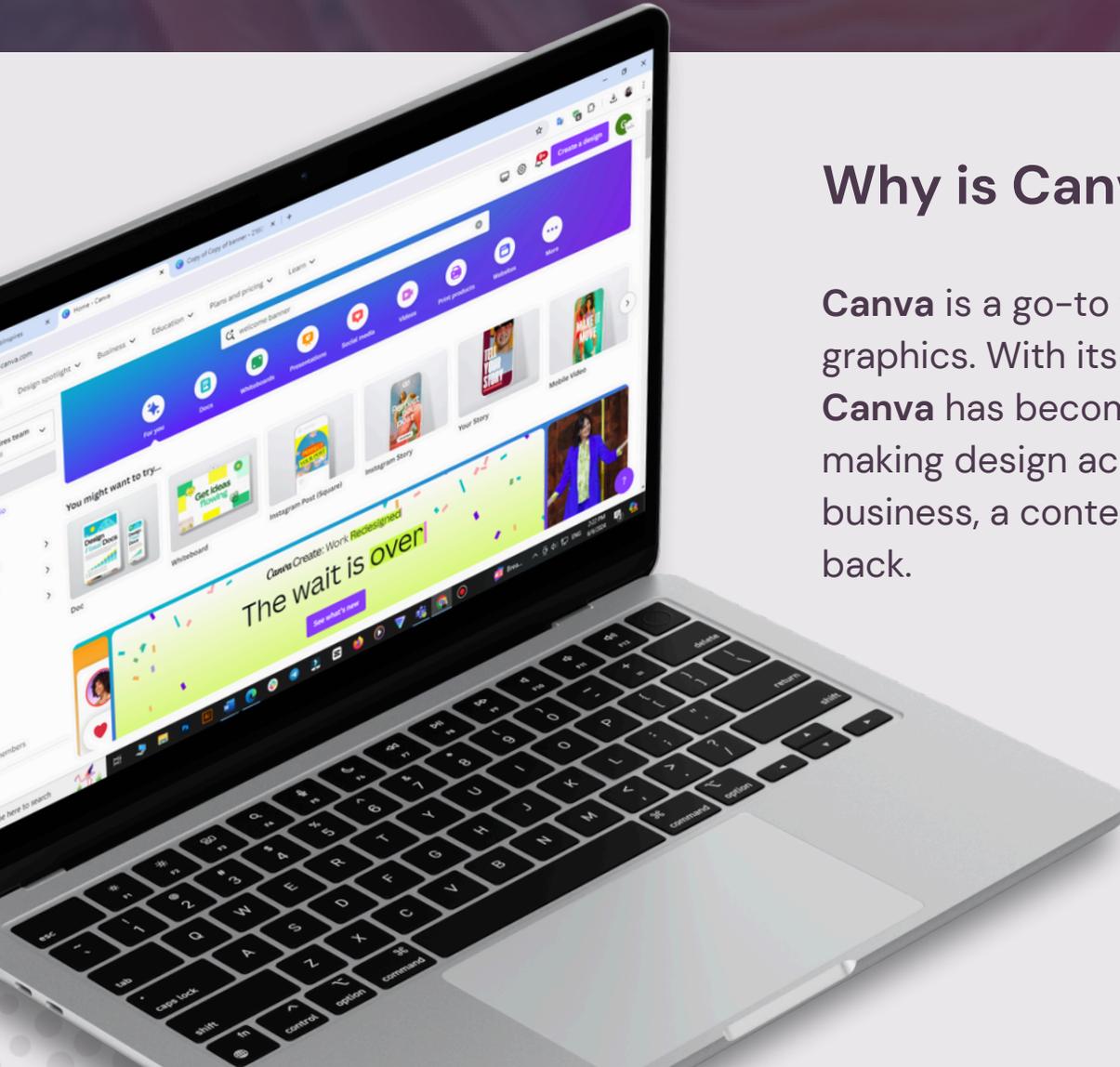Inspired Insights from **LRobInspires**

CANVA CAN: CREATE, INSPIRE, TRANSFORM...

INSPIRED INSIGHTS

Canva Relevance

Why is Canva so relevant?

Canva is a go-to for anyone looking to create engaging graphics. With its simplicity and hundreds of templates, **Canva** has become a must in the content creation toolkit, making design accessible to all. Whether you're a small business, a content creator, or a student, **Canva** has your back.

5 Quick Tips **for Designing**

Designing in Canva can be both fun and efficient. Here are 5 quick tips to help you create stunning designs:

1. Use Templates as a Starting Point: Canva offers a wide range of templates for multiple design needs. Begin with a template and customize it to fit your style and message.

2. Keep Your Fonts Consistent: Limit the number of fonts you use in a design to maintain a cohesive look. The best practice is using no more than three different typefaces in a single layout.

3. **Color Harmony**: Stick to a color palette that reflects the mood of your message and your brand and create an effective contrast with the color combinations.
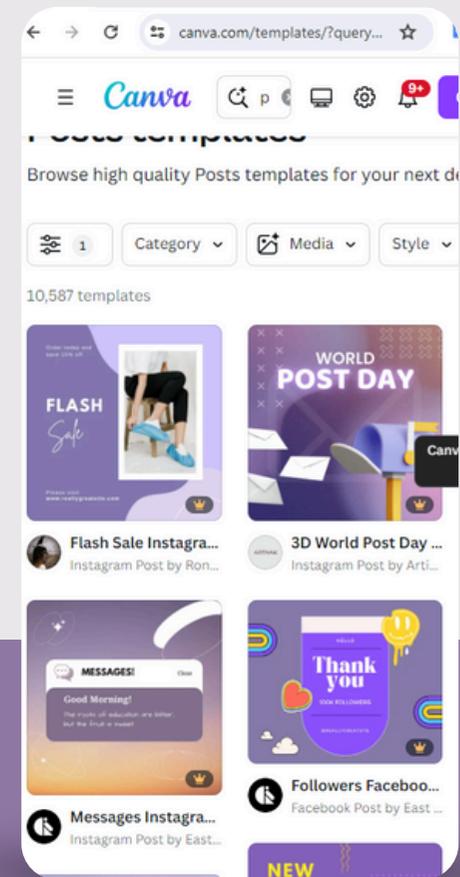
Quick Tips

4. Keyboard Shortcuts: Familiarize yourself with Canva's keyboard shortcuts. They can significantly speed up your design process by allowing quick actions like duplicating elements or adding text.

5. Utilize Canva apps: Canva is connected with hundreds of applications you can use depending on your needs. Offering a super easy experience during all the design, management, sharing, and saving processes.

Check Shortcuts

Check Apps

Font, Color, and Element Combinations

In Canva, the combination of font, color, and elements is crucial for creating visually appealing designs that communicate effectively.

Font: The choice of font sets the tone of your message. It can be professional, playful, or elegant, depending on the style you choose.

Color: Colors evoke emotions and can draw attention to key areas. They should complement each other and align with the brand or message's mood.

INSPIRED INSIGHTS
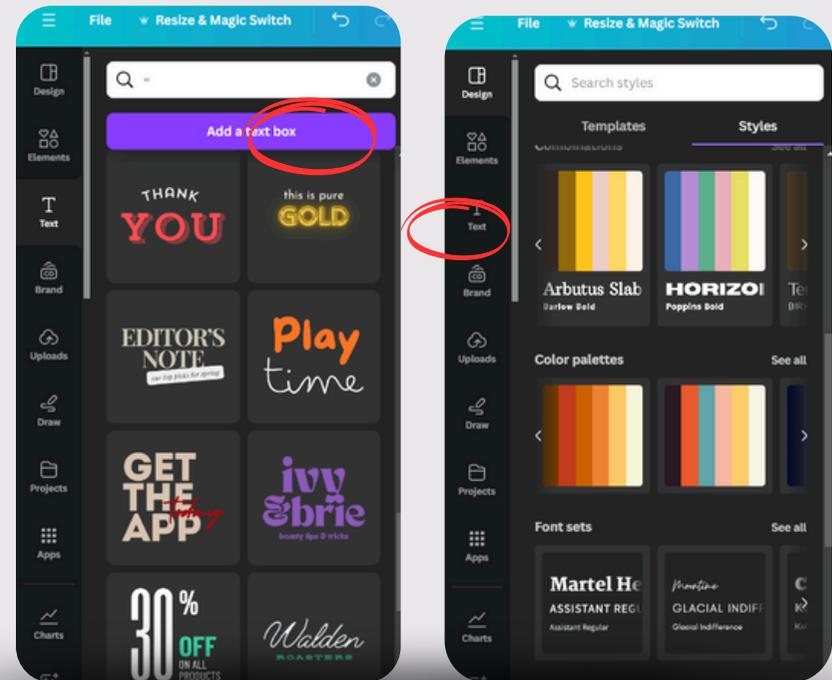
Font, Color, and Element Combinations

Elements: The use of multiple elements is essential to add context and depth to your design. Be selective when you are searching for the perfect elements for your creation. Canva has an insane collection of elements, from textures to frames, tables, and charts. **(Click this for a little surprise).**

Together, these components work harmoniously to enhance readability and convey your message with impact.

Creating Engaging Visuals

4
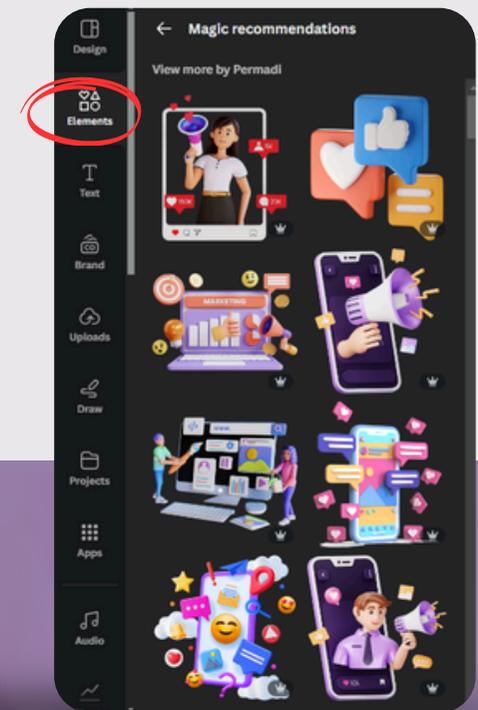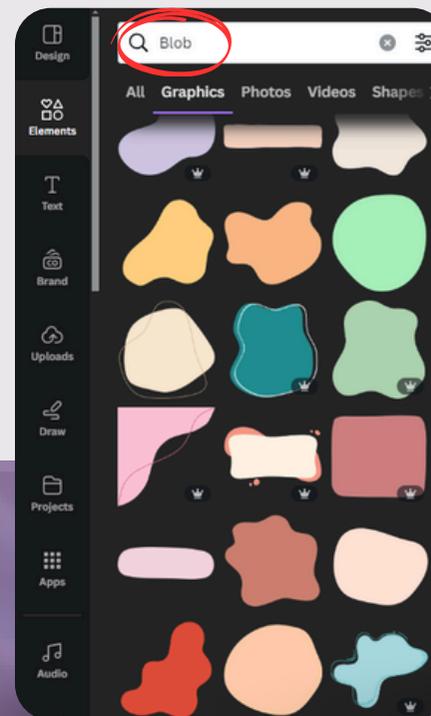
Creating engaging visuals with Canva involves a mix of creativity and strategic design. Here are some secrets to success:

Start with a Goal: Define what you want your visual to achieve. Is it to inform, persuade, or entertain? Your goal will guide your design choices.

Contrast is Key: Use contrasting colors for text and backgrounds to ensure readability and draw attention.

Keep it Simple: Don't overcrowd your design. Space out elements and use white space effectively to create a clean, focused visual.
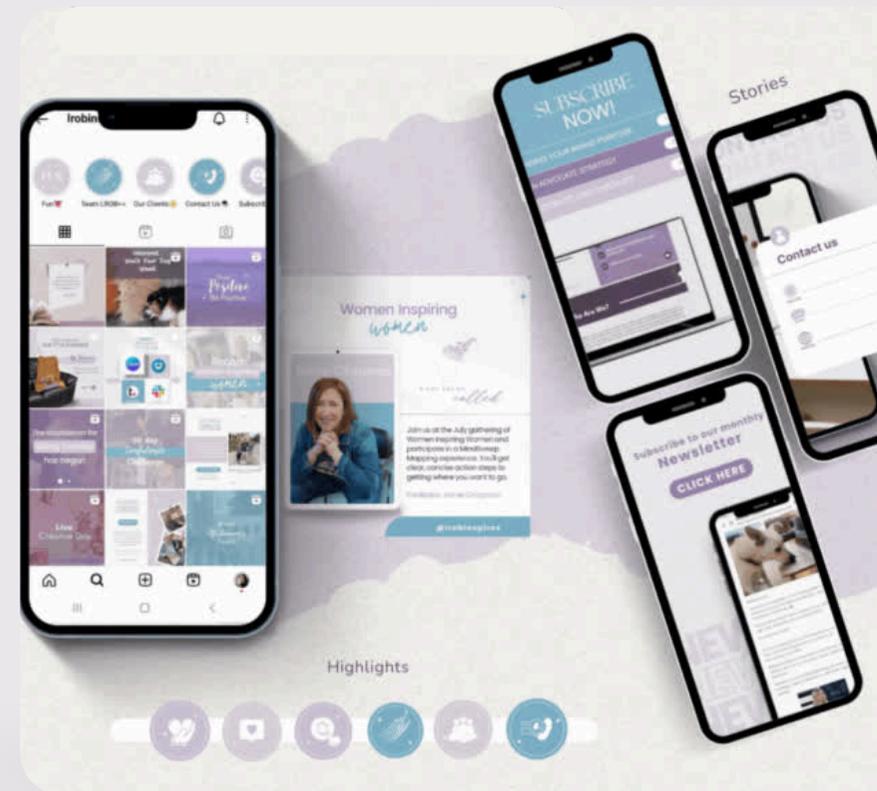
Creating Engaging Visuals

Brand Alignment: Ensure your visuals align with your brand identity in terms of colors, fonts, and overall style.

Quality Images: Use high-resolution images that are relevant and add value to your content.

Use Canva's magic tools: Use Canva's magic studio to edit your images and videos to bring your vision to life.

Remember, the most engaging visuals tell a story that resonates with the viewer. Keep experimenting with different combinations until you find what works best for your audience!

INSPIRED INSIGHTS
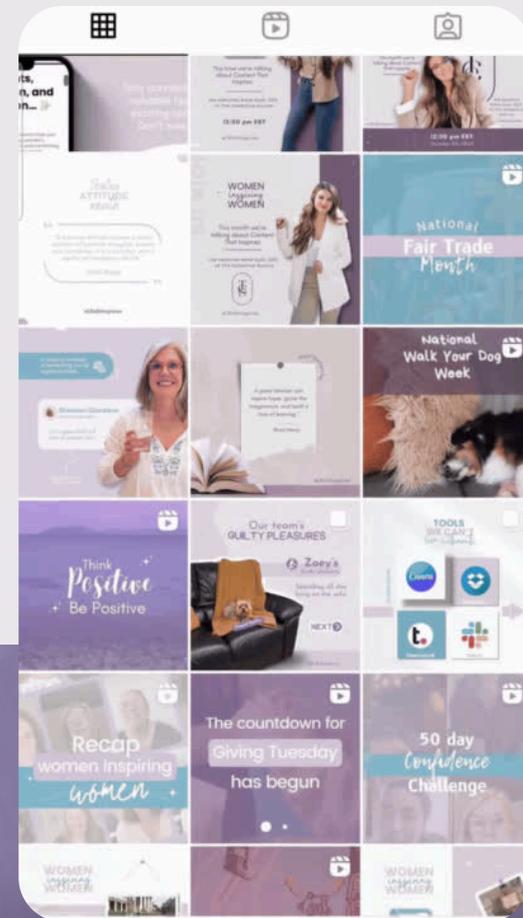
Amazing Apps
Connected with Canva

Apps for Creative teams

Asana
Integrate Asana with Canva to view and manage

Monday.com
Optimize your workflows with Monday.com in Canva.

Acquia DAM (Widen)
Connect to access your assets with ease.

TypeGradient
Add gradients to texts

LottieFiles
Add customizable animations to your Canva designs.

Gradient Generator
Effortless gradients, one click away.

TypeCraft
Customize your texts

Wave Generator
Craft random waves with ease

Shade
Elevate your palette effortlessly

CanLorem
Generate "Lorem Ipsum" placeholder text

Brandfolder
All your Brandfolder assets, in Canva.

Bynder
All your Bynder assets, in Canva.

Amazing Apps
Connected with Canva

Share and publish

Google Ads
Connect your Google Ads creative workflow to Canva

Mailchimp
Save designs to your files in Mailchimp.

Later
Schedule your content to all social platforms

LinkedIn
Post designs to your LinkedIn profile or company page.

Microsoft Powerpoint
Download designs as a Microsoft PowerPoint document.

Issuu
Create dynamic flipbooks with page-turning effects

Publuu Flipbooks
Save designs to flipbooks with page turn effects.

Simplebooklet Flip
Professional flipbook maker for your Canva design

FlippingBook
Create dynamic flipbooks from your designs.

Ecardify labels
Print your design on labels, on your own printer.

Metricool
Post your designs on multiple social networks.

FlowPaper
Convert your Canva Design into a 3D flipbook

Constant Contact
Save designs to your library in Constant Contact.

Lumio™
Use your design to ignite student engagement

MailerLite
Export Canva designs to MailerLite in seconds.

Amazing Apps
Connected with Canva

Productivity

Acquia DAM (Widen)
Connect to access your assets with ease.

Instagram
Add your Instagram photos to your designs.

Dropbox
Add your Dropbox photos to your designs.

Google Drive
Add your Google Drive photos to your designs.

HubSpot
Share images with HubSpot social, email, ads and CMS.

Flourish
Add Flourish charts and maps to Canva.

SharePoint
Access your assets and add them to your designs.

Google Photos
Add images from Google Photos to your designs.

Embed
Add video, music and online media to your designs.

Childbook.AI
Create a personalized storybook

IconScout
Add Icons, Illustrations, 3Ds & Lottie Animations.

Quicc
Add Quicc captioned and subtitled videos to Canva.

Shopify Sync
Access your Shopify images in Canva.

Publer
Share your Canva designs directly to Publer

QR Code Generator
Import your dynamic QR codes straight to Canva!

INSPIRED INSIGHTS

Exploration and Discovering

Exploring and discovering all of Canva's offerings is crucial for several reasons:

- **Skill Development**: As you explore, you learn new design skills that can improve your work.

- **Innovation:** By experimenting with Canva's tools, you can create unique designs that stand out.

- **Inspiration:** Canva's library of resources can inspire new ideas and approaches to design.

The more you dive into Canva, the more you can innovate and elevate your content creation.

INSPIRED INSIGHTS
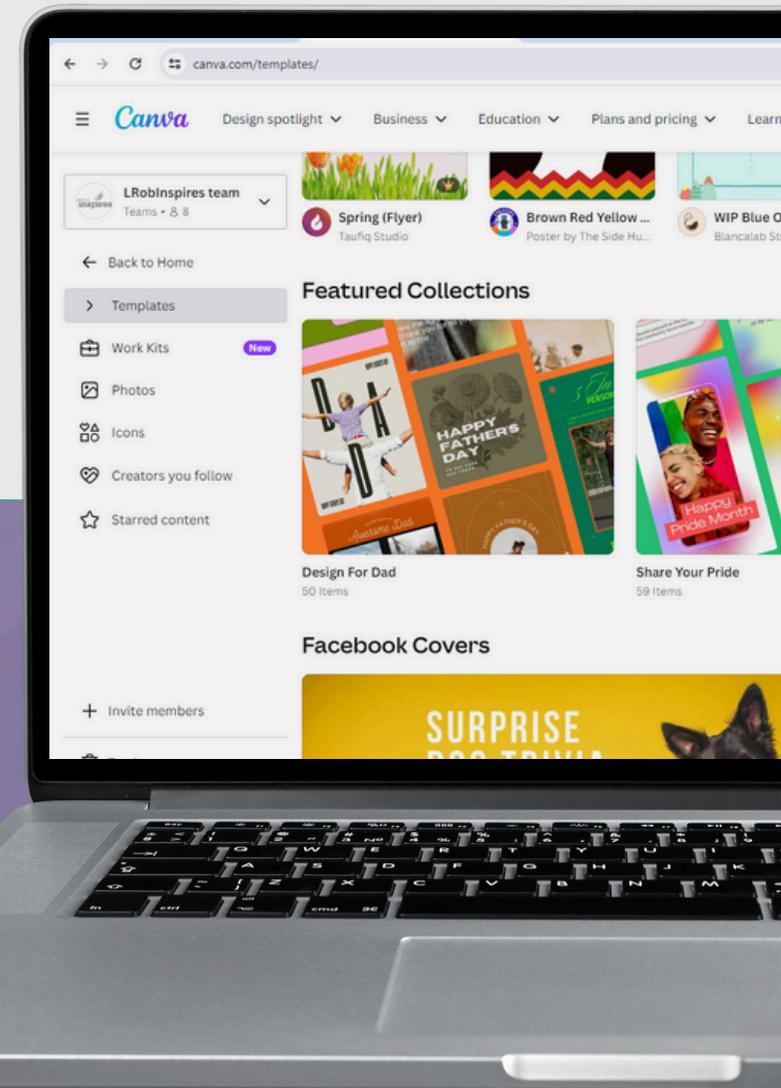
Keywords in Canva

Aesthetic	Shadows	Dreamy	3D elements	Blobs	Curve shapes
Curve lines	Highlight	Arrows	Distorted text	Textures	Minimal
Scrapbook stickers	Gradients	Lights	Bohemian	Abstract	Glow
Sparkling	Neon	Watercolors	Scribbles	Frames	Sticky

INSPIRED INSIGHTS

Canva Can: Create, Inspire, Transform...

This Insight is brought to you by Abril Gutierrez | Graphic Designer at LRobInspires

Abril Gutierrez is a graphic designer with LRobInspires, where she transforms visions into stunning visuals. With a degree in Graphic Design and a passion for creativity, Abril excels in using Canva to bring visions to life. Her expertise spans from creating logos and brand kits to dynamic presentations and engaging social media content. She sets the standard for excellence.

Abril Gutierrez

Graphic Designer

L•ROB
inspires

For more Inspired Insights, please sign up to receive our monthly newsletter

CLICK HERE

Please follow us @lrobinspires