

# Canva CANVA Tips & Tricks

Create professional documents and graphics with consistent branding – for free!

Canva is a user-friendly online graphic design platform that lets anyone create professional-looking documents and graphical assets – like this tool kit.

Easily create eye-catching social media posts, posters and hand outs, presentations, and elements for newsletters and websites, using Canva’s templates, stock photos, easy drag-and-drop tools, plus AI features like background removal.

## Use and customise templates to tell a visually appealing story

You can find all kinds of templates and frames, or start from a completely blank slate. Once you’ve customised a template for one project, you can reuse it to create consistent branding elements that help visually tie your media assets together.

**Essentials**   **Healthcare**   **Education**

**About the IIMC**  
The Institute for Indian Mother and Child (IMC) is a grassroots non-profit NGO working in the rural areas south of Kolkata, India, to help the poorest of the poor, working with women and children with an aim to empower them through provision of skills/opportunities such as education, a microcredit program, health worker training and medical clinics, women’s cooperatives and women’s peace councils.

**Our Project Partner**  
Dr Sujit Brahmachary is a world-renowned leader in global health who worked as Mother Teresa’s medical advisor in Kolkata early in his career. She encouraged him to set up his own mission, so he founded the IIMC. All of IIMC’s work relies on the goodwill of donors. A firm partnership between Australia and IIMC has been in place since 2004.

**Project 15-2021-22**

**Institute for Indian Mother & Child**

**Burns**   **Bingot (Cleft Palate)**   **Bulate (Worms)**

**Triple B Care Projects**  
The Triple B Care Projects Inc is an NGO which aims to provide an international standard level of treatment for people with burns, cleft lip/palate, and/or parasite infestation in Zambales, Philippines.

**Our Project Partner**  
Val Smith-Orr is a registered Australian nurse volunteering in Zambales, primarily operating and caring for children with burns and cleft palate.

Val plans to have Australian burns surgeons and nurses to volunteer, as well as to teach local surgeons how to do better skin grafting.

**Project 85-2013-14**

**Triple B Care Projects**

**2022 WA BUSHFIRE RELIEF**  
<https://donations.rawcs.com.au/45-2021-22>  
100% of funds received will be used for disaster relief

**NATIONAL FLOOD RELIEF**  
<https://donations.rawcs.com.au/47-2021-22>  
100% of funds received will be used for disaster relief

**AUSTRALIA DAY CONCERT**  
26 JANUARY 2022 5PM - 7PM  
WOODBRIDGE HOUSE FORD ST, WOODBRIDGE

**Featuring:**  
Daniella Sicari, Brianna Louwen, Chelsea Kluga, Jake Bigwood, Eijo Agerbach (Clarinet), Adithan Soares (piano), Rising Stars: Jesse Chester-Browne & Laurence Westrip

Tickets online at <https://www.trybooking.com/50090>

Adults \$55, Concession \$45, Students \$25, Children Under 12 Free

Sponsored by National Trust

**AUSTRALIA DAY CONCERT**  
26 JANUARY 5PM - 7PM  
WOODBRIDGE HOUSE

**PRE-ORDER YOUR FOOD HAMPER**

26 JANUARY 2022 5PM - 7PM

Promote projects, events and appeals with eye-catching banners, posters, flyers, social media tiles and reels.

Find templates with the right dimensions for cover images and graphical posts for social media platforms.

You can also create presentations similar to power point, annual reports, business cards... anything at all that has a visual element. Canva makes it easy to brand all your graphical needs consistently.



## CREATE A CANVA FOR NON PROFITS ACCOUNT

Sign up for a **FREE Canva for Non Profits** account. This gives you access to all the premium elements in **Canva Pro** plus **Canva Teams** for **free**.

- Visit <https://www.canva.com/canva-for-nonprofits/> and follow the link to apply
- You'll need to create a new Canva account first - this is very quick
- Upload documentation such as your Club Constitution to prove non profit status
- Invite other club members as Team members so you can collaborate - no need to share log in details

## Useful Resources

### LEARNING TO USE CANVA

- **Canva Design School** has free tutorials and courses, including the **Canva Pro for Non Profits course** you can work through at your own pace
- **Canva Learn** has articles about design, marketing and other resources for non profits
- **Canva for Nonprofits Resources** is a great place for inspiration and templates

### GETTING HELP

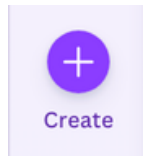
- **Canva Nonprofit Community** connects you to others on Facebook who can help with any questions
- **Canva Help Centre** for help with all elements of Canva

## GETTING STARTED

Once you have a Canva account, you can access Canva:

- online at [canva.com](https://www.canva.com)
- through an app on your [iOs](#) or [Android](#) device
- download Canva for [Windows](#), [Mac](#) or [Chromebook](#)

Creating a new document / graphic is simply a matter of clicking on **Create**:



You can look through templates for inspiration / a starting point, or start with a completely blank canvas.

There is an enormous library of **Elements**, including graphics, photos, frames (that you can drop photos into), videos, and more. There is also an AI tool that can generate images, as you describe what you are looking for. AI capabilities can also remove backgrounds from photos you upload.

You can also upload your own photos and videos to use. If there are key photos that you are likely to reuse, you may like to upload them to a **Brand Kit**.



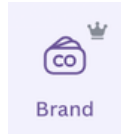
## ORGANISE YOUR DESIGN PROJECTS IN FOLDERS

If you keep all your documents and elements organised early on, it will be much easier for you and your team to find everything. While the search function is very helpful, you have to know what an item has been named.

# BRAND KIT

One of the most useful elements of a Canva Pro account is the **Brand Kit**. Here you can set up the **fonts, colours, logos** and a library of other photos / graphics that ensure a consistent look and feel of everything you create.

On the home screen, look for this icon:



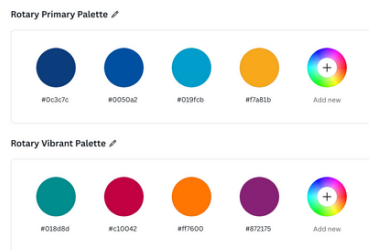
At the very least, upload logos in colour as well as all white options, and set up your preferred Rotary colour palette(s). You may also want to add People of Action photos, and set up Heading, Subheading and Body text fonts.

## Logos

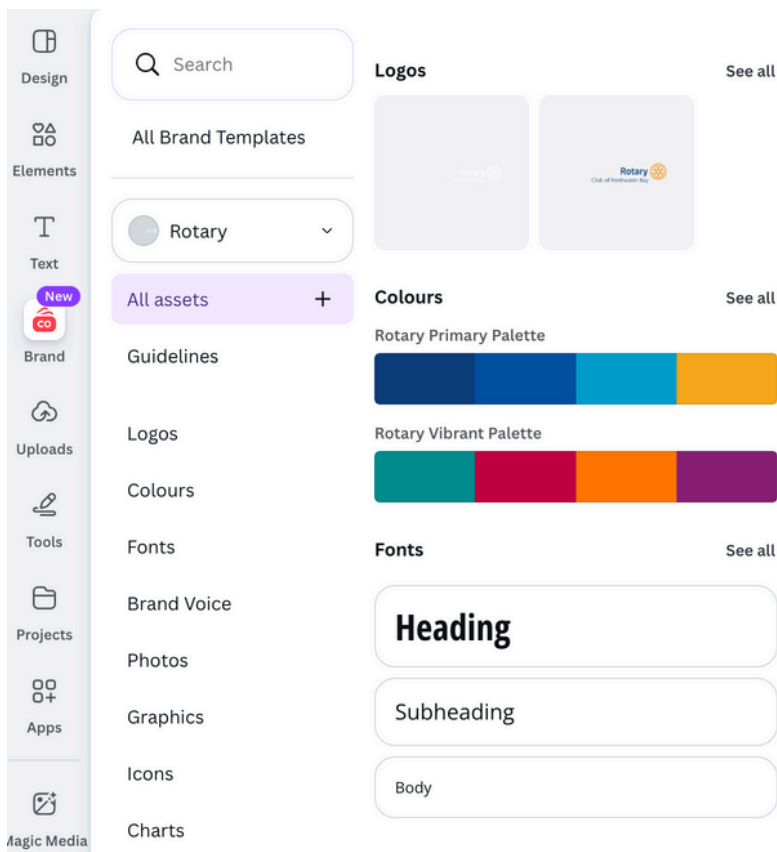
Assets (2)



## Colours



When you are editing a design file, you'll find all your brand elements here:



They will also show up as default options when you add text, edit colours etc.

## Useful Resources

### ROTARY BRAND ELEMENTS

- [Rotary Brand Center](#) - the home of all brand elements
- [Rotary Logo Lockup Templates](#) - customise and download club logos
- [Rotary Colors](#) - the official brand colours; use the [hex values](#)
- [Typography](#) - the official fonts. [Open Sans](#), [Arial](#) and [Georgia](#) are widely available
- [People of Action - Oceania](#) stock photos of real Rotarians and Rotaractors



## LOGO TIPS

Choose PNG as the download option

- Save multiple colour options for most flexibility
- PNG format allows for transparent backgrounds - this makes for more professional graphics
- All white is a great choice for dark / busy backgrounds

## HEX VALUES

