

AUGUST

CANVA

Tutorials

CREATING QUOTES OR STATEMENTS FOR YOUR BUSINESS

We have covered a bit this month about mindset and also positive affirmations. With this in mind we are doing a little Canva tutorial to help you create quotes for your business.

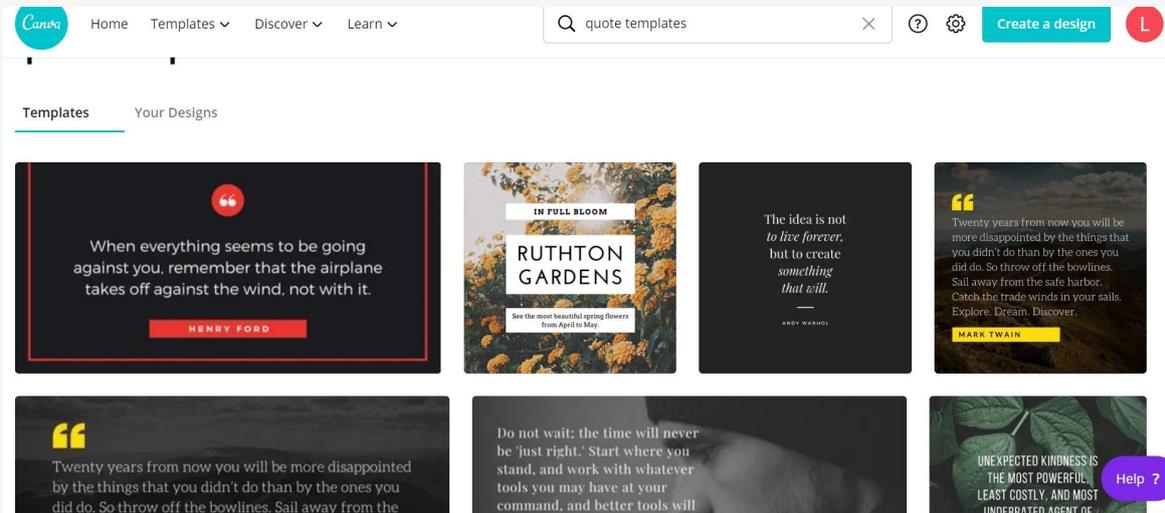
Not only can you save these for your positive affirmations but it is a great way of breaking up your Instagram feed. Particularly this year when you will have less wedding images to share.

You might like to use a quote to direct your audience to for example a blog post or a special offer you have or just share a meaningful quote to your audience to encourage them to stay positive.

Wedding Instagram pages are unique in the world of Instagram where they are not broken up with quotes or other graphics. But with some careful thought and branding you could start to direct your audience to blog posts, your website and use this to get your message out there. If you read my intentional content marketing it will make more sense as you are driving your audience to different areas within your business.

This maybe to sign up to your email list, follow you on Instagram or contact you directly.

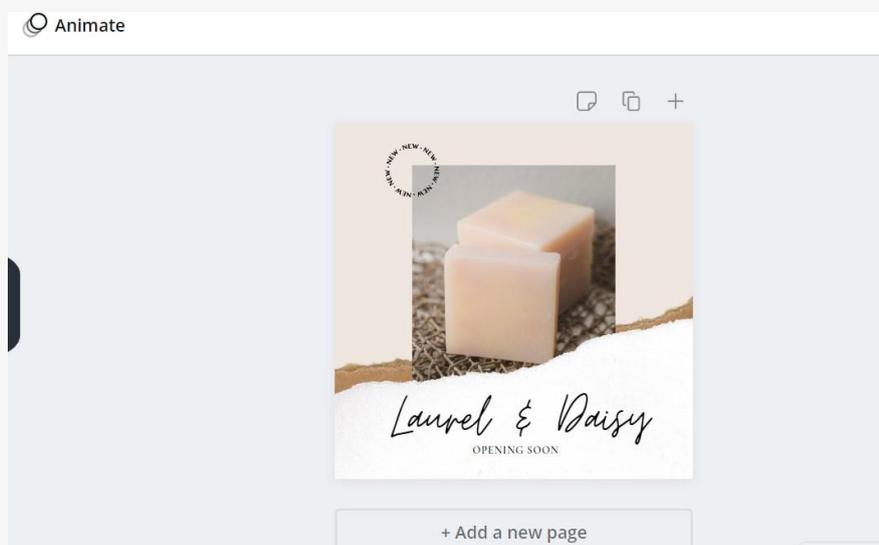
Now you are ready to start! Log into your Canva account and type in quote templates.



You will see a whole host of quote templates come up for you to modify and change to match your business branding.

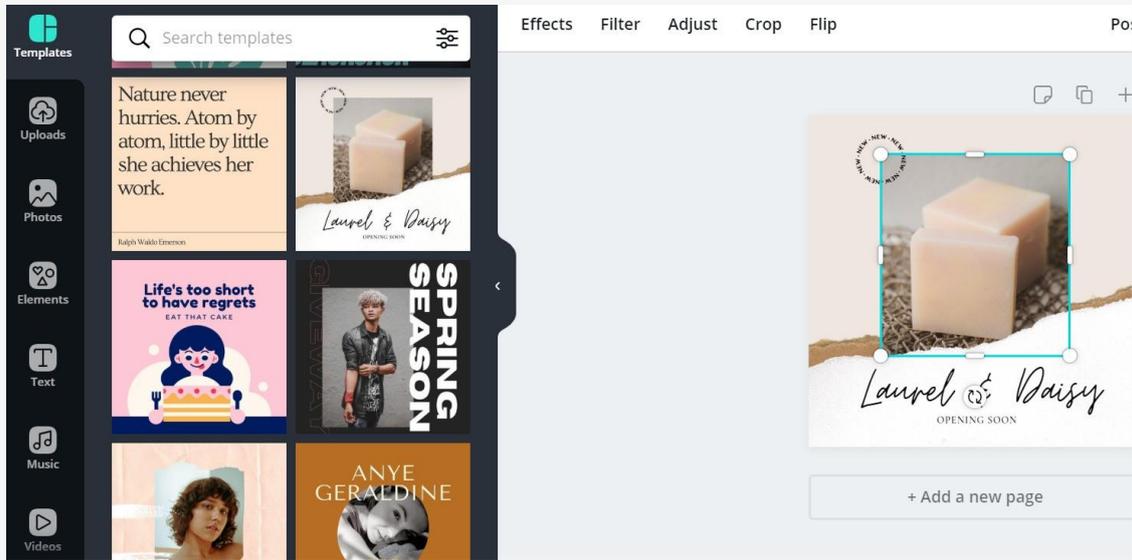
Have a scroll through the quote templates, do remember you can change anything on Canva from colours, images and text so find one that works best for you so you don't have to make too many changes.

For this tutorial I have chosen this template. I like the typeface, obviously need to change the image and will change the background colours to match my branding.

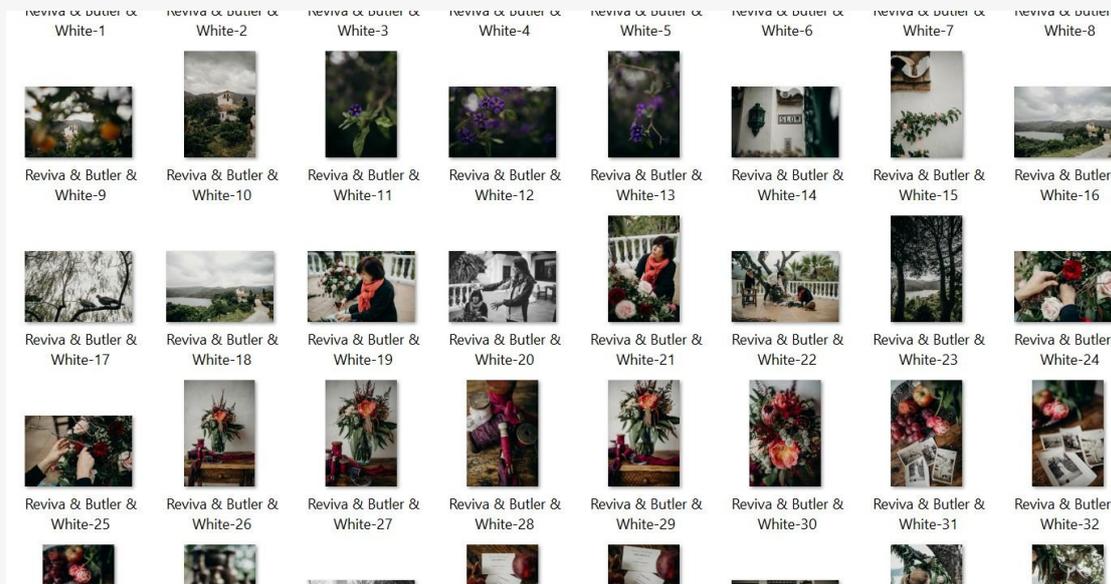


In the next image you will see I have selected the image on the quote, there are options at the top if I wished to use this image but I am going to change it. I have two choices which are on the left hand side, To change the photo I can either use the ones provided by Canva under photos so if I click on this I can search for example weddings.

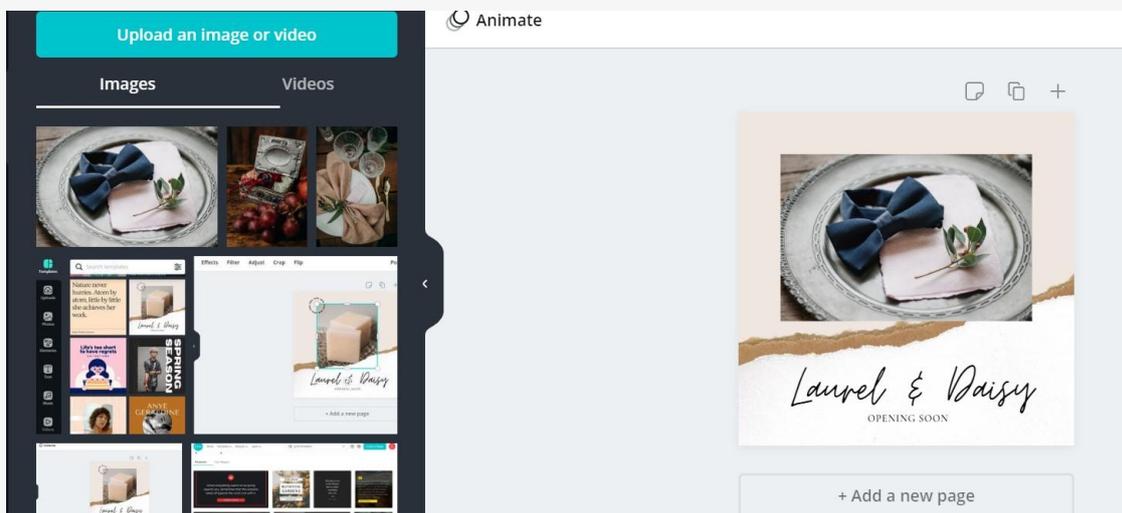
If I wish to use one of my own images you will see the upload button, here you can add your own from your laptop or phone.

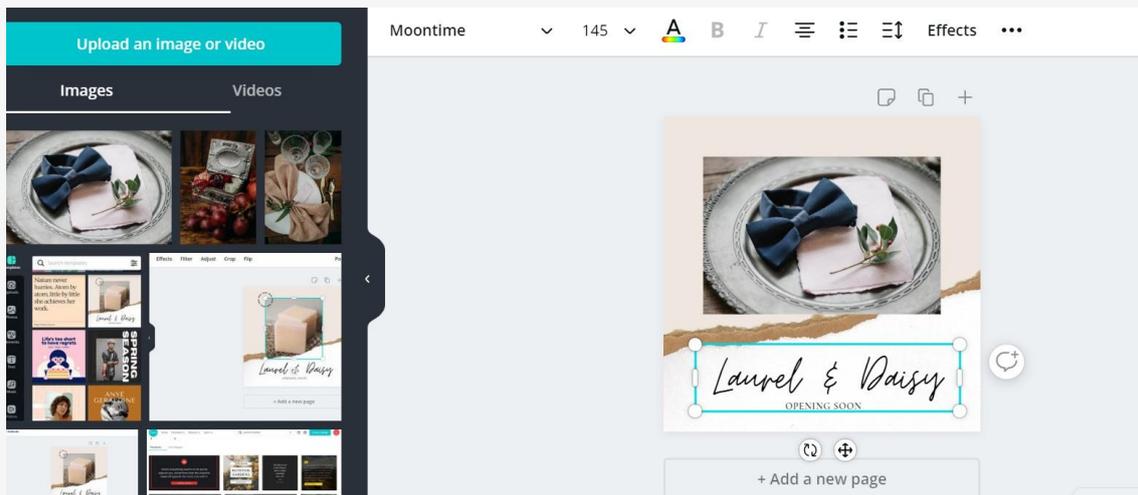


I have clicked uploads and gone to the computer option, next you will see a screen on my laptop with a selection of images I will use for this graphic.

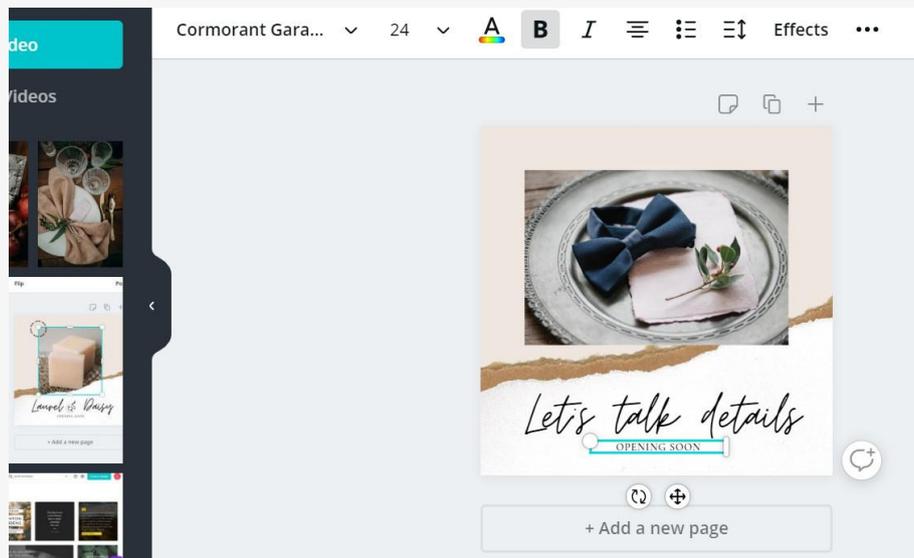


Once selected you will see your images on the left hand side, you can load up a few to see what works best. Now I have changed the image on the below screenshot and taken off the old one.

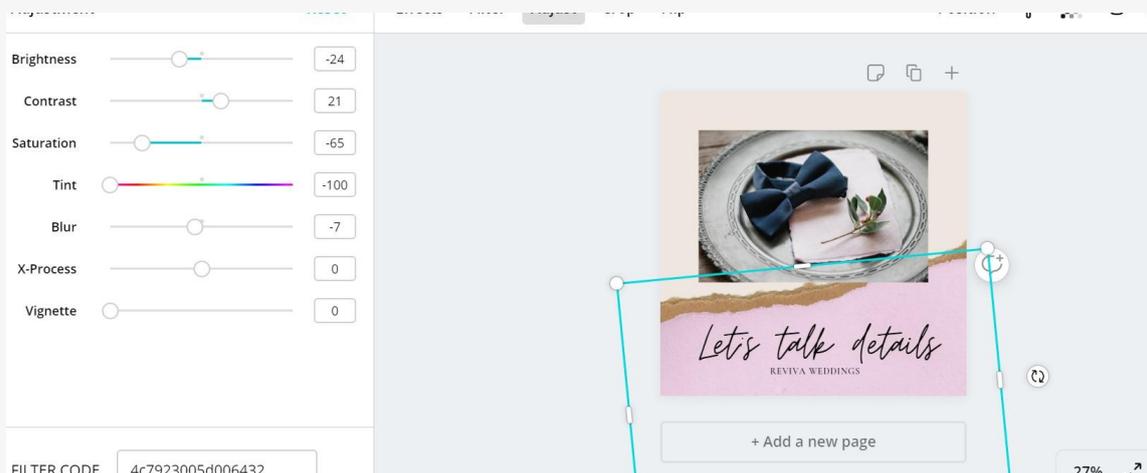


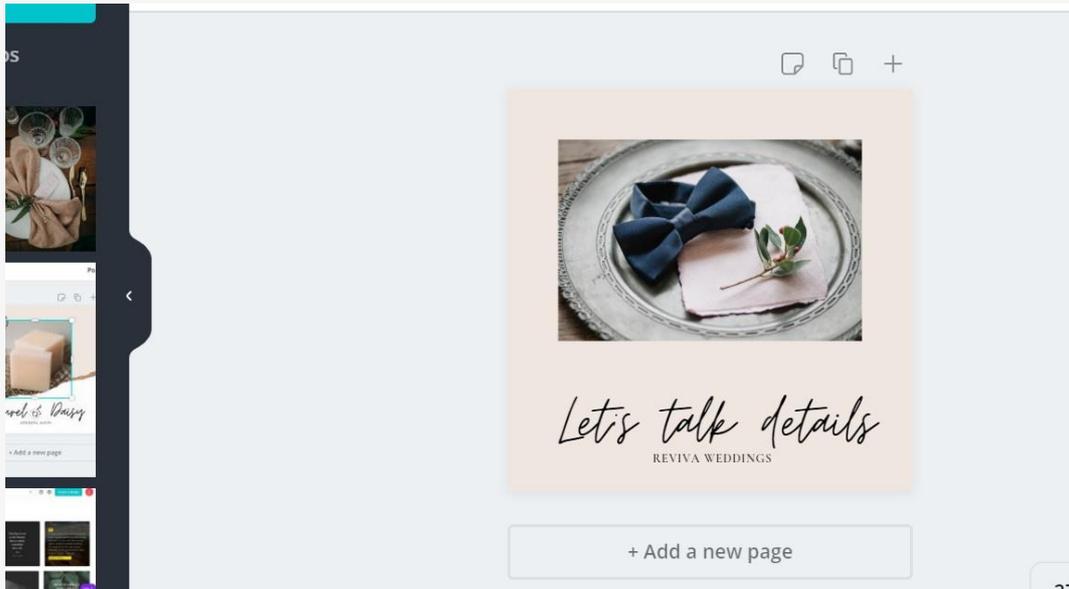


Now I am going to change the text, I like this style but wish it to say something else. You will see here I have selected it and will type in what I wish to say. In the next image you will see I have changed the text and now selected the smaller text, I will change this to a business name.

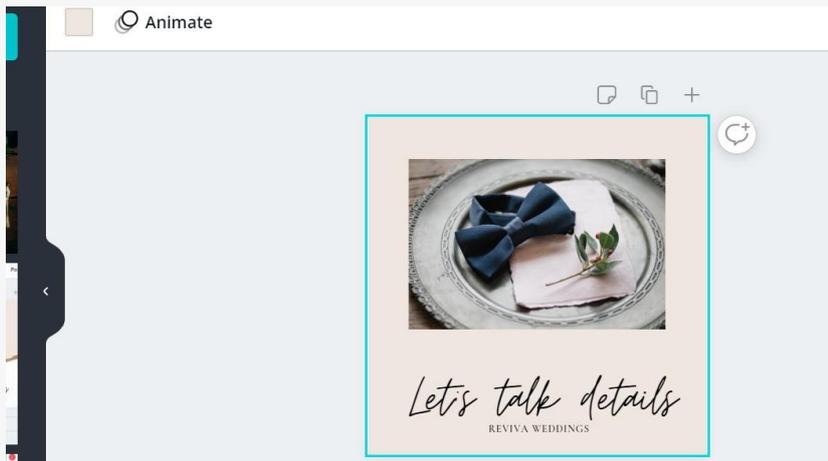


Next I am looking at the rip effect and have played around with the colour but decided I don't like it so will take this out.

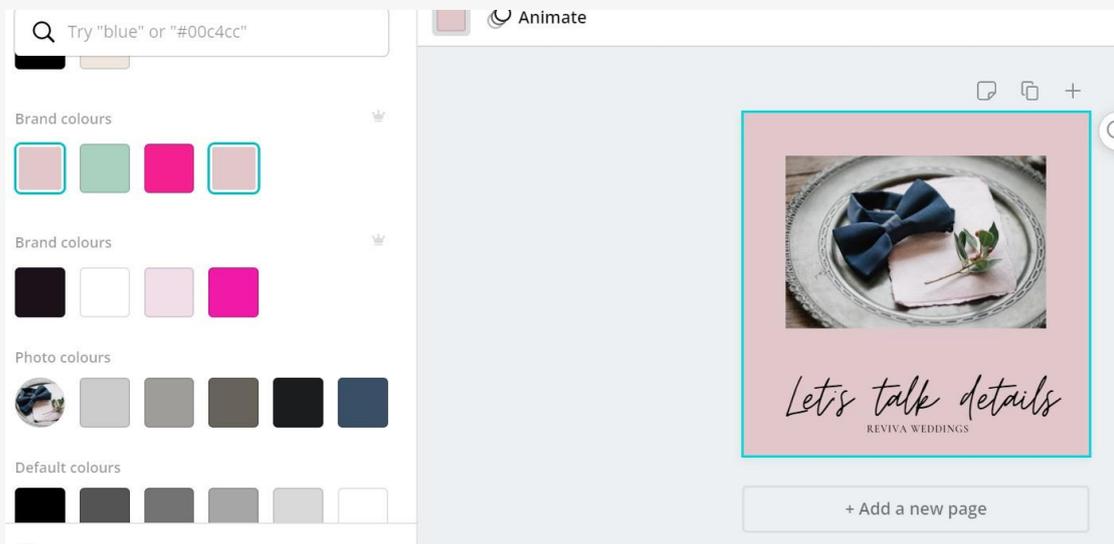


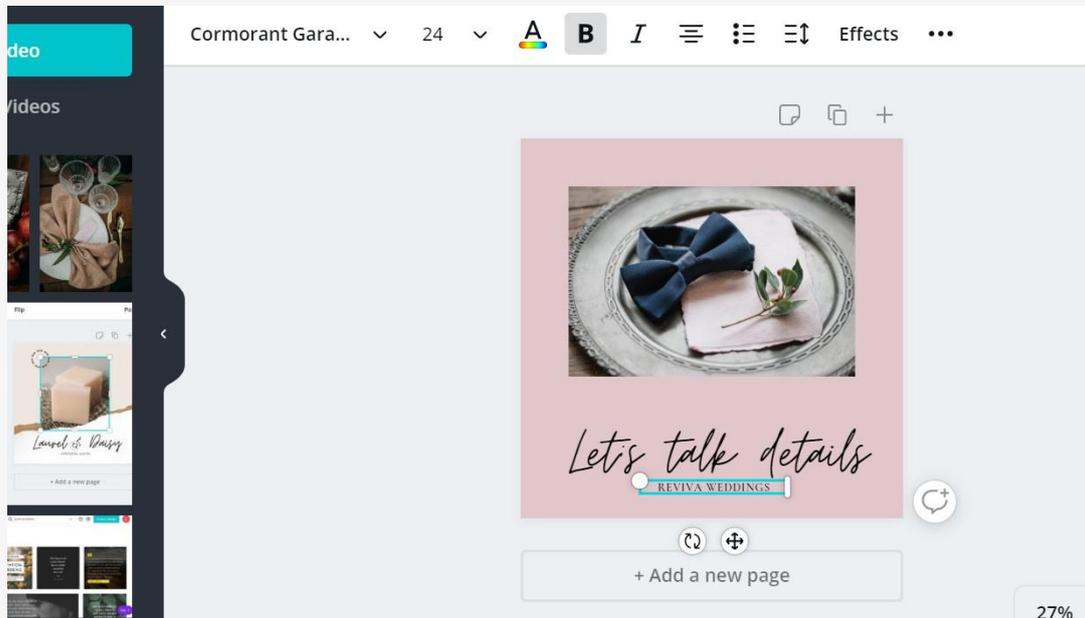


Now I am going to change the background colour as I like this and it looks cleaner but wish to make it different to show you what you can do here. I will change the background to a different colour.

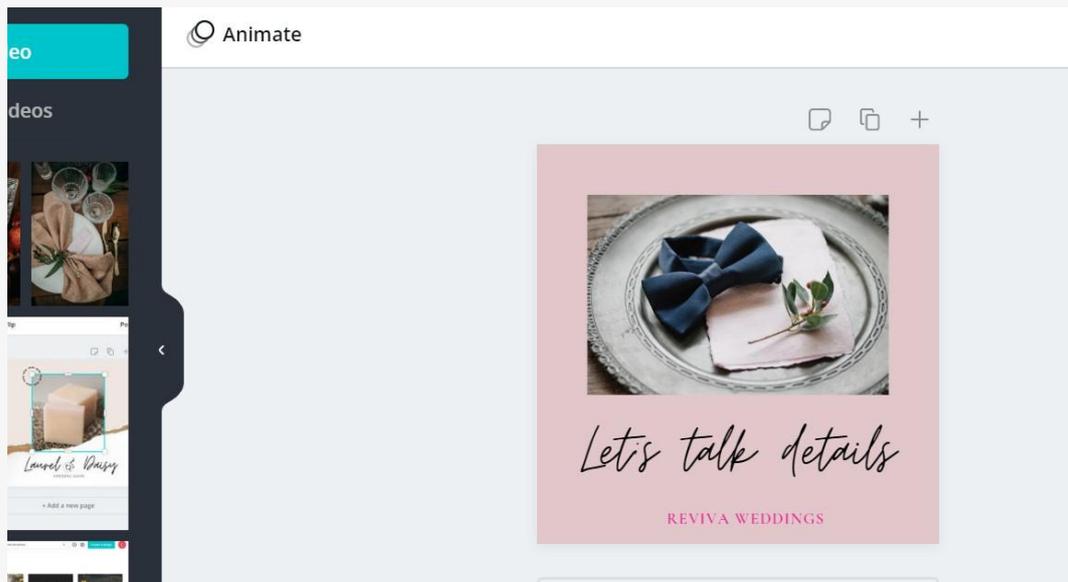


Here you will see the background is selected with the blue outline and the colour is on the top left hand side, I am going to change this. When I click on the colour block the options come up and here I have chosen the blush. The more you work on Canva it starts to save your favourite colours and you can also create a branding board.





Finally I am going to change the colour of the company name so it pops out a bit. You will see I have selected it and there is a multi coloured A at the top this is how I will change the colour and I will get the colour selections again at the side to choose from.



Here is the final template, I have moved the text slightly up, changed the colour of the business text and made it slightly larger using the size options at the top.

So here is how you can use Templates in Canva to create more content for your Social Media.

There is so much you can do on Canva so do play around with it and have some fun creating ideas for your businesses.