

SMME Clinic Masterclass

CANVA

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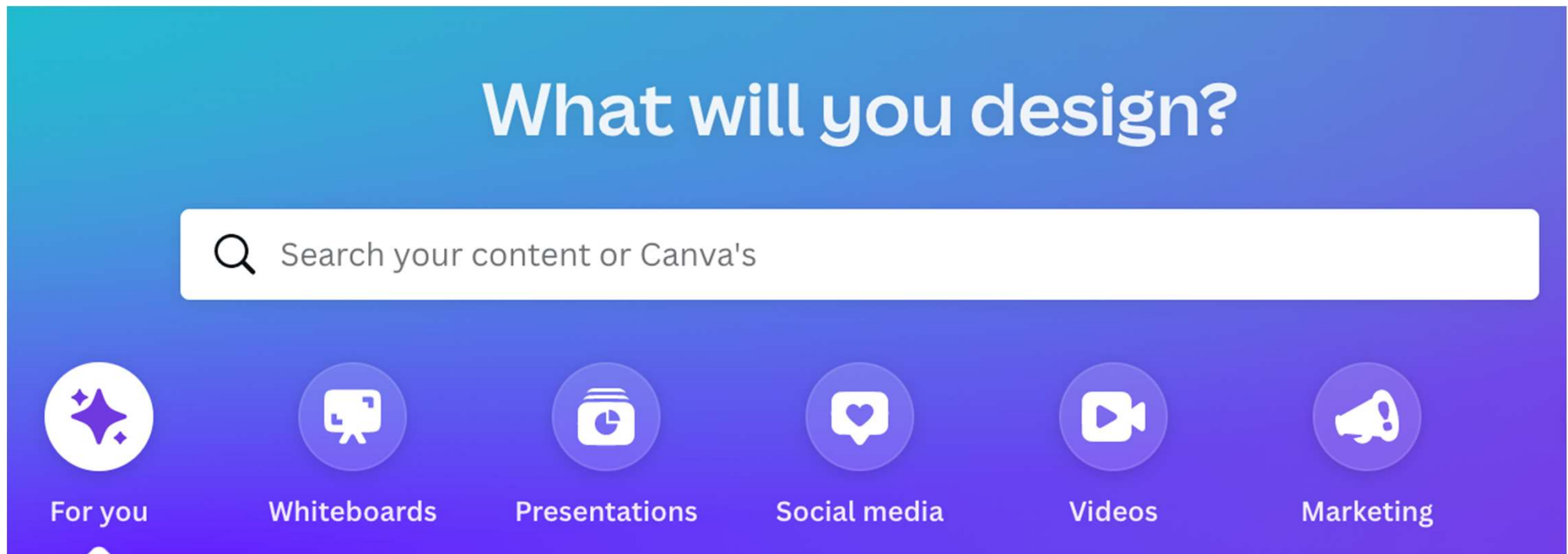
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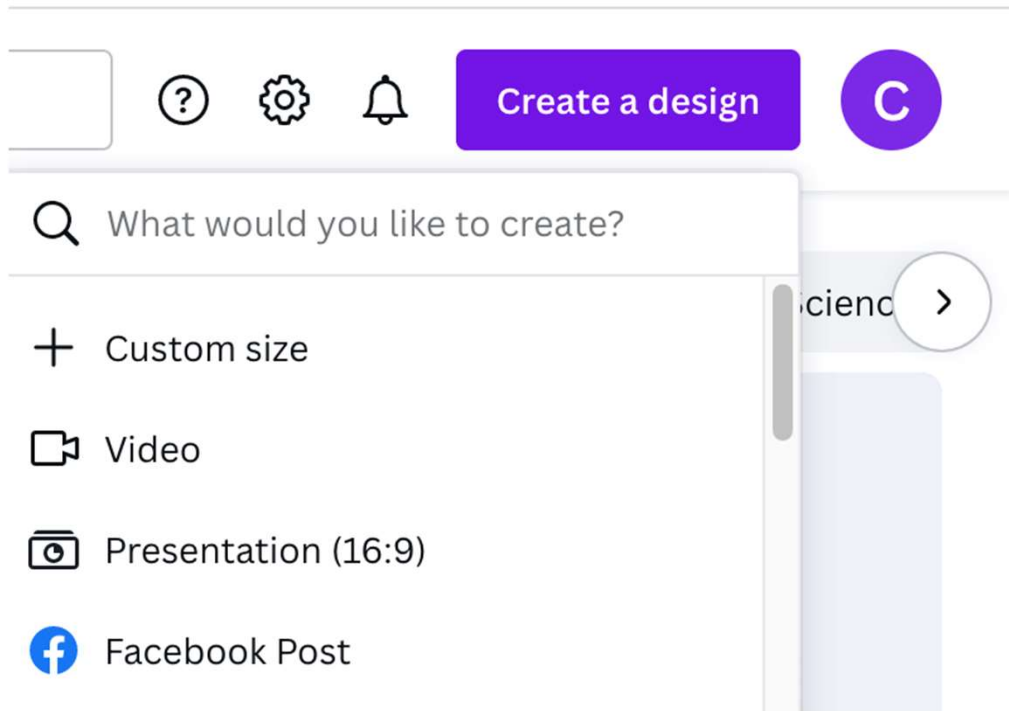






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Putting you in control of your development



SMME CLINIC
Practical Business Remedies

Create a design - Templates



-  Poster (Portrait)
-  Facebook Cover
-  Instagram Post (Square)
-  Logo

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Free | Pro | Teams

Canva Free

For anyone wanting to design anything, on your own or with others.

ZAR0.00

/year for one or more people

Get started

Features you'll love:

- ✓ Drag-and-drop editor for easy customizations
- ✓ 250,000+ free templates

Canva Pro

For individuals, solopreneurs and freelance designers who want unlimited access to premium content, to create professional designs with ease and scale their productivity. **For one person only.**

ZAR899.99

/year for one person

Start your free Pro trial

Features you'll love:

- ✓ 100+ million premium stock photos, videos, audio and graphics

Canva for Teams

All the great features of Canva Pro, plus we think you'll love these features designed to allow teams of all sizes to collaborate with ease.

Plan for 2+ people.

ZAR1,419.90

/year for the first 5 people*

Start your free Teams trial

Features teams will love:

- ✓ 100+ million premium stock photos, videos, audio and graphics

<https://www.canva.com/pricing/> R75 per month

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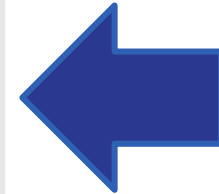
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Premium (Pro) version

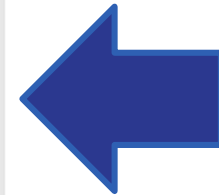
Tools



Brand



Content Planner



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Marketing

Is like asking
someone on
a date

Branding

Is the reason
they say yes

Customer experience

Is the reason
they come
back for more
and stay

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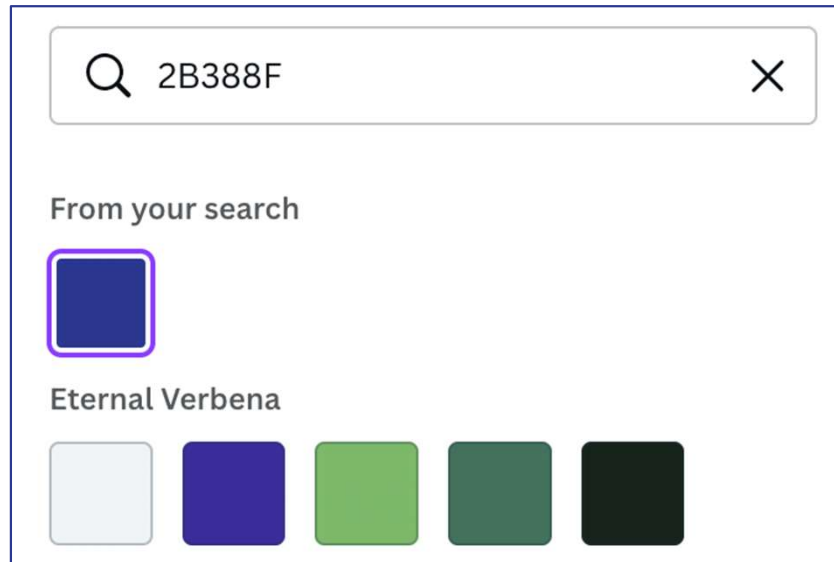


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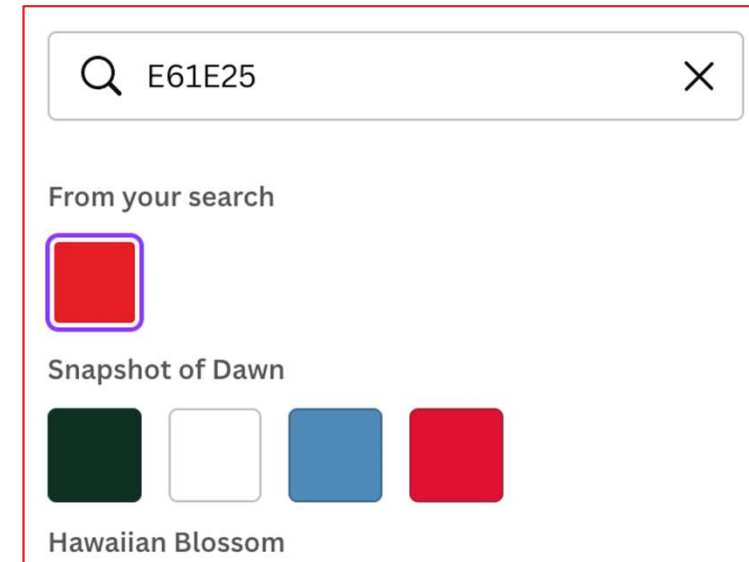


Branding – colour codes & font

Blue = 2B388F



Red = E61E25



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Size Guide

GRAPHIC

Channel Icon
Channel Art
Desktop Display
Tablet Display
Desktop and Mobile Display
Video Thumbnail

SIZE

800 x 800 px
2560 x 1440 px
2560 x 423 px
1855 x 423 px
1546 x 423 px
1280 x 720 px



Size Guide

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Channel Icon
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FACEBOOK

Size Guide



GRAPHIC

Profile Picture
Cover Photo
Image Post
Shared Link Images
Tab Images
Event Image
Facebook Ad

SIZE

180 x 180 px
820 x 312 px
1200 x 630 px
1200 x 628 px
111 x 74 px
1200 x 1080 px
1200 x 628 px

FACEBOOK

Size Guide



GRAPHIC

Profile Picture
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Size Guide

GRAPHIC

Profile Photo
Cover Photo
Shared Image

SIZE

400 x 400 px
400 x 400 px
1024 x 512 px



Size Guide

GRAPHIC

Profile Photo
Cover Photo
Shared Image

SIZE

400 x 400 px
400 x 400 px
1024 x 512 px



Size Guide

GRAPHIC

Header Photo
Profile Photo
Twitter Post
Cards Image
Summary Card Image

SIZE

1500 x 500 px
400 x 400 px
1024 x 512 px
800 x 320 px
280 x 150 px



Size Guide

GRAPHIC

Header Photo
Profile Photo
Twitter Post
Cards Image
Summary Card Image

SIZE

1500 x 500 px
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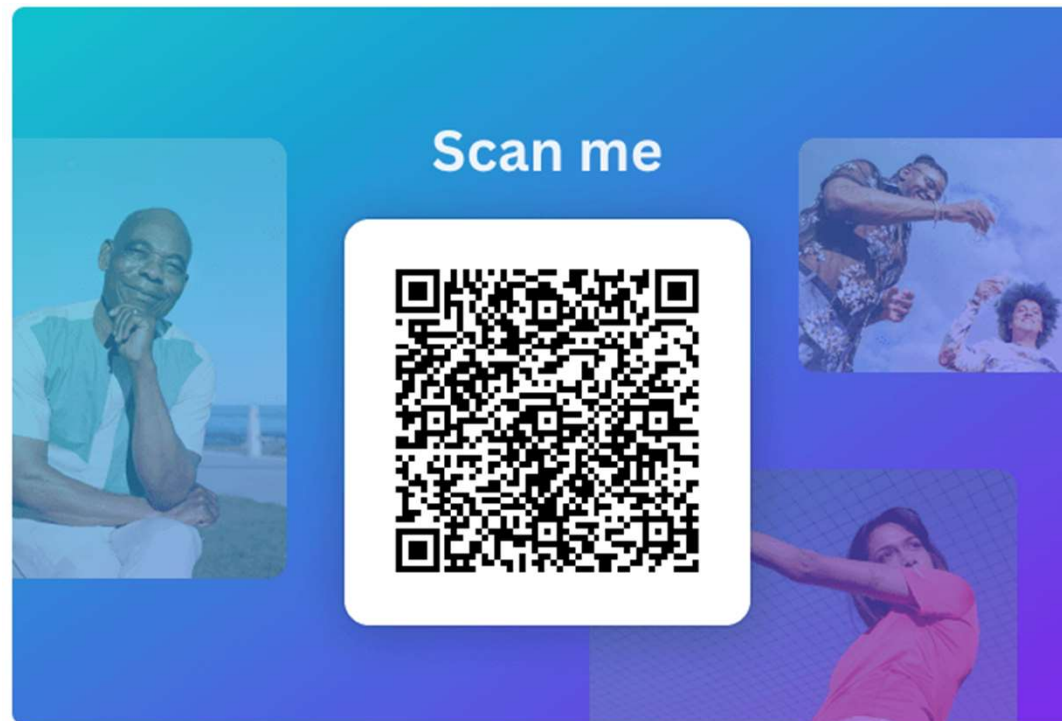
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Settings

Show rulers and guides



Show margins



Show print bleed



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Use this link to get started:

<https://bit.ly/3bUll9W>

Carolyn invited you to join Canva!

Create an account, it's free. Canva is loved
by beginners and experts, teams and
individuals.



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Continue with Facebook

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How can we help?

Q Try "remove background" or "brand kit"

Popular topics: [print](#), [upload photos](#), [resize](#), [edit text](#), [group elements](#)

<https://www.canva.com/help>

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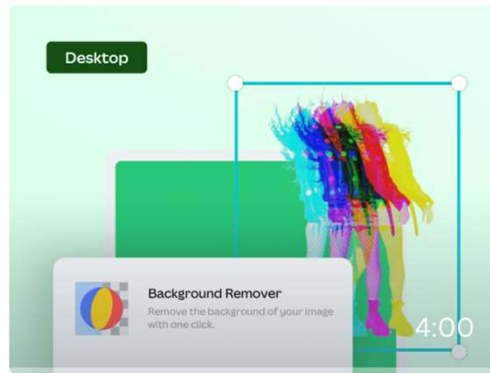
Learn and Play on your desktop

These interactive workbooks will show you the tips, tools and techniques you need to create stunning designs in Canva.

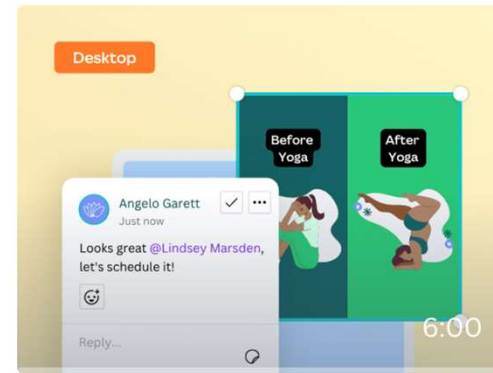
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Design with color



How to edit photos



Design with your team



Trending elements: Nourish to flourish

<https://www.canva.com/designschool/tutorials/learn-and-play-desktop/>

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Thank You



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