CREATING YOUR BRAND IN CANVA

Introducing your Brand
- Easily set up, manage, and grow your brand with all your ingredients, assets, controls, and workflows in one place.
- Replace logos and images across existing designs in just a few clicks.
- Find all of your brand assets and templates from one place in the editor.

Color palette ✏️

| #414042 | #92661e | #bd924e | #f3d89 | #92661e, #bd924e, #f3d89e, #bd924e, #f3d89e, #92661e | dd new |

Brand Voice
Your "voice" refers to its unique and consistent communication style and tone This helps convey your brand personality and values to the audience. Here are some examples of different company voices:

- **Formal and Professional:**
  Law firms, financial institutions, and government agencies often adopt a formal and professional tone to convey trust and credibility.

- **Casual and Conversational:**
  Many tech startups and companies targeting younger demographics use a casual and conversational tone to connect with their audience. They may use humor, slang, or informal language.

- **Innovative and Exciting:**
  Technology companies, especially those in the cutting-edge or startup space, often adopt an innovative and exciting voice to convey a sense of progress and enthusiasm.

- **Friendly and Approachable:**
  Customer-centric businesses, such as retail brands or service providers, often use a friendly and approachable voice to create a warm and inviting atmosphere for their customers.

- **Educational and Informative:**
  Companies in industries like healthcare, education, or technology may adopt an educational and informative voice to help their audience understand complex concepts or products.

- **Empowering and Inspirational:**
  Some brands aim to inspire and empower their audience. This can be seen in companies focused on personal development, fitness, or lifestyle products.

- **Authentic and Transparent:**
  Brands that prioritize authenticity and transparency may use a straightforward and honest voice. This is often seen in companies that want to build trust with their audience.

- **Luxurious and Exclusive:**
  High-end brands and luxury products often use a sophisticated and exclusive voice to convey a sense of prestige and exclusivity.

- **Humorous and Playful:**
  Some companies use humor and playfulness in their voice to entertain and engage their audience. This approach is common in industries like entertainment, gaming, and fast food.

- **Community-Focused:**
  Companies that emphasize community and social responsibility may adopt a voice that reflects a sense of shared values and a commitment to making a positive impact.

It's important for a company's voice to align with its brand identity, target audience, and overall communication goals. Consistency in messaging helps reinforce the desired perception of the brand.

CHANGE ALL INSTANCES OF COLOR

Select an element in your design (like fonts) and choose a new color. An option to "change all" will appear at the bottom. Select and all instances of that color will change throughout your template.

CHANGE ALL INSTANCES OF FONT

Select a font you'd like to change and choose a new one. An option to "change all" will appear at the bottom. Select and all instances (styles) of that font will change throughout your template.

GENERAL GUIDELINES ON FONT PAIRINGS
ONE | Pair Serif fonts with Sans serif fonts

> SERIF: These types of fonts have 'feet' and varying stroke sizes. The tone is classic, high-end and sophisticated

> SANS SERIF: This will have a consistent stroke thickness and no "feet". Think simple, clean and modern.

Two | Paragraph fonts should be legible and easy to read

> When choosing your paragraph font make sure it's easy to read, stay away from cursive fonts or fonts that are too narrow or thin.

Three | Play with spacing to find the right balance

> In Canva you have a nifty spacing tool that allows you to manipulate the space between letters and the line height (the space between sentences). This is a great way to add visual appeal to your headings, play around with the spacing until you are satisfied with the look.

Four | When in doubt keep it simple

> Not sure what to do or where to start? You can always keep it simple by using one clean, modern font like Acherus Grotesque or Oswald, making your headings bold and slightly larger than the paragraph size. This is universally the easiest way to make your marketing pieces look professional.

CURATE YOUR IMAGES

Selecting images that reflect your brand style and convey a particular tone to your ideal clients is important when it comes to good design. I believe this is one of the biggest struggles agents face when it comes to design. So here's a few helpful tips…

- If you find a photo that you absolutely love, click the 3 dots on the photo and you'll be redirected to the photographer's gallery where you'll find a whole bunch more photos with a similar style and tone!
- "like" every on-brand photo that you come across in Canva – they'll automatically save to their own folder. You'll have a robust collection of brand images in no time!
- Not finding enough options? Use other sources for free images like Unsplash.com, Pexels.com and Pixabay.com. Follow the same search tips, copy and paste (or download – whatever's easiest for you!), and then upload your selected image into Canva.
- Organize your photos in Folders (Pro account) for quick access.

CREATE A BANNER

A banner can be a fantastic way to add a little branding to your designs. Whether that be Instagram posts, property brochures, or farming material like neighborhood flyers, you'll want to use these to make sure your future clients learn to recognize your uniqueness so when they are ready to buy or sell their home the choice on who to use as their realtor will be simple – YOU!

BANNER #1 *The "No Background Image" Banner*
A simple stylish banner that will check all the boxes – Headshot, info, and logo

How to:
- Upload your headshot into Canva. Choose effects > background remover
- Choose the elements tab and select square shape

- Fill the entire width of your document and send behind your headshot

- Change the color to match your brand colors (or Gray is always a safe choice)

- Add your name and any details you'd like to include as well as your logo or company logo. Make sure your name is about twice the size of your designation. ***Don't forget about GREC rules. If a specific property is mentioned or addressed in your piece, the Broker Name must be of equal size, prominence and occurrence. If it's a promotional piece for your business and NO property is mentioned, then just the Broker name, 'Atlanta Communities', must be on the piece.

BANNER #2 *The "Fun Frame" Banner*
This is a great choice if you love the background in your headshot and want to find a non-typical (aka boring) way to showcase your fine self!

How to:
- Upload your headshot

- Head over to the elements tab and select the square shape

- Fill width of design and send behind headshot and change the color to one you love, your brand colors or a color from your flyer or artwork

- Go to frames and select a frame that you'd like to use

- Add your headshot to the frame (double click to reposition in the frame) (Tip: want to fill the frame with a color as well? Make a copy of the frame and change the color. Layer it behind the same frame with your photo)

- Add your name and any details you'd like to include as well as your logo or company logo. Make sure your name is about twice the size of your designation. ***Don't forget about GREC rules. If a specific property is mentioned or addressed in your piece, the Broker Name must be of equal size, prominence and occurrence. If it's a promotional piece for your business and NO property is mentioned, then just the Broker name, 'Atlanta Communities', must be on the piece.

BANNER #3 *The "Super Simple And Sleek" Banner*
- Upload your logo without a background (PNG image)

- Head over to elements and choose the square

- Fill out the square to the width of your design and change the color to match your brand or listing

- Add your logo and team/company name

- Head over to the transparency tool and reduce the transparency on your rectangle to let the image shine through a bit