

FERNWOOD
LUNCH 'N' LEARN



USING CANVA WITH
BRAND ASSETS

FITNESS
fernwood[®]

CANVA DESIGN BASICS

Principles of Layout Design

All design has a set of underlying rules that are followed so that your final design does its job and looks great. Not every **design principle** is present in all design but when it comes to layoutdesign you will find that following the **core principles of layout design** will make your design clear, concise and stand out from the crowd.

MESSAGING

What am I going to say and how am I going to say it? Make sure you are very clear about your messaging, be fun, be engaging but more to the point be direct and keep it simple.

IMAGE SELECTION

When making image selections make sure it ties in nicely with your message. Images that work best are simple, engaging and not too busy or cluttered.

VISUAL HEIRACHY

This relates to taking the reader on a visual journey so they navigate their way through the various parts of information in the design. Using different sized text, weights of fonts, colours and even following the rule that we all usually read left to right and top to bottom.

REPETITION

Repetition is used to create a sense of unity and consistency throughout a design. **Repetition** creates a particular style, creates cohesiveness, creates emphasis, hierarchy structure and strengthens a design.

ALIGNMENT

Alignment helps create a sharp, ordered appearance for ultimately better designs by ensuring your various elements have a pleasing connection with each other. Left-aligned or centered text are the most common, but you can also align text to other objects in your design.

SYMMETRY/ASYMMETRY

Symmetry is the visual quality of repeating parts of an image across an axis, along a path or around a center. **Asymmetry**, on the other hand, refers to anything that isn't symmetrical.

CONTRAST

Contrast refers to the arrangement of opposite elements and effects. For example, light & dark colors, smooth and rough textures, large and small shapes. **Contrast** can be used to create variety, visual interest, and help with readability.

BALANCE

Balance refers to the way visual elements are arranged so that their visual weight harmonizes with the other elements in the design, and the composition gives an appearance of properly distributed elements.

SPACE

Space in design creates visual hierarchy to the elements and users can find and digest information presented more easily. Never try and fill up a design with too many elements and let things breathe a little.

CANVA DESIGN BASICS

Design & Layout Tips

ARE YOU LOOKING FOR A GYM WITH A GREAT SENSE OF COMMUNITY?

Then We have just the thing for you!!

WHY NOT JOIN A GYM THAT GIVES YOU MORE THAN JUST A WORKOUT? WITH WOMEN WHO WILL PUSH YOU TO ACHIEVE YOUR GOALS?

CALL US ON 03 9743 3119 TO JOIN NOW!!

Before

- + Avoid using too much Uppercase text
- + Use space to your advantage and not fill up all the space

**LOOKING
FOR A GYM
WITH A GREAT
SENSE OF
COMMUNITY?**

Then we have just the thing for you?
Why not join a gym that gives you more than just a workout, with women who will push you to achieve your goals.

Empowering Women to Shine

CALL TO JOIN NOW

03 9743 3119

After

- + Avoid using too much Uppercase text
- + Logo placement should always be bottom left, centred or right
- + Callout important information
- + Use different font weights to separate information

**HURRY!
OFFER
ENDS SOON
31 December 2021**

fitness fernwood®

CANVA DESIGN BASICS

Design & Layout Tips



Before

- + Keep text away from edges
- + Make sure logo is correct size and has clear space around it
- + Make sure text is easy to read



After

- + Use messaging to prompt action
- + Apply a filter to image to increase readability
- + Be clear about calls to action
- + Combine fonts for interest
- + Make sure logo is correct size, correct position and has clear space around it
- + Terms and conditions should be small and out of the way

CANVA DESIGN BASICS

Design & Layout Tips

Before

The original design features a white background with a photograph of a massage room in the top left. The main text is 'MEMBER Appreciation DAY' in a large, stylized font. Below it is '@ INFINITI MASSAGES'. The date 'THURSDAY DECEMBER 16' is prominently displayed in pink and blue. The text 'ALL DAY MASSAGES!' is in bold black. A smaller image of a woman in a mask is on the left, with the text 'Wellness Want or Need?' above her. A pink box contains the text 'Book in at reception now to enjoy a 10 minute relaxing massage on the day!' and 'FREE FOR ALL LADIES ON THE DAY!'. At the bottom, there's a list of benefits: '+ Relaxation Massages', '+ Book in at Reception to secure a spot', '+ 9.30am - 12.30pm & 4pm - 6pm', '+ 10 min massage before/after your class!', and '+ ALL FOR FREE!'. Social media links for Facebook and website are at the bottom.

After

- + Make sure you use good quality images
- + Be clear about hierarchy of info
- + Keep messaging simple - less is more
- + Callout enticing info

FREE MASSAGES ALL DAY!

The improved design uses a pink gradient background with a photograph of a woman receiving a massage. The text 'FREE MASSAGES ALL DAY!' is at the top in white. The main title 'MEMBER Appreciation Day' is in large, bold, white letters. Below it is '@INFINITI MASSAGES'. A pink box contains the text 'Book at reception to enjoy a FREE 10 MINUTE RELAXATION massage before or after one of your classes'. The date 'THURSDAY 16 DECEMBER 2021' and time '9AM-12PM & 4-6PM' are in large white text. A QR code with the text 'Scan me to find out more' is on the right. The bottom section is dark with white text: 'FERNWOOD MAROOCHYDORE', 'CALL 03 9874 1256 | 100 MAROOCHYDORE ROAD, MAROOCHYDORE 7125', 'TERMS & CONDITIONS Offer ends 11.59pm AEST 29 November, 2021. Not available to existing members. Participating clubs only. Fernwood Fitness clubs are women's only fitness centres.', and the 'fernwood' logo.

CANVA DESIGN BASICS

Keyboard Shortcuts for Canva

To make designing faster in Canva here are a range of keyboard shortcuts that can help you when designing. Use '**Control**' with a PC and '**Command**' with a Mac. When you '**Right Click**' on objects that provides a menu bar to help speed things up also.

ZOOM IN Control + (PC) or Command + (Mac)	GROUP Control G (PC) or Command G (Mac)	SELECT OBJECT THROUGH Control Click (PC) or Command Click (Mac)
ZOOM OUT Control - (PC) or Command - (Mac)	UNGROUP Control Shift G (PC) or Command Shift G (Mac)	UNDO Control Z (PC) or Command Z (Mac)
FULL SIZE Control 0 (PC) or Command 0 (Mac)	LINK Control K (PC) or Command K (Mac)	REDO Control Shift Z (PC) or Command Shift Z (Mac)
COPY Control C (PC) or Command C (Mac)	BRING OBJECT FORWARD Control [(PC) or Command [(Mac)	SELECT ALL Control A (PC) or Command A (Mac)
PASTE Control P (PC) or Command P (Mac)	SEND OBJECT TO BACK Control] (PC) or Command] (Mac)	USING GUIDES Click on Ruler and drag away and return to Ruler if not needed
DUPLICATE OBJECT Hold down Option when moving object (PC) Hold down Option when moving object (Mac)	MOVE OBJECT ON AXIS Hold down Shift when moving object (PC) Hold down Shift when moving object (Mac)	SELECT MULTIPLE OBJECTS Hold down Shift when selecting objects (PC) Hold down Shift when selecting objects (Mac)

CANVA DESIGN BASICS

Design & Layout Tips

Key Brand Messaging

Before you start the design process make sure your message is clear, concise and follows brand guidelines

Callout Graphics

Use pink sticker graphic for calling out important info

Colour Choice

Make sure you use brand colours that contrast well against each other for visual interest and are easily readable

Bulleted Info

Use bulleted type style to separate info and for easy readability

Brand Logo

Use the correct Fernwood logo with all marketing assets. Make sure it is easy to read with plenty of clear space around it.



Image Choice

Use imagery that strongly reflects your message. Here we have used a charcoal filter to help make all the text easy to read

Font Choice

Use variety in your font choices to create visual interest. Here we have used 'White Oleander' with 'Gotham Bold'

QR Codes

Use QR codes to direct the user to a specific URL to maintain momentum and capture lead details

Callout Graphics

Use pink bubble graphic for calling out important info