

# DONE-FOR-YOU CANVA BRAND KIT

50+ Templates + AI Prompt System

Shopify Branding Blueprint | Advanced Marketing

# What's Inside Your Brand Kit

Everything for professional brand presence

## Template Categories Included

- Logo Variations (5 layouts: full, icon, horizontal, vertical, favicon)
- Social Media Posts (15 templates: quotes, promos, testimonials)
- Instagram Stories (10 templates: announcements, polls, behind-scenes)
- Facebook/Instagram Ads (8 templates: carousel, single image)
- Email Headers (5 templates: newsletter, promo, welcome, cart)
- Business Cards (3 layouts: modern, minimal, classic)
- Thank You Cards (2 templates: insert cards for packages)
- Promotional Banners (4 sizes: hero, sidebar, leaderboard, square)

## How to Access Your Templates

1. Click the Canva link provided in your purchase confirmation
2. Click "Use Template" to copy to your Canva account
3. Replace placeholder text and images with your brand assets
4. Use Brand Kit feature in Canva to save your colors and fonts
5. Export in the format you need (PNG, JPG, PDF, or video)

# Setting Up Your Brand in Canva

One-time setup for consistent branding

## Step 1: Create Your Brand Kit

In Canva, go to "Brand Kit" (requires Canva Pro, or use free trial):

1. Add Your Logo: Upload all logo variations (PNG with transparent background)
2. Set Brand Colors: Add your primary, secondary, and accent colors
  - Primary: Your main brand color (buttons, headings)
  - Secondary: Supporting color (backgrounds, borders)
  - Accent: Pop color (CTAs, highlights)
  - Neutral: Text color (usually dark gray or black)
3. Add Brand Fonts: Upload custom fonts or choose from Canva's library
  - Heading Font: Bold, attention-grabbing
  - Body Font: Clean, readable
  - Accent Font: Optional, for special emphasis

Once set up, these will auto-populate in all templates!

## Step 2: Organize Your Brand Assets

Create folders in Canva for:

- Product Photos (high-res, white background + lifestyle)
- Lifestyle Images (brand aesthetic photos)
- Icons & Graphics (UI elements, arrows, badges)
- Team/Founder Photos (for about pages, emails)
- User Generated Content (customer photos with permission)
- Screenshots & Mockups (app previews, product in use)

# AI Prompts for Custom Graphics

Generate unique visuals with Gemini/DALL-E

Use these prompts with Google Gemini, ChatGPT (DALL-E), or Midjourney to create custom graphics, then import them into your Canva templates.

## --- Product Lifestyle Images Prompt (Copy Below) ---

Create a lifestyle product photography scene for a [PRODUCT TYPE].  
Setting: [modern home/outdoor/studio/cafe]  
Style: [minimal/cozy/luxurious/natural]  
Lighting: soft natural light from the left  
Color palette: [YOUR BRAND COLORS]  
Mood: [aspirational/relaxed/energetic]  
Leave space for product placement on the [left/right/center].

## --- End of Product Lifestyle Images Prompt ---

## --- Social Media Backgrounds Prompt (Copy Below) ---

Design an abstract background for social media in [BRAND STYLE].  
Colors: gradient of [COLOR 1] to [COLOR 2]  
Elements: subtle [geometric shapes/organic waves/texture]  
Dimensions: 1080x1080 pixels  
Leave the center area clean for text overlay.

## --- End of Social Media Backgrounds Prompt ---

## --- Brand Pattern/Texture Prompt (Copy Below) ---

Create a seamless repeating pattern for a [INDUSTRY] brand.  
Style: [minimal/bold/organic/geometric]  
Colors: [PRIMARY] and [SECONDARY] on [BACKGROUND]  
Elements: [relevant icons or shapes]  
Usage: backgrounds, packaging, website sections

## --- End of Brand Pattern/Texture Prompt ---

# Social Media Templates Guide

Best practices for each template type

## Instagram Feed Post Templates (1080x1080)

QUOTE POSTS: Share customer testimonials or brand values

- Keep text large and readable
- Use brand colors as background
- Add small logo watermark

PRODUCT SHOWCASE: Feature single products

- Clean white or lifestyle background
- Product name and key benefit
- Price or "Shop Now" CTA

TIPS/EDUCATIONAL: Share value with your audience

- Numbered lists work great
- "Save this post" encourages engagement
- Use consistent template style

## Instagram Story Templates (1080x1920)

ANNOUNCEMENT STORIES: New products, sales, restocks

- Bold headline at top
- Product image centered
- Swipe up CTA (or link sticker)

POLL/QUIZ STORIES: Engagement boosters

- Simple question format
- Fun, brand-voice copy
- Leave room for poll sticker

# Facebook & Instagram Ad Templates

High-converting ad creative guidelines

## Single Image Ad (1200x628 for Feed)

ANATOMY OF HIGH-CONVERTING AD:

[EYE-CATCHING HEADLINE] !• Bold, benefit-focused  
[PRODUCT IMAGE] !• High-quality, clear  
[Supporting text or offer] !• Social proof or discount  
[BRAND LOGO] [CTA BADGE] !• Small logo + "Shop Now"

TIPS:

- Text should be less than 20% of image
- Use contrasting colors for text
- Show the product in use when possible
- Include social proof numbers when available

## Carousel Ad (1080x1080 per card)

CARD 1: Hook - "The Problem" or attention-grabber

CARD 2: Product introduction

CARD 3: Key Benefit #1

CARD 4: Key Benefit #2

CARD 5: Social Proof/Testimonial

CARD 6: Offer + CTA

Keep design consistent across all cards

Use visual flow that encourages swiping

Last card should have clear call-to-action

# **Your Brand, Elevated**

Access your Canva templates with the link in your portal.

Questions? Email [support@advancedmarketing.co](mailto:support@advancedmarketing.co)

© Shopify Branding Blueprint | Advanced Marketing