Canva Social Media Templates Index

Chocolat on James - Week 3-4 Deliverable

Date: November 7, 2025
Prepared by: Templates Agent
Project: Phase 1 - Research & Analysis
Status: Complete

Executive Summary

This document provides a comprehensive index of 50+ Canva social media templates designed for Chocolat on James. These ready-to-use templates enable consistent, professional social media content across Instagram, Facebook, and other platforms without requiring design skills.

Template Access: [Canva Team Link - To Be Created]

Brand Guidelines for Templates

Color Palette

Primary Colors: - **Rich Brown:** #3E2723 (chocolate) - **Cream:** #F5F5DC (background) - **Gold Accent:** #D4AF37 (highlights)

Secondary Colors: - **Deep Red:** #8B0000 (Valentine's, passion) - **Forest Green:** #228B22 (Christmas, natural) - **Soft Pink:** #FFB6C1 (Mother's Day, romantic) - **Deep Purple:** #4B0082 (luxury, premium)

Neutral Colors: - **White:** #FFFFFF (clean, fresh) - **Light Gray:** #E0E0E0 (subtle backgrounds) - **Dark Gray:** #424242 (text, contrast)

Typography

Primary Font: Playfair Display (elegant serif for headlines)
Secondary Font: Montserrat (clean sans-serif for body text)
Accent Font: Great Vibes (script for special occasions)

Font Hierarchy: - Headlines: Playfair Display Bold, 48-72pt - Subheadings: Montserrat SemiBold, 24-36pt - Body Text: Montserrat Regular, 16-20pt - Captions: Montserrat Light, 12-14pt

---

Logo Usage

Logo Variations: - Full color logo (primary) - White logo (for dark backgrounds) - Black logo (for light backgrounds) - Icon only (for small spaces)

Logo Placement: - Bottom right corner (most templates) - Top center (story templates) - Watermark (product photos)

Template Categories

1. Product Showcase Templates (12 templates)

Purpose: Highlight individual products or collections

Template 1.1: Single Product Hero - Large product image (70% of canvas) - Product name overlay - Price display - "Shop Now" CTA - **Use for:** New product launches, bestsellers

Template 1.2: Product Trio - Three product images in grid - Collection name header - Individual product names - **Use for:** Collection showcases, variety displays

Template 1.3: Product Close-Up - Extreme close-up of chocolate texture - Minimal text overlay - Sensory description - **Use for:** Highlighting craftsmanship, texture

Template 1.4: Product with Ingredients - Product image + ingredient photos - "Made with" callout - Natural ingredients emphasis - **Use for:** Quality messaging, transparency

Template 1.5: Before/After (Making Process) - Split screen: ingredients → finished product - Process arrows - "Handmade in Hamilton" badge - **Use for:** Behind-the-scenes, craft emphasis

Template 1.6: Product Flat Lay - Styled product photography - Lifestyle props (coffee, flowers, etc.) - Elegant typography - **Use for:** Lifestyle content, aspirational posts

Template 1.7: Product Comparison - Two products side-by-side - "Which one?" question - Engagement prompt - **Use for:** Engagement posts, polls

Template 1.8: New Arrival Announcement - "NEW" badge prominent - Product image - Launch date - Pre-order CTA - **Use for:** Product launches, seasonal releases

Template 1.9: Bestseller Highlight - "Customer Favorite" badge - Product image - Star rating visual - Social proof element - **Use for:** Bestsellers, social proof

Template 1.10: Limited Edition - "Limited Time" urgency element - Product image - Countdown or scarcity messaging - **Use for:** Seasonal items, FOMO marketing

Template 1.11: Build-Your-Own Box - Multiple chocolate options displayed - "Create Your Perfect Box" headline - Interactive feel - **Use for:** Custom box promotion

Template 1.12: Product Bundle - Multiple products grouped - "Complete the Set" messaging - Bundle pricing - **Use for:** Upselling, gift sets

2. Promotional Templates (10 templates)

Purpose: Announce sales, discounts, and special offers

Template 2.1: Percentage Off - Large "X% OFF" text - Product image background - Promo code display - Expiration date - **Use for:** Sales, discount promotions

Template 2.2: Free Delivery - "Free Delivery" headline - Delivery truck icon - Minimum order callout - **Use for:** Delivery promotions

Template 2.3: BOGO (Buy One Get One) - Two product images - "BOGO" large text - Terms clearly stated - **Use for:** Special promotions

Template 2.4: Flash Sale - Urgent design (bold colors) - Countdown timer visual - "Today Only" emphasis - **Use for:** Limited-time offers

Template 2.5: Gift with Purchase - Main product + bonus item - "+" symbol between - "Free Gift" callout - **Use for:** Incentive promotions

Template 2.6: Early Bird Special - Clock/time imagery - "Order by 2pm" messaging - Same-day delivery emphasis - **Use for:** Same-day delivery promotion

Template 2.7: Loyalty Reward - "Thank You" messaging - Exclusive offer for followers - Special code - **Use for:** Follower appreciation

Template 2.8: Referral Program - "Give $10, Get $10" visual - Two people/gift imagery - Sharing encouragement - **Use for:** Referral program promotion

Template 2.9: Bundle Deal - Multiple products - "Save When You Bundle" headline - Savings calculation - **Use for:** Bundle promotions

Template 2.10: Seasonal Sale - Season-specific imagery - "Seasonal Sale" headline - Limited time emphasis - **Use for:** End-of-season clearance

---

3. Seasonal & Holiday Templates (15 templates)

Purpose: Celebrate holidays and seasons

Template 3.1: Valentine's Day - Red/pink color scheme - Heart imagery - Romantic messaging - "Perfect for Your Valentine" headline

Template 3.2: Mother's Day - Soft pink/floral elements - "For Mom" messaging - Elegant, feminine design

Template 3.3: Easter - Pastel colors - Spring imagery (flowers, eggs) - "Easter Collection" headline

Template 3.4: Father's Day - Masculine color scheme - "Treat Dad" messaging - Bold, simple design

Template 3.5: Halloween - Orange/black color scheme - Spooky-fun elements - "Trick or Treat" messaging

Template 3.6: Thanksgiving - Autumn colors - Gratitude messaging - "Give Thanks" theme

Template 3.7: Christmas - General - Red/green/gold colors - Festive elements - "Holiday Collection" headline

Template 3.8: Christmas - Gift Guide - Multiple gift options - "Perfect Gifts" headline - Price range variety

Template 3.9: New Year - Champagne/celebration imagery - "New Year, New Treats" messaging - Fresh start theme

Template 3.10: Summer - Bright, sunny colors - "Beat the Heat" messaging - Ice cream emphasis

Template 3.11: Fall - Autumn colors (orange, brown, gold) - "Fall Flavors" headline - Cozy, warm feeling

Template 3.12: Back to School - School-themed elements - "Teacher Appreciation" angle - Bright, friendly design

Template 3.13: Art Crawl - James Street North branding - "Join Us at Art Crawl" headline - Event details - Local Hamilton emphasis

Template 3.14: Supercrawl - Festival vibes - "Find Us at Supercrawl" messaging - Booth location

Template 3.15: Generic Holiday - Versatile design - "Celebrate with Chocolate" theme - Adaptable for any occasion

---

4. Educational & Informational Templates (8 templates)

Purpose: Educate followers and provide value

Template 4.1: Chocolate Fact - "Did You Know?" headline - Interesting chocolate fact - Engaging visual - **Use for:** Educational content, engagement

Template 4.2: How-To/Tip - "Pro Tip" badge - Step-by-step visual or single tip - Helpful information - **Use for:** Storage tips, tasting tips, pairing advice

Template 4.3: Ingredient Spotlight - Single ingredient photo - "Ingredient Spotlight" header - Benefits/story - **Use for:** Quality emphasis, transparency

Template 4.4: Pairing Guide - Chocolate + pairing item (wine, coffee, etc.) - "Perfect Pairing" headline - Recommendation - **Use for:** Pairing suggestions

Template 4.5: Process Explanation - Step-by-step visual - "How It's Made" theme - Behind-the-scenes feel - **Use for:** Craft emphasis, education

Template 4.6: FAQ Answer - Question as headline - Clear, concise answer - Inviting design - **Use for:** Addressing common questions

Template 4.7: Chocolate Types - Comparison chart/visual - Dark vs. Milk vs. White - Educational content - **Use for:** Product education

Template 4.8: Storage Guide - Infographic style - Do's and Don'ts - Visual icons - **Use for:** Customer education, value-add

---

5. Behind-the-Scenes Templates (5 templates)

Purpose: Show the people and process behind the chocolates

Template 5.1: Meet the Team - Team member photo - Name and role - Fun fact or quote - **Use for:** Team introductions, humanizing brand

Template 5.2: Making Process - Action shot (chocolate-making) - "Behind the Scenes" label - Process description - **Use for:** Transparency, craft emphasis

Template 5.3: Day in the Life - Multiple photos in grid - "A Day at Chocolat on James" theme - Storytelling - **Use for:** Authentic content, connection

Template 5.4: Workspace/Shop - Interior shop photo - "Our Hamilton Shop" headline - Inviting atmosphere - **Use for:** Location promotion, ambiance

Template 5.5: Ingredient Sourcing - Supplier or ingredient photo - "Quality Ingredients" messaging - Sourcing story - **Use for:** Quality emphasis, transparency

---

6. Customer Engagement Templates (5 templates)

Purpose: Encourage interaction and build community

Template 6.1: Poll/Question - "Which One?" or "Your Favorite?" headline - Two options displayed - Voting prompt - **Use for:** Engagement, feedback

Template 6.2: Caption This - Interesting/funny photo - "Caption This!" prompt - Engagement encouragement - **Use for:** Fun engagement, community building

Template 6.3: Tag a Friend - "Tag Someone Who…" prompt - Relevant image - Sharing encouragement - **Use for:** Reach expansion, engagement

Template 6.4: User-Generated Content Repost - Customer photo - "Thank you @username!" text - Repost credit - **Use for:** Social proof, community appreciation

Template 6.5: Contest/Giveaway - "GIVEAWAY" large text - Prize image - Entry instructions - **Use for:** Contests, follower growth

---

7. Quote & Inspiration Templates (3 templates)

Purpose: Inspirational and shareable content

Template 7.1: Chocolate Quote - Inspirational or funny chocolate quote - Beautiful typography - Chocolate imagery background - **Use for:** Engagement, shareability

Template 7.2: Motivational - Uplifting message - "Treat Yourself" theme - Self-care angle - **Use for:** Positive messaging, brand personality

Template 7.3: Gratitude - "Thank You" messaging - Customer appreciation - Warm, genuine design - **Use for:** Customer appreciation, community building

---

8. Story Templates (Instagram Stories) (10 templates)

Purpose: Engaging Instagram Stories content

Template 8.1: Story Announcement - Vertical format (1080x1920) - "Swipe Up" or "Link in Bio" CTA - Eye-catching headline - **Use for:** Product launches, blog posts

Template 8.2: Story Poll - Poll sticker area - Question headline - Two options - **Use for:** Engagement, feedback

Template 8.3: Story Quiz - Quiz sticker area - Fun chocolate trivia - Educational angle - **Use for:** Engagement, education

Template 8.4: Story Countdown - Countdown sticker area - Event or launch announcement - Excitement building - **Use for:** Launches, events

Template 8.5: Story Behind-the-Scenes - Casual, authentic feel - "BTS" label - Process or team content - **Use for:** Authenticity, connection

Template 8.6: Story Product Showcase - Full-screen product image - Minimal text overlay - "Shop Now" sticker - **Use for:** Product promotion

Template 8.7: Story Testimonial - Customer review text - Star rating visual - "What Our Customers Say" theme - **Use for:** Social proof

Template 8.8: Story Hours/Info - Store hours or important info - Clear, readable design - "Save This!" prompt - **Use for:** Practical information

Template 8.9: Story Event - Event details - Date, time, location - "Join Us!" CTA - **Use for:** Art Crawl, events

Template 8.10: Story Takeover - "Taking Over Stories Today!" theme - Day-in-the-life content - Multiple story sequence - **Use for:** Engagement, authenticity

---

Template Usage Guidelines

Posting Frequency

Instagram Feed: 5-7 posts per week - Monday: Product showcase - Tuesday: Educational/tip - Wednesday: Behind-the-scenes or UGC - Thursday: Promotional or seasonal - Friday: Weekend promotion or event - Saturday: Lifestyle/inspiration - Sunday: Community/gratitude

Instagram Stories: Daily (1-5 stories per day) - Morning: Good morning/daily special - Midday: Behind-the-scenes or poll - Afternoon: Product showcase - Evening: Event or closing message

Facebook: 3-5 posts per week - Share Instagram content - Event announcements - Community engagement - Longer-form content

---

Customization Tips

For Each Post: 1. Select appropriate template 2. Replace placeholder images with actual product photos 3. Customize text (product names, prices, dates) 4. Adjust colors if needed (stay within brand palette) 5. Add logo (bottom right corner) 6. Export as PNG or JPG (high quality)

Text Customization: - Keep headlines short (3-7 words) - Use action verbs - Include relevant hashtags - Add call-to-action

Image Guidelines: - Use high-resolution photos (minimum 1080px) - Ensure good lighting - Show chocolate clearly - Maintain consistent style

---

Hashtag Strategy (To Include in Posts)

Brand Hashtags: - #ChocolatOnJames - #HamiltonsChocolate - #JamesStreetChocolate

Local Hashtags: - #HamiltonOntario - #JamesStreetNorth - #HamOnt - #DiscoverHamilton - #YHM

Product Hashtags: - #ArtisanChocolate - #HandmadeChocolate - #ChocolateTruffles - #ChocolateGifts - #LuxuryChocolate

Lifestyle Hashtags: - #ChocolateLover - #ChocolateAddict - #TreatYourself - #GiftIdeas - #FoodieLife

Use 10-15 hashtags per post, mix of popular and niche

Content Calendar Integration

Template Selection by Day:

Monday (Product Showcase): - Use Templates 1.1-1.12 - Highlight bestsellers or new arrivals

Tuesday (Educational): - Use Templates 4.1-4.8 - Share tips, facts, or how-tos

Wednesday (Behind-the-Scenes or UGC): - Use Templates 5.1-5.5 or 6.4 - Show process or repost customer content

Thursday (Promotional or Seasonal): - Use Templates 2.1-2.10 or 3.1-3.15 - Announce sales or seasonal offerings

Friday (Weekend Promotion or Event): - Use Templates 2.1-2.10 or 8.9 - Drive weekend traffic

Saturday (Lifestyle/Inspiration): - Use Templates 1.6, 7.1-7.3 - Shareable, aspirational content

Sunday (Community/Gratitude): - Use Templates 6.4, 7.3 - Thank customers, build community

---

Template Access & Management

Canva Team Setup: 1. Create Chocolat on James Canva Team 2. Upload all templates to team folder 3. Organize by category (folders for each template type) 4. Share access with Dan/staff 5. Provide training on customization

Template Naming Convention: - Format: `[Category]-[Name]-[Size]` - Example: `Product-SingleHero-1080x1080` - Example: `Story-Announcement-1080x1920`

Version Control: - Save customized posts with date - Keep original templates unchanged - Archive old seasonal templates

---

Training & Support

Staff Training: - 30-minute Canva basics tutorial - Template customization walkthrough - Brand guidelines review - Posting schedule overview

Quick Reference Guide: - Template selection flowchart - Customization checklist - Hashtag list - Posting schedule

Ongoing Support: - Monthly template additions - Seasonal template updates - Performance review and optimization

---

Success Metrics

Track Monthly: - Posts created using templates - Engagement rate by template type - Most popular templates - Time saved vs. custom design

Optimize: - Retire low-performing templates - Create more of high-performing types - Update based on trends - Refresh seasonal templates annually

---

Next Steps

1. Create Canva Team account
2. Design all 50+ templates
3. Organize into folders
4. Share access with Dan/staff
5. Conduct training session
6. Begin using templates for daily posts
7. Track performance and optimize

Document Status: Complete (Templates to be created in Canva)
Owner: Templates Agent
Implementation: November 2025
Review Frequency: Monthly performance review, quarterly template refresh