

# How To Design For Your Brand In Canva.

*Poppie Pack*



some see a weed  
some see a wish.

wednesdayforwishes.org/donate

## COMBINING typefaces for impact

# OVERVIEW

*This guide will show you how to design for your brand in Canva. You will learn how to:*

## GET STARTED WITH CANVA

How Canva works as a platform. An introduction to using Canva for your brand.

## BRANDING ELEMENTS

Learn the key elements that make a consistent brand, including colors, fonts, imagery and assets.

## IMAGES + FILTERS

Create custom filters to give your images a unique edge. Get started with our selection of pre-set options.

## COLORS

Get inspiration from our beautiful collection of color palettes and learn how to apply them to your own designs.

## FONTS

One of the hardest parts of designing is pairing fonts. We give you a headstart with great font pairs to use in Canva.

## BRAND KITS

See how we've combined all the essential brand elements to create three different case studies that'll inspire you.

## RESOURCES

Create your own brand kit using our remixable templates. We've also assembled a number of other resources.

#13002B  
BLUEBERRY

#494B60  
ACED BLUE

#7B6962  
SHINGLE GREY

#FBFAFB  
STONE WHITE

## ORCHARD STYLE GUIDELINES



## THE EDIBLE COLLECTION

OBJECTPRODUCT.COM/EDIBLE

# INTRODUCTION TO CANVA

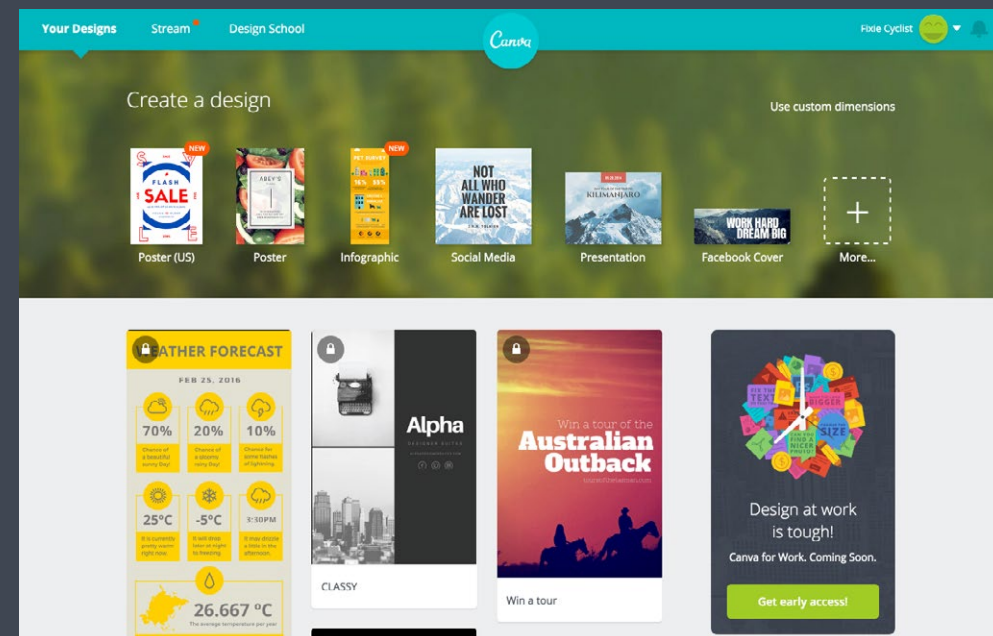
*Amazingly simple graphic design.*

Canva is an online design platform that makes it easy for everybody to create beautiful graphics. You can design almost anything in Canva; from social media graphics to posters, and business cards to presentations.

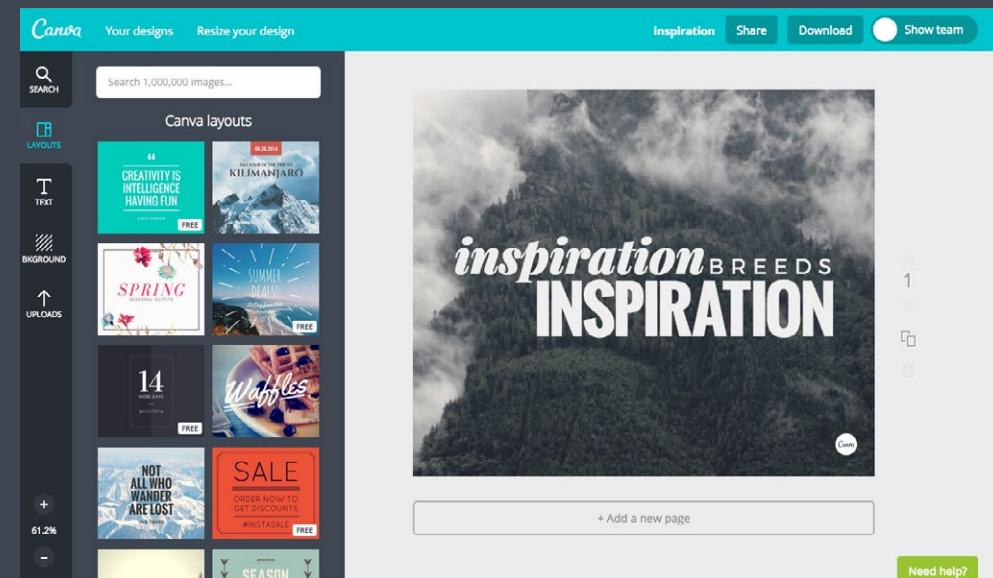
Upload your own images or take advantage of Canva's library of more than 1 million stock images and elements.

Create your own design from scratch or customize the beautiful layouts available in Canva. There are plenty of design styles to choose from and it's easy way to get started.

Create a new design at **canva.com**



*Start a new design on the Canva homepage and easily access all of your existing designs.*



*Choose from thousands of inspirational layouts to quickly get started when you're designing.*

# BRAND ELEMENTS

*Apply these four branding elements consistently to your designs to create a unique brand style.*



## COLOR

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One of the most vital components to graphic design is color. Limit your brand's choice to 3-4 colors. Ensure you have at least one light and one dark tone for contrast.



## IMAGES

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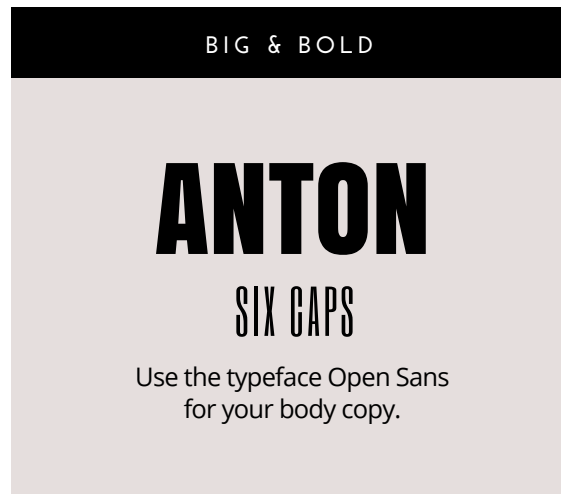
An image speaks a thousand words. Images are a great way to reinforce your style and visually represent your brand ideals. Images with copy space will let your text breathe.



## FILTERS

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Filters are an excellent way to give your graphics a unique flavor. Apply a consistent filter across all of your imagery for a cohesive brand style.



## FONTS

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Pick 2-3 fonts for your brand. Combine contrasting fonts — such as a sans serif and a serif — for maximum impact. Canva has hundreds of fonts to tailor to suit your brand.

# DESIGN IN PRACTICE

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The following section will explain the different components of designing for your brand, from color and typeface choices, to applying consistent style filters to all your imagery.

*Design is not just what it looks like  
and feels like. Design is how it works.*  
- Steve Jobs





# IMAGES + FILTERS

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Consider the tone of your brand, as you have with the typography and the color palette, and apply the same to your images. Here, we have created different filter styles with a breakdown of what each one represents.



Filter settings for VINTAGE:

- Brightness: -30
- Contrast: -17
- Saturation: +21
- Tint: 0
- Blur: +2
- X-Process: +54
- Vignette: 0

FILTER CODE # 4653796466009a

## VINTAGE

'70s-inspired photo filters are in high demand. They echo beaches, salty skin and general summer bliss. In this image, the brightness has been decreased, to soften the blue sky and create warmer tones. Lowering the contrast takes the edge off the hard gleam in the palm tree. Adding a bit of x-process, inflects green tones into the sharp blue, imitating an aged photograph.

**Filter Code: 4653796466009a**



Filter settings for VISTA:

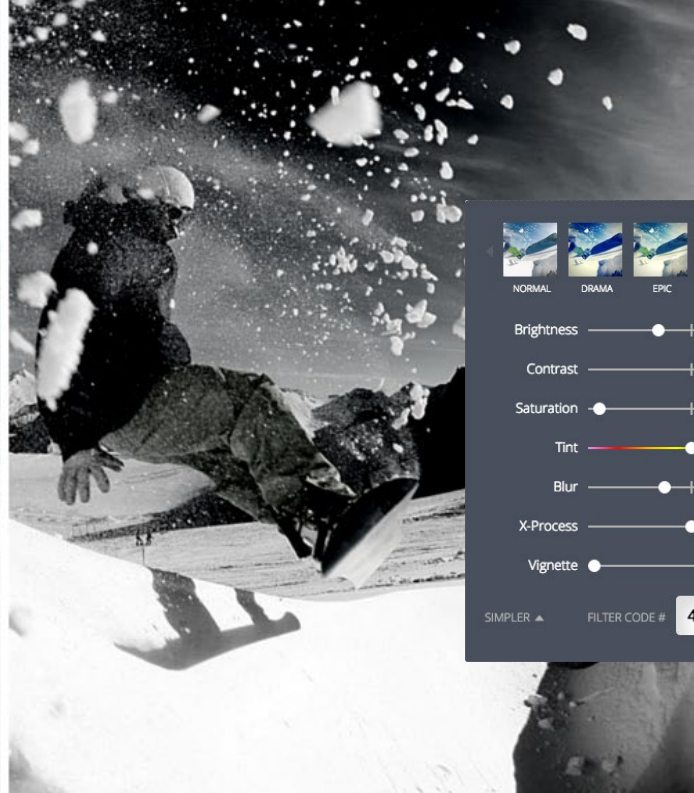
- Brightness: -16
- Contrast: +30
- Saturation: +64
- Tint: 0
- Blur: +2
- X-Process: +15
- Vignette: +24

FILTER CODE # 5482a464661873

## VISTA

Make the still blue of lakes and rivers gleam by increasing contrast and saturation. This helps the shadows become more prominent and separates the colors by darkening specific hues

**Filter Code: 5482a464661873**

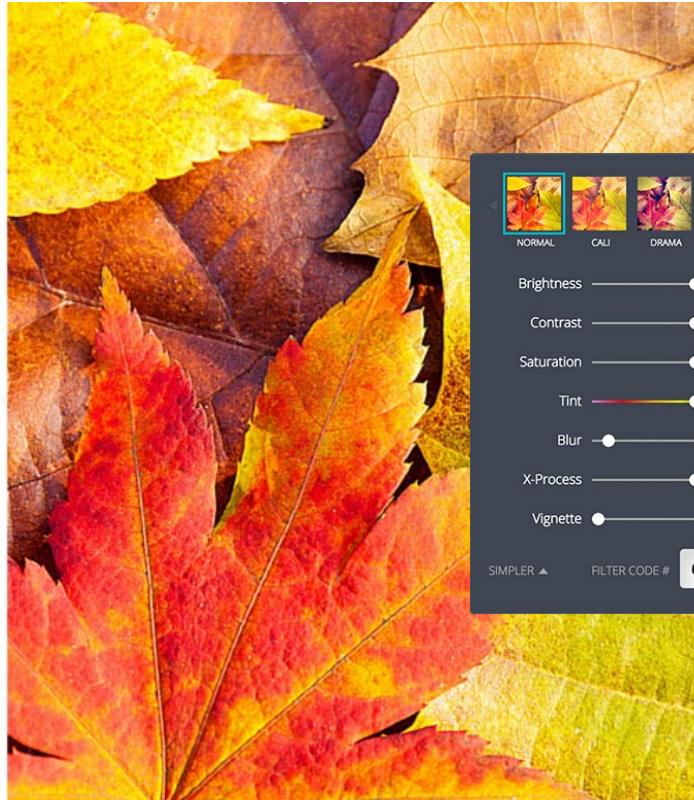


Filter control panel for the Monochrome filter. It includes a row of five filter thumbnails: NORMAL, DRAMA, EPIC, FESTIVE, and GRAYSCALE. Below are sliders for Brightness (-34), Contrast (+65), Saturation (-95), Tint (0), Blur (-28), X-Process (0), and Vignette (0). At the bottom, there is a SIMPLER button and a FILTER CODE # 42a50564480064.

## MONOCHROME

Get the full effect of shapes and forms by applying monochrome to your image. This doesn't necessarily mean that you have to make it black and white; monochrome simply means shades of one color. Toggle the contrast and brightness sliders to achieve the optimum effect for the features within your image.

**Filter Code: 42a50564480064**



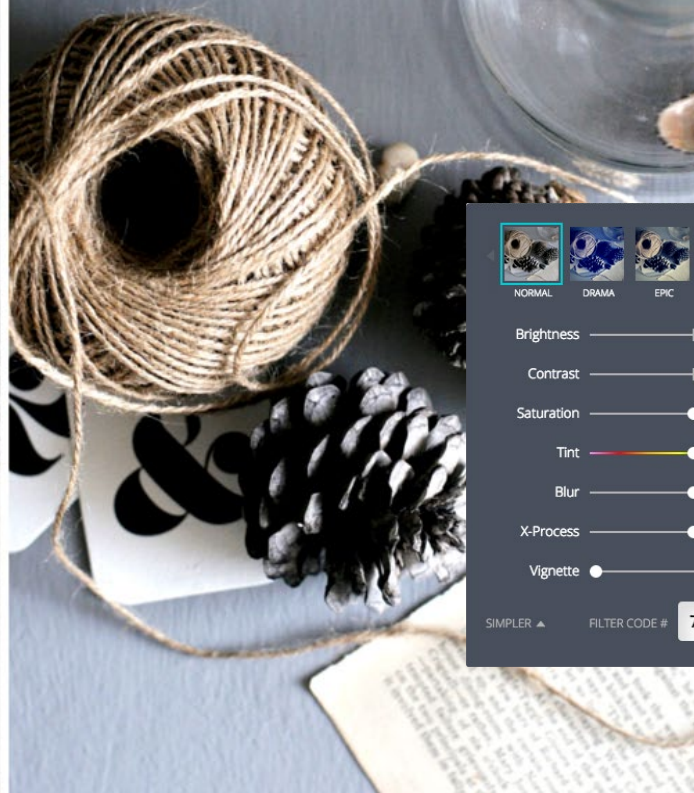
Filter control panel for the Sharpen Up filter. It includes a row of five filter thumbnails: NORMAL, CALI, DRAMA, EPIC, and FESTIVE. Below are sliders for Brightness (0), Contrast (0), Saturation (0), Tint (0), Blur (-89), X-Process (0), and Vignette (0). At the bottom, there is a SIMPLER button and a FILTER CODE # 646464640b0064.

## SHARPEN UP

Create detail and texture in your image by decreasing the blur. This is a great way to get the full texture of elements in your photo. The veins in the leaves (often hindered by the effects of a slow shutter speed) are now brought to life.

**Filter Code: 656565650b0064**





Filter panel for the twine and pine cones image. The 'CONTRAST' filter is selected, showing a preview of the effect. The settings are: Brightness +19, Contrast +60, Saturation 0, Tint 0, Blur 0, X-Process 0, and Vignette 0. The filter code is 77a06464640064.

## CREATE CONTRAST

With objects that are textural, such as twine and pine cones, the contrast should be increased to accent the blends. This feature also helps the layers of objects offset each other by defining the lightest and darkest areas within your image. The saturation in this image has been adjusted to enhance the natural hues in each object.

**Filter Code: 77a06464640064**



Filter panel for the oranges image. The 'HIGH SATURATION' filter is selected, showing a preview of the effect. The settings are: Brightness 0, Contrast 0, Saturation +46, Tint 0, Blur 0, X-Process 0, and Vignette 0. The filter code is 64649264640064.

## HIGH SATURATION

In food photography, keep your objects luminous and intense by increasing the saturation and adjusting the x-process. This will also help enhance the separation between colors.

**Filter Code: 64649264640064**



**FILTER TIP**

*Make the still  
blue of lakes and  
rivers gleam by  
applying contrast  
and saturation.*

*This helps the  
shadows become  
more prominent and  
separates the colors  
by darkening  
specific hues.*



## **COLOR**

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How to create clever color combinations for your brand and apply them to your designs.

## COLOR BREAKDOWN

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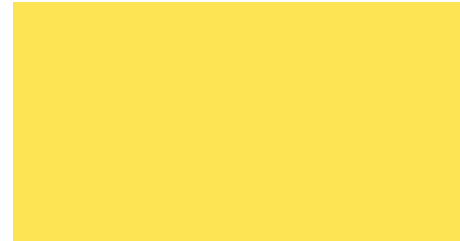
*“The purest and most thoughtful minds are those which love color the most.” - John Ruskin*

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### **GREEN**

Green traditionally represents freshness and the environment, a natural color choice for any brands related to the living world.



### **YELLOW**

Yellow represents happiness and joy. The warmth of this color stimulates mental activity and is said to capture more attention than any other hue.



### **BLUE**

Often used with technology brands, the color blue is associated with security, loyalty, integrity and harmony.



### **ORANGE**

Friendship and adventure are represented by the color orange. You will notice that a common visual representation of sports will include something orange.



### **RED**

Passion, emergency, sexuality and lust are the emotions most often associated with the color red. In eastern cultures, red is the color of good luck.



### **PINK**

Romance and love are celebrated in pink, this hue also relates to nurturing and compassion. It is known to bring out the empathetic qualities in people.



### **PURPLE**

Purple stands for independence, individuality and inspiration. You will see this color used to represent spirituality and magic.



### **GRAY**

They say this tone is known as impartial, being not one or the other. It's commonly used as a neutral color that has no major emotion attached to it.

## THE COLOR WHEEL

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*Designed in 1666 by Sir Isaac Newton - the color wheel is the basic compass used for combining colors, a visual representation of color theory.*

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### **BRIGHT**

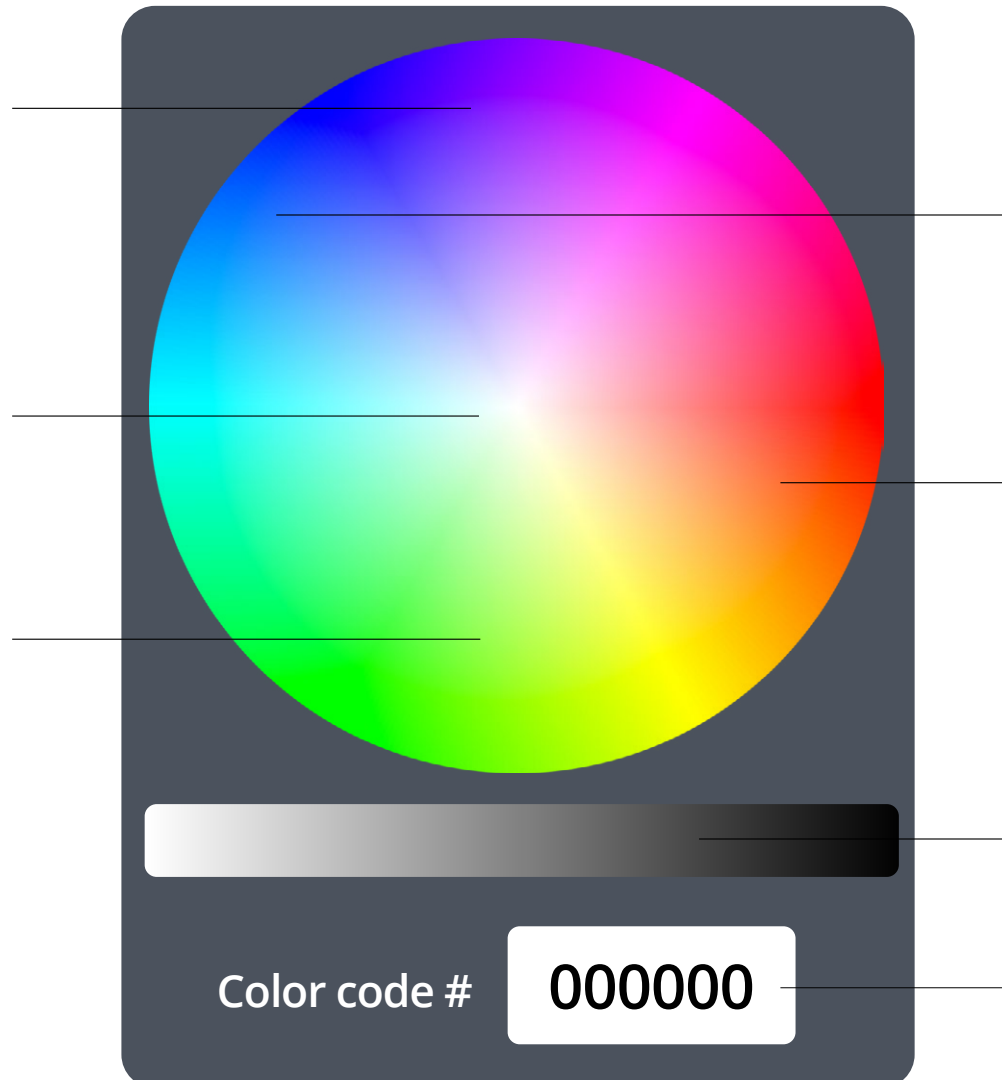
Bright colors are found on the outer edge of the color wheel. They are high-saturation and described as a "hue", the pure spectrum of the color (red, blue, yellow etc).

### **PASTELS**

Pastel colors are the lightest, and most diluted version of each color, and are located in the center of the color wheel. These tones have the lowest saturation.

### **MIDTONES**

These colors are your mid-range tones. They have an impact without over dominating, and can be considered a little muted as they lack the vibrance of bright colors, and the calmness of pastels.



### **COOL TONES**

These are colors that have blue tones in them. They evoke calm and tranquil emotions.

### **WARM TONES**

Warm tones represent energy and vibrance. They contain red and orange tones.

### **BRIGHTNESS SLIDER**

The brightness slider is the tool which allows you to lighten or amplify the tone of your hue.

### **HEXADECIMAL CODE**

The six-digit code which represents the exact color by specifying the values of each hue.

## COLOR GROUPS

Choosing colors has some science to it. Here is a breakdown of some of the main color groups, and how they are established based on their location within the color wheel. Remember this is a guide; the best way to find colors is to experiment with different palettes and combinations.

### ANALOGOUS

These colors sit next to each other on the color wheel. Because they are so similar in hue, create contrast by using different tones.

### COMPLEMENTARY

These colors are opposite each other on the color wheel. This high contrast application creates a vibrant pairing and a strong visual effect.

### SPLIT COMPLEMENTARY

This group is easier to work with than complementary colors. It is made up of two similar colors along with one contrasting hue.

### TRIAD

Colors that sit in an even triangle across the color wheel are the triad group. A successful balance of these hues is when one color dominates over the other two.

### MONOCHROMATIC

A monochromatic color palette is when all shades are of the same color. It is commonly misrepresented as tones of gray, however its true definition is tones of the same hue.

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*“There are colors which cause each other to shine brilliantly, which form a couple which complete each other like man and woman.” – Vincent van Gogh*

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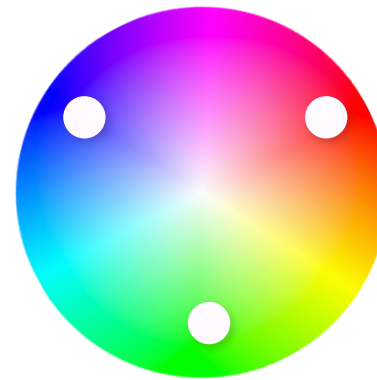
*Analogous*



*Complementary*



*Split Complementary*



*Triad*



*Monochromatic*

## CHOOSING BRAND COLORS

Choosing the right colors for your brand might seem like a daunting exercise. Find out which colors represent your industry or reflect the emotion you want your brand to convey.

Experiment by playing around with different schemes by plucking hues from photos, and creating mood-boards to see how the colors work together, or don't. Try creating a template with a

photo grid. Insert images with interesting colors and collect the dominant hues you like from the photograph to form a palette. It's important to ensure you choose a collection of colors with enough

contrast so that they will work well when applied as backgrounds, elements and overlaying type.

*Color combinations can come from anywhere, from the tones in nature, to the facades of buildings. Use a color dropper tool to create some beautiful palettes of your own. Here we have collated some nice options to inspire you.*





# COMBINING

*typefaces for impact*

## FONTS

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How to create and apply effective font combinations to develop a typographic style for your brand.



## FONT PAIRING

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*Typefaces have personality too. Different typefaces symbolize moods. Therefore, the fonts you choose should represent your business, becoming a visual footprint for your brand.*

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Typography is one of the most interesting and exciting parts of graphic design. Different typefaces represent different personalities, so the ones you choose to for your business will create a visual

footprint for your brand. Just as certain colors work well together, there is a science behind font pairing also. Some type combinations work better together than others. A sans

serif and serif pairing is a nice option, as the opposing styles will create pleasing contrast. You can use a more detailed or elaborate typeface (like Sifonn or Sacramento) as a header, these

are often called display fonts. Remember, you don't have to use different typefaces to get a dramatic effect: use light, bold and italic versions from the same family for versatility.

### SUSHI BAR

*Kaushan Script*

**OPEN SANS BOLD**

Use the typeface Source Sans Pro Regular for your body copy.

### HIGH STREET

**Playfair Display**

*Playfair Display Italics*

Use the typeface Playfair Display for your body copy.

### LUMBERJACK

**NORWESTER**

**ECONOMICA BOLD**

Use the typeface Archivo Narrow Regular for your body copy.

### BIG & BOLD

**ANTON**

**SIX CAPS**

Use the typeface Open Sans for your body copy.

### WOODWORK

**Alfa Slab**

**ALEO BOLD**

Use the typeface Aleo Light for your body copy.

### ART DECO

**SIFONN  
OUTLINE**

**SIFONN**

Use the typeface Josefin Sans for your body copy.

### OKTOBERFEST

**GERMANIA ONE**

**HAMMERSMITH ONE**

Use the typeface Source Sans Pro for your body copy.

### GRAND OPENING

**LEAGUE GOTHIC**

**ROBOTO CONDENSED**

Use the typeface Lora Regular for your body copy.

## FONT PAIRING

GELATO BAR

*Yellowtail*

RALEWAY REGULAR

Use Raleway Regular  
for your body copy.

GEOMETRIC

**Montserrat Bold**

MONTSERRAT REGULAR

Use Montserrat light  
for your body copy.

ENGAGEMENT

Quattrocento

QUANDO

Use Quattrocento for  
your body copy.

CONDENSED

**OSWALD BOLD**

OSWALD REGULAR

Use Archivo Narrow for  
your body copy.

MAGAZINE

**Abril Fatface**

ECONOMICA BOLD

Use Libre Baskerville  
for your body copy.

FRENCH BAKERY

*Parisienne*

MONTSERRAT BOLD

Use Montserrat Light for  
your body copy.

1940

*Sacramento*

LEAGUE GOTHIC

Use the typeface Josefin Sans  
Regular for your body copy.

COCKTAIL HOUR

*Mr Dajoe*

ROBOTO REGULAR

Use the typeface Roboto  
for your body copy.

ORGANIC PRODUCE

**ARVO**

COUSTARD

Use Sanchez Regular  
for your body copy.

FASHION

**BODONI BOLD**

*Bodoni Italic*

Use Quattrocento Regular  
for your body copy.

PERFUMERIE

**LIBRE  
BASKERVILLE**

*Libre Baskerville Italic*

Use the typeface Libre Baskerville  
for your body copy.

INDUSTRIAL

**AILERON  
HEAVY**

ROBOTO CONDENSED

Use the typeface Aileron Regular  
for your body copy.

## CASE STUDY SECTION

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Now that we've demonstrated the elements that make up a brand's identity, we will run through four case studies. They have been created in Canva to show how to easily implement a style guide.

*Design can be art. Design can be aesthetics.  
Design is so simple, that's why it is so complicated.  
- Paul Rand*





# COLLECTION

— GUIDELINES —

## CASE STUDY ONE

*Object Product -  
Home ware Company*

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We've created Object Product, a home-wares and product company that sells Scandinavian style furniture and objects. They've distinguished themselves for their beautiful and functional Nordic products. Given this cool and calm aesthetic, the strategy behind OP is to create a stylish and easy shopping experience.

## THE LOGO

The geometric monogram inside the circle is a typical minimalistic symbol, which is part of the Scandinavian style. The O and P have been tightened together using letter spacing to symbolize the way furniture

and items in a house combine to make a home. Enclosing your logo inside a shape is extremely functional. It means you are able to place it with ease no matter what the background.

## THE COLOR PALETTE

Colors can produce an emotional response, therefore the colors you choose for your products should be selected with care. The palette below has outlined a rationale behind the color choice of each category.

This home ware company has color coded its category sections to easily identify with their audience what each piece of marketing material is about.

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*Colors can produce an emotional response, therefore the colors you choose for your products should be selected with care.*

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### LOGO

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The logo is used in color variants based on category.

### COLOR PALETTE

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#### PLANTATION

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Plantation collection. Plantation green is used to celebrate all plants and items made of plant materials.



#### CRAFTING

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Crafting collection. This category encompasses all items containing paper and crafting materials.



#### EDIBLE

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The edible collection. Blue is the color chosen to represent all the culinary and food associated brand category.

## THE TYPOGRAPHY

The font combination chosen for this brand is Sifonn and Josefin Sans, both art-deco style sans serifs. The clean and sharp edges of the typefaces represent the equally crisp edges and structure of the products sold at Object Product, while also

fitting with its contemporary aesthetic. Sifonn, with its heavier weight, is a suitable typeface for headings and call to action messaging. Josefin Sans is a finer font, and works well for body copy and subheadings.

## THE IMAGES

The filter used for Object Product is low contrast and high saturation. This creates a shallow depth of field, making the objects in the image seem flat, allowing the photograph to act as a background. Another vital component to all the

photographs used is that it has been shot from a bird's eye view (flat high angle), to showcase the products laying flat. This also creates a more one dimensional effect which better acts as a background than angled photographs.

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*Another vital component to all the photography used is that it has been shot from a bird's eye view (flat high angle), to showcase the products laying flat.*

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## TYPOGRAPHY

### SIFONN

Primary Typeface

### JOSEFIN SANS (BOLD)

Secondary Typeface 1

### JOSEFIN SANS

Secondary Typeface 2

## TREATMENT

### HEADINGS

Sifonn to be used for title and headings.

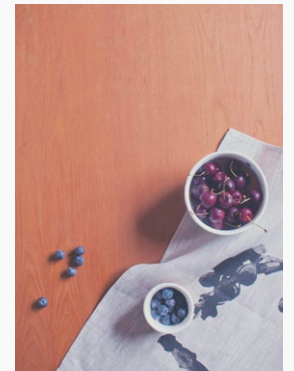
### SUBHEADINGS

Josefin Sans Bold caps to be used for all subheadings.

### Bodycopy

Josefin Sans Bold caps to be used for all bodycopy.

## IMAGERY



FILTER CODE: 7E32A764640075

This filter is low contrast and high saturation. The benefit of this is that it creates a shallow depth of field, allowing the imagery to act as a flatter style background but keeping the colors strong and warm.

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*Its Twitter posts use a color overlay on top of the background image which helps the collection category stand out and enhances the white type.*



*Left: A Twitter post in action. Right: Three different posts using different category colors and imagery.*

Object Product has used the color overlay effect for their social media posts. This application serves the minimal text on

these graphics. It offsets well the background from the type and allows the category name to be full focus.




# SIGNAGE

HOW BRAND IDENTITY IS IMPLEMENTED IN A STORE.







## **CASE STUDY TWO**

*Wednesday for Wishes  
- Charity Foundation*

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Wednesday for Wishes is a charity foundation that supports less privileged children. Every child brought up in a loving home with the luxuries of choice has wishes granted, but the same is not said for those less fortunate. Wednesday for Wishes raises money to help grant the wishes of children that are orphaned, homeless or unwell. It is a humanity focused not-for-profit with a dream for a better world.

wednesday for wishes  
brand styleguide



## THE LOGO

The “Ribbon of Infinity” has been created to represent the idea that a wish does not go away until it is granted. Both ends of the ribbon get smaller, but one always sits off

the page as if never ending. The logo can be used in any of the brand colors but always at 80% opacity.

## THE TYPOGRAPHY

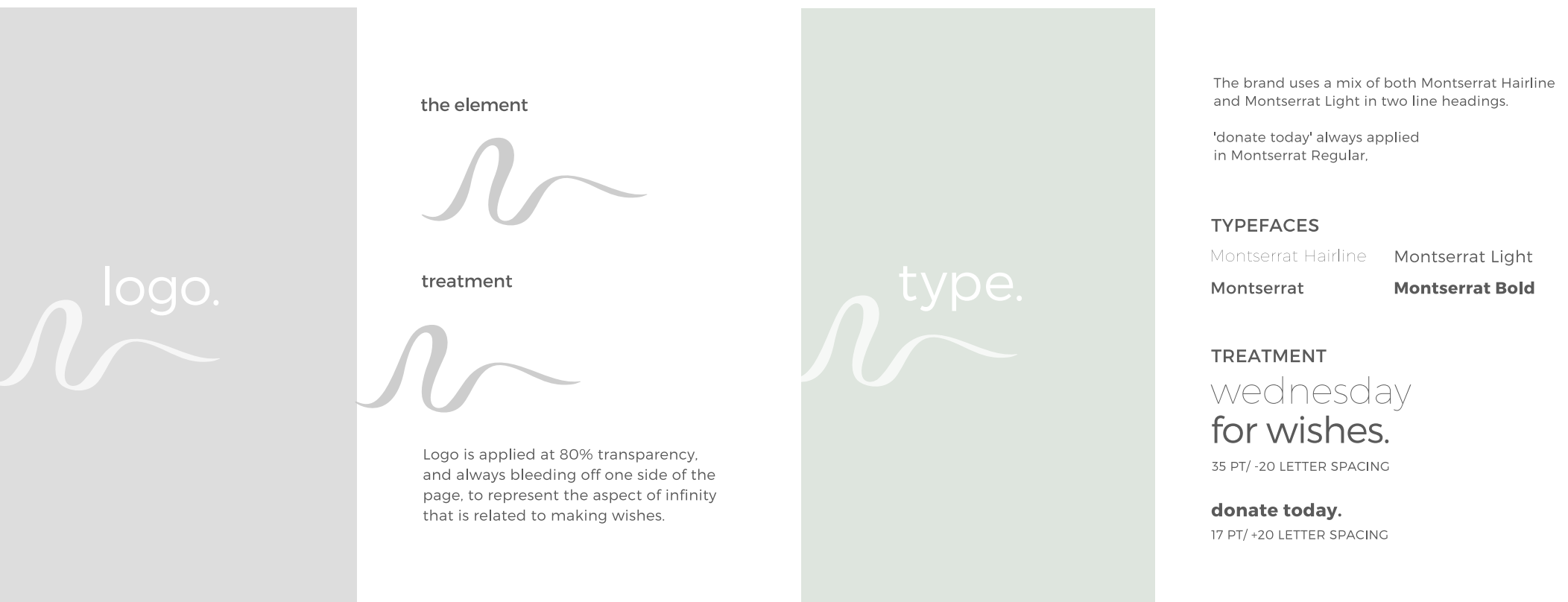
Montserrat has been chosen as the brand typeface. It's a very neutral and unpretentious sans serif that is easy to read and stands out well when scaled. There are three weights that are applied to different parts

of text, and all copy is placed in lowercase, this is the brand making a statement. This choice represents their lack of interest in hierarchy or levels of importance, only their brand mission.

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*Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy. — Erik Adigard*

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## COLOR PALETTE

The Wednesday for Wishes foundation has a soothing palette made up of soft colors. These colors have been muted with a subtle transparency to

represent the opaque thistles of a dandelion. The dandelion is a common symbol within brand imagery and is associated with making a wish.

## THE IMAGES

The image style chosen for Wednesday for Wishes is made up of decreased brightness, a purple tint and heavy x-processing. The combination of these effects makes for a soft and whimsical effect. In terms of the content, Wednesday for

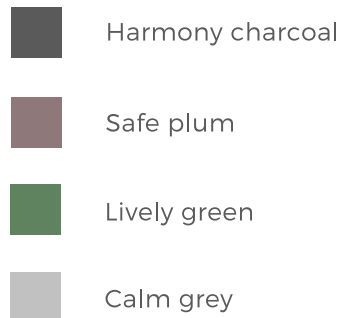
Wishes choose wild dandelions as a theme in marketing material, as they are synonymous with the analogy of wishes. There is also a subtle transparency applied to the images to enhance style and tone of the brand.

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*Wednesday for Wishes choose wild dandelions as a theme in their marketing material as they are synonymous with the analogy of wishes. There is also a subtle transparency applied to the images to enhance the whimsical tone.*

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color.



images.



FILTER CODE: 5A7942A06832B4

Wild dandelions are synonymous with the analogy of wishes, an obvious feature when choosing image content for Wednesday for Wishes.

## DESIGN IN PRACTICE

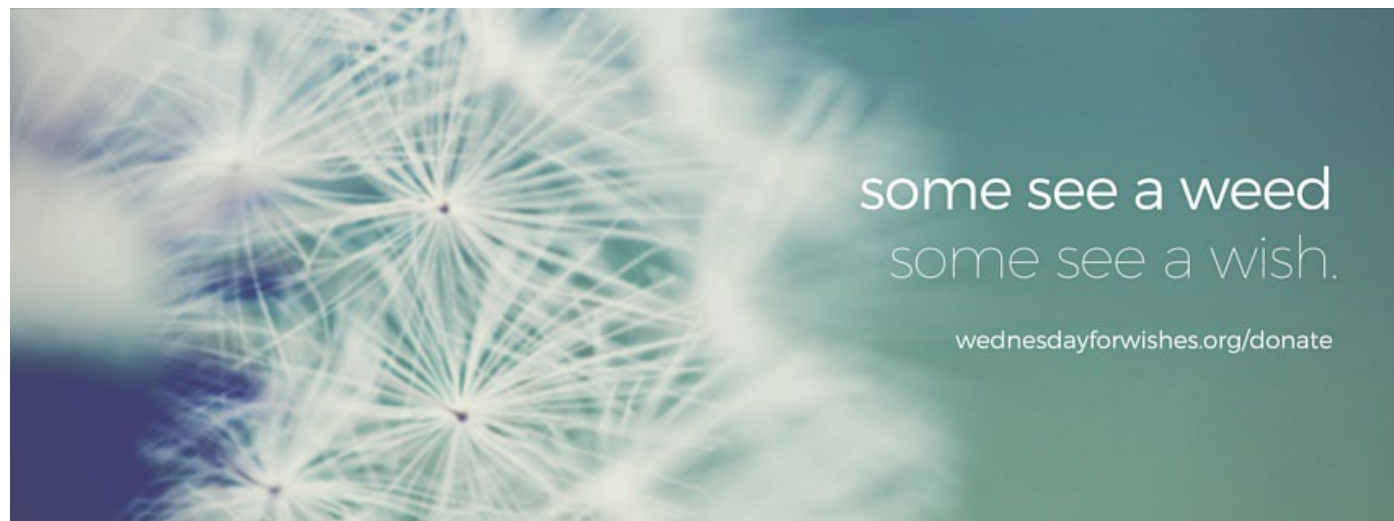
Here is a collection of Wednesday for Wishes collateral. The poster has more detailed information in order to drive potential new supporters. From a design perspective, you will see that

the text wraps around the dandelion for emphasis. The social media posts take a more simplistic approach. It's vital to include your tag-line and a call to action within your graphic.

If you are creating a Facebook Cover or Twitter Header, there is an avatar on the left hand side. It's important to compose your design to the left as opposed to the other graphics which have

been right aligned. The logo is already in your profile picture, so it isn't necessary to include it in the design of your cover.

*From top left: Poster, Social Media Posts and Facebook Cover.*





**ORCHARD**  
STYLE GUIDELINES

## **CASE STUDY THREE**

*Orchard -  
Fresh Produce*

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The McGrath family has been building Orchard, their fresh foods company, for 57 years. They deliver consistent quality to their customers, and continue to improve season to season. Orchard uses no pesticides or genetic enhancers on their produce. They pride themselves on their organic methods, from the growth of its fruit and vegetables to their packaging and delivery. The “Paper Bag Promise” of 100% natural food that was installed by the Orchard pioneer still lives today.

## THE LOGO

The team at Orchard are firm believers in "you are what you eat". Orchard's logo is symmetrical, representing the natural balance and order that's found in nature. The logo serves as a guarantee to

customers that the company is committed to supplying food in its most natural form. Orchard will nourish and connect your family with the goodness of the earth.

## THE COLORS

Because Orchard doesn't believe in artificial adjustments or modifications, the same rules apply to their branding. Therefore, the colors chosen

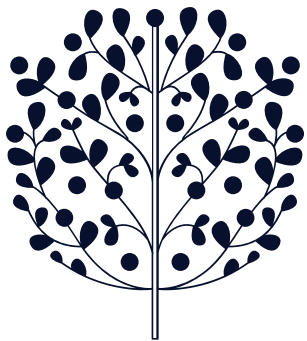
for their color palette are tones drawn from the first products that original founder, Terry McGrath grew: blueberries, pumpkins and eggplant.

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*Orchard's logo is symmetrical, representing the natural balance and order that's found in nature.*

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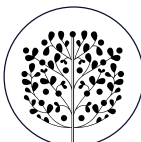
### LOGO



OPTION 1



OPTION 2



OPTION 3

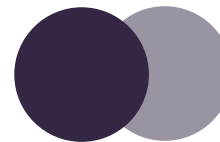
### MODERN BOTANICS

The team at Orchard are firm believers in "you are what you eat". Orchard's tree logo is symmetrical, the two halves reflecting each other. This represents the benefits of using, eating and cooking with the produce we grow at Orchard. **It will nourish and connect your family with the goodness of the earth.**

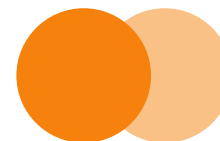
### COLORS



BLUEBERRY



EGGPLANT



PUMPKIN

### FRUITFUL PALETTE

Because Orchard doesn't believe in genetic modifications to food, the same rules apply to its branding. The colors chosen for Orchard's color palette are tones drawn from the first products that Terry McGrath (Orchard's Founder) grew: blueberries, pumpkin and eggplants.

## THE TYPOGRAPHY

Orchard uses two typefaces: Raleway Heavy and Source Sans Pro. Raleway Heavy, with its bold and geometric style, is used for titles and headings.

Source Sans Pro has been chosen as a secondary typeface for its easy-to-read quality. An added benefit is how its narrow form contrasts nicely with Raleway.

## THE IMAGES

The filters used for Orchard's imagery are slightly desaturated, suggesting that the products are free of genetic modifications. This finish gives the content an organic and

untouched feel. Increasing the brightness enhances the element of freshness. Adjusting the brightness also ensures that when the dark color overlay is applied the produce doesn't get lost.

---

*The filters used for Orchard's imagery are slightly desaturated, suggesting that the products are free of genetic modifications. fruits and vegetables.*

---

## TYPOGRAPHY

### FONTS

---

#### RALEWAY HEAVY

Heading and Title Case

#### SOURCE SANS PRO

Sub headings

#### SOURCE SANS PRO BOLD

Smaller text and body copy

*Mr Dajoe*

Break out text for posters

### TREATMENT

---

## ORCHARD

31pt | +250 letter spacing

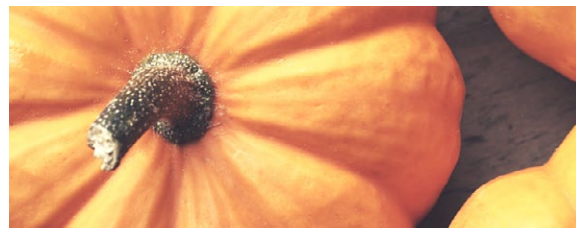
HOME OF FRESH PRODUCE

11pt | +370 letter spacing

This is Orchard's body copy text.

11pt | 0 letter spacing

## IMAGES



### ORGANIC FRESHNESS

---

The filters used for Orchard imagery are slightly desaturated using a subtle transparency, suggesting that the products are free of genetic modifications. There is also a color overlay applied to enhance text legibility. **This finish gives the content an organic and untouched feel.**



**ORCHARD**

HOME OF FRESH PRODUCE

# Blueberries

The berry with powerful antioxidants as well as a multitude of health benefits is back in season, come and get your Orchard fresh blueberries today.

**\$4 PER PUNNET | \$14 PER BOX**

ORCHARDFRESH.COM



**ORCHARD**

HOME OF FRESH PRODUCE

# Avocados

Avocados are an excellent source of protein low in sugar. They help nourish your skin and also have fiber for healthy digestion.

**\$4 EACH | \$20 PER BOX**

ORCHARDFRESH.COM



**ORCHARD**

HOME OF FRESH PRODUCE

# Eggplant

Rich in vitamins B1 and B6 and potassium - eggplants are a seasonal family favorite.

**\$5 EACH | \$25 PER BOX**

ORCHARDFRESH.COM

---

*The team at Orchard offer weekend tours around the farm to educate people on the importance of organic horticulture. Orchard's Facebook page is used as a resource for follow up information.*

---

*Posters designed to celebrate seasonal fruit using the feature typeface, Mr Dafoe.*



# FRESH FACTS

**Beetroot** - *the natural rehabilitation.*

Beetroot contains betaine, a substance that relaxes the mind and is used in other forms to treat depression.



# FRESH FACTS

**Swiss chard** - *the nutrition explosion.*

It's an amazing source of vitamins K, A, and C, as well as a good source of magnesium, potassium, iron, and dietary fiber.

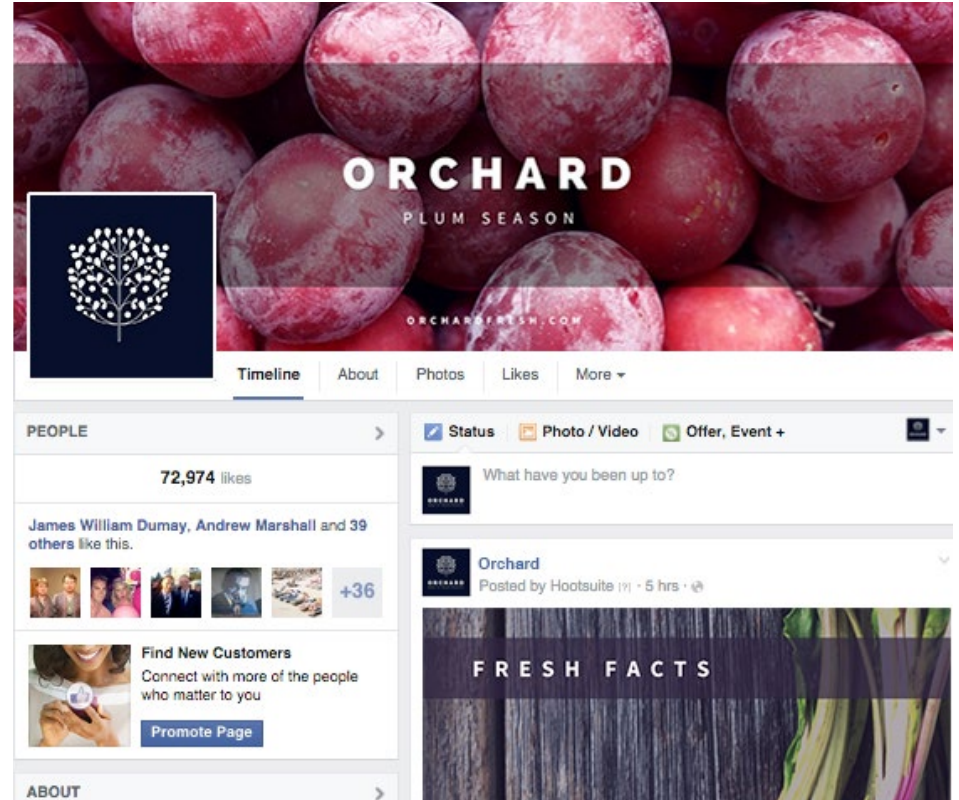


*The "Paper Bag Promise" of 100% natural food that was forged by the Orchard pioneers still lives on today.*

Orchard's social media space is utilized as an educational forum to encourage customers to learn about the health benefits of the different fruit and vegetables sold at the market. This is also an excellent learning portal for

children. There are printable fact cards, and on weekends there are guides who offer tours on the farm educating people on the importance of organic horticulture.

*From top left: Printable fact cards, the Orchard Facebook Page featuring cover image and profile picture.*



# RESOURCES SECTION

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Click on these images to create and save your own version of all the brilliant designs you have seen in this book. Adjust the

designs as you please, create new color palettes and challenge your type combinations using these useful templates.



Color palette



Poster



Fact graphics



Orchard styleguide



Object Product styleguide



Wednesday for Wishes styleguide



Twitter graphics



Diagram layout



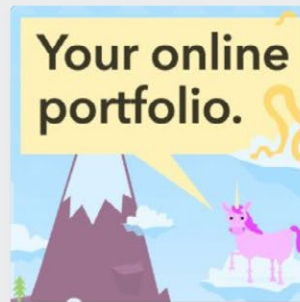
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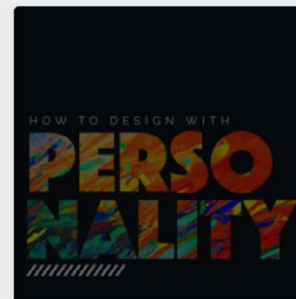
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