

# Canva for Business & Content — Workbook

This workbook turns the course into the real setup work, decisions, and checklists you will use to make Canva produce consistent, professional content fast. Each section maps to a course module: setting up your workspace, building a Brand Kit and learning the design rules, creating social posts, decks, and marketing assets, and running a repeatable weekly workflow with Canva's power tools. Work through it in order, and actually fill in the Brand Kit sheet and template tracker with your real hex codes, fonts, and post sizes, because guessing those later is the single biggest reason content drifts off-brand. Nothing here requires design experience, and the included spreadsheets are meant to become your permanent reference.

## Canva Foundations and Your Design Workspace

Get oriented in Canva, set up an organised workspace, and lock in the file habits that make every later project faster.

### Exercise: Editor Familiarisation Drill

Open a blank custom-size design (1080 by 1080) and complete each task by hand so the editor becomes muscle memory. Write a short note on what you found for each.

- Add three rectangles, then use Position and Tidy up to space them evenly. What did the spacing tool do for you?

- Group the three shapes with Ctrl or Cmd plus G and move them as one block. How does grouping change how they behave?

- Add a text box, change its font and size from the top toolbar, then duplicate it with Ctrl or Cmd plus D. Where does the duplicate land?

- Drag one element near the centre until the purple smart guides appear. What are the guides telling you?

### Worksheet: Your Workspace Setup Plan

Decide your account tier and folder structure before you start designing. Fill in each field with your real plan so your Canva projects stay findable from day one.

Account tier I am using (Free, Pro, or Teams) and why

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My five top-level folder names (e.g. 01 Brand Assets, 02 Social Templates ...)

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My file naming convention (e.g. Type\_Topic\_Year)

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Logo files I need to upload (full-colour, white, black, icon-only)

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Brand photos or graphics I will store in Uploads

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How I will share designs for feedback (comment-access link, not screenshots)

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### Checklist: Workspace Ready Checklist

- I have created my five top-level folders before designing anything.
- I have uploaded my logo in full-colour and white versions at minimum.
- I have chosen and written down a file naming convention.
- I know where Version history is so I can roll back a wrecked design.
- I have learned the five core keyboard shortcuts (copy, paste, duplicate, group, undo).

## Build Your Brand Kit and Design Like a Pro

Define your brand once so consistency is automatic, then pressure-test a design against the core layout, type, and colour rules.

### Worksheet: Brand Kit Definition Sheet

Pin down your brand so you never guess again. Pull hex codes from your existing logo or website, or build a small palette with Colors or Canva's colour tools. Keep it tight: three to five colours, two fonts.

Primary colour (hex code)

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Secondary colour (hex code)

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Accent colour for calls to action (hex code)

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Neutral 1 and Neutral 2 (hex codes)

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Heading font

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Body font

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Logo placement rule (where the logo or handle sits on every post)

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### Exercise: Layout Rules Audit

Take one design you have already made, or a recent post from your brand, and grade it honestly against the five core layout rules from the course. For each, note whether it passes and what one change would improve it.

- Alignment: is every element lined up with something, or are edges ragged?

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- White space: is there generous breathing room, especially near the edges?

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- Hierarchy: is the single most important thing clearly the biggest and boldest?

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- Contrast: does the main text stand clearly apart from its background when you squint?

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- Focal point: is there one obvious thing the eye lands on first, or does it shout several things at once?

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## Worksheet: Typography and Colour System Plan

Lock in the type and colour rules you will reuse everywhere. This becomes the system you apply to every asset so your content reads as one brand.

Heading style (font, weight, approximate size)

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Body style (font, weight, minimum readable size)

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Font pairing rule I am following (e.g. serif heading + sans body)

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60 percent dominant colour

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30 percent secondary colour

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10 percent accent colour and where I will use it

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Line height I will use for body text (around 1.4 to 1.6)

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### Checklist: Brand Consistency Checklist

- I have no more than five brand colours, saved by exact hex code.
- I am using only two fonts: one heading, one body.
- My logo sits in the same position on every post.
- I have saved a master template per format that uses these brand settings.
- I check text contrast on every design before exporting.

## Create High-Performing Content and Brand Assets

Build social posts at correct sizes, clean decks, and unified marketing assets that all share your brand DNA.

### Worksheet: Social Post Specification Sheet

Plan one post per platform you use, at the correct dimensions, before you design. Filling this in first prevents the cropping and resizing mistakes that make posts look amateur.

Platform and format (e.g. Instagram feed portrait)

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Exact dimensions (e.g. 1080 by 1350)

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The hook line (first thing the viewer reads)

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Single focal point of the design

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Call to action or caption ask

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Logo or handle placement

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## Exercise: Build Your Master Templates

Create one reusable master template for each format you regularly post and for your deck, then describe each so you can reuse it consistently. The goal is to never start from a blank page again.

- Design a master Instagram post template using your Brand Kit. What elements did you group or lock so they do not move?

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- Design a master Story or Reels-cover template at 1080 by 1920. How does the hook stay readable at small size?

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- Build a master deck with title, content, and divider slide layouts. What is consistent across all three?

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- Create a master flyer or lead-magnet cover. What single action does it drive?

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## Worksheet: Marketing Asset Planner

For each marketing asset you need, define its one job before designing. One asset, one action keeps your marketing clear and on-brand.

Asset type (flyer, social ad, lead magnet, email banner)

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Single action it should drive (book, scan, download, visit, use code)

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Headline or main benefit

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Where the QR code or link points

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Export format and resolution needed

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Brand elements applied (colours, fonts, logo)

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## Checklist: Content Quality Checklist

- Every post starts from a master template, not a blank canvas.
- Each design is built at the correct platform dimensions.
- Each asset drives one clear call to action, not three.
- Decks limit each content slide to one idea.
- The hook is still readable when I zoom out to thumbnail size.

## Work Faster: Canva's Power Tools and a Repeatable Workflow

Use Canva's automation and AI tools, export files correctly, and stand up a weekly batched content system.

### Exercise: Power Tools Practice Run

Try each high-leverage feature once on a real design so you know when to reach for it. Note what each tool saved you.

- Use Magic Resize to turn one square post into a story and a Pinterest pin. How long did all three take?

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- Use Background Remover on a product photo or headshot. What did it let you do next?

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- Use Bulk Create with a short two-column list to generate several quote graphics at once. How many did you produce, and did any text overflow?

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- Ask Magic Write for ten caption options, then rewrite your favourite in your own voice. What changed when

you edited it?

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### Worksheet: Export Decision Sheet

Record the correct export setting for each thing you produce so you never ship a blurry or wrong-format file. Keep this as a quick reference.

Asset and its destination (e.g. logo for website header)

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Correct file format (PNG, JPG, PDF Standard, PDF Print, MP4)

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Transparency needed? (yes or no)

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Print settings if applicable (bleed, crop marks, CMYK)

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Reminder: original Canva file kept as editable master? (yes or no)

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### Worksheet: Weekly Content Session Plan

Design the repeatable session you will run every week. Filling this in turns content from a daily scramble into one focused, scheduled block.

Day and time I will batch each week

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Number of posts I am producing per session

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This week's themes or topics

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Which posts I will repurpose with Magic Resize

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Scheduler I will use (Canva Content Planner, Buffer, Later, Metricool)

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One metric I will check next week (saves, shares, or clicks)

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### Checklist: Weekly Workflow Checklist

- I have blocked the same time each week for my content session.
- I write all captions and headlines before I design.
- I design from templates, never a blank page.
- I repurpose every strong post into at least two formats.
- I scheduled everything so it publishes automatically.
- I reviewed last week and noted what to do more of.

## Your Action Plan

1. Choose your Canva tier (Free or Pro) and create your five top-level project folders.
2. Upload your logo files and brand photos, and adopt a file naming convention.
3. Build your Brand Kit: three to five colours by hex code, a heading font, and a body font.
4. Create one master template for each social format you post, using your brand settings.
5. Build a master deck with reusable title, content, and divider slide layouts.
6. Design your first unified marketing asset (flyer or lead magnet) with one clear call to action.
7. Run Magic Resize and Bulk Create once each so you know how to produce in volume.
8. Set your correct export settings for screen and print and confirm you keep editable masters.
9. Schedule a recurring weekly content session and queue your first batch in a content planner.
10. After one week, review which posts performed and plan the next batch around what worked.











