

# Canva Guide

## What is Canva?

What exactly is Canva? Imagine a tool that combines the power of graphic design with the simplicity of a basic computer program. That's Canva in a nutshell. It's an online platform that democratizes design, making it accessible to everyone, regardless of their design experience.

Canva operates on a simple drag-and-drop principle, allowing you to choose from thousands of templates and customize them to your liking. Whether you need a social media graphic, a flyer, a menu, or even a business card, Canva has a template for it. This versatility makes it a perfect companion for Bed and Breakfast owners who want to add a professional touch to their marketing materials without the hefty cost of hiring a designer.

The beauty of Canva lies in its accessibility. You don't need any advanced software or skills. All you need is a computer or even just a smartphone, and an internet connection. Canva's intuitive interface guides you through the design process, turning your ideas into visually appealing designs in a matter of minutes.

In the next part of our session, we'll explore why this tool is particularly beneficial for those in the hospitality industry, especially for Bed and Breakfast owners like yourselves.

# Canva Guide

## Why Canva for Bed and Breakfast Owners?

Let's talk about why Canva is particularly beneficial for your Bed and Breakfast business. In the hospitality industry, first impressions are everything. Your potential guests are constantly bombarded with choices, and what sets you apart is how you present your B&B. This is where Canva comes into play.

**Enhancing Visual Marketing:** In our visually-driven world, the aesthetics of your marketing materials can make a significant impact. Canva helps you create visually appealing content that tells the unique story of your Bed and Breakfast. Whether it's an Instagram post showcasing your cozy rooms, a Facebook banner highlighting a special offer, or a Pinterest pin displaying your gourmet breakfast, Canva ensures your property stands out online.

**Professional Branding:** Consistency in branding builds trust. With Canva, you can easily maintain a consistent look and feel across all your marketing materials. You can customize templates to match your B&B's color scheme, fonts, and overall style, ensuring that your brand identity is strong and recognizable.

**Cost-Effective Solution:** Budgets are always a concern, especially for small business owners. Canva is a cost-effective solution that reduces the need for expensive design software or hiring professional designers. With its free version offering a plethora of options, and the Pro version at a reasonable price, Canva fits into any budget.

**Time-Saving Tool:** In the B&B business, time is precious. Canva's user-friendly interface and template-driven design process mean you can produce stunning designs in just a few clicks, saving you valuable time that can be spent on other aspects of your business.

# Canva Guide

## Getting Started with Canva

### Setting Up Your Canva Account:

First, visit the Canva website or download the Canva app.  
Sign up for a free account using your email, Google, or Facebook account.  
Once you're logged in, you'll land on the Canva homepage, where a world of creative possibilities awaits.

### Navigating the Canva Interface:

The Canva homepage is your starting point. Here, you'll find an array of options: templates, design types, and learning resources.  
At the top, there's a search bar where you can type in what you're looking to create, like "B&B brochure" or "breakfast menu".  
On the left side, you'll see different categories of design types – social media posts, flyers, posters, and more.

### Selecting a Template:

To begin designing, simply click on the type of design you want to create.  
Canva will display a variety of templates related to your chosen design type.  
Browse through these templates and select one that aligns with your B&B's style or the message you want to convey.

### Basic Customization:

Once you select a template, you'll be taken to the design editor.  
Here, you can customize everything – from text and fonts to colors and images.  
You can drag and drop elements, add new ones, or remove what you don't need.

# Canva Guide

## Creating Your First Design

Now, let's put theory into practice by creating your first design. We'll create a simple yet effective promotional social media post for your Bed and Breakfast. This exercise will give you a taste of how quick and rewarding designing with Canva can be.

### Selecting the Right Dimensions:

In Canva, choose 'Social Media Post' for the correct dimensions. This ensures your design looks great on platforms like Facebook or Instagram.

### Choosing a Template:

Browse through the available templates and pick one that resonates with your B&B's vibe. Look for something that aligns with the message or offer you want to promote.

### Customizing the Template:

**Adding Text:** Click on the text boxes to edit. Add a catchy headline or details about a special offer.

**Changing Colors:** To match your B&B's color scheme, click on any colorable element and choose a new color.

**Inserting Images:** You can add photos of your B&B. Click on 'Uploads', then 'Upload an image or video', and select a photo from your device.

### Maintaining Brand Consistency:

Consistency is key. Use your brand colors and fonts (if you have them) to create a cohesive look. This builds brand recognition over time.

### Finalizing and Downloading:

Once you're happy with your design, click on 'Download' in the upper right corner. Choose your file type (JPG, PNG, or PDF) and then click 'Download' again.

# Canva Guide

## Leveraging Canva's Features

As you grow more comfortable with the basics of Canva, you'll discover a wealth of advanced features that can further enhance your designs and streamline your marketing efforts. Let's touch upon a few key aspects:

### **Custom Fonts and Brand Kit:**

With Canva Pro, you have the option to upload custom fonts, ensuring your designs align perfectly with your brand's identity.

The Brand Kit feature allows you to save your brand colors, logos, and fonts, making it effortless to maintain consistency across all your designs.

### **Advanced Design Tools:**

Canva Pro offers advanced tools like background remover, animation features, and more detailed photo editing capabilities, adding an extra layer of professionalism to your designs.

### **Content Planner:**

A remarkable feature for social media management is Canva's Content Planner. You can schedule your posts directly from Canva, helping you manage your online presence efficiently.

While the free version of Canva is incredibly robust, Canva Pro offers these additional features that can save time and elevate your Bed and Breakfast's branding to the next level.



## **Social Media**

1200w x 1200h

Social Media  
Instagram and FB Posts



## **Email Graphics**

600w x Depends on Content

MailChimp or Klavyio



## **Social Story**

1080w x 1920h

Social Media  
Instagram and FB Story