GOODPARTY
BETTER POLITICS. STRONGER DEMOCRACY.

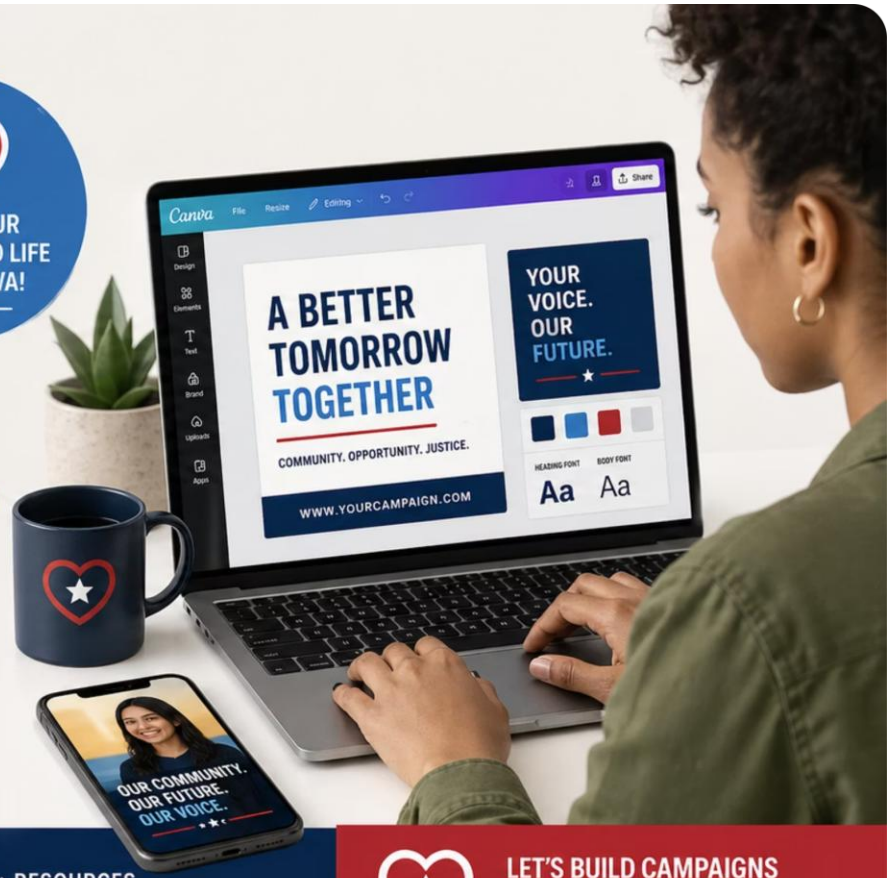
CAMPAIGN BRANDING SERIES

LIVE WEBINAR

CAMPAIGN CANVA TUTORIAL

BRING YOUR CAMPAIGN TO LIFE WITH CANVA!

Design powerful campaign materials you can be proud to put your name on.



HANDS-ON TUTORIAL
Follow along and build your brand in real time.

CANVA MADE EASY
Learn to create professional materials—no design experience needed.

TEMPLATE PACK INCLUDED
Done-for-you templates to save you time.

Q&A + RESOURCES
Get your questions answered and leave with what you need.

LIVE WEBINAR | 60 MINUTES | Q&A + RESOURCES

LET'S BUILD CAMPAIGNS THAT EARN TRUST.

What Makes a Strong Campaign Brand?

Why Branding Matters

A consistent visual identity builds name recognition and trust with voters. Every piece of campaign material — from a yard sign to an Instagram post — should look like it came from the same campaign. Inconsistency signals disorganization.

The Core Elements

- **Candidate logo** — the anchor of your visual identity
- **Color palette** — 2–3 colors used consistently everywhere
- **Typography** — 1 headline font, 1 body font, always the same
- **Messaging tone** — the voice and feeling behind every design

Strong brands feel familiar. Weak brands feel scattered. The difference is consistency.



Setting Up Canva for Your Campaign

Before designing a single flyer, take 30 minutes to set up your Canva workspace properly. A well-organized workspace saves hours of frustration later — especially when volunteers join the team.

1

Create Folders

Organize by asset type: Logos, Social Posts, Flyers, Videos, Event Graphics, Print Assets. One folder per category.

2

Upload Campaign Assets

Add your logo files, candidate photos, and any existing brand materials to the Brand Kit right away.

3

Set Up Brand Kit

Enter your campaign colors, upload fonts, and save logos. Canva will apply these automatically to new designs.

4

Add Collaborators

Invite volunteers and staff with appropriate permissions — editors for core team, viewers for approval stakeholders.

Pro tip: Lock your Brand Kit colors and fonts so volunteers can't accidentally go off-brand.

Creating a Campaign Logo

How to Build It

- Start with a Canva logo template that fits your style
- Choose bold, readable typography — avoid script fonts
- Add a simple icon or shape that reflects your message
- Limit your palette to 2 colors Minimum

Best Practices

- **Keep it simple** — complex logos fall apart on yard signs
- **Readable at distance** — test at thumbnail size and across the room
- **Create two versions** — a horizontal version and a square version for different uses



🎯 Demo: Build a campaign logo live in Canva, starting from a template and customizing it step by step.

Creating Your Campaign Style Guide

A style guide is the rulebook for your campaign's visual identity. When anyone on the team creates a design — staffer, volunteer, or consultant — this guide keeps everything on-brand automatically.



Brand Colors

Define your 2–3 campaign colors with exact hex codes. Save them directly into Canva Brand Kit so they're always one click away.



Typography

Choose one bold headline font and one clean body font. Document exactly which sizes to use for headlines, subheads, and captions.



Photo Style

Define the look and feel of candidate photos — bright and approachable, or bold and authoritative? Consistency in photos builds trust.



Layout Rules

Set rules for print vs. digital formatting — margins, logo placement, and how the candidate's name always appears on materials.

Demo: Save all brand styles into Canva Brand Kit so the whole team can access them instantly.

Designing Campaign Flyers

Key Elements Every Flyer Needs

- **Candidate name & photo** — clear and dominant
- **One core issue or message** — don't try to say everything
- **Headline hierarchy** — biggest text = most important message
- **QR code** — link to website, donation page, or volunteer signup
- **Call to action** — "Vote on Nov. 5" or "Join our team"
- **Contact info** — phone, website, social handles

Layout Structure

Think in thirds: the top third grabs attention (candidate name + photo), the middle third delivers the message, and the bottom third includes the call to action and contact details.

Start from a Canva flyer template and customize — never start from a blank page when you're on a deadline.



Designing Yard Signs & Posters

The 3-Second Rule

A voter driving past your yard sign has about **3 seconds** to read it. If they can't get the message in that time, the sign has failed. Design for the fastest possible reading — not the most information.

Name Only

Candidate name in huge type. Nothing else required.

Name + Office

"Smith for City Council" — adds just enough context.

Name + Slogan

Keep the slogan to 4 words maximum for roadside readability.



Design Principles

- **Minimal text** — 5 words maximum on yard signs
- **Strong contrast** — dark background, light text (or vice versa)
- **Large fonts** — at least 2 inches tall when printed at full size
- **Two colors min** — complex color schemes print poorly outdoors

⚠ Always export at 300 DPI for print. Low-resolution signs look unprofessional and can't be fixed after printing.

Creating Social Media Graphics

Social media is where most voters encounter your campaign daily. Every graphic needs to stop the scroll, communicate quickly, and look like it came from a credible, organized campaign.

1

Design Once

Create your core graphic at Instagram square size (1080×1080)

2

Magic Resize

Use Canva's Magic Resize to instantly generate Facebook, Story, and Twitter versions

3

Review & Adjust

Check each resized version — text may shift and need minor repositioning

4

Export All

Download all platform versions at once and organize by folder before posting



Building a Social Content System

A content system means you're never staring at a blank screen wondering what to post. By organizing your content into pillars and building reusable templates for each, your team can batch-create a full week of posts in one sitting.

Candidate Quotes

Pull powerful lines from speeches or debates. Format consistently with a branded quote template.

Events

Town halls, canvassing days, fundraisers — use one event graphic template for all announcements.

Volunteer Recruitment

A weekly "Join us" post keeps the pipeline full. Template it once, update the date each week.

Policy Explainers

Break down key issues in a consistent carousel or graphic format voters can easily share.

Endorsements

Announce endorsements with a bold, shareable graphic. Build credibility every time one lands.

Demo: Build out a full week's content batch from 5 reusable templates.

Creating Campaign Videos in Canva

You Don't Need a Film Crew

Canva's video editor lets you create polished campaign videos using templates, stock footage, and simple drag-and-drop editing. Even a smartphone-recorded message can look professional with the right template and branding applied.



Types of Campaign Videos

- **Introduction video** — Who is the candidate?
- **Event recaps** — Show momentum and community turnout
- **Volunteer asks** — Personal, direct calls to action
- **Policy explainers** — Short, clear, shareable issue breakdowns

Key features: captions & subtitles (always add them — 85% of social video is watched without sound), transitions, background music, and branded intros/outros.

Working With Volunteers & Staff

The biggest design bottleneck on most campaigns is a single person who controls all the graphics. Break that bottleneck by building a system where volunteers can create on-brand content without needing approval for every post.

Share Editable Templates

Create locked templates where volunteers can only change text and photos — not fonts, colors, or layout. This keeps branding intact while distributing the workload.

Assign Design Roles

Designate a "brand lead" who approves new templates, and "content creators" who populate them. Clear roles prevent brand drift.

Use Comments for Approvals

Canva's built-in commenting lets stakeholders leave feedback directly on designs without email chains. Approve, reject, or suggest changes in one place.

Control Versions

Use shared folders and naming conventions (e.g., "Flyer_Canvass_v3_FINAL") to avoid publishing outdated designs. Lock published templates so they aren't accidentally edited.

Exporting Assets Correctly

Choose the Right Format

- **PNG** — Social media graphics, web images, logos (supports transparency)
- **JPG** — Photos, backgrounds where file size matters
- **PDF Print** — Flyers, posters, yard signs going to a printer
- **PDF Standard** — Documents shared digitally (smaller file)
- **MP4** — Videos and animated social content

Common Export Mistakes to Avoid

- Exporting print materials at screen resolution (72 DPI) — always use 300 DPI for print
- Uploading wrong dimensions to social platforms — check each platform's current specs
- Forgetting to flatten transparencies for certain printers
- Using inconsistent file naming — makes it impossible to find assets fast

⚠ Always proof a printed file on paper before ordering 500 copies of anything.

Campaign Design Best Practices

Great campaign design isn't about being artistic — it's about being clear, consistent, and credible. These four principles should guide every design decision your team makes.

Simplicity Wins

Remove anything that doesn't serve the message. If it doesn't help, it hurts. White space is your friend.

Readability Matters

If voters can't read it in 3 seconds, redesign it. Test every piece at actual use size — on a phone screen, across a street.

Consistency Builds Trust

Use the same colors, fonts, and logo placement on everything. Voters recognize patterns — inconsistency signals amateur hour.

Always Include a CTA

Every single design must tell people what to do next — vote, donate, volunteer, or visit your website. Don't leave voters guessing.

Most common mistakes: too much text, too many colors, inconsistent fonts, and overdesigned graphics. When in doubt, simplify.

Building a Repeatable Campaign System

Think Like an Operations Manager

The goal isn't just beautiful design — it's a **design system** your entire team can run without you. Canva becomes your campaign's content operations hub when set up correctly. Every template you build multiplies your team's output.

The Four Pillars of a Campaign Design System

1 Templates Save Time

Build once, use dozens of times. A great flyer template should take 10 minutes to update, not 2 hours to recreate.

2 Organize Assets Early

Set up folders and naming conventions in week one — not after chaos strikes in week eight.

3 Batch-Create Content

Produce 7 days of social posts in one 2-hour session instead of scrambling daily.

4 Train Volunteers on Systems

A volunteer who understands your system is worth 10 volunteers who are winging it.



Live Workshop — Let's Build Together

This is your hands-on time. Follow along as we build real campaign materials live in Canva. By the end, you'll have actual assets ready to use — not just notes.

🎨 Build a Logo

Start from a template and create a campaign logo with your colors and name — live, in real time.

📄 Flyer → 3 Social Posts

Take one flyer design and use Magic Resize to instantly generate Instagram, Facebook, and Story versions.

📐 Multi-Platform Resize

Resize a single asset for every major social platform in under 2 minutes using Canva's built-in tools.

🗓️ Event Graphic

Design a campaign event announcement graphic from scratch using your Brand Kit — ready to post today.

🖨️ Print-Ready Export

Export a flyer as a print-ready PDF at 300 DPI with bleed marks — exactly what your print vendor needs.

Resources & Next Steps

You now have everything you need to run a professional visual campaign. Use these resources to keep building — and reach out whenever you hit a wall.

Tools & Resources

- **Canva Template Library** — Search "campaign," "election," or "political" for ready-made templates
- **Campaign Branding Inspiration** — Review winning campaigns at all levels for design ideas
- **QR Code Tools** — QR Code Generator (free), Canva's built-in QR element
- **Social Media Planning** — Buffer, Later, or Meta Business Suite for scheduling posts built in Canva
- **Print Vendors** — VistaPrint, Sticker Mule, and 4OVER4 accept Canva PDF exports directly

Q&A — Let's Troubleshoot Together

No question is too basic. If you're stuck on something, chances are your whole team will be too. Bring your questions on:

- Canva features and workarounds
- Export and print settings
- Workflow and team collaboration
- Template organization and naming
- Brand consistency across platforms

Thank you for being here. Now go build something you're proud to put your name on. us