

Make a New Post, Ad, or Flyer

1

Start your design

HAVE A MASTER FOR THIS?

- Open **Projects** → **Masters** (or Starred).
- Click ... and choose **Make a copy**.
- Rename it: **[Year-Month] - [Topic] - [Type]**

NO MASTER YET?

- Search the format: "Instagram post," "flyer."
- Pick for layout, not colors.
- A crown means Pro. Skip those.
- Add your logo, photos, and colors. See **Make it yours** on the back.

2

Fill in the details

- Type over the text: headline, date, offer, and what to do next (call, visit, book).
- Swap a photo by dragging a new one from **Uploads** onto the old one.
- Keep one main message. Cut words, not font size. Stuck? An AI tool can suggest a draft.

3

Check before you download

- | | |
|--|--|
| ☐ Spelling and grammar (check red underlines) | ☐ Date, time, and day of the week match |
| ☐ Phone, address, website, and prices | ☐ Zoom out to phone size. Still readable? |
| ☐ Logo is there, nothing cut off | ☐ Strong contrast between text and background |

4

Download it and file it

Click **Share** → **Download** and pick the file type:

PNG

Social posts and ads

JPG

Email and websites

PDF Print

Anything you'll print

PDF Standard

Flyers you'll email

Then move it into your **Finished** folder so you can find it again.

5

Making this kind of design again?

- Save a master so next time is faster: copy it, swap in **[Headline]**, **[Date]**, and **[Offer]**, lock your logo, and file it in **Masters**. See the back.

More Detail and Setup

MAKE IT YOURS

- **Uploads** → **Upload files** to add your logo and photos, then drag them into your design.
- Click any text or shape, then the color tile. Use the **color picker** (eyedropper) to pull a color from your logo or photo. No eyedropper? Look under **Photo colors**.
- Use the same one or two fonts on everything you make.
- **Copy Style** (paint roller icon) copies formatting from one element to another.

SET UP YOUR CANVA LIBRARY

- In **Projects**, create a folder named **[Your Business] – Canva Library**.
- Inside it, add two folders: **Masters** and **Finished**.
- Find work fast: star your masters so they show up under **Starred**, or search by name in **Projects**.

SAVE A MASTER

Do this for each kind of design you make often: a sale, an event, a tip, a flyer.

1. Make a copy of a design you like.
2. Swap the specifics for **[Headline]**, **[Date]**, and **[Offer]**.
3. Select your logo and click the **lock** icon so it stays put in every copy.
4. Rename it **MASTER – [Type] – [Purpose]**
5. Move it into **Masters** and star it.

FORMATS TO SEARCH

- **Instagram post** or **Instagram story**
- **Facebook post** or **Facebook event cover**
- **Flyer** or **Poster** for print

NEED ANOTHER SIZE?

Free method:

- Start a new design in the new size (for example, Instagram story).
- In your original, press **Ctrl + A** to select everything, then **Ctrl + C** to copy.
- Paste into the new design with **Ctrl + V** and rearrange to fit.
- Save it as a new master so you only do this once.

MAKE IT EASY TO READ

- Strong contrast between text and background
- Text big enough to read on a phone
- One main message per design
- Space around the edges
- A clear next step: call, visit, book, or shop

OPTIONAL PRO SHORTCUTS

Not needed for anything on this sheet.

- **Magic Resize** turns one design into other sizes.
- **Background Remover** removes photo backgrounds in one click.
- **Brand Kit** (expanded in Pro) saves logos, colors, and fonts in one place.