CREATING WINNING DIGITAL PRODUCTS TOOL KIT

Tips and strategies to make designing digital products faster and easier with Canva.

WELCOME

Welcome to ClickSell Studio, the creative brainchild of Sandy and Kirsty, a creative mother-daughter duo from Brisbane, Australia.

At the heart of our studio lies a blend of Sandy's extensive experience in communications, digital design, and coaching, coupled with Kirsty's expertise in business analysis, technology, and a deep-rooted passion for process and creativity.

We aim to provide top-tier digital templates that empower growth, help build connections, and enable positive change. This guide can help you discover how you can offer your audience digital creations that are uniquely you, leveraging our rich blend of expertise and passion.
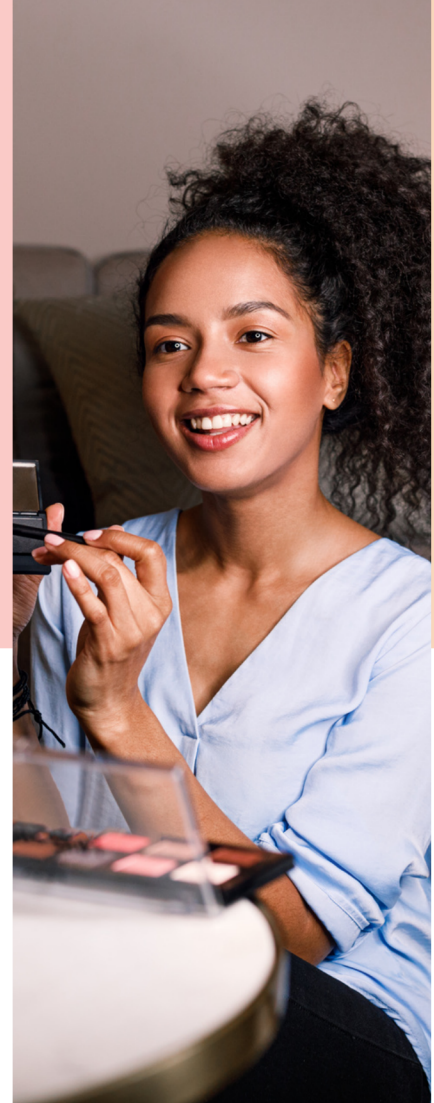
Getting Started With Customizing Canva

In today's digital world, making a mark means your content needs to stand out.

Whether you're a coach, a creator, or a business owner, that takes time, which is always in short supply.

As a specialist in communications and project management, using templates made it possible to meet tight deadlines, customizing them for different purposes and projects.

So being able to customize is magic – and that's where Canva comes in. With its user-friendly interface and versatile tools, Canva is the key to unlocking your creative potential.

This guide will walk you through the basics of selecting the right template, adjusting colors and fonts, and adding your personal touch. Our goal is to show you just how easy and enjoyable it can be to bring your unique vision to life.

CANVA IS DESIGNED TO BE USER FRIENDLY SO THAT ANYONE CAN GET A GREAT RESULT.

IF YOU CAN BROWSE A WEBSITE, YOU CAN USE CANVA. YOU JUST NEED TO BUILD ON YOUR EXISTING SKILLS.

Why Customization Matters

Customization is about creating a deeper connection with your audience, enhancing your brand, and effectively communicating your message. can significantly impact your success because it can:

1. **Enhance Brand Identity:** Using specific colors, fonts, and imagery can help in building a recognizable brand identity so that your audience can instantly identify your content.
2. **Increase Engagement:** Personalized designs create a stronger connection with viewers, leading to higher engagement rates.
3. **Stand Out in the Market:** Tailored designs that speak directly to your target audience can help you cut through the noise and grab attention.
4. **Reflect Your Unique Message:** Customization allows you to tell your unique story in your own words and with your own visuals.
5. **Create Emotional Connection:** Whether it's inspiration, trust, or excitement, customized designs can trigger the exact feelings you want to associate with your brand.
6. **Be Cost-Effective Marketing:** By customizing your designs, you are essentially creating unique marketing materials without the high costs associated with traditional marketing content creation.

In the following sections, we'll explore how you can harness the power of customization in Canva to elevate your digital presence.

Getting Started With Customizing Templates

Your creative journey begins with selecting the right template. While Canva offers a wide array of templates for various needs, it's crucial to choose one that aligns well with your project and brand. Here's how to navigate this essential step:

Define Your Project Goals: What's the purpose of your design? Whether it's a social media graphic, a business presentation, or a coaching worksheet, having a clear goal will guide you to the appropriate type of template.

Explore Canva's Library: Canva has hundreds of templates, sorted templates into different categories – from marketing materials to social media posts. Spend some time exploring to find templates that resonate with your project's theme and objectives.

Be sure to check Canva's licensing terms: you can use their templates for yourself but you can't sell them in any format. You can use them for inspiration.

CANVA IS DESIGNED TO BE USER FRIENDLY SO THAT ANYONE CAN GET A GREAT RESULT.

IF YOU CAN BROWSE A WEBSITE, YOU CAN USE CANVA. YOU JUST NEED TO BUILD ON YOUR EXISTING SKILLS.

Consider Your Branding: It's important to choose a template that complements your brand identity. Look for designs with colors, fonts, and layouts that either match your brand or can be easily adapted to do so.

Flexibility and Versatility: The best templates are those that can be adapted for various uses. Look for designs that offer versatility in terms of layout and style.

Customization Potential: While most Canva templates are customizable, some offer more scope for personalization than others. Choose templates that allow for the level of customization you desire.

Experiment and Customize: In Canva, you can immediately see how your customizations look as you make them. Do try different templates and play around with various elements to find the best fit for your project.

Check Out ClickSell Studio's Templates: For even more unique and specialized options, explore the templates available at ClickSell Studio.

Our templates are specifically designed to be user-friendly, highly customizable, and visually appealing. Plus they have full resale rights so you can customize them to suits your needs, whether you're a coach, entrepreneur, or content creator.

Canva Customizing Techniques

This is where you breathe your own life into a design, making it uniquely yours. Even simple changes can have a big impact. Here are some basic yet powerful techniques to start.

Changing Colors

Why It Matters: Colors can dramatically affect the mood and tone of your design. They play a crucial role in brand recognition and emotional impact.

How to Do It: Use the color tool in Canva change backgrounds, text, table cells, and graphical elements. Stick to your brand colors or choose a palette that suits your project.

Modifying Fonts

Why It Matters: Fonts can influence readability and set the tone of your message. The right font can make your design look professional and aligned with your brand voice.

How to Do It: Explore Canva's font library to find styles that suit your brand and message. Remember to balance style with readability, especially for text-heavy designs.

THE KEY TO BEING SUCCESSFUL WITH CUSTOMIZING IS EXPERIMENTING!

TRY DIFFERENT COMBINATIONS TO FIND WHAT WORKS BEST - THERE'S NO RIGHT OR WRONG, ONLY WHAT WORKS FOR YOU.

Adjusting Layouts

Why It Matters: A well-organized layout ensures that your design is easy to navigate and that key information stands out.

How to Do It: Play with the positioning of elements in your template. Resize, align, and move around text boxes, images, and other components to create a visually pleasing and functional layout.

Adding or Replacing Images

Why It Matters: Images can capture attention and convey messages quickly. They're essential for creating an engaging design.

How to Do It: Use Canva's library of stock photos or upload your own images. Ensure they are high quality and relevant to your content.

You can also experiment with filters and effects to match the image style to your design.
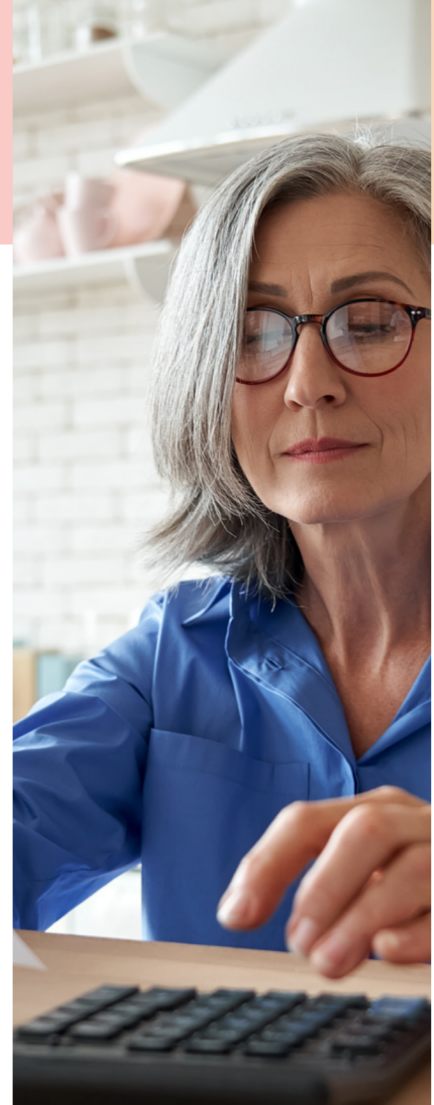
Incorporating Icons and Elements

Why It Matters: Icons and graphic elements can add a creative touch and help illustrate your points more effectively.

How to Do It: Browse Canva's elements section for icons, shapes, and other graphics. Use them to accentuate key points, add flair to your design, or create a visual theme.

Experimenting with Backgrounds

Why It Matters: The background can set the overall tone of your design. It can be a subtle backdrop or a bold statement piece.

How to Do It: Choose from solid colors, gradients, patterns, or images for your background. Consider how it interacts with other elements and the readability of any text.

EACH CHANGE, NO MATTER HOW SMALL, CAN TRANSFORM A STANDARD TEMPLATE INTO A REFLECTION OF YOUR UNIQUE BRAND AND VISION.

Our Top 5 Canva Tips

Mastering Canva doesn't have to be complicated. These pointers will help you make the most of Canva's features

1
Keyboard Shortcuts
Save time and streamline your workflow by using the special Canva keyboard shortcuts.

2
Align and Arrange
Use the alignment and arrangement tools to ensure your elements are neatly organized. These tools are crucial for a tidy and professional-looking design.

3
Add Grids and Frames
Grids and frames are excellent for creating well-structured designs. They're especially useful for collages or when you want to maintain a consistent size and shape for your images.

4
Grouping Elements

Group elements that you want to move or resize together. This keeps your design elements organized and makes adjustments easier.

5
Organize with Folders
Canva's folder system can keep your frequently used elements, templates, and images organized. Create different folders for various projects or types of assets. This organization will save you time when looking for specific items in future designs.

Templates from ClickSell Studio
Don't forget to explore the exclusive range of templates available at ClickSell Studio. Our templates are designed for ease of use and efficiency in Canva.

Our Template Click Change in every template makes it super fast to change fonts and colors so you can focus on making the content yours.

Thank You!

Your journey into digital design has just begun, and we're are honoured to be part of it.

As you explore and experiment more, consider using our template bundles. They're a cost-effective way to enhance your projects.

These bundles cover a range of themes like Anger Management, Manifestation, Anxiety, Gratitude, and more, each designed to provide comprehensive solutions for your product and program needs.

Start your journey towards more impactful and efficient designs with our carefully curated bundles, and save significantly compared to purchasing individual items. Let's make your design aspirations a reality, one template at a time.

CLICK HERE TO SEE OUR TEMPLATE BUNDLES ON ETSY

WINNING DIGITAL PRODUCTS TOOL KIT

BONUS RESOURCES

Great Places to Find Colors

These color palette generators can make customizing our template much easier. Use them to create harmonious color schemes so your products are visually cohesive and appealing.

Website	Description
Coolors	Generate color schemes quickly and easily
Adobe Color	Create color palettes with various harmony rules
Canva Color Palette Generator	Create palettes from uploaded images
Colormind	AI-powered color scheme generator
Color Hunt	Trendy color palettes curated by a designer community
Paletton	Tool to create color combinations and schemes
ColorSpace	Generate color palettes based on one chosen color
ColorFavs	Create color palettes from images or generate random ones
Material Palette	Material design color palette generator
Palette Generator	Generate a color palette from an uploaded image

THESE COLOR PALETTES ARE USUALLY FREE TO USE.

COPY THE GENERATED PALETTE INTO CANVA FOR EASY REFERENCE, OR SAVE THE COLOR HEX CODES.

Great Places to Find Images and Graphics

There are several excellent websites where you can find high-quality, royalty-free images for use in your projects, apart from Canva.

Website	Description
Unsplash	Great for finding artistic and professional images.
Pixabay	Features a large library of free images, vectors, and art illustrations.
Pexels	Good for contemporary and stylish photography.
StockSnap.io	Offers a large selection of high-quality, free stock photos with a straightforward licensing policy.
Burst (by Shopify)	Particularly useful for ecommerce websites, blogs, and digital marketing.
Gratisography	Whimsical, commercial projects, with new pictures added weekly.
FreeImages	Good resource for finding images for various niches.
Picjumbo	Good source for high-quality photos covering various subjects. Good source for high-quality photos covering various subjects.
Reshot	Great for icons and illustrations.

THESE IMAGES ARE USUALLY FREE TO USE FOR PERSONAL AND COMMERCIAL PURPOSES WITHOUT THE NEED FOR ATTRIBUTION, ALTHOUGH IT'S ALWAYS GOOD TO CHECK EACH SITE'S SPECIFIC LICENSING RULES.

Great Places to Find Icons

Icons can make your design pop. For example - instead of a row of boxes for tracking savings, use an icon of a piggy bank, a coin or a bank note.

PRO TIP: Always use SVG format icons to use in canva. you can easily recolor svgs in canva, where you cannot easily recolor jpg or png format files.

Website	Description
Flaticon	Extensive collection of icons in various formats
Iconfinder	Wide range of icons, including free and premium options
Icons8	Diverse icons and graphic resources with various styles
Freepik	Offers icons as well as other graphic elements
Font Awesome	Popular icon set and toolkit
Noun Project	Icons from global creators, with a focus on simplicity
Material Icons	Google's material design icons
Dryicons	Wide selection of icons and graphics
SVG Repo	Collection of high-quality SVG icons
Iconscout	Diverse library of icons, illustrations, and 3D assets
IcoMoon	Custom icons and icon font generation

THESE ICONS ARE USUALLY FREE TO USE FOR PERSONAL AND COMMERCIAL PURPOSES WITHOUT THE NEED FOR ATTRIBUTION, ALTHOUGH IT'S ALWAYS GOOD TO CHECK EACH SITE'S SPECIFIC LICENSING RULES.

Great Places to Find Fonts

Ah fonts. They're an art form all their own. Use them to make our templates your own work of art. This list is our favorite font sites.

Website	Description
Google Fonts	A wide range of free, easy-to-use fonts
Font Squirrel	Hand-selected fonts licensed for commercial use
DaFont	A diverse collection of fonts, many free for personal use
FontSpace	Free fonts shared by designers worldwide
1001 Fonts	Free fonts for personal and some commercial uses
Urban Fonts	Unique and stylish fonts, many free for personal use
MyFonts	Offers a selection of free fonts along with paid options
Behance	Custom-created fonts shared by designers
League of Moveable Type	High-quality selection of open-source fonts
FontStruct	Create and share your own fonts, or use those created by the community

THESE FONTS ARE USUALLY FREE TO USE FOR PERSONAL AND COMMERCIAL PURPOSES. YOU MUST CHECK EACH SITE'S SPECIFIC LICENSING RULES.

Stylish Font Combinations for Your Canva Creations

Use these Free Canva fonts sets to quickly customise our templates.

Look and Feel	Display Font	Heading Font	Body Font
Modern and Clean	Playfair Display	Montserrat	Lora
Playful and Approachable	Pacifico	Roboto	Merriweather
Bold and Energetic	BEBAS NEUE	Poppins	PT Serif
Elegant and Sophisticated	Satisfy	Source Sans Pro	Alegreya
Trendy and Dynamic	Oswald	Open Sans	Noto Serif
Artistic and Creative	Pacifico	Lato	Cardo
Romantic and Graceful	Dancing Script	Arimo	Libre Baskerville
Fresh and Lively	Satisfy	CINZEL	Cabin
Strong and Assertive	JULIUS SANS ONE	Arvo	Open Sans Condensed
Light and Airy	Sacramento	Quicksand	Libre Baskerville
Casual and Relaxed	AMATIC SC	Ubuntu	Garamond
Solid and Trustworthy	Fredoka One	Titillium Web	Crimson Pro
Vintage and Charming	Tangerine	Alice	Varela Round
Contemporary and Versatile	Comfortaa	Ubuntu	Vollkorn
Sleek and Futuristic	SIGMAR ONE	Cabin	Karla