

Canva

FOR  
FARMERS

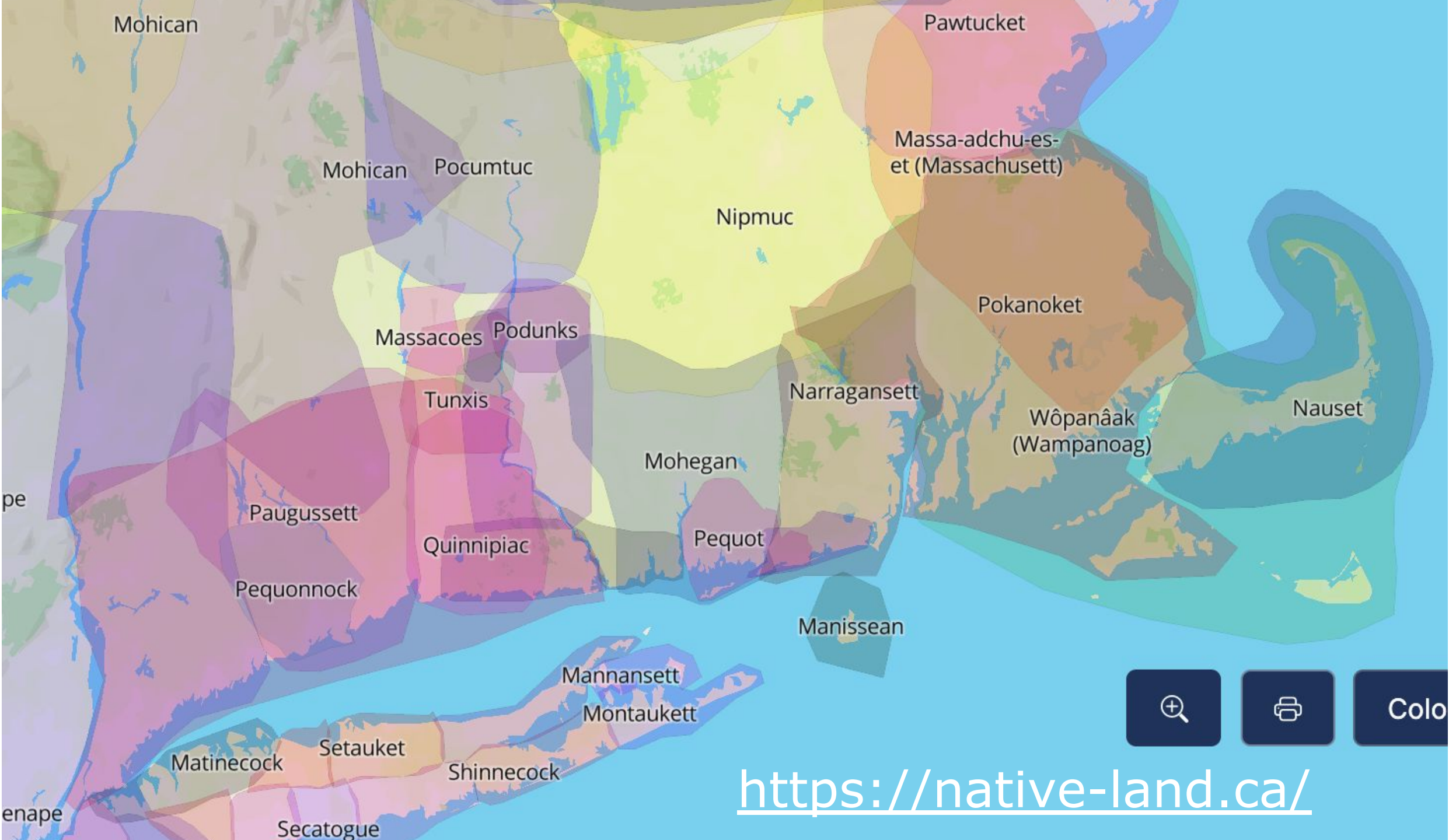
PRESENTED BY  
GROWN  
CONNECTED



# Agenda

- Introduction and land acknowledgement
- Who's in the room
- What is Canva
- Features and tools in Canva
- Pro vs free
- Designing with your brand in mind
- Does and don't in design
- Questions





<https://native-land.ca/>

# Land Acknowledgement

*We would like to begin by acknowledging that the land on which we gather is the territory of the Mohegan, Mashantucket Pequot, Eastern Pequot, Schaghticoke, Golden Hill Paugussett, Nipmuc, and Lenape Peoples, who have stewarded this land throughout the generations. We thank them for their strength and resilience in protecting this land, and aspire to uphold our responsibilities according to their example.*

[landgrabct.org/#/](http://landgrabct.org/#/)



LAND GRAB CONNECTICUT

# Who's in the room?

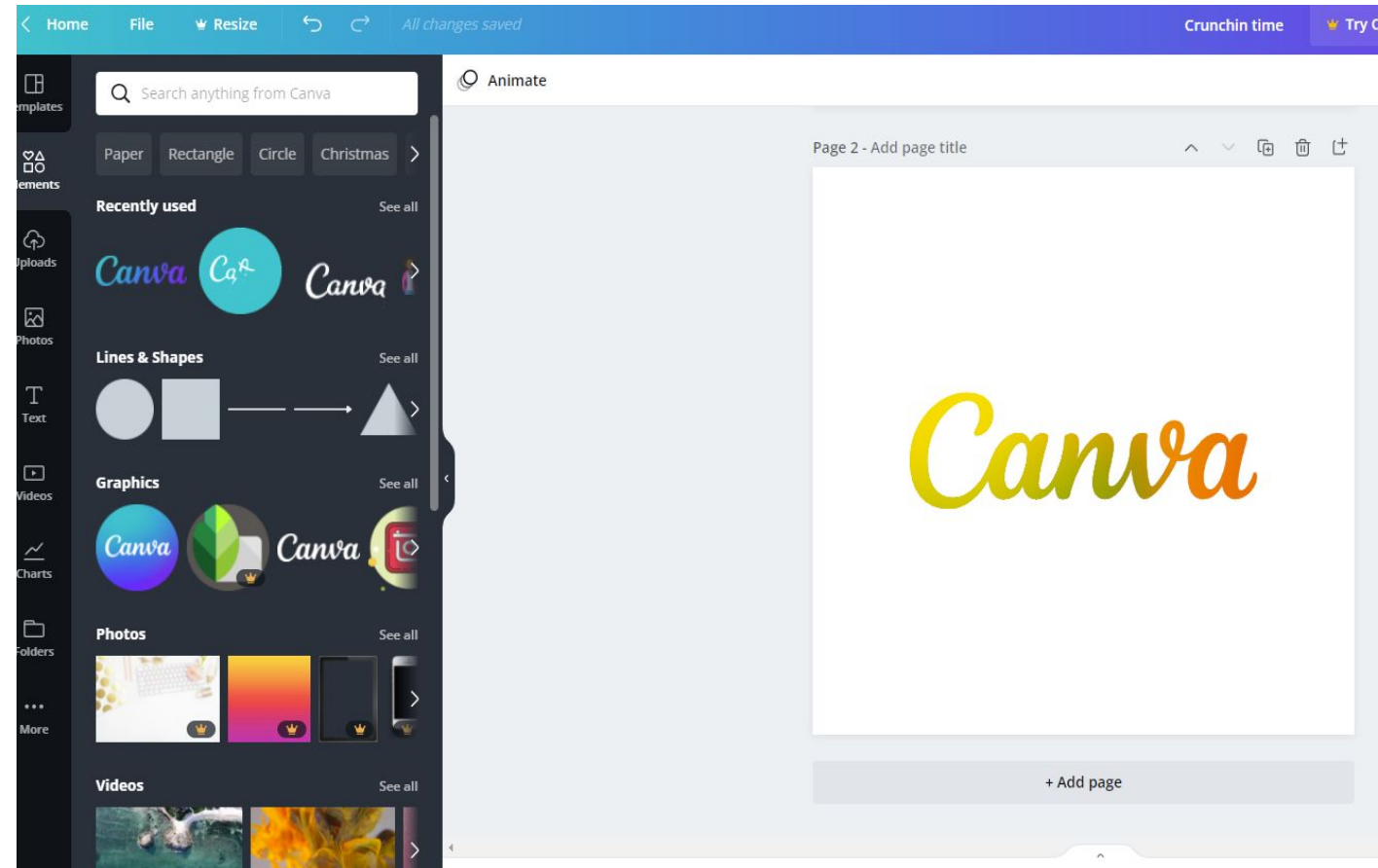


Join us in getting to know other farmers in the room

- We're going to break everyone out into a couple groups and answer the question, "what sort of materials do you design for your farm business"

# Canva

- An online graphic design platform that you can use to create images and designs for your business, personal interests, or for general activities
- Free and subscription levels
- Provides templates to adapt to make your own designs



# What canva can make

- social media posts
- postcards
- flyers
- short videos
- posters
- cards
- stickers
- and more!





# FREE!

## Pro vs. Free

# PAID

- Loads of images and templates for free
- Animate your image
- can pay for individual images
- effects on text
- music clips
- share with others to edit/cowork on projects
- upload your images to create with

- Can resize your image at any time
- background remover
- access to more images/templates/music/ etc.
- Access of pro account for a team of up to 5 people
- Brand Kit
- Content Planner

# How to make a Design





# Designing with your brand in mind

- Logo placement
- Logo colors
- Font type
- Consistency
- Show who YOU are

# Alternatives to Canva

- Paid- Adobe Illustrator or Spark- for people serious about creating designs and are interested in working from scratch instead of templates
- Free Alternatives
  - Visme- better for graphs and maps and data
  - Design Wizard- free templates but not extra graphics
  - Crello/Vista Create- layout similar to Canva but different esthetic for templates



Questions?



## More Workshops Coming Up

# "Marketing your Farm" Webinar Series



Using Canva for Your Farm:  
*Creating easy designs to  
market yourself*

-Monday Nov. 15th at 7:30pm



Using Every Door Direct  
Mailing

-Tuesday Nov. 23 at 7:30pm

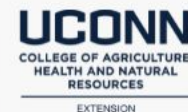


Promoting Your Farm with  
Social Media Ads

-Thursday Dec. 2 at 7:30pm



Presented  
by:



**GROWN  
Connected**  
YOUR COMMUNITY OF FARMS  
IN NORTHEAST CONN