

# Using Canva Like a Pro: Creating Visuals That Sell

By Raj Mahil (306 Technologies Ltd.)

Visuals are the first thing people notice about your brand. Good design isn't just about looking pretty, it's about grabbing attention, telling your story, and moving people to take action. You don't need to be a designer to create great marketing visuals.

With Canva and a few simple design principles, you can make graphics that look professional, connect with your audience, and actually help your business grow.

## 5 Core Principles of Graphic Design

**Balance** – Arrange elements so the design feels stable, not lopsided.

**Contrast** – Use differences (color, size, font weight) to highlight what matters most.

**Alignment** – Keep elements connected with consistent spacing and positioning.

**Hierarchy** – Lead the eye by making the most important message stand out first.

**Repetition** – Repeat styles, colors, or fonts to build consistency and brand recognition.

## Quick Design Checklist

- Can someone understand the message in seconds?
- Do the elements feel stable and balanced?
- Does the eye know where to look first?
- Are fonts and colors easy to read?
- Are the styles consistent with your brand?
- Does the design stand out enough to grab attention?
- Does it connect emotionally with your audience?

## Canva Features to Master

**Navigating Canva** – Learn the sidebar

(templates, elements, uploads, text, projects) and the top menu (resize, file, brand hub).

**Uploads & Assets** – Import your own logos, product photos, or graphics. Canva Pro allows background removal for cleaner images.

**Formats** – Create for multiple channels: Instagram posts, Facebook covers, posters, invitations, resumes, and even presentations.

**Brand Tools** – Set up your brand colors, fonts, and logos in the Brand Kit for quick consistency.

**Templates & Elements** – Start with templates for posts, flyers, or presentations, then swap in your own content. Use icons, shapes, and photos from Canva's library to bring designs to life.

**Collaboration & Reuse** – Work with team members in real time, leave comments, and save your designs into organized folders. Duplicating past designs is a fast way to keep content consistent.

**Storytelling Features** – Add images, icons, and text effects (like shadows or curves) to make your message stand out. Use animations and videos if you want to capture attention on digital platforms.

**Exporting & Sharing** – Save in the right file type: PNG or JPG for digital, PDF for print, MP4 or GIF for animated designs. For printing, remember to add crop marks and bleed.

### Key Takeaway

Anyone can design — the difference between an average graphic and a professional one comes from combining Canva's tools with a handful of core design principles. Start simple, practice often, and always design with your audience in mind.



### ABOUT THE AUTHOR

Raj Mahil is the founder of 306 Technologies, a Saskatoon-based agency specializing in high-performing e-commerce stores. He leads the design side, ensuring every project is both functional and visually engaging, built to deliver great user experiences and drive results.