



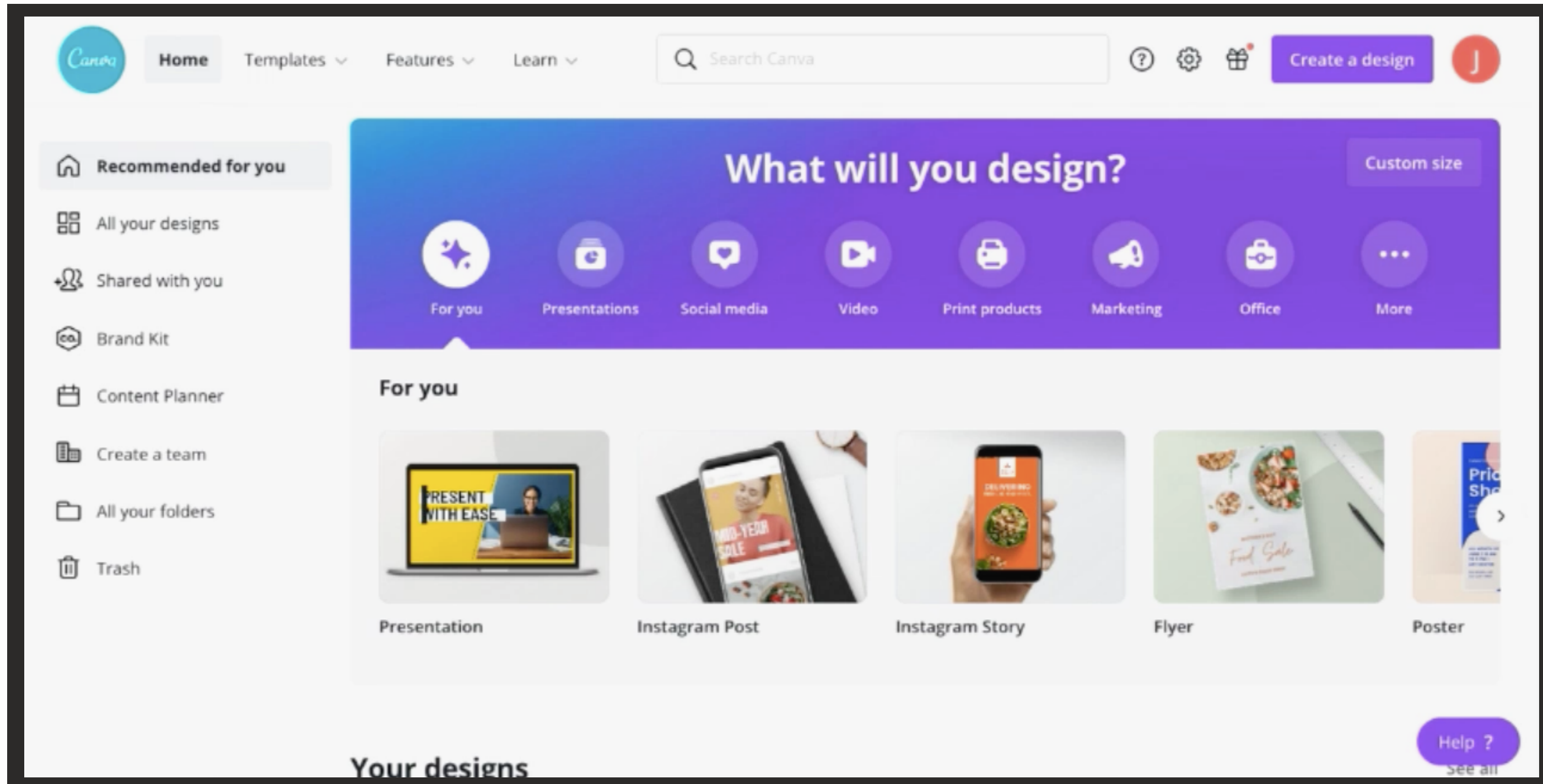
CANADIAN SKI PATROL  
PATROUILLE CANADIENNE DE SKI™

HOW-TO GUIDE

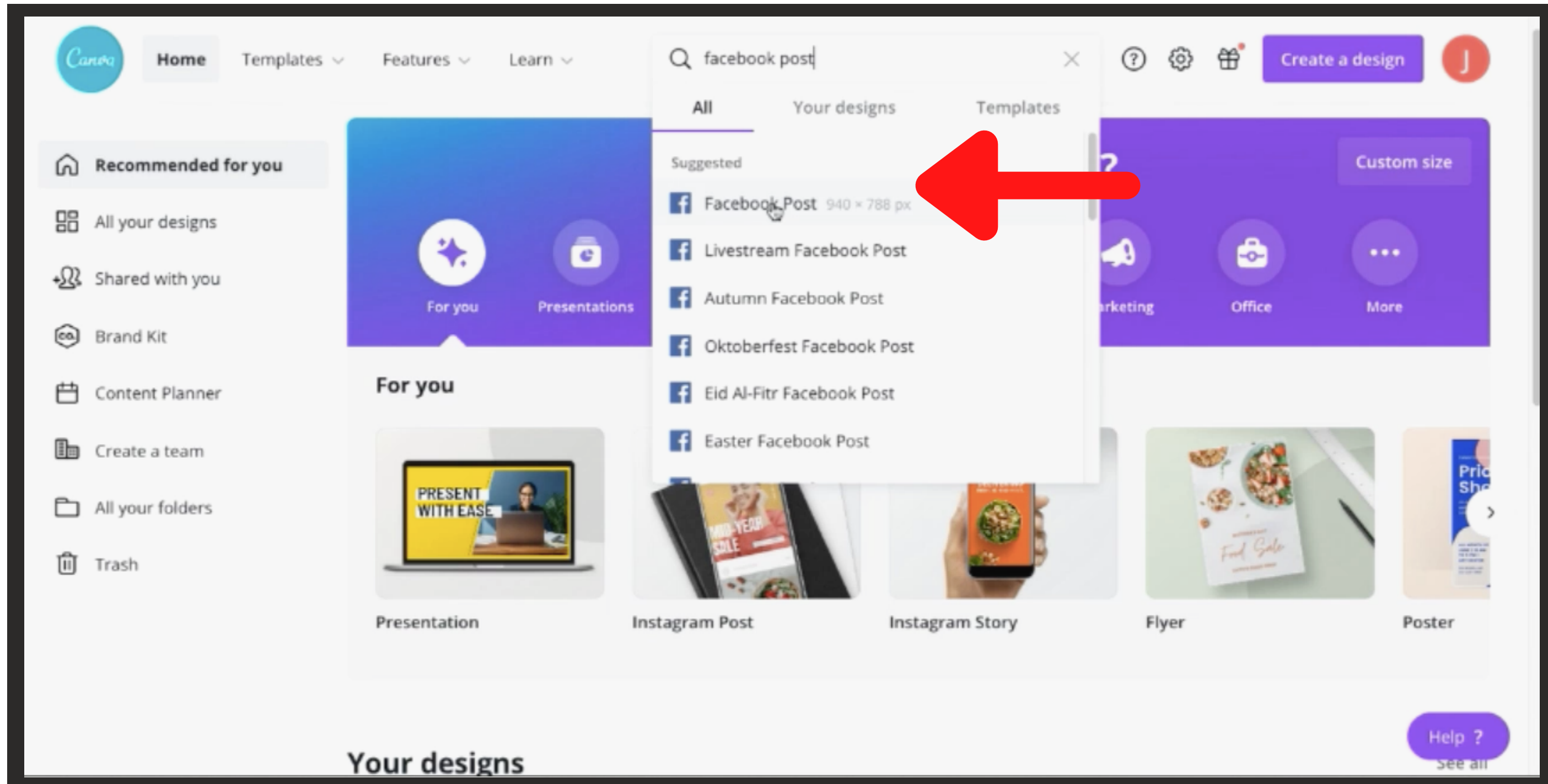
# USING CANVA FOR GRAPHIC DESIGN

Populate your resort's social media channels with our pre-made assets.

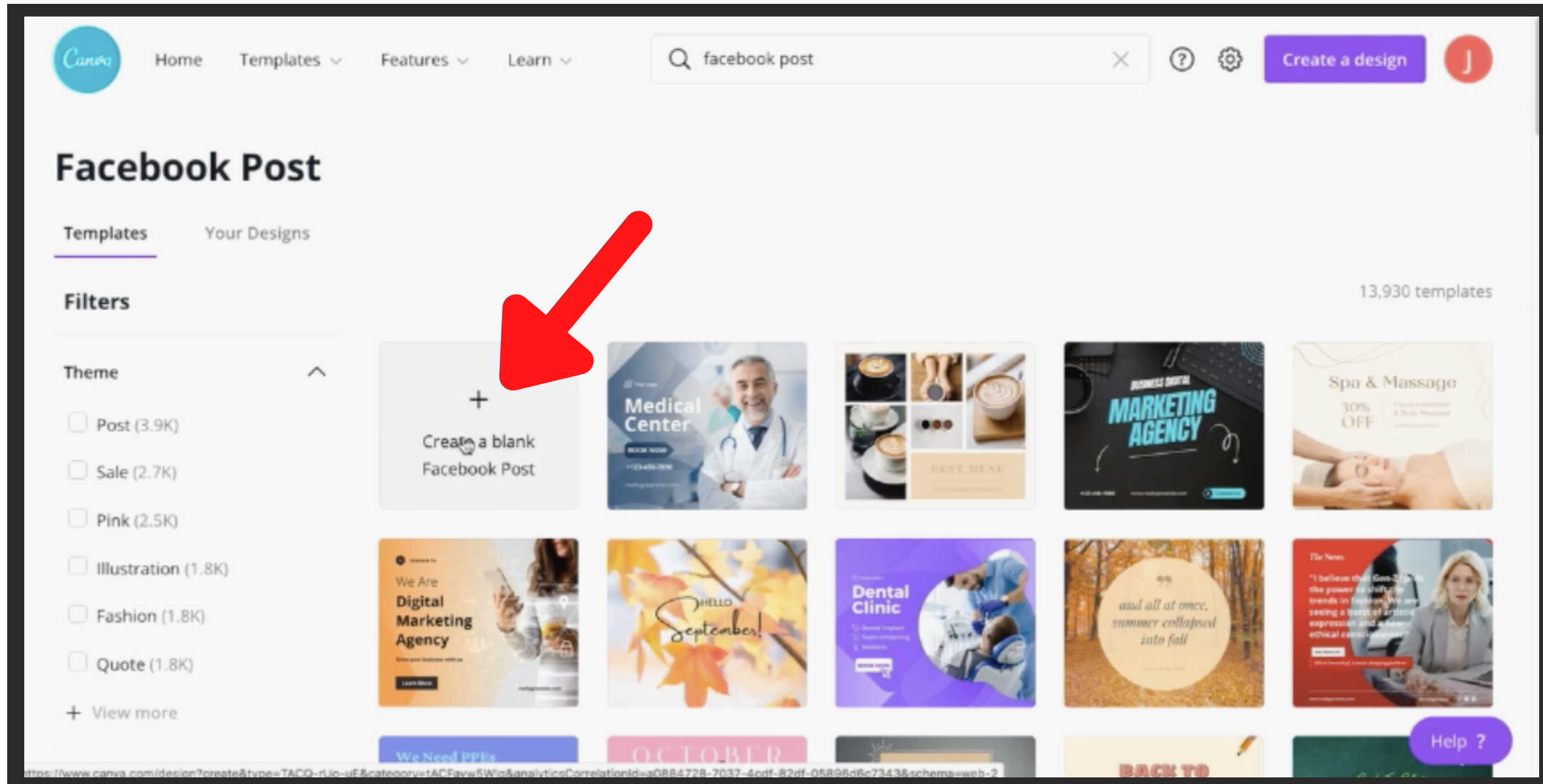
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Visit Canva.com. Once you've signed up for an account, you'll find yourself at the Canva Dashboard. From here you can select a wide range of social media template sizes to use for your resort's marketing needs.

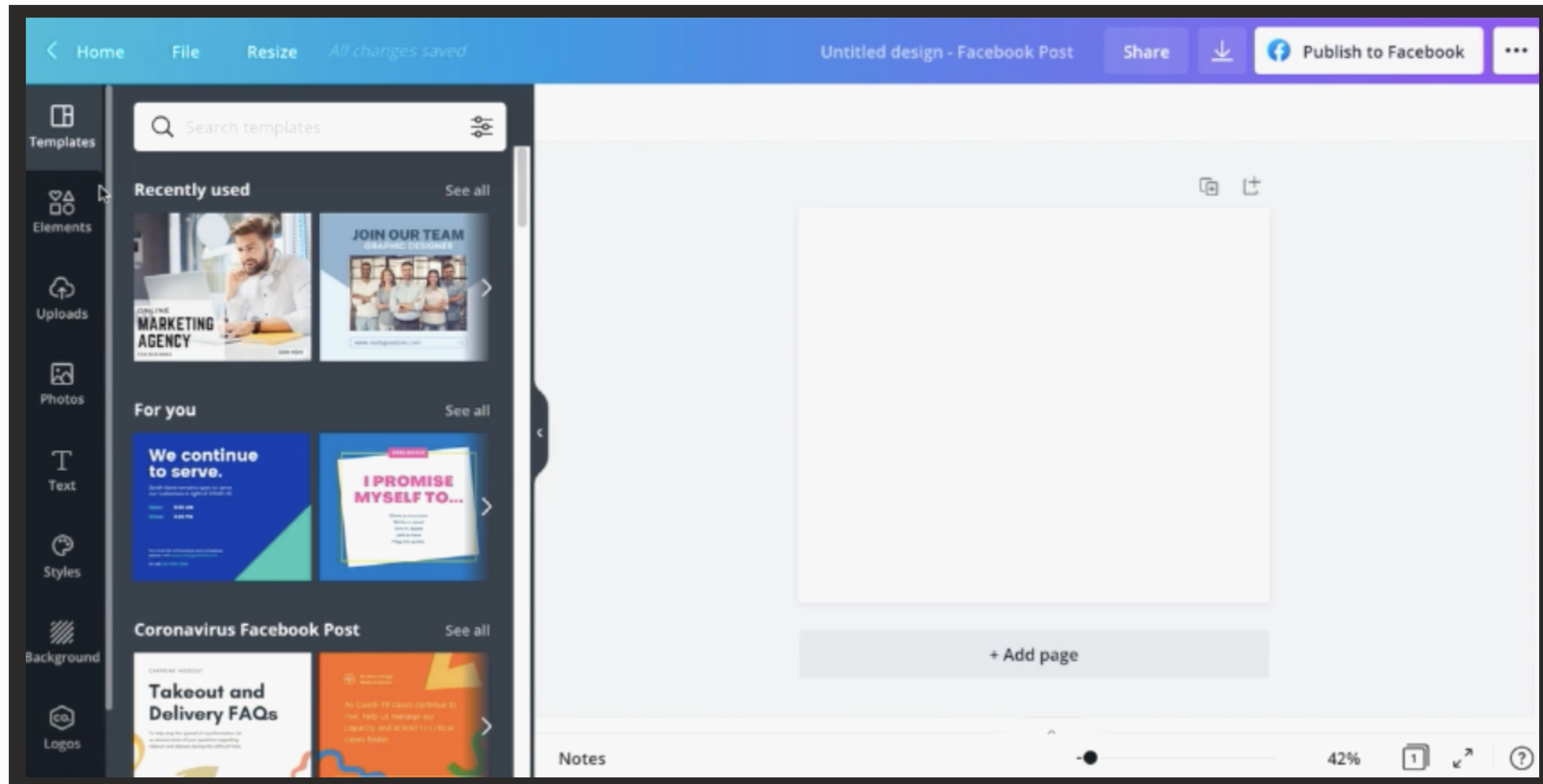


In this example, we will work to set up a graphic designed for your resort's Facebook page. Start by searching for "Facebook Post" in the search box and select the appropriate option.

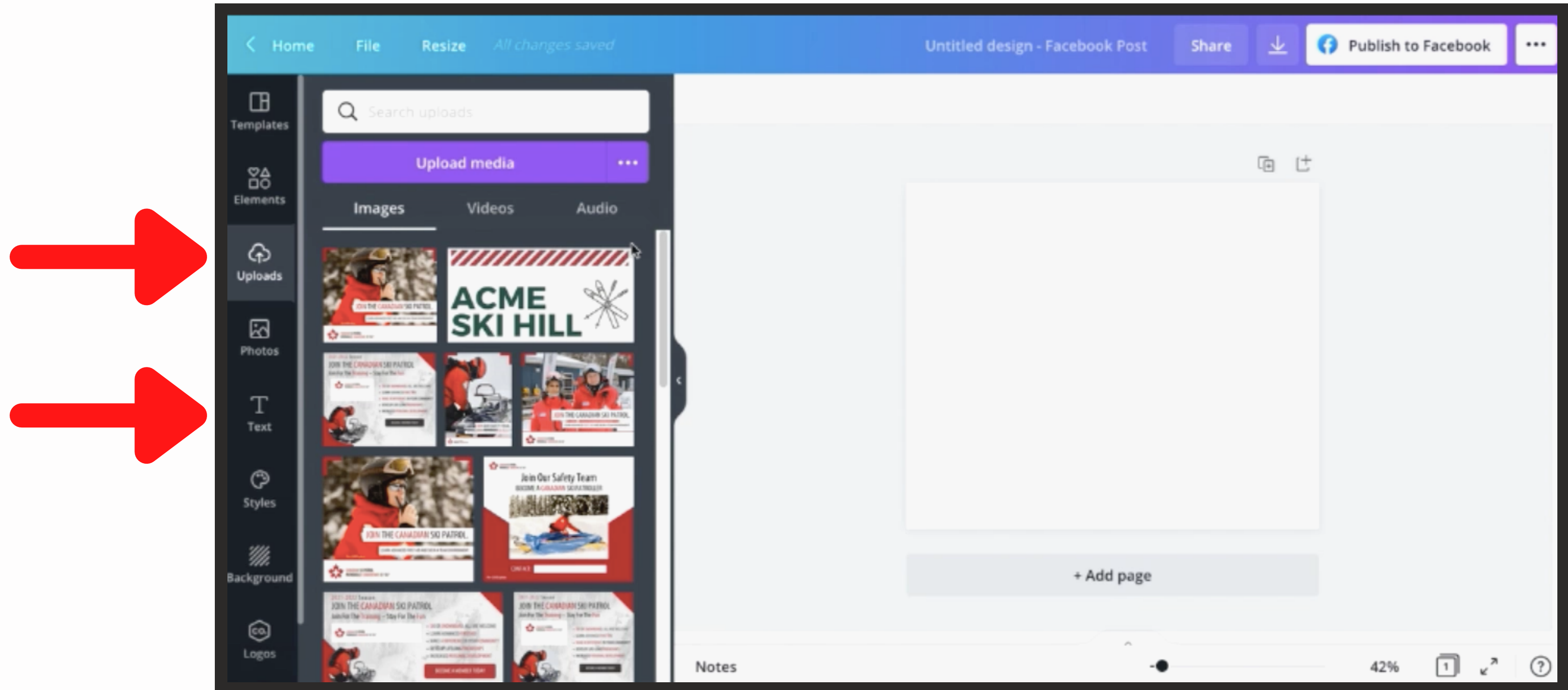


You will then be asked to select a template. As Canadian Ski Patrol has already provided you with a pre-existing template, you can simply select the option for a blank Facebook Post.

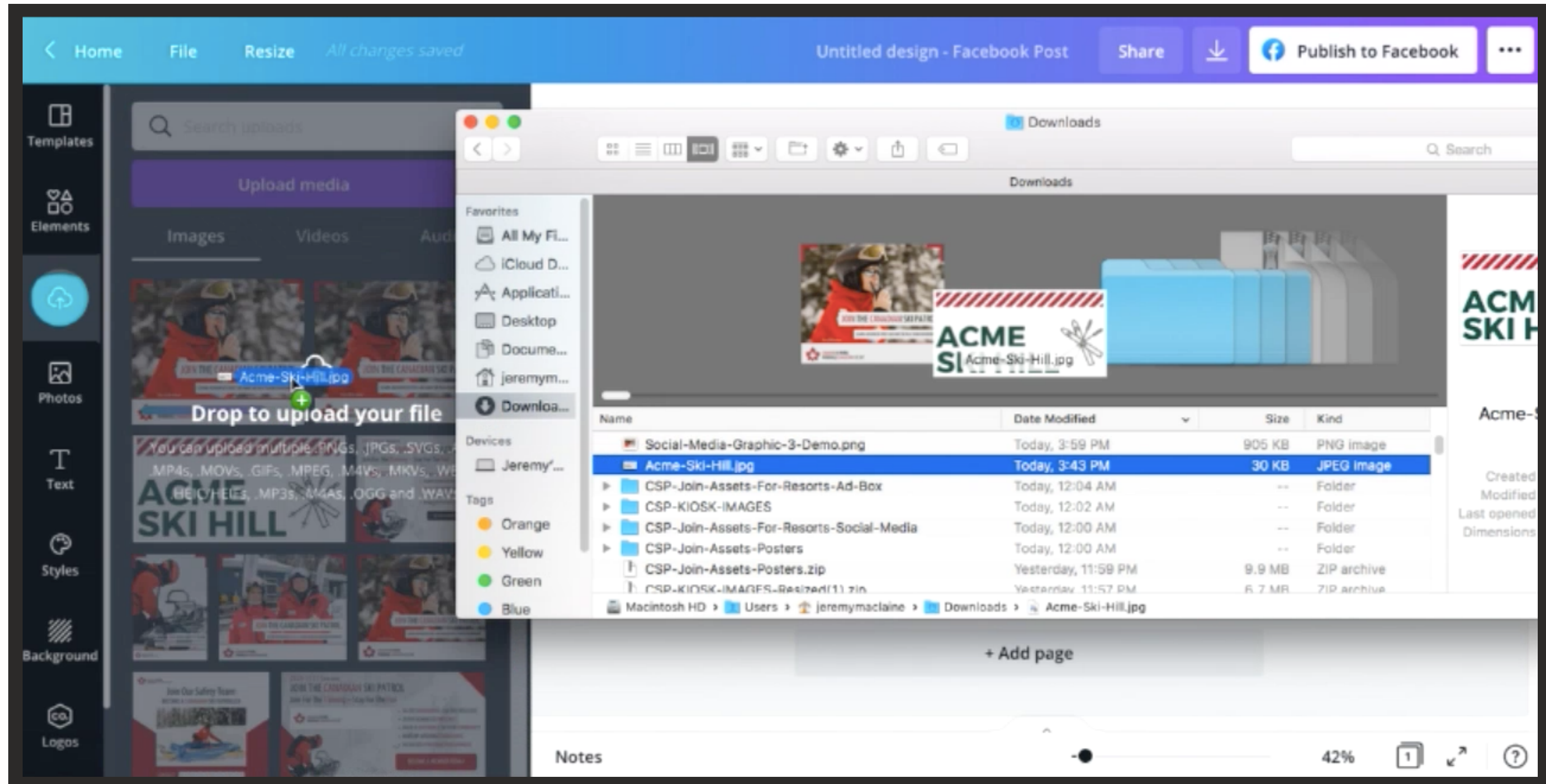




You will now be brought to the default Canva workspace. On the right side you will see your file as it develops. On the left is a menu with tabs available. These tabs are where Canva's worktools are located.

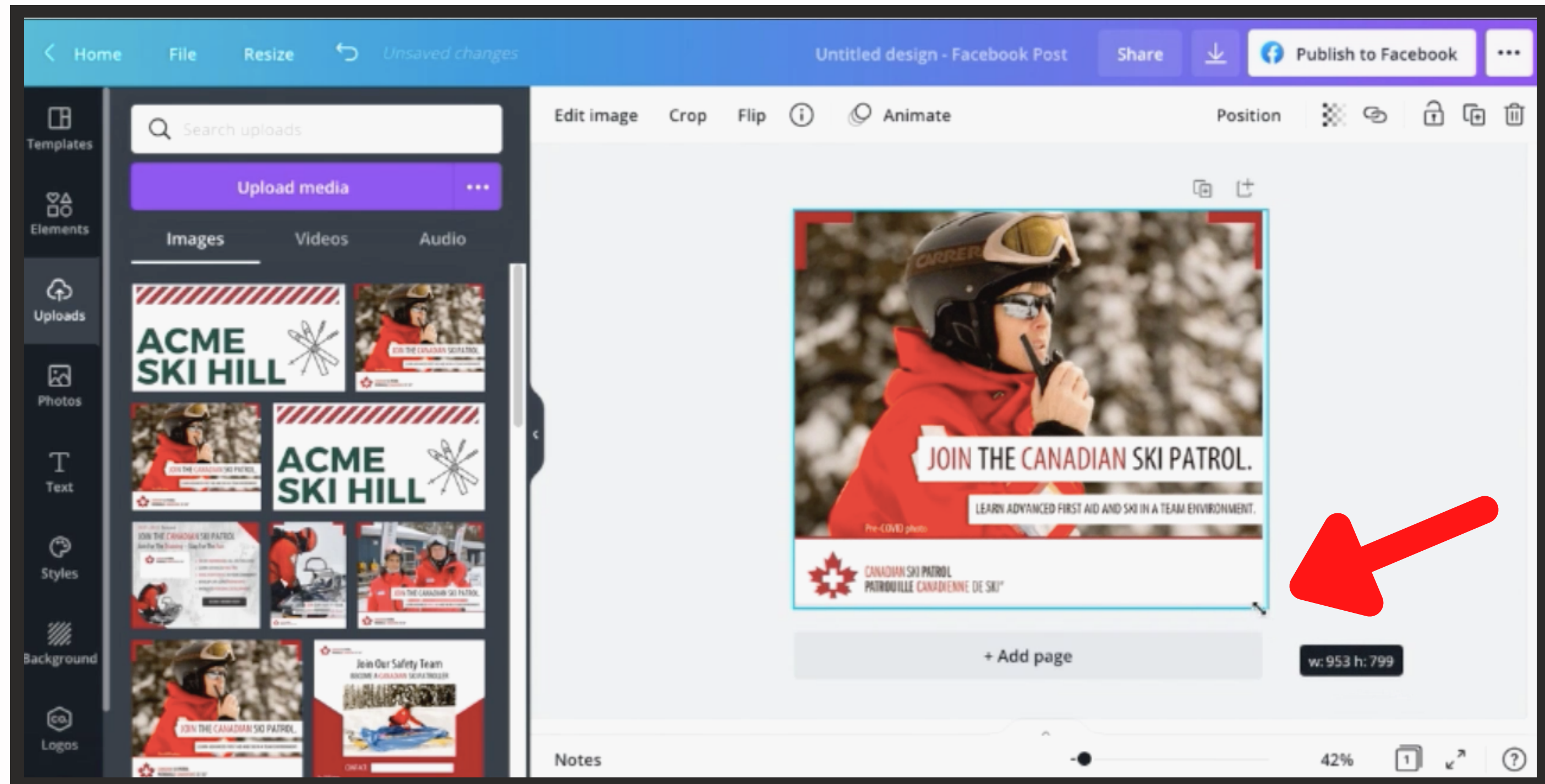


For our purposes, the most important tabs will be the Uploads tab and later on the Text tab.



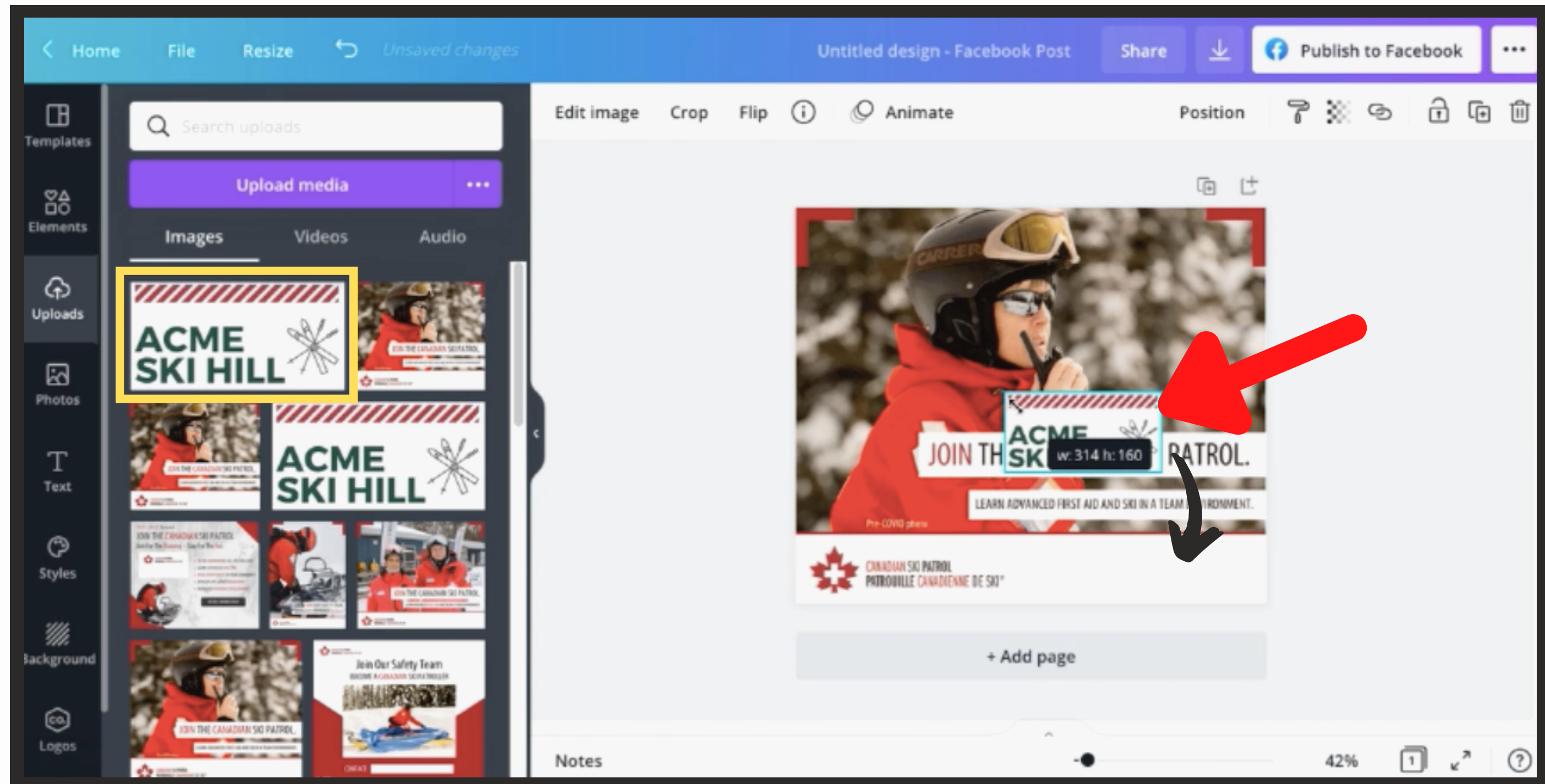
To get started creating assets for your resort, navigate to the Upload tab. From there, drag and drop the files you downloaded from the CSP website. Also be sure to upload your own resort logo files.



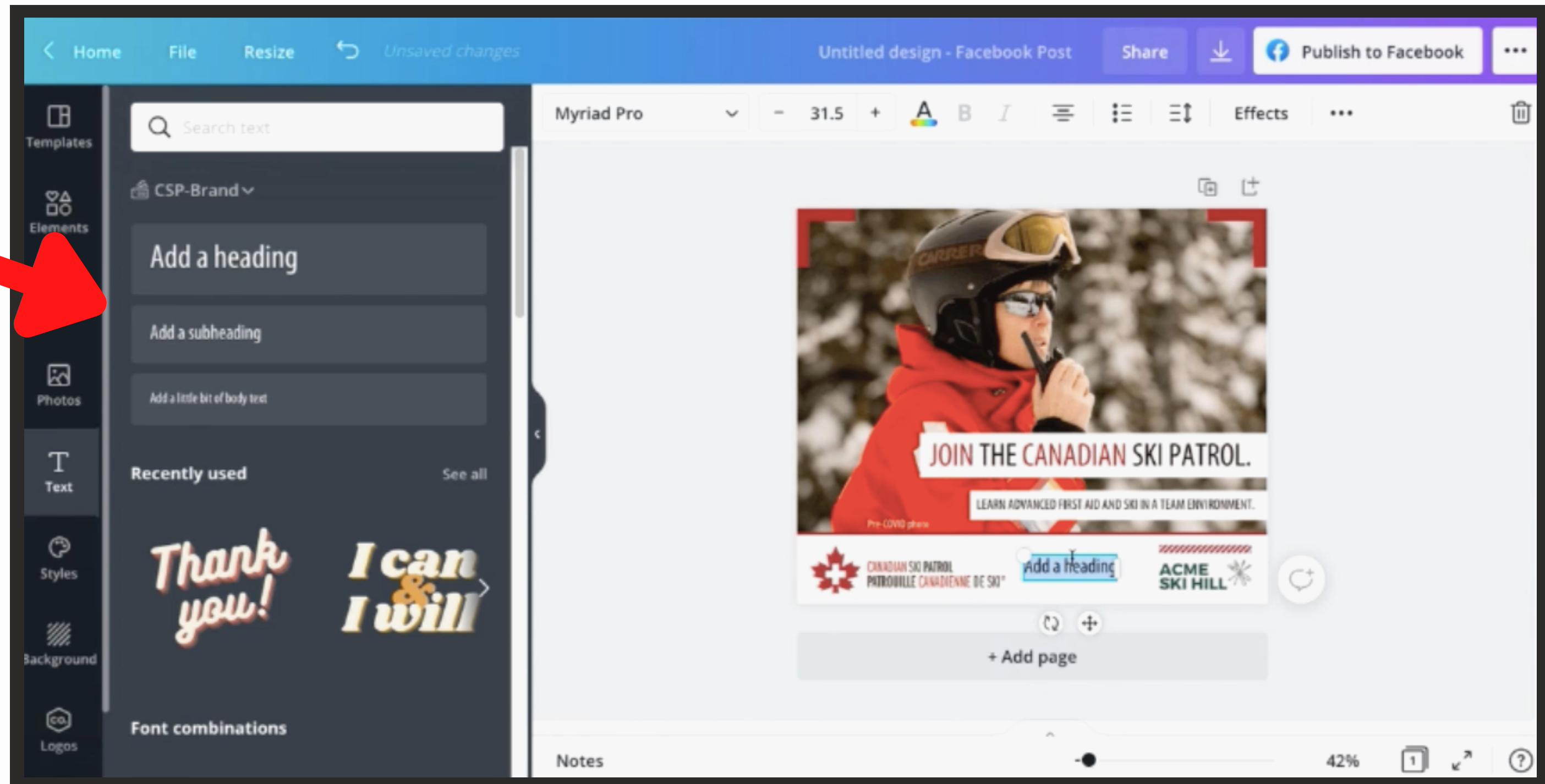


From the Uploads tab, select the premade graphic. It will then be displayed in the work place. Adjust the size of the graphic so that it covers the entire canvas (white space). You can stretch and manipulate the image size by clicking and dragging on the corner of the image.

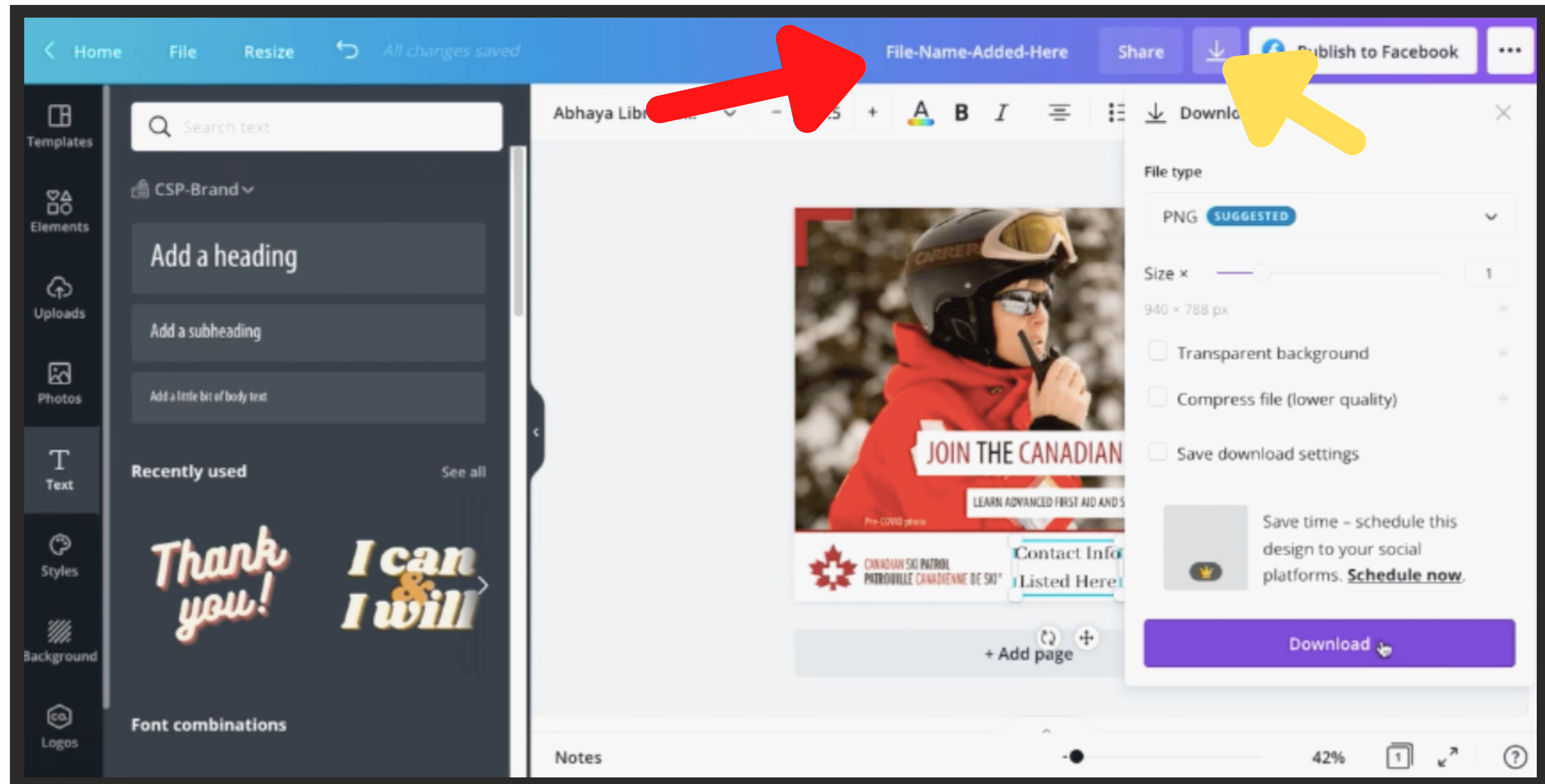




To add your resort's logo to the graphic, return to the Uploads section and select the logo. It will be transported onto your workspace. You'll be able to move, resize and place the logo in the desired location on the graphic. In this case, we have prepared a dedicated white space for you to place your logo.



To add additional text to the graphic (contact info, phone number, email, etc), navigate to the text tab and select one of the heading options. Canva allows users to employ different fonts, colours and sizes, much like what is found in a typical Microsoft Word document.



Once you are satisfied with the appearance of your graphic, save it with a unique file name. The file name option is found in the top menu (red arrow). You can then select the download file option by clicking on the download icon (yellow arrow). Click Download in the purple box to save the file to your computer.