

Canva for Business Content & Branding

COURSE OVERVIEW

This course provides a complete introduction to using Canva as a powerful design tool for creating professional, on-brand content for marketing, social media, and business communication. Participants will explore Canva's features for designing logos, presentations, social media posts, infographics, and marketing collateral, while mastering brand kits, templates, typography, and color schemes to ensure consistent visual identity. The course emphasizes practical, hands-on skills in customizing layouts, collaborating with teams, and applying design principles that enhance brand storytelling and digital presence. Delegates will learn how to create impactful content that drives engagement, strengthens branding, and supports business growth.

WHO SHOULD ATTEND?

This course is designed for entrepreneurs, social media managers, small business owners, marketing professionals, content creators, and brand consultants who want to develop professional-quality visual content without advanced design expertise. It is also valuable for freelancers and startups seeking to improve brand visibility and digital marketing through accessible design tools.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Navigate Canva's interface and utilize its design features effectively.
- Create branded content across multiple platforms (social media, web, print).
- Develop and apply brand kits with logos, fonts, and color palettes.
- Design professional marketing materials such as flyers, posters, and presentations.
- Customize and optimize templates for business-specific use cases.
- Collaborate with teams and manage brand consistency in shared projects.
- Apply design principles to enhance brand storytelling and engagement.
- Build a content strategy supported by visually cohesive assets.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Practical training in Canva's tools, templates, and design features.
- Creating a business brand kit and identity assets.
- Practical projects in social media posts, ads, flyers, and presentations.
- Content consistency, brand alignment, and visual storytelling.
- Collaboration tools for team-based design and workflow efficiency.
- Optimizing content for digital and print platforms.
- Real-world case studies of successful brand content strategies.
- Creating a complete business content and branding package in Canva.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.