Canva Brand Setup

International Women's Chamber of Central Florida

Use this guide to load the IWCCF brand into Canva once. After setup, every template, post and card your team makes will be on brand by default. Everything referenced here is in the IWCCF_Canva_Kit folder delivered alongside this guide.

1. Brand Kit colours

Canva: Brand > Brand Kits > Add colours. Create one palette named IWCCF Core and paste these hex codes in this order.

Purple	#550092	primary brand colour, headings, solid panels
Magenta	#F00093	accent, links, call-to-action, rules
Plum	#880084	secondary depth, gradients
Teal	#007587	supporting accent, tags, quiet labels
Orange	#E46432	warm accent from the mark
Gold	#E8AF20	highlights, sparkle, celebration moments
Charcoal	#25232A	body text on light backgrounds
Light Neutral	#F7F5F8	page and card backgrounds

2. Brand fonts

Canva: Brand > Brand Kits > Add fonts. Both are free in Canva's font list — search by name.

- Playfair Display — headings and display type. Bold for titles, Regular for large quotes.
- Montserrat — all body copy, labels, buttons, captions. SemiBold for emphasis, Regular for text.
- Never substitute either font. If a Canva template arrives with Inter, Poppins or Open Sans, swap it to Montserrat.

TEXT STYLE PRESETS TO SAVE

- Heading: Playfair Display Bold, 40pt, Charcoal

— Subheading: Montserrat SemiBold, 16pt, Purple
— Body: Montserrat Regular, 11pt, Charcoal, 1.4 line spacing
— Label: Montserrat SemiBold, 9pt, letter spacing 120, Magenta, all caps

3. Upload the kit

Canva: Brand > Brand Kits > Logos, then Uploads for everything else. Keep the folder names below inside Canva so the team can find things.

01_LOGOS

Upload the PNG versions to the Logos slot (transparent, 2000px wide). SVG copies are included for your print designer.

— Primary — full lockup with name. Default choice.
— Short — compact lockup for narrow spaces.
— Mark — symbol only, for avatars, favicons and stamps.
— Each comes in full colour, one-colour purple and reverse white.

02_BRUSHSTROKES

— Painted panel (dark and light) and Brushstroke panel (light and dark) — full-bleed backgrounds.
— Accent strokes in all seven brand colours — transparent PNGs for edges and underlines.
— Diagonal, band, corner cluster, blush and sparkle spatter — transparent overlays.

03_ELEMENTS

— Globe, crescent, sparkle, arc, arch frame, badge, corners, dividers, bullets, quote graphic.
— PNG for everyday Canva use; SVG for designers on Canva Pro.

4. House rules inside Canva

— One brushstroke per layout. Place it at a corner or an edge, never behind a face or a paragraph.
— Sparkle only sits over paint or a dark panel — never on plain white.
— Square corners are the default. Circular and arch crops are allowed for people; use one shape family per layout.
— One visual interest element per layout: arc sweep, offset colour block, dot field or oversized numeral.
— Keep the logo clear space equal to the height of the symbol on all sides.
— Never stretch, recolour, rotate or add effects to the logo.

5. Templates to build first

Create these as Canva Brand Templates so staff can only edit text and photos.

Business card	3.5 x 2 in, 300 DPI, 0.125 in bleed
Instagram post	1080 x 1080 px
Instagram story	1080 x 1920 px
LinkedIn post	1200 x 627 px
Event flyer	8.5 x 11 in
Presentation deck	1920 x 1080 px
Email header	1200 x 400 px
Name badge	4 x 3 in

6. Business card build (Canva steps)

Create a 3.5 x 2 in design, turn on Show print bleed under File > Settings.

- Front: add the painted panel as a background, drag to fill. Place the reverse white primary logo centred, sized to roughly half the card width. Optional tagline in Montserrat SemiBold 7pt, gold, centred under the logo.
- Back: light neutral background. Name in Playfair Display Bold 11pt charcoal, role in Montserrat SemiBold 7pt purple, contact lines in Montserrat Regular 7pt charcoal. Add a magenta accent stroke along the lower edge, scaled small.
- Keep all text at least 0.2 in from the trim edge.
- Download as PDF Print, with crop marks and bleed, CMYK if your printer asks for it.