

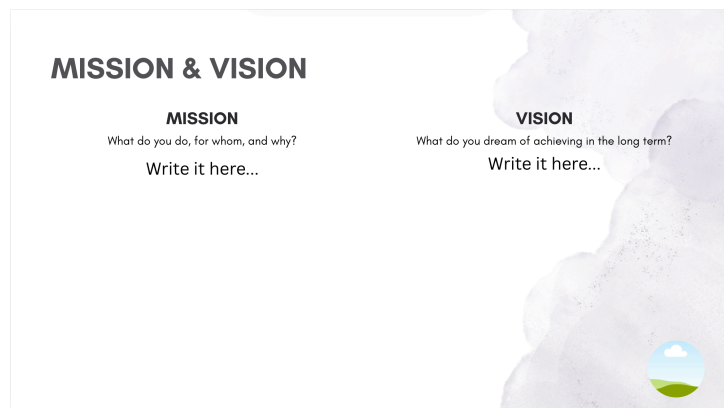
HOW TO USE & EDIT YOUR BASIC BRANDBOOK IN CANVA

This Brandbook template was created to help you define and communicate your brand visually and clearly — but it's also fully editable, so you can customize it to reflect exactly who you are.

1. Mission & Vision

This is where you define your purpose and future.

 **How to edit in Canva:**
Click on the text boxes that say "Write it here..." and type your brand's mission and vision. Use Shift+Enter for line breaks, and adjust the font size or spacing if you need more room..

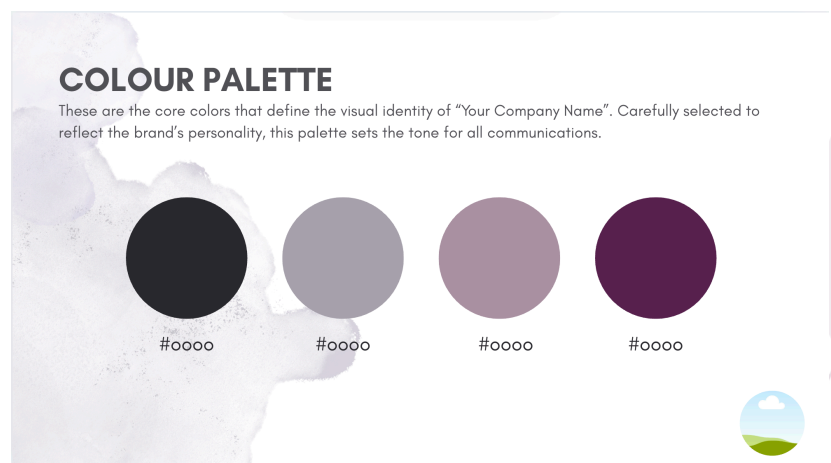


2. Color Palette

Click on the color blocks to change them.

Select the colored shape, then use the color picker in the top menu to replace it with your brand color.

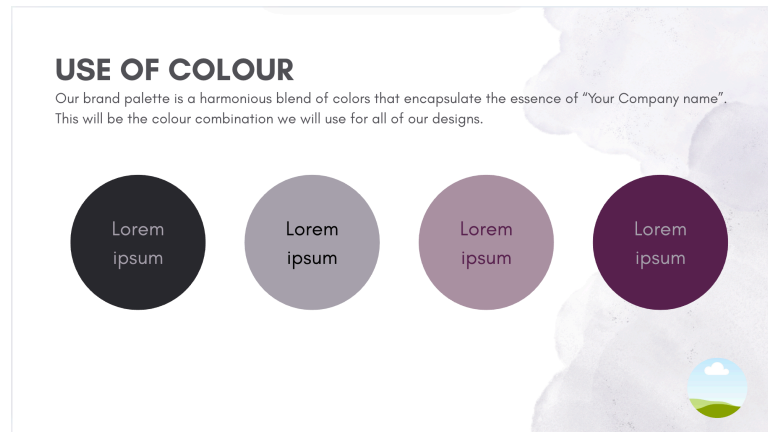
You can enter a hex code directly (e.g., #59224F) to match your exact brand palette.



3. Use of Colour

This section explains *how* to apply your colors effectively. Think backgrounds, text, buttons, icons, and highlights — everything should feel cohesive.

👉 *Replace placeholder icons or shapes with your own visual examples of color use.*



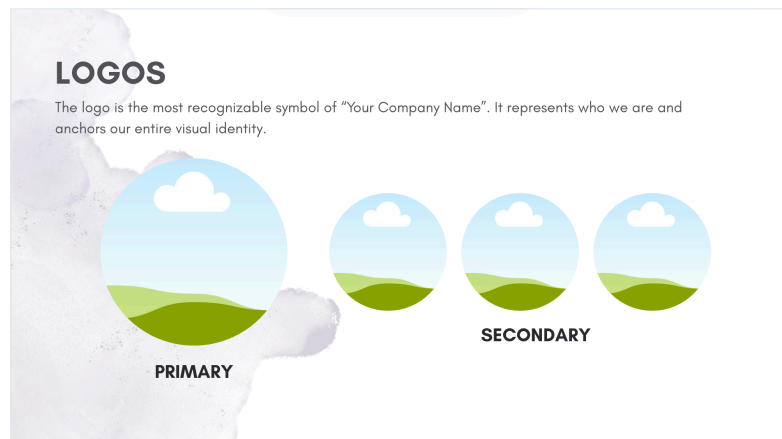
4. Logo

Your logo is your most recognizable asset. Use it with the right size, spacing, and background for maximum impact.

👉 Drag and drop your logo file (PNG with transparent background recommended) directly into the canvas.

Use one area for your primary logo, and another for your secondary logo (e.g., icon-only, horizontal version, etc.).

Resize carefully from the corners to maintain proportions — avoid stretching!

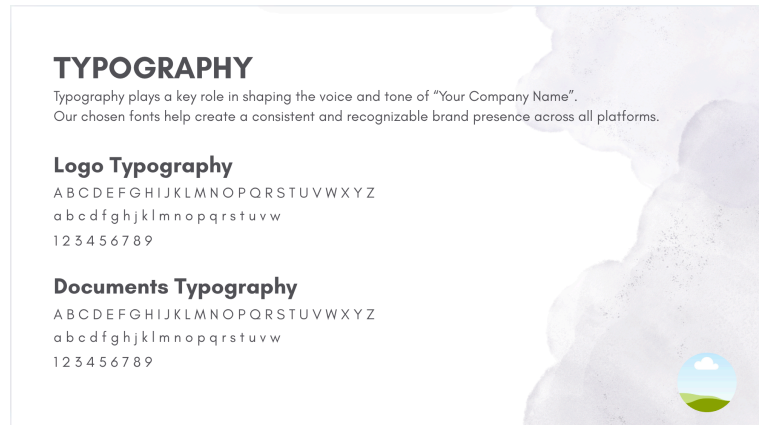


5. Typography

Stick to the font(s) defined in your brandbook.

This adds structure and polish to your visual content.

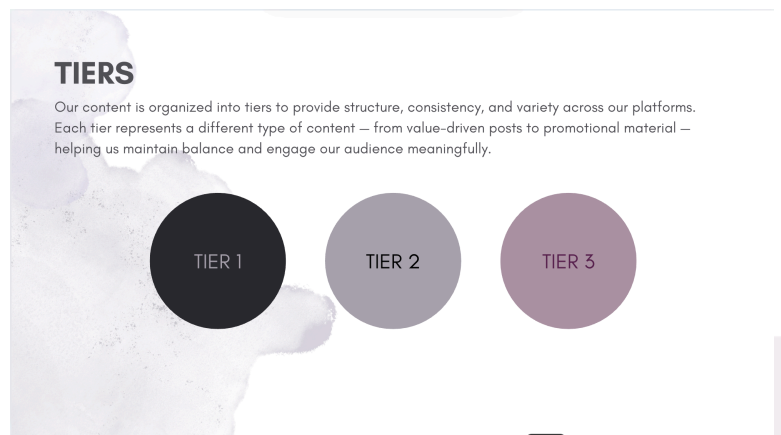
Click on any text block, then choose the font from the top bar. Use your official font (e.g., Poppins) and define a consistent style.



6. Tiers (Content Levels)

Organize your content into tiers to stay balanced and strategic:

- **Tier 1:** educational, informative, or value-driven posts
- **Tier 2:** inspirational, emotional, or community-building content
- **Tier 3:** promotional posts, offers, or product announcements



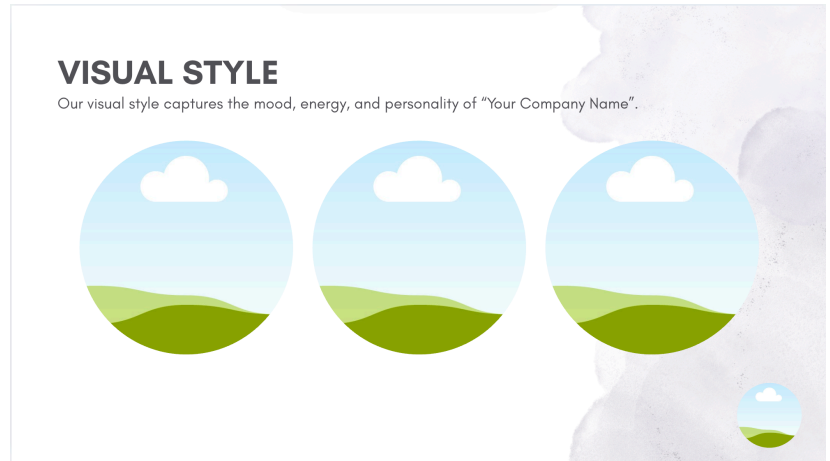
 *This keeps your content strategy diverse, clear, and intentional.*

7. Visual Style / Photos

Choose images that reflect your brand's mood and personality — whether that's soft and natural, bright and bold, or clean and minimal.

👉 *Replace the photo placeholders with your brand's real or aspirational imagery.*

You can upload your own images or search Canva's photo library (left panel > "Photos").



FINAL TIP

FINAL TIPS FOR USING THIS TEMPLATE IN CANVA

Duplicate it before editing if you want to save a blank version.

Export as PDF (standard) for sharing digitally or PDF (print) if you need hard copies.

Need help building your brand or content strategy?

This template was created by **HRS Management** — a brand and business growth partner for entrepreneurs who are ready to show up with clarity and confidence.

✨ Whether you're just getting started or ready to scale, we've got your back.

✉ Follow us on Instagram or reach out directly to start creating a brand that works as hard as you do.