

# MNAFEE Marketing Toolkit Guide

## Canva Template



**Image:** To change out the existing image, upload a program photo or upload a stock image. Click and drag selected image over the existing image, and it will snap into place. To edit the image, double click and adjust as needed.

**Background:** To select the background, click anywhere on the graphic outside of image, shapes, or text. The entire page should be surrounded in a purple box if the background is selected properly. To edit the color, use the background color box at the top left of the working area.

**Copy:** To edit copy, double click within the box and highlight the copy you want to edit. If the primary color you selected for your background is dark, leave the copy white. If the background is now a lighter color, change the font color to black by selecting the text box and using the text color icon in the top menu.

**Logo:** To place your school, district, or community education program's logo, start by uploading a transparent .png file to Canva. To place, click once on the logo in the left menu. The logo will then be placed in the center of the working area. Resize using any of the corner adjustment points, then move the logo to the specified area at the bottom of the graphic. You may then delete the ECFE or School Readiness logo.