

# A flexible home for your brand

A new era of brand management starts here. Set up your Brand Kit in minutes, complete with visual guidelines for consistency across designs. Already set up? Jump straight to the second step!

Fatima

Try it out

## 1 Set up your Brand Kit

### Explore Brand Kit Builder

From the homepage, select **Brand**. Add your website or upload your brand guidelines PDF. **Brand Kit Builder** will automatically detect your colors, fonts, brand voice, and more.



### Review and refine

Open the asset category you want to update – for example, **Logos**. Upload or drag your brand assets into your Brand Kit.



## 2 Make it yours

### Customize asset category thumbnails

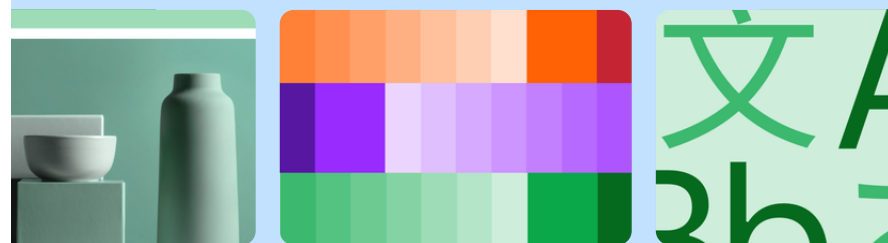
To personalize your asset categories, hover over a thumbnail and select **⋮**. Select **Update cover image**, then create or upload an image. Select **Save** to finish.

 Update cover image

Ratna

### Add new asset categories

Select **+** next to **All assets**. Choose **Asset category**, then enter a name. **Add brand assets** to bring your new category to life.



## 3 Set up visual guidelines

### Stay consistent with brand guidelines

Go to **Guidelines** from the side menu. Select **Add guidelines** and pick a template from the **Design** tab. Choose **Replace current page**, then edit it like a Canva Doc.

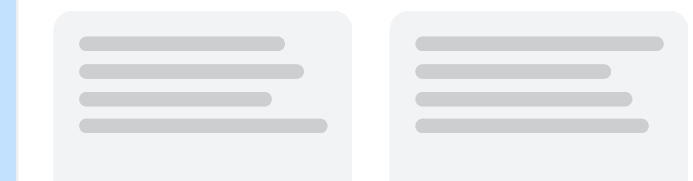


### Add guidelines for asset categories

Select an asset category from your Brand Kit. Click **+ Add to category** to create or **⋮** to **Edit guidelines**. Hit **Save** to finish.

✓ Do

✗ Don't



## 4 Brand Kits in Canva AI

### Create branded designs with Canva AI

Make sure Canva AI is turned on in your admin settings. On the homepage, select **Canva AI**. Click **+**, then **Apply Brand Kit**. Choose your **Brand Kit**, add your prompt, and hit **Submit** →.

 Apply Brand Kit

Emre



### Tip

Admins and team members with the right permissions can create or edit a Brand Kit. Everyone else can use it in their designs to stay on brand.



# Deep dive into video editing

Create and edit videos in the classroom with our powerful production tools, all in one platform.

Mr. Lee  
Create a video

1

**Begin crafting your video.** Open the Uploads tab to add in your own clips. Select all videos you'd like to include.



4

**Add text** to your video and experiment with text effects. Try using the 'styles' feature for fun typography combinations.



2

**Find inspiration** in our Canva Video Library. Choose any other videos to add to your creation.



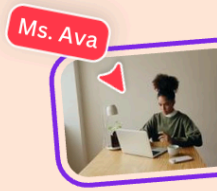
5

**Add transitions** by clicking the transition button in between each clip. **Add audio** to add extra ambience to your video.



3

**Drag and drop** your clips into the timeline (down the bottom of your screen). Hover over your clips to reorder them.



6

**Click the Share button** and download your video in different formats. Share online with a link or watch straight from Canva with your class.



## Quick tip

BG Remover

**Want to elevate your videos even further?** Select Background Remover to remove the background of any video. No need for a green screen anymore!



## Try this idea

Templates

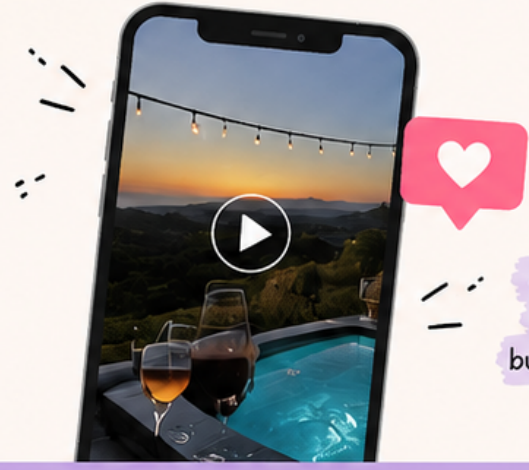
Transform your learning space into a buzzing newsroom with our easy-to-use, drag-and-drop template. Spark creativity and encourage your students to shine with script writing and on-screen performances.



👉 Create Snazzy Reels! 👈

# USE CHAT GPT + CANVA MAGIC VIDEO

to make scroll-stopping content—fast!



AI can't replace your creativity, but it can definitely speed it up!

## STEP 1: CHAT GPT – WRITE YOUR VIDEO PROMPT



### 1. TELL CHAT GPT WHAT YOU NEED

Describe your video idea, your audience, the vibe and the outcome.



### 2. ASK FOR A VIDEO PROMPT

Ask Chat GPT to write a video prompt for Canva Magic Video.

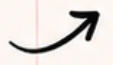
#### EXAMPLE PROMPT TO CHAT GPT:

“Write me a detailed video prompt for Canva Magic Video for a 15 second reel promoting my boutique skincare business. Vibe: natural, warm, relaxing. Audience: women 25–45 who love self-care.”



### 3. COPY YOUR PROMPT

Grab the prompt Chat GPT gives you. You're ready to create!



## STEP 2: CANVA – MAGIC VIDEO TIME!



### 1. OPEN CANVA

Go to Canva and open the Magic Studio apps.



### 2. CHOOSE MAGIC VIDEO

Click on Magic Video.



### 3. PASTE YOUR PROMPT

Paste your Chat GPT prompt into the text box.



### 4. GENERATE

Hit generate and watch Canva Magic Video bring your idea to life!



### 5. TWEAK + DOWNLOAD

Make any tweaks, add your branding, music or text, then download and post!



That's it!  
You just made reel magic.



## WHY THIS COMBO IS A GAME CHANGER



### SAVES YOU TIME

Go from idea to reel in minutes



### BOOSTS CREATIVITY

Fresh ideas + unique prompts



### LEVELS UP YOUR CONTENT

Professional looking reels, effortlessly



### GROW YOUR BUSINESS

Better content = more views, more engagement, more customers!

## BONUS TIPS

- ✓ Add captions – most people watch without sound!
- ✓ Use trending music in Canva for extra reach.
- ✓ Keep it short, punchy and value-packed.
- ✓ Post consistently and watch your business grow!



♥ Remember:

You don't need fancy gear.  
You just need smart tools + a clear message.

You've got this!



WORK SMARTER, NOT HARDER.



LET AI HELP YOU SHINE ONLINE!

