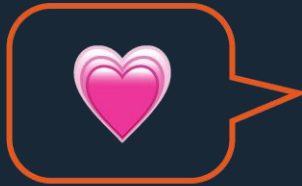


Design for *social media* webinar

Improve your design skills and
enhance your social media
presence using Canva



We are



@weareteamba

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TeamBA

LOGO



Personality

Tone of Voice

Mission

Values

Illustrations

Imagery

Fonts

Colour palette

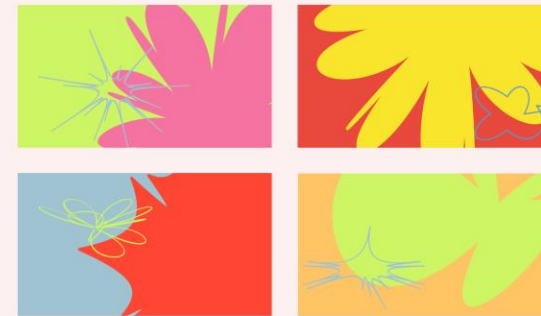
BRAND



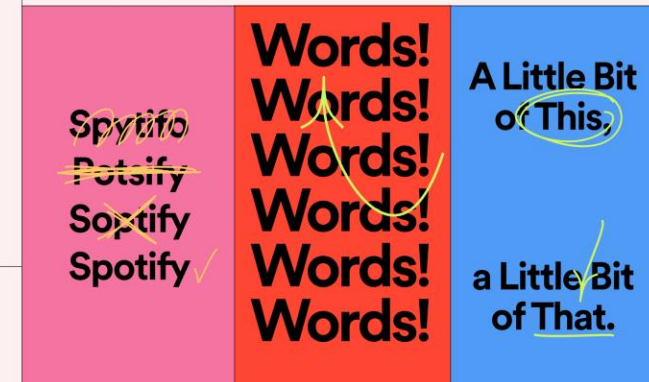
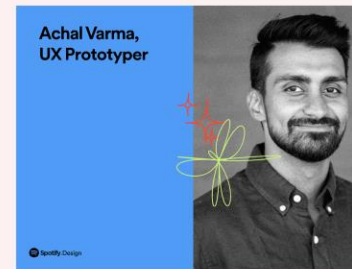
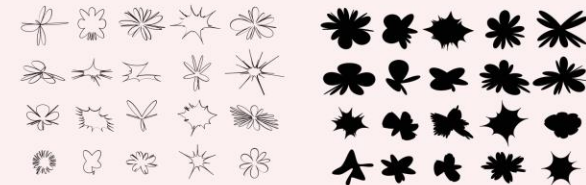
Consistency is 



How can consistency be achieved?



Large Headline Set in
Circular Spotify Head Bold
75 pt. / 85 pt. -10





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UPCOMING EVENTS

12
JAN Online Business Webinar
10AM - 11 AM

Online Business Webinar **15**
JAN 10AM - 11 AM

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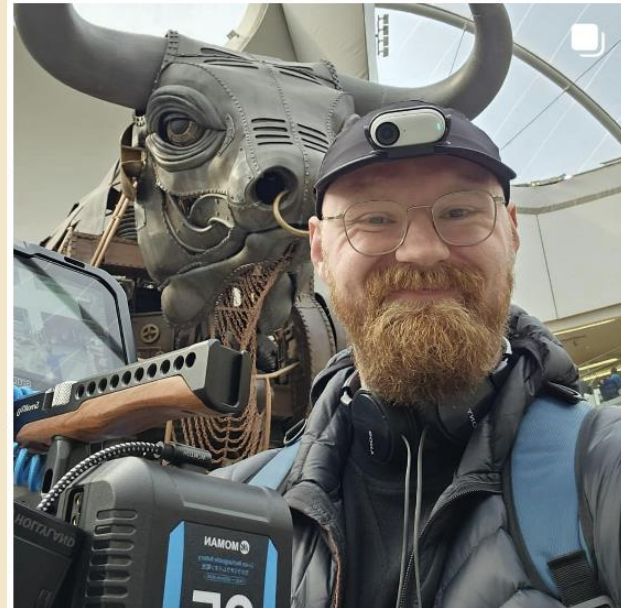


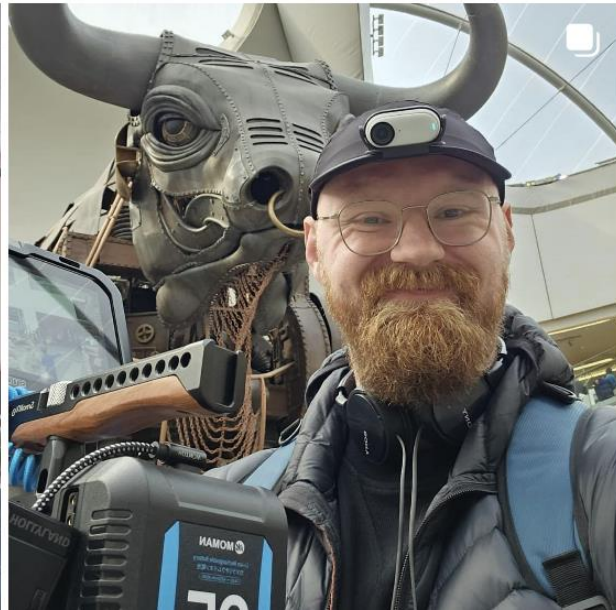
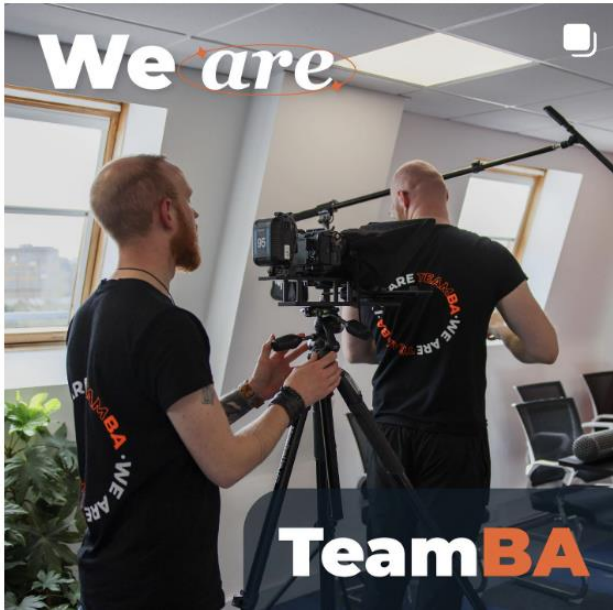
**BREAKING
NEWS!**

READ THE DESCRIPTION
DOWN BELOW

↓

@reallygreatsite



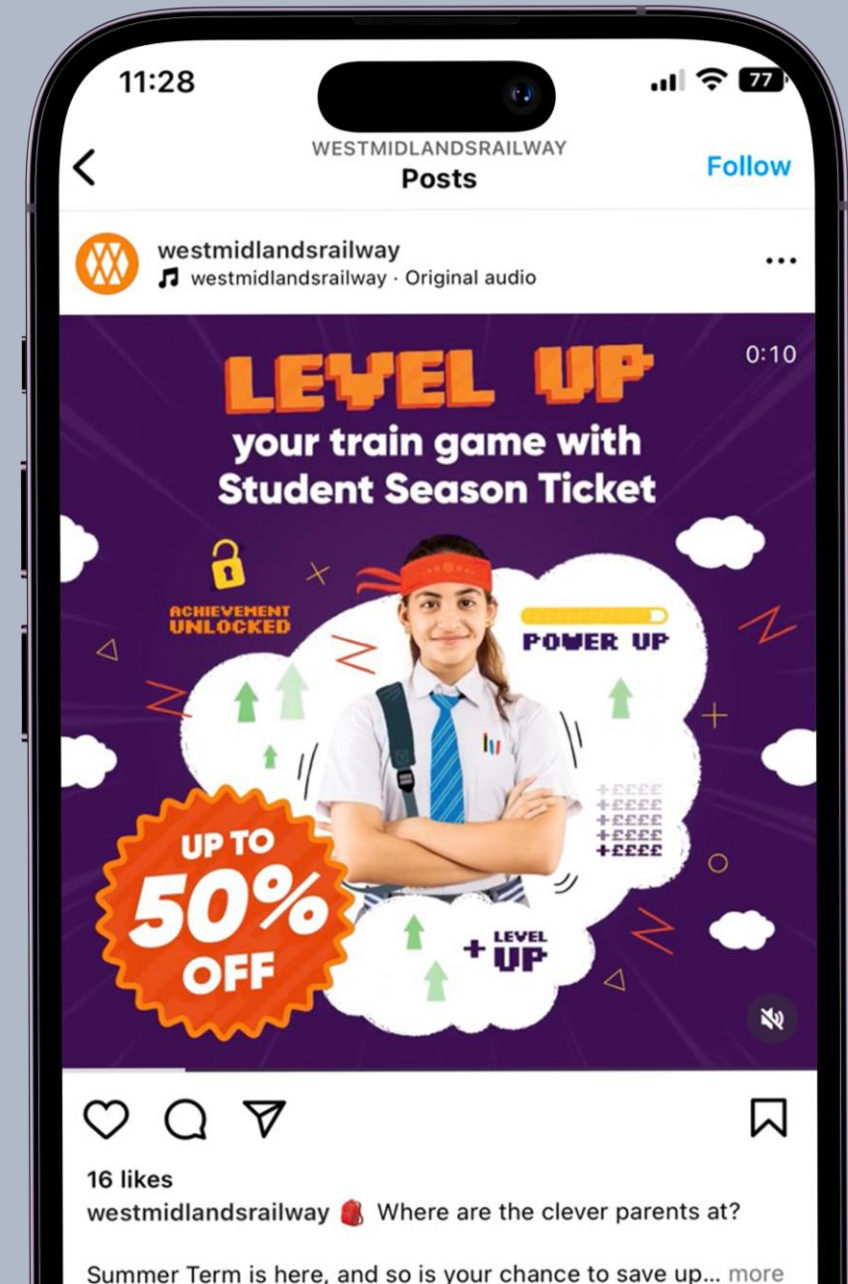


**Why is design
important for
social media?**



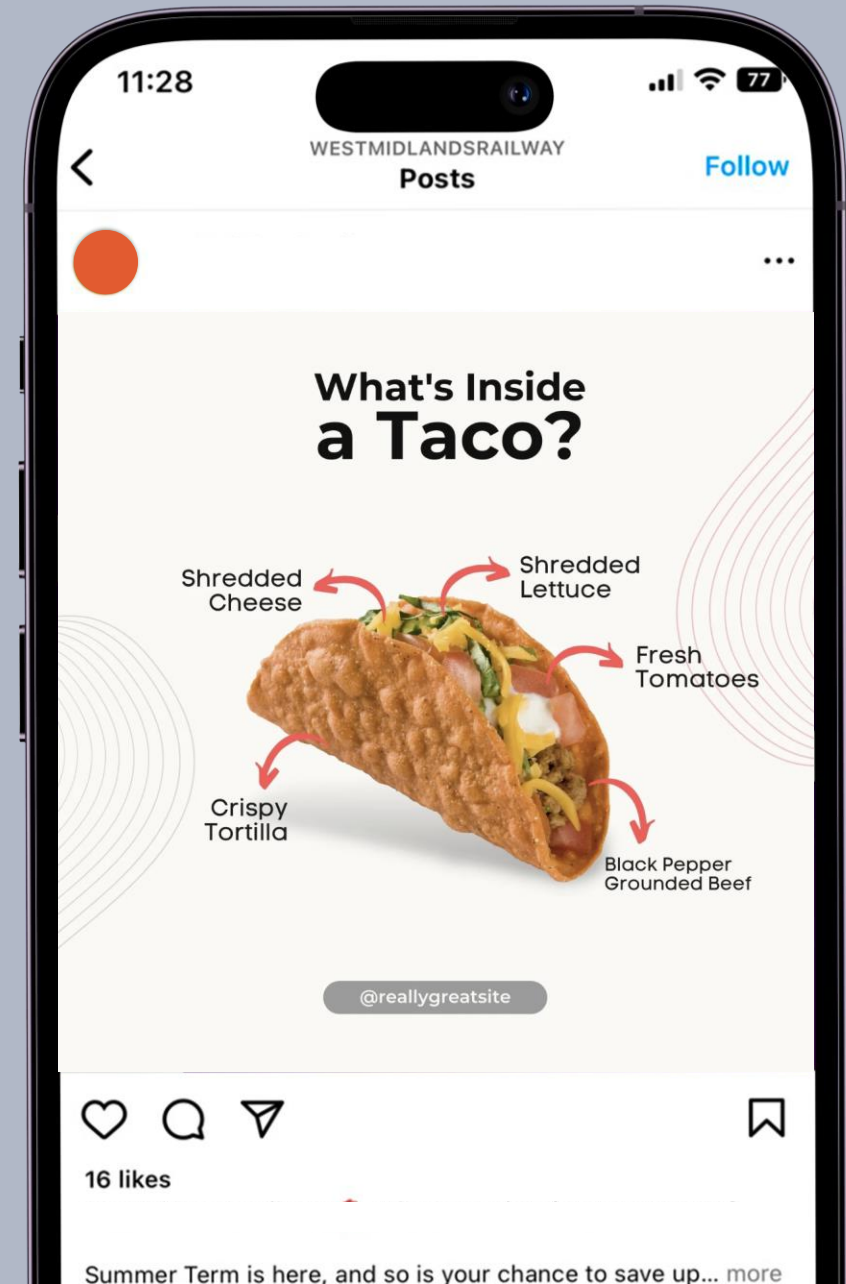
Engagement

Attention spans are shorter due to constant exposure to digital content and multiple screens.



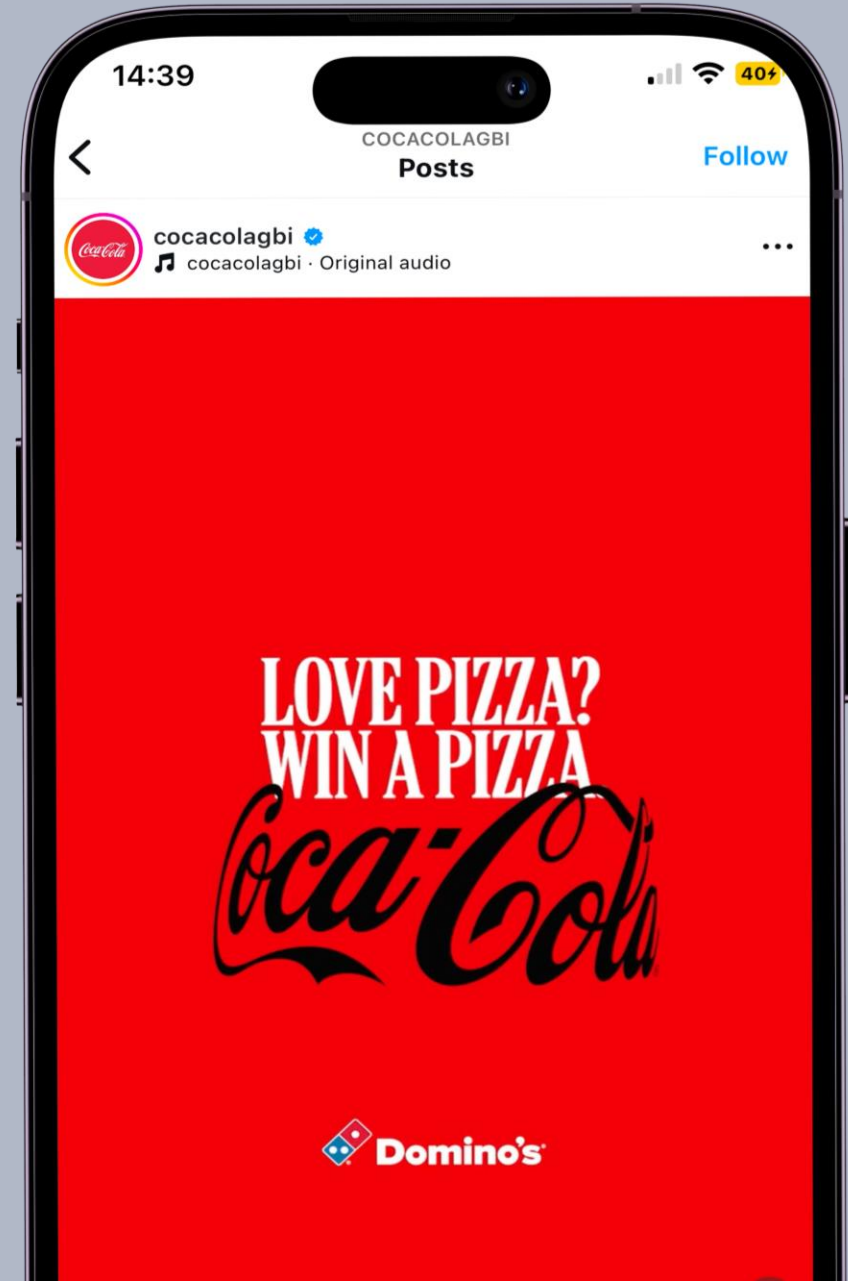
Storytelling

Design can help you to bring
bring the key information,
data, or messages to your
customers in a **fun**,
accessible way.



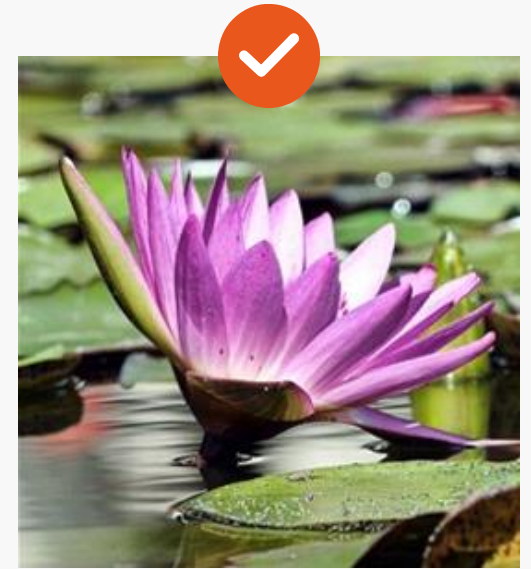
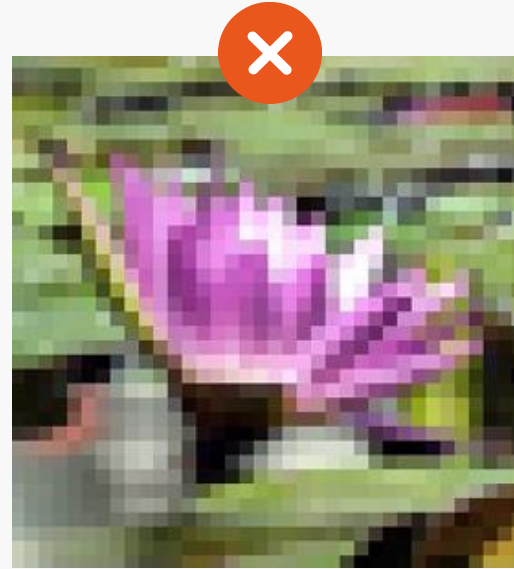
Brand recognition

Seeing is remembering.

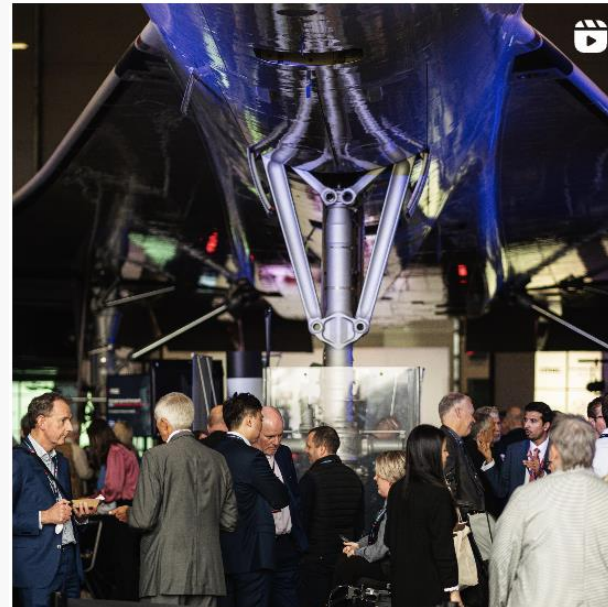


Design do's 

Use *high-quality*
imagery



Use branding consistently



Align objects and text

Aligned

Aligned

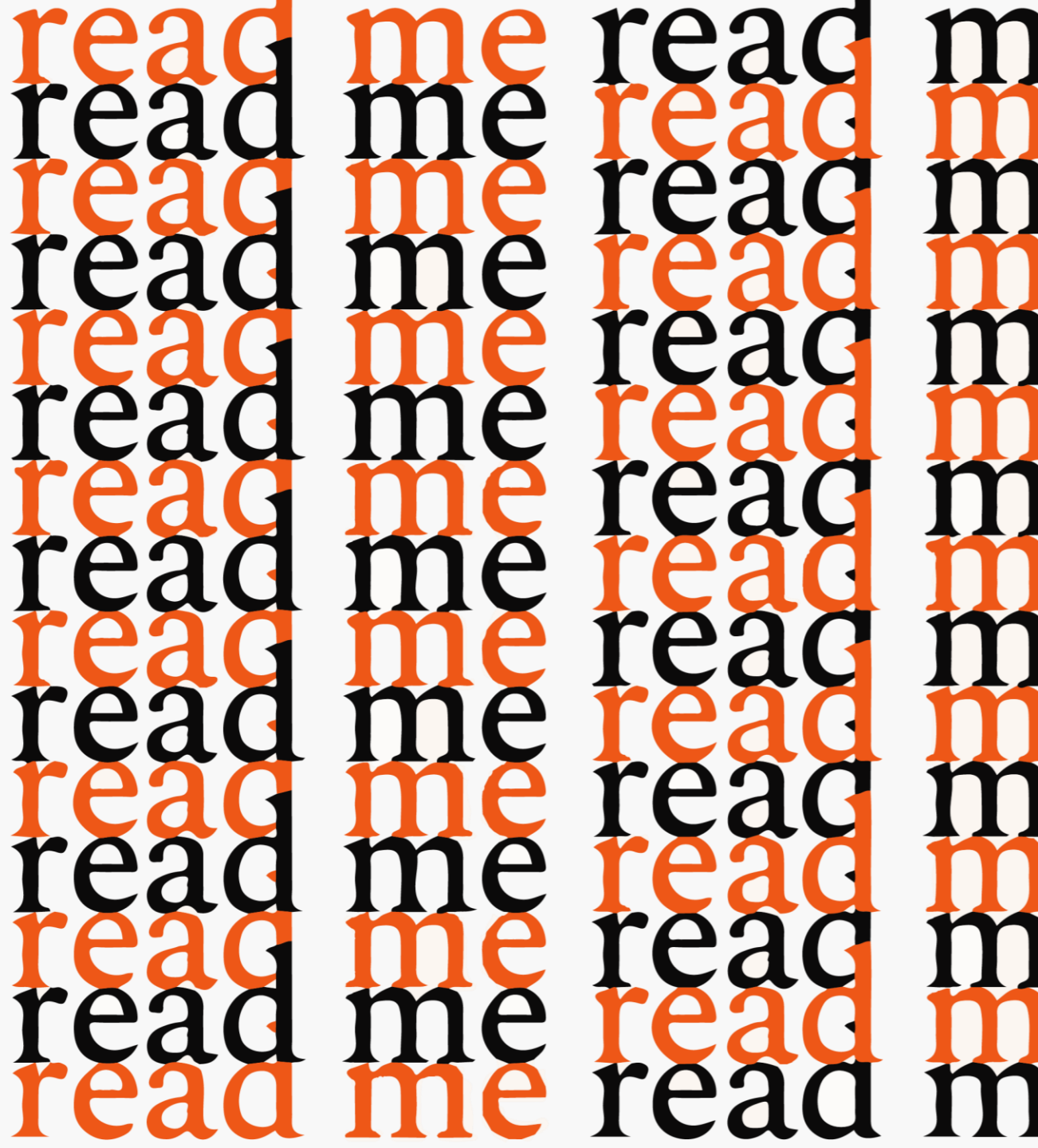
Aligned

Aligned

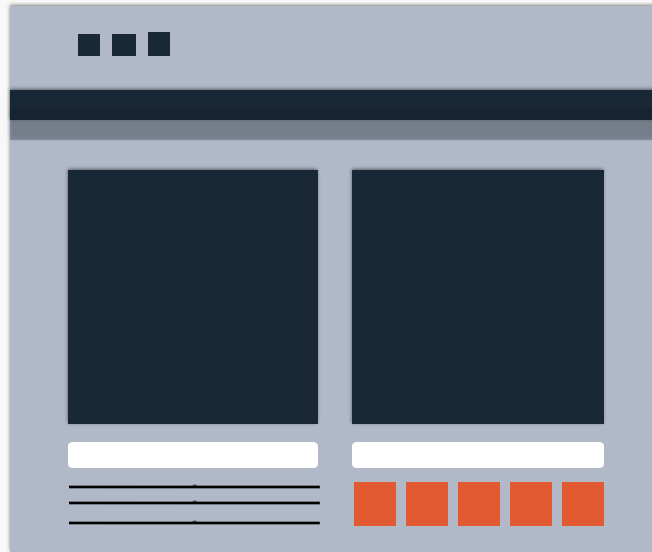
Misaligned

Aligned

Make sure that
text is *legible*



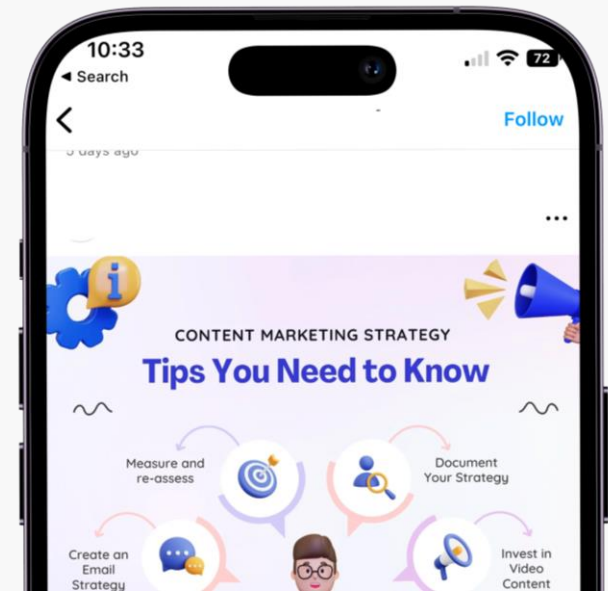
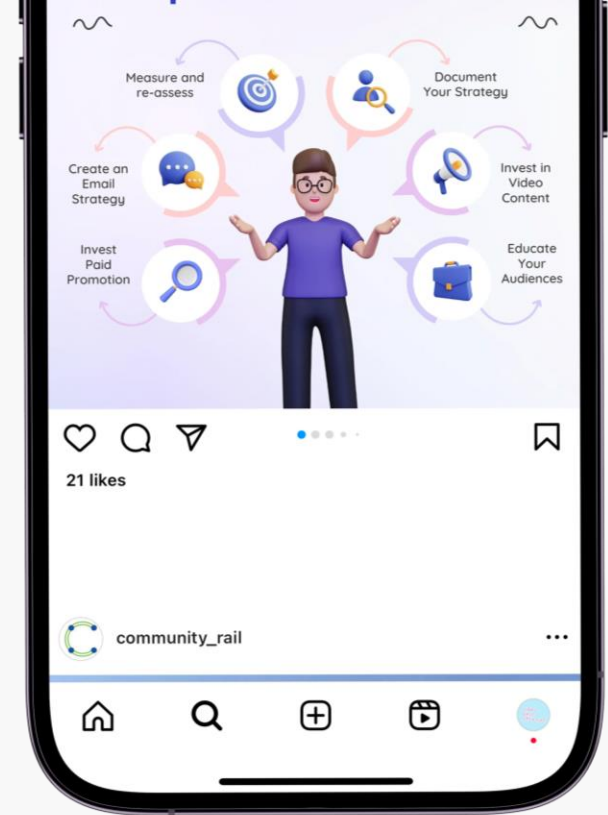
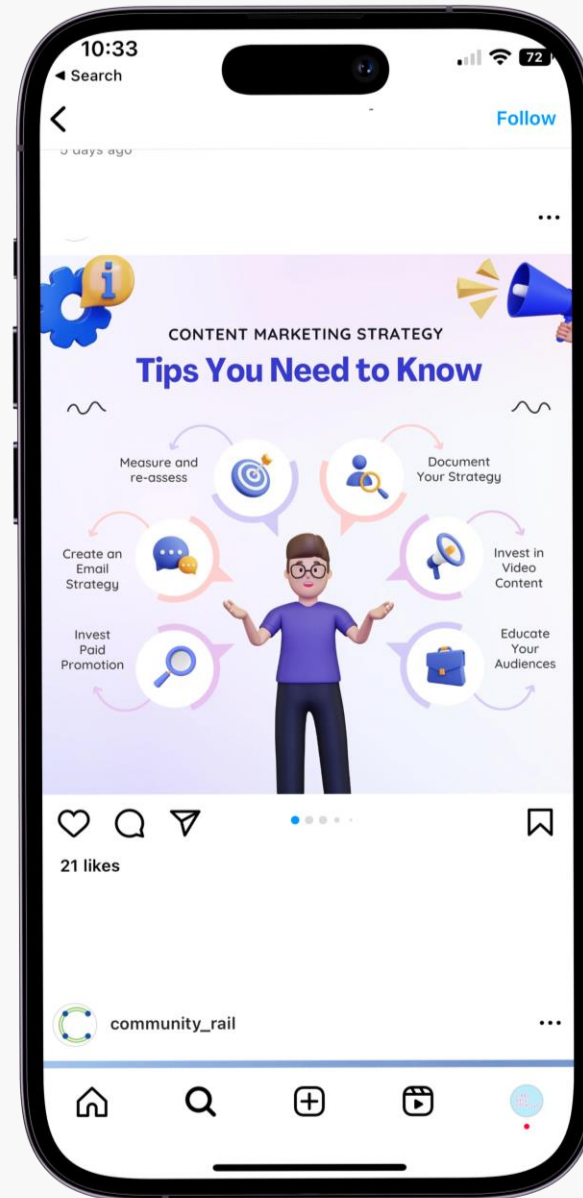
Consider *hierarchy*



**Think about your
*target audience***



Test your designs on a phone screen



Canva
Tutorial