

CANVA PRODUCT GUIDELINES HANDBOOK



Sustainable PR
Accessible PR
Kind PR

The Kind PR Movement

#PRBYYOU
rarapr.com

JADE ROBERTS

THERE IS NO BRAND WITHOUT
AWARENESS. THERE IS NO
AWARENESS WITHOUT PR. AND
THERE IS NO PR WITHOUT
GREAT DESIGN.

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HELLO

WELCOME

Welcome to raraPR. RARA is a business centred on creating sustainable PR options so that world-class PR is more accessible to more people at different stages of their journey. I'm so glad you're here and I hope you love your new product. It's been created to save you a bunch of time and allow you to tap into decades of PR and brand building experience so that you can up-level your PR world and create more impact.



Jade Roberts

CONGRATULATIONS ON PURCHASING YOUR PRODUCT. THIS DOCUMENT IS A QUICK GUIDE ON WHY IT WAS CREATED AND HOW TO USE IT.

JADE ROBERTS, FOUNDER RARAPR

PR Mentor/Brand Strategist/Social Media Strategist/Writer/Designer

“The opportunity was not just to build the perfect company for myself but a community for each other. I couldn't see what I wanted so I created it. It wasn't a choice. But not doing it wasn't an option. raraPR is the PR agency I was searching for but couldn't find.”

FOLLOW JADE ON CLUBHOUSE TO JOIN CONVERSATIONS ABOUT PUBLIC RELATIONS, BRAND STRATEGY, DESIGN-LED PR, SOCIAL MEDIA, CONTENT MARKETING, DIGITAL MARKETING, INFLUENCER MARKETING, THE POWER OF WRITING AND CONSCIOUS CONSUMERISM.



ABOUT RARAPR & CANVA

ABOUT RARAPR

raraPR is all about kind PR. People and the planet before profit. We exist to put our PR powers to use by providing world-class, sustainable and accessible PR options for entrepreneurs who want to share their story, be a force for good and make a positive impact on the world. Our tools are designed to diversify the stories we see, hear and watch in the media and online by making PR more accessible. Our products will be a work in progress and we value your opinion on how they're working for you. As our tiny business grows we hope to be able to make these tools better and better so that you can continue to find and share your voice. raraPR exists to help you more easily find the people who need what you've got. Welcome to what we call #TheKindPRMovement #PRBYYOU

WHAT IS CANVA?

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The desktop and app includes templates you can use or purchase from third part designers (just like this one by raraPR)! The platform is free to use and offers paid subscriptions including Canva Pro and Canva for Enterprise for additional functionality. Canva is globally loved and is an Australian-based tech-design invention.

THE CANVA STORY AND WHY IT'S A POWERFUL PR TOOL

Melanie Perkins and Cliff Orbrecht and later together with Cameron Adams co-founded Canva in 2010. Perkins was just 19 when she was first struck by the idea. It was 2006. She and Orbrecht were studying at university in Perth.

Melanie as a teen would earn income on the side by teaching other students design programs. But students found the platforms hard and time consuming to learn. Melanie dreamt of a better way and later created it with Cliff. It wasn't long before tech' entrepreneurs in Silicon Valley paid attention and helped align them with people who could help them partner with the right people to help them grow it to the success it is today.

What Melanie, Cliff and Cameron have created together is an online design platform that makes graphic design and publishing simple to use and accessible. This plays into our deep desire and ethos to democratise PR. There is no brand without awareness. There is no awareness without PR. And there is no PR without great design.

GETTING STARTED

Read this before you get started so that you know how to access your product and how to make it work well for you.

01

CANVA ACCOUNT

You need to have a [Canva](#) account in order to access the customisable template products. You can sign-up to Canva for free or pay for a Pro account (highly recommend!) at [canva.com](#). Then just simply log into your account.

02

LINKS TO YOUR PRODUCT

On the following page you'll find a direct link or links to the Canva template/s you've purchased. Click the link and it will open up a window where you'll have the selection option to 'use this template.' Click that and you're on your way.

03

CREATE AND CUSTOMISE

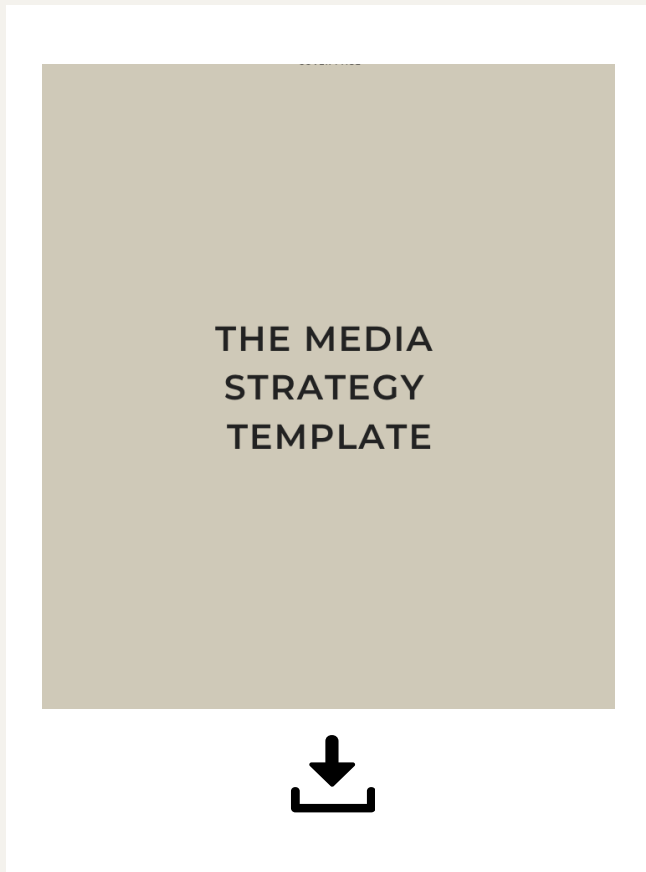
The template you've purchased will open up once you select 'use this template.' Make a copy of the original so that you have that always. Perhaps even place it in a Canva folder to keep it safe. Then edit the copy. Play with colours, fonts, images, and make it your own. Be sure to visit [Canva Learning](#) for extra lessons and support.

04

DOWNLOAD AND SAVE

Depending on what product you've purchased, be sure to make it your own. The products we create are to either uplevel your design assets with a PR and brand building mind or to arm you with the tools you need to elevate your approach to PR. You are most welcome to share it with full raraPR credits.

PRODUCT DOWNLOAD LINK



DOWNLOAD LINK

**ACCESS YOUR
PRODUCT HERE**

CLICK THE BUTTON TO
ACCESS YOUR TEMPLATES.
IT WILL IMMEDIATELY OPEN
UP IN CANVA IF YOU HAVE
A CANVA ACCOUNT AND
ARE SIGNED IN.



[EMAIL FOR SUPPORT HELLO@RARAPR.COM](mailto:HELLO@RARAPR.COM)

[FOLLOW US ON INSTAGRAM](#)

WWW.RARAPR.COM

GET THE PR GOODS

For more PR goods be sure to visit our freebies resources page, sign-up to our newsletter and check out our shop for accessible PR options for you and your business at any stage of your journey.

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

[LEARN MORE](#)

