

**WAYS2RAISE**

DESIGN REFERENCE

# Canva Template Guide

Everything you need to recreate the Fundraising Survival Guide in Canva — brand colours, fonts, layout grids, and step-by-step instructions for each page type.

## Brand Colour Palette

Use these exact hex codes in Canva for consistent branding

These are the official Ways2Raise brand colours. In Canva, you can add them to your Brand Kit (if you have Canva Pro) or enter the hex codes manually each time by clicking any colour swatch and typing the code into the hex field.

|                                                              |                                                                |                                                                |                                                           |
|--------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------|
| <b>#7B2FBE</b><br><b>Purple</b><br>Primary brand colour      | <b>#E91E8C</b><br><b>Pink / Magenta</b><br>Accent & highlights | <b>#FFD700</b><br><b>Yellow / Gold</b><br>Highlights & CTAs    | <b>#1A1A2E</b><br><b>Dark Navy</b><br>Body text & dark bg |
| <b>#FFFFFF</b><br><b>White</b><br>Backgrounds & text on dark | <b>#F8F4FF</b><br><b>Lavender Tint</b><br>Info box backgrounds | <b>#FFF8E1</b><br><b>Cream / Butter</b><br>Tip box backgrounds | <b>#F0F0F0</b><br><b>Light Grey</b><br>Borders & dividers |

## Gradient Combinations

The Ways2Raise brand uses two main gradients. In Canva, use the gradient fill option and enter the start/end colours below:

| Gradient Name           | Start Colour              | End Colour                    | Used For                                            |
|-------------------------|---------------------------|-------------------------------|-----------------------------------------------------|
| <b>Primary gradient</b> | <b>#7B2FBE</b> (left/top) | <b>#E91E8C</b> (right/bottom) | Cover pages, section dividers, buttons, header bars |
| <b>Blue gradient</b>    | <b>#4A90D9</b> (top)      | <b>#7B2FBE</b> (bottom)       | Section 1 divider page only                         |
| <b>Dark gradient</b>    | <b>#1a1a2e</b> (top)      | <b>#16213e</b> (bottom)       | Back cover, dark section backgrounds                |

### 💡 Canva tip:

To enter a hex code in Canva, click any coloured element → click the colour swatch in the top toolbar → click the "+" icon or the hex field at the bottom of the colour picker → type or paste the hex code (without the # symbol).

# Fonts & Typography

Two Google Fonts — both free and available in Canva

Ways2Raise uses two fonts from Google Fonts. Both are available for free in Canva — you can search for them by name in the font picker.

## HEADING FONT

### Poppins — Bold & ExtraBold

Used for: Page titles, section headings, the logo, and any large display text. Always use Bold (700) or ExtraBold (800) weight. Never use Poppins for body text — it's too heavy at small sizes.

## BODY FONT

### Nunito — Regular, SemiBold & Bold

Used for: All body text, captions, labels, bullet points, and any text under 14pt. Use Regular (400) for paragraphs, SemiBold (600) for emphasis, and Bold (700) for strong highlights.

## Font Size Guide

| Element               | Font    | Size     | Weight        | Colour                |
|-----------------------|---------|----------|---------------|-----------------------|
| Cover title (large)   | Poppins | 36–42pt  | ExtraBold 800 | White + Yellow accent |
| Section divider title | Poppins | 28–32pt  | Bold 700      | White                 |
| Page title (H2)       | Poppins | 18–22pt  | Bold 700      | #7B2FBE               |
| Subheading (H3)       | Poppins | 12–14pt  | Bold 700      | #7B2FBE               |
| Italic subtitle       | Nunito  | 11–12pt  | SemiBold 600  | #E91E8C (italic)      |
| Body paragraph        | Nunito  | 10–11pt  | Regular 400   | #333333               |
| Box/callout text      | Nunito  | 9.5–10pt | Regular 400   | #333333               |
| Labels & tags         | Nunito  | 7–8pt    | Bold 700      | White on gradient     |
| Footer text           | Nunito  | 7.5–8pt  | Regular 400   | #999999               |



How to add Google Fonts in Canva

In Canva, click any text element → click the font name in the toolbar → type "Poppins" or "Nunito" in the search box. Both fonts appear immediately. If you have Canva Pro, you can add them to your Brand Kit so they're always available at the top of the font list.



#### **Line spacing tip:**

For body text in Canva, set line spacing to 1.5–1.6. For headings, use 1.1–1.2. This matches the spacing used in the ebook and keeps text readable on screen and in print.

# Setting Up Your Canva Document

Start here every time you create a new ebook page

## Step 1: Create a new design

- 1 Go to [canva.com](https://canva.com) and click "Create a design" in the top right corner.
- 2 In the search box, type "A4 Document" and select it. This gives you the correct 210mm x 297mm page size that matches the ebook.
- 3 You can also use **Custom size** and enter **595 x 842 pixels** (at 72dpi) or **2480 x 3508 pixels** (at 300dpi for print quality).
- 4 Name your design something like "W2R Ebook — [Page Name]" so it's easy to find later.

## Step 2: Set up your page margins

The ebook uses consistent margins on all content pages. To recreate this in Canva:

- 1 Click **File** → **Show margins** (or press **Ctrl+Shift+M**). This shows the safe zone guides.
- 2 Keep all content within **16mm from each edge**. The header bar and footer bar can go edge-to-edge (full bleed).

## Step 3: Add the page header

Every content page has a thin header bar at the top. To create it:

- 1 Add a **rectangle** that spans the full width of the page. Set height to about **12mm**. Set fill to **white**.
- 2 Add a thin **line** (1–2pt, colour **#F0F0F0**) at the bottom of the header area to separate it from the content.
- 3 Add the **WAYS2RAISE** logo text on the left (Poppins ExtraBold, 10pt, colour **#7B2FBE**, with "2" in **#E91E8C**).
- 4 Add a **pill-shaped tag** on the right with the section name (e.g. "Getting Started"). Use a gradient fill (**#7B2FBE** → **#E91E8C**), white text, Nunito Bold 7pt, all caps.

## Step 4: Add the page footer

- 1 At the bottom of the page, add a thin line (**#F0F0F0**) above the footer text.
- 2 Add two text elements: "**The Fundraising Survival Guide for Parents**" on the left and "**ways2raise.co.uk**" on the right. Both: Nunito Regular, 7.5pt, colour **#999999**.



Save time with Canva templates:

Once you've built one page with the header and footer, right-click the page thumbnail in the left panel and choose **"Duplicate page"**. This copies the header and footer to the new page so you don't have to rebuild them each time.

# Template 1: Content Page

Used for most pages — goal setting, feature explanations, guides

This is the most common page type in the ebook. It has a page header, a main title, an italic subtitle, body text, and one or more coloured callout boxes.



## Key measurements

| Element              | Width                     | Notes                              |
|----------------------|---------------------------|------------------------------------|
| Page margins         | 16mm each side            | Content stays within these margins |
| Header/footer bars   | Full width (edge to edge) | These go to the page edge          |
| Info box left border | 4px wide                  | Colour: #7B2FBE (purple)           |
| Tip box left border  | 4px wide                  | Colour: #FFD700 (yellow)           |
| Box corner radius    | 8px                       | Applied to all boxes and cards     |



### How to create a callout box in Canva

Add a rectangle → set corner radius to 8 → set fill colour to **#F8F4FF** → add a narrow rectangle on the left edge (4px wide, full height of the box, colour **#7B2FBE**) → group them together → add your text on top.

## Template 2: Section Divider Page

Full-page gradient background — used between sections

Section divider pages are full-bleed gradient pages with no margins. They announce the start of a new section and give the reader a visual break. The ebook has three of these — one for each section.

### LAYOUT DIAGRAM — SECTION DIVIDER

Full page background: gradient fill (#7B2FBE → #E91E8C, diagonal 135°)

Large section number — Poppins ExtraBold 80pt, white, opacity 20%

Section title — Montre Bold 24pt, white, full page width shape background

Section Title — Poppins Bold 28–32pt, white, centred

Short description — Montre Regular 12pt, white 85% opacity, centred

Icon grid — 3–4 small icons with labels, white text

### Decorative circles

Each section divider has two large semi-transparent circles for visual interest:

- **Top right circle:** Large circle (about 80mm diameter), white at 8% opacity, positioned half off the page edge at the top right
- **Bottom left circle:** Medium circle (about 60mm diameter), white at 6% opacity, positioned half off the page at the bottom left

In Canva: Add a circle shape → set fill to white → reduce transparency to 8–10% → position it partially off the page edge.

## Section colour variations

| Section                     | Gradient Start   | Gradient End     |
|-----------------------------|------------------|------------------|
| Section 1 — Getting Started | #4A90D9 (blue)   | #7B2FBE (purple) |
| Section 2 — Free Account    | #7B2FBE (purple) | #E91E8C (pink)   |
| Section 3 — Pro Account     | #E91E8C (pink)   | #7B2FBE (purple) |



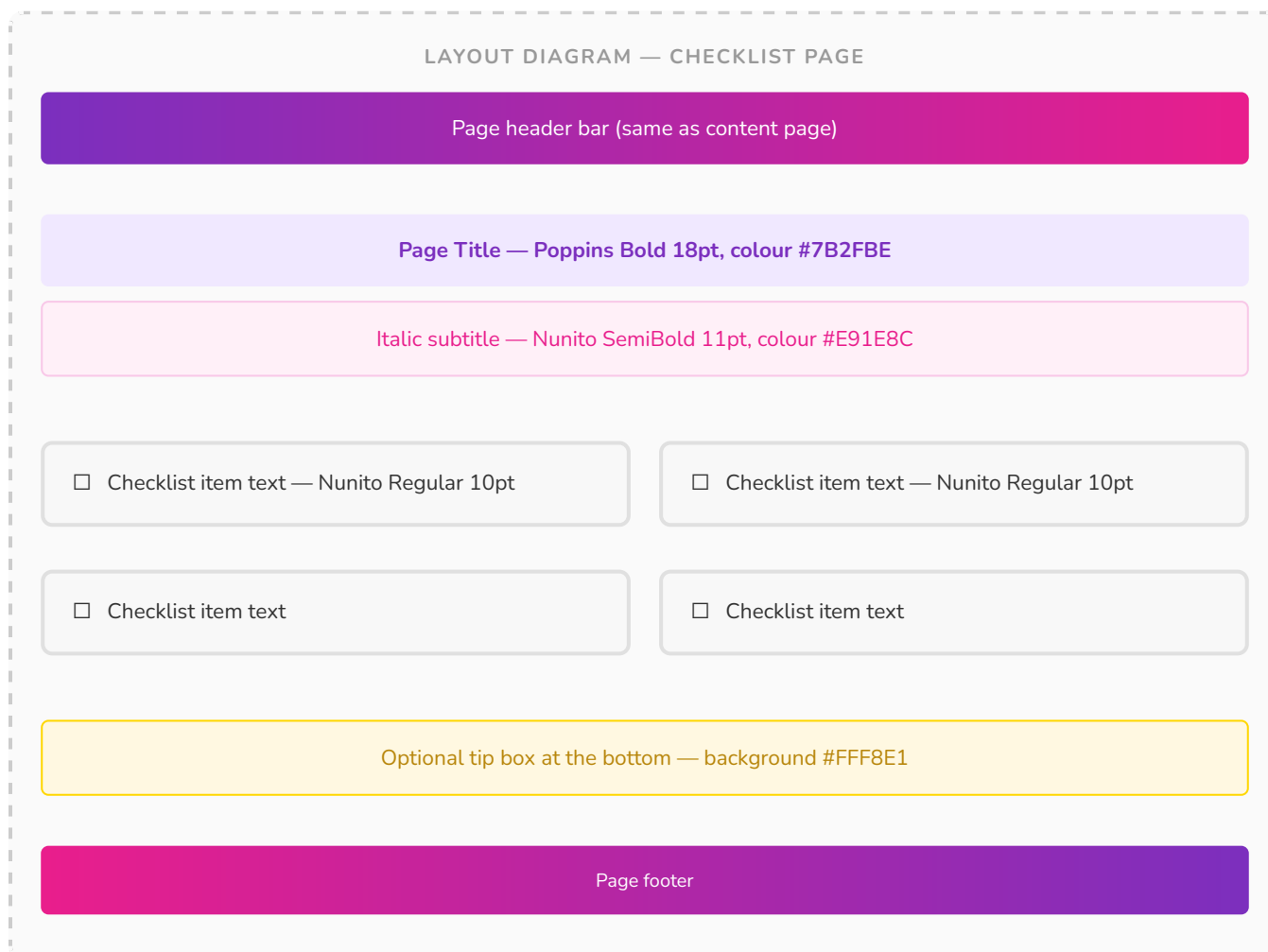
### Canva gradient tip:

To apply a gradient background in Canva, click the background → click the colour swatch → click the gradient icon (it looks like a fading square) → choose "Linear" → set the angle to 135° → enter your start and end hex codes.

## Template 3: Checklist Page

Used for the First Steps checklist — printable, tick-box layout

The checklist page uses the same header/footer as a content page, but the main content is a list of tick-box items. Parents can print this page and tick off each step as they complete it.



### Creating the tick boxes in Canva

- 1 Add a **square shape** (about 5mm × 5mm), no fill, border colour **#7B2FBE**, border width 2px, corner radius 2px.
- 2 Add your **checklist text** next to the box: Nunito Regular 10pt, colour **#333333**. Bold the key phrase at the start of each item.
- 3 **Group** the box and text together (Ctrl+G), then duplicate the group for each checklist item.
- 4 Wrap each item in a **light grey card** (background **#F8F8F8**, border **#E0E0E0**, corner radius 6px) to make it feel like a printable card.

## Two-column layout

The checklist uses a two-column grid for the tick-box items. In Canva, use the alignment guides to keep both columns the same width. Each column should be about **85mm wide** with a **5mm gap** between them.



### Print-friendly tip

When exporting this page for printing, use **PDF Print** (not PDF Standard) in Canva's download options. This ensures the tick boxes have crisp edges and the text is sharp enough to read when printed on A4.

## Exporting & Quick Reference

How to export from Canva and a full colour/font cheat sheet

### Exporting from Canva

- 1 Click **Share** (top right) → **Download**.
- 2 For a **downloadable PDF** (like this ebook): choose **PDF Standard**. This gives a good balance of quality and file size.
- 3 For a **printable PDF** (like the checklist page): choose **PDF Print** for sharper text and graphics.
- 4 To export **all pages at once**, make sure "All pages" is selected in the download options. This creates a single multi-page PDF.
- 5 For **social media images** (like a preview of the cover): choose **PNG** at 2x scale for sharp images.

### Quick Reference — All Colours

| Name           | Hex Code | Used For                                      |
|----------------|----------|-----------------------------------------------|
| Purple         | #7B2FBE  | Primary brand, headings, borders, buttons     |
| Pink / Magenta | #E91E8C  | Accents, italic subtitles, gradient end       |
| Yellow / Gold  | #FFD700  | Highlights, tip box borders, logo accent      |
| Dark Navy      | #1A1A2E  | Body text, dark backgrounds                   |
| White          | #FFFFFF  | Page background, text on dark backgrounds     |
| Lavender Tint  | #F8F4FF  | Info box backgrounds                          |
| Cream / Butter | #FFF8E1  | Tip box backgrounds                           |
| Light Grey     | #F0F0F0  | Borders, dividers, checklist card backgrounds |
| Medium Grey    | #999999  | Footer text, secondary labels                 |
| Body Text      | #333333  | All body paragraph text                       |

### Quick Reference — Fonts

| Font | Weight | Used For |
|------|--------|----------|
|------|--------|----------|

|         |                          |                                                 |
|---------|--------------------------|-------------------------------------------------|
| Poppins | Bold 700 / ExtraBold 800 | All headings, page titles, section titles, logo |
| Nunito  | Regular 400              | Body paragraphs, box text, footer text          |
| Nunito  | SemiBold 600             | Italic subtitles, emphasis within body text     |
| Nunito  | Bold 700                 | Labels, tags, checklist item bold phrases       |

### 💡 Need to update the GoHenry affiliate link?

The ebook HTML source file is at `/home/ubuntu/ways2raise-ebook/fundraising-survival-guide.html` . Search for `YOUR_GOHENRY_AFFILIATE_LINK` and replace it with your real FinanceAds affiliate URL. Then re-run WeasyPrint to generate a new PDF. The command is in the ebook source file comments.



### Source files location

The ebook HTML source: `fundraising-survival-guide.html` — edit this to update content, then regenerate the PDF.

This Canva guide: `canva-template-guide.html` — edit this to update the brand guide.

Both files are in `/home/ubuntu/ways2raise-ebook/` on the server.