

Branding in the Wild:

UNLEASH YOUR MARKETING TIPS AND TRICKS WITH CANVA



CONTENTS



What is Branding?



Setting Up Camp with Canva



Wilderness of Design



Compass of Content Creation



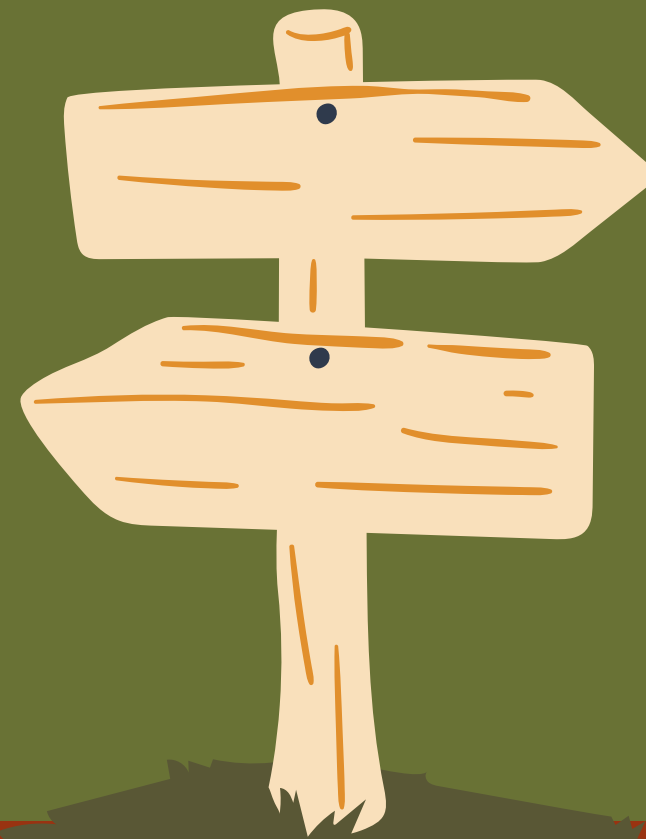
Campfire Stories



Fire Up Your Social Media Presence



Surviving the Elements



PICTURE A CAMPFIRE ON A
STARRY NIGHT



THE CAMPFIRE OF BRANDING

Like the flickering flames of a campfire, brand consistency illuminates your path, guiding customers through the wilderness of choices.



SETTING UP CAMP WITH *Canva*.

Let's explore how it can transform your vision into reality.



Endless Templates

Library of Graphics

Video Creation Tools

Fun Fonts

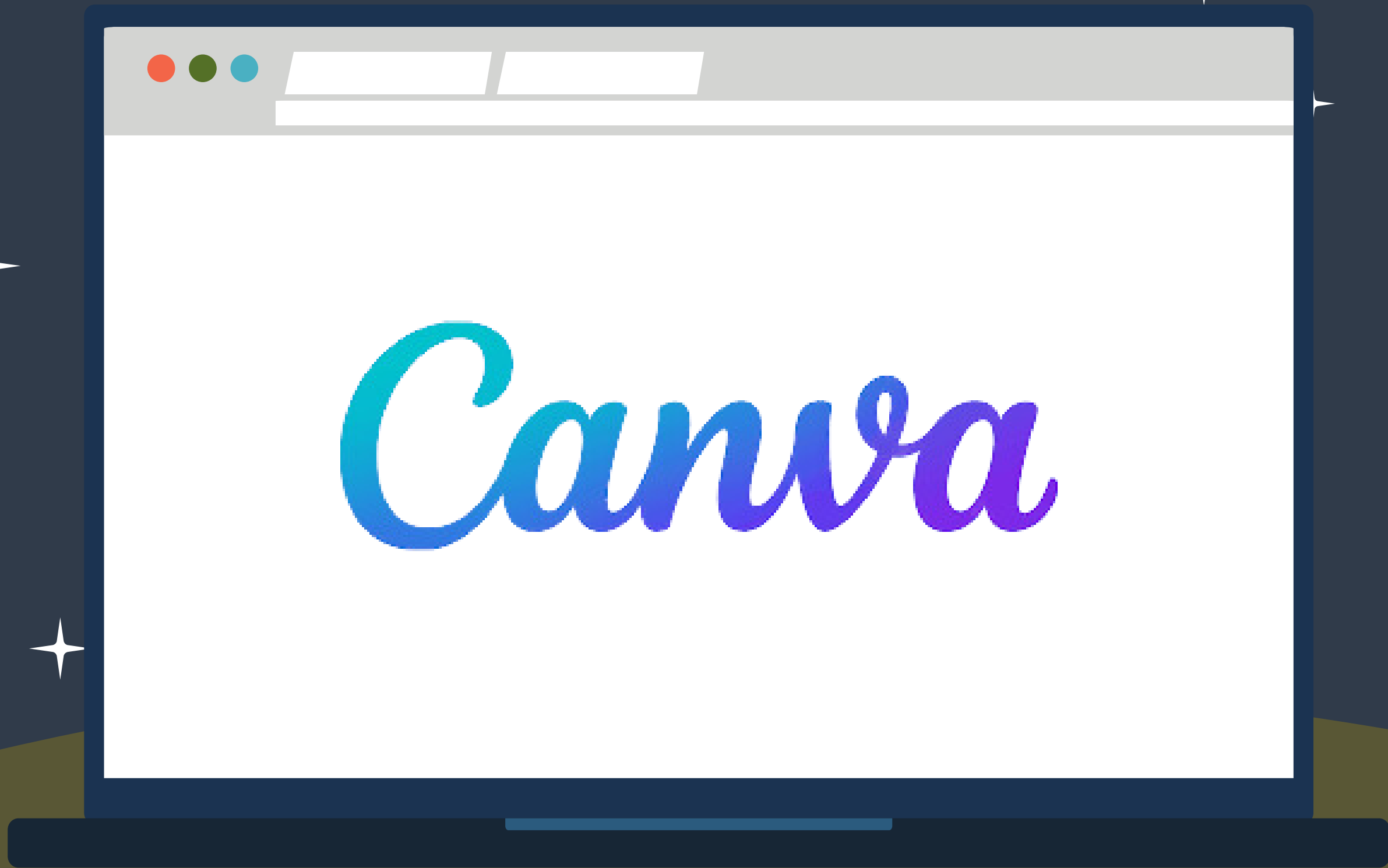
Animation

Brand Kit

Magic Switch/ Resizing

Social Media Scheduling

QR Codes



AN EVENING AT
MONTE CARLO
BENEFITTING JUDSON EDUCATION FOUNDATION

JUDSON EDUCATION FOUNDATION

The annual JEF gala continues to be one of the largest fundraising events that provides scholarships and grants to students and teachers in Judson ISD.

112
HALL OF HONOR
1983 Football Team

CASINO PRIZE
1

AN EVENING AT
MONTE CARLO
BENEFITTING THE JUDSON EDUCATION FOUNDATION
CHECK-IN
JUDSON EDUCATION FOUNDATION

JEF

SAVE THE DATE FOR AN EVENING AT

MONTE CARLO

BENEFITTING JUDSON EDUCATION FOUNDATION

FEBRUARY
9
DOORS OPEN AT 6PM

*The Shrine Auditorium
901 N Loop 1604 W,
San Antonio, TX*

SAVE THE DATE FOR AN EVENING AT
MONTE CARLO
BENEFITTING JUDSON EDUCATION FOUNDATION
FEBRUARY 2024 | **9** FRIDAY | DOORS OPEN AT 6PM
*The Shrine Auditorium
901 N Loop 1604 W, San Antonio, TX*
Scan for additional sponsorships, individual tickets & more information.


JUDSON EDUCATION FOUNDATION
SPECIAL GUESTS

109
Firstmark Credit Union

AN EVENING AT
MONTE CARLO
BENEFITTING THE JUDSON EDUCATION FOUNDATION
HIGH ROLLER SPONSORS

Buy Your Tickets Today

NAVIGATING THE WILDERNESS OF DESIGN

Just as a well-packed backpack contains all the essentials for survival, understanding design principles equips you for success.



Color



Typography



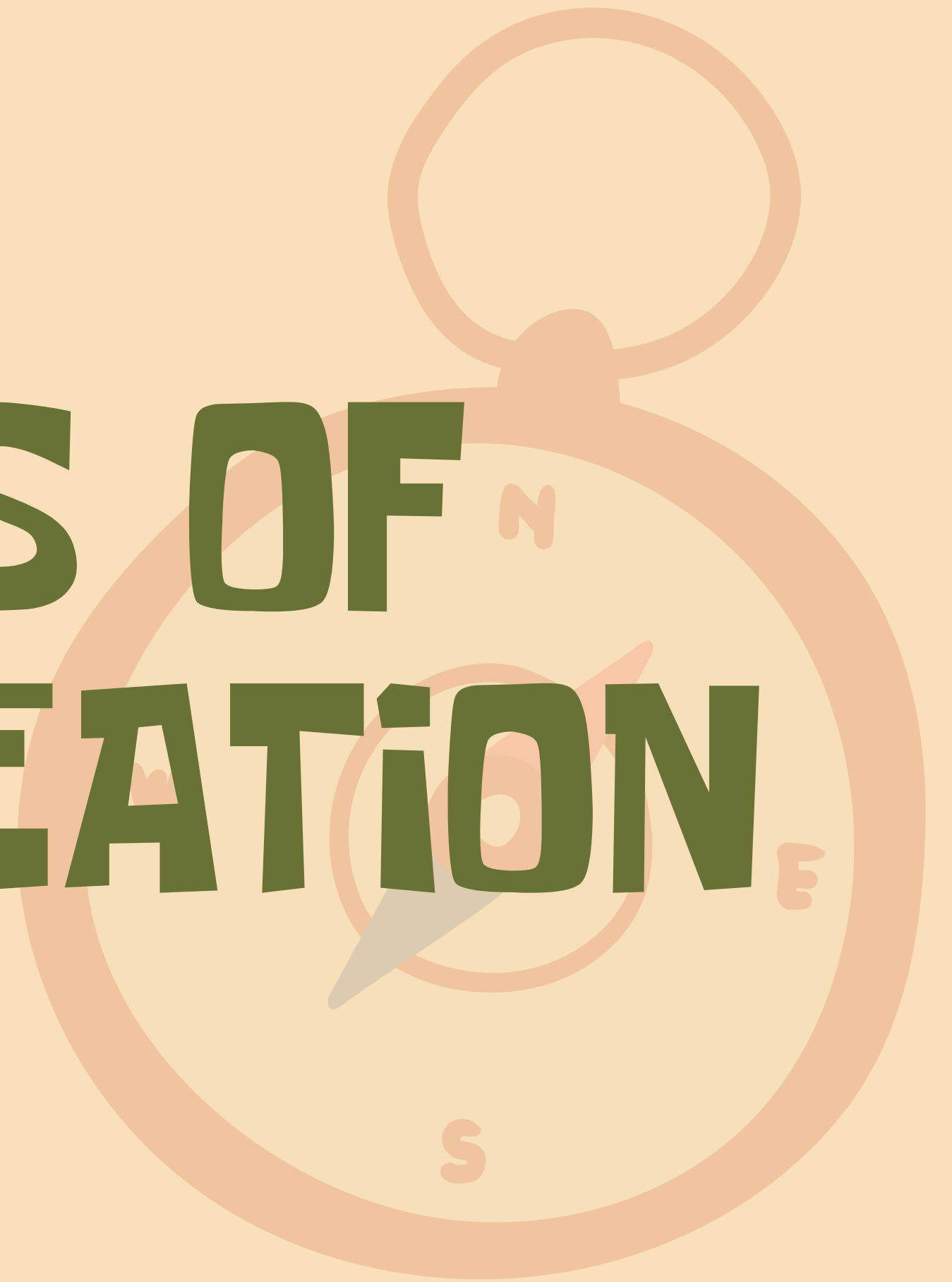
Imagery



Brand Identity



THE COMPASS OF CONTENT CREATION



THE COMPASS OF CONTENT CREATION

In the vast wilderness of content, strategy is your compass. We will need to chart a course for success by discussing the importance of storytelling, engagement, and authenticity in your marketing efforts.

Audiences

Consistent Colors and Fonts

Call to Action

Social Media

Graphics

Timeline and Deadlines

Reels

Promotional Videos

Website

Print and Digital Ads

Billboards

Quotes

CAMPFIRE STORIES CANVA TESTIMONIALS



FIRE UP YOUR SOCIAL MEDIA PRESENCE

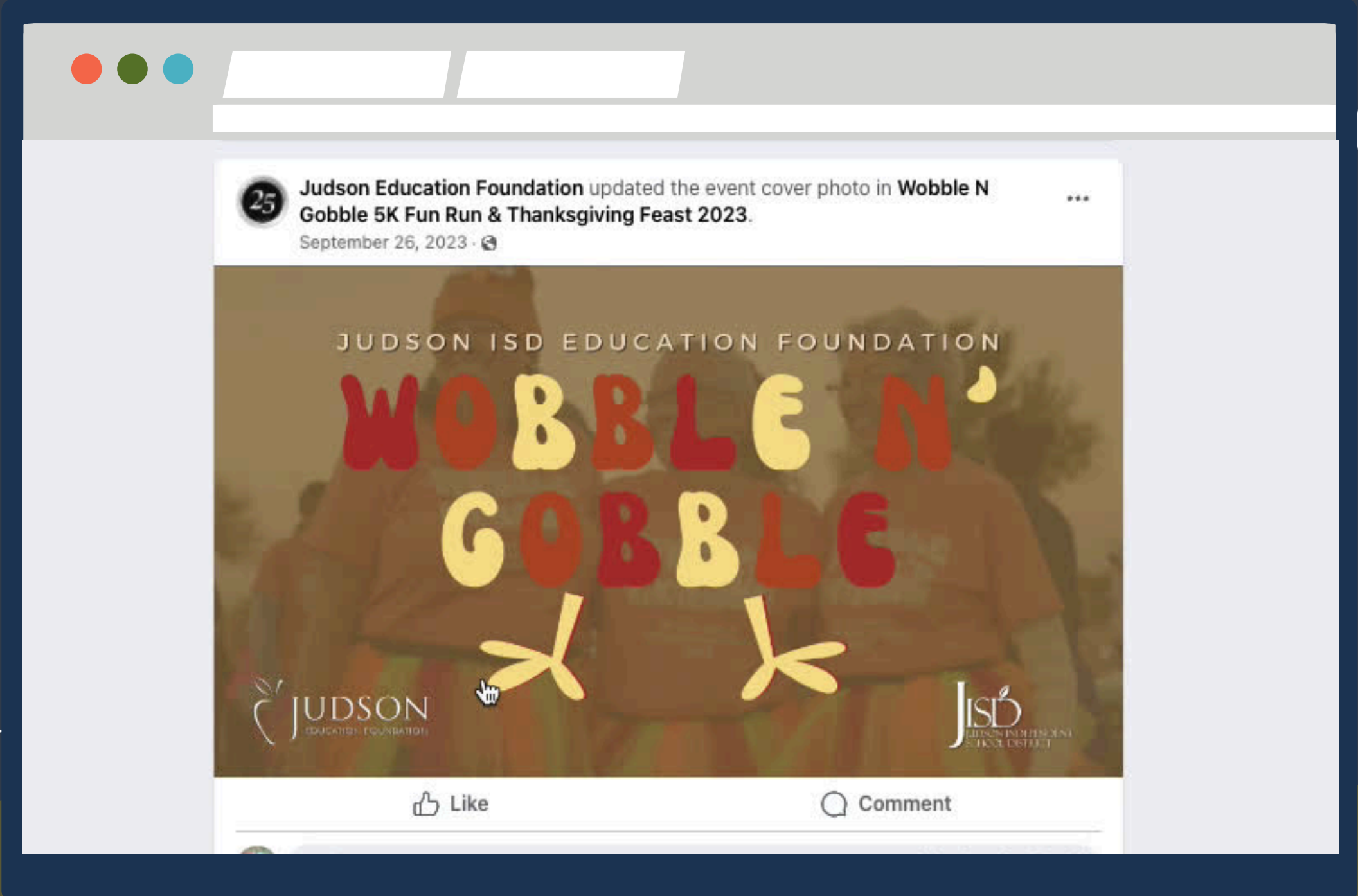
In today's digital landscape, social media is your beacon in the night. Platforms like Instagram and Facebook can amplify your brand's message and foster meaningful connections with your audience.

Instagram

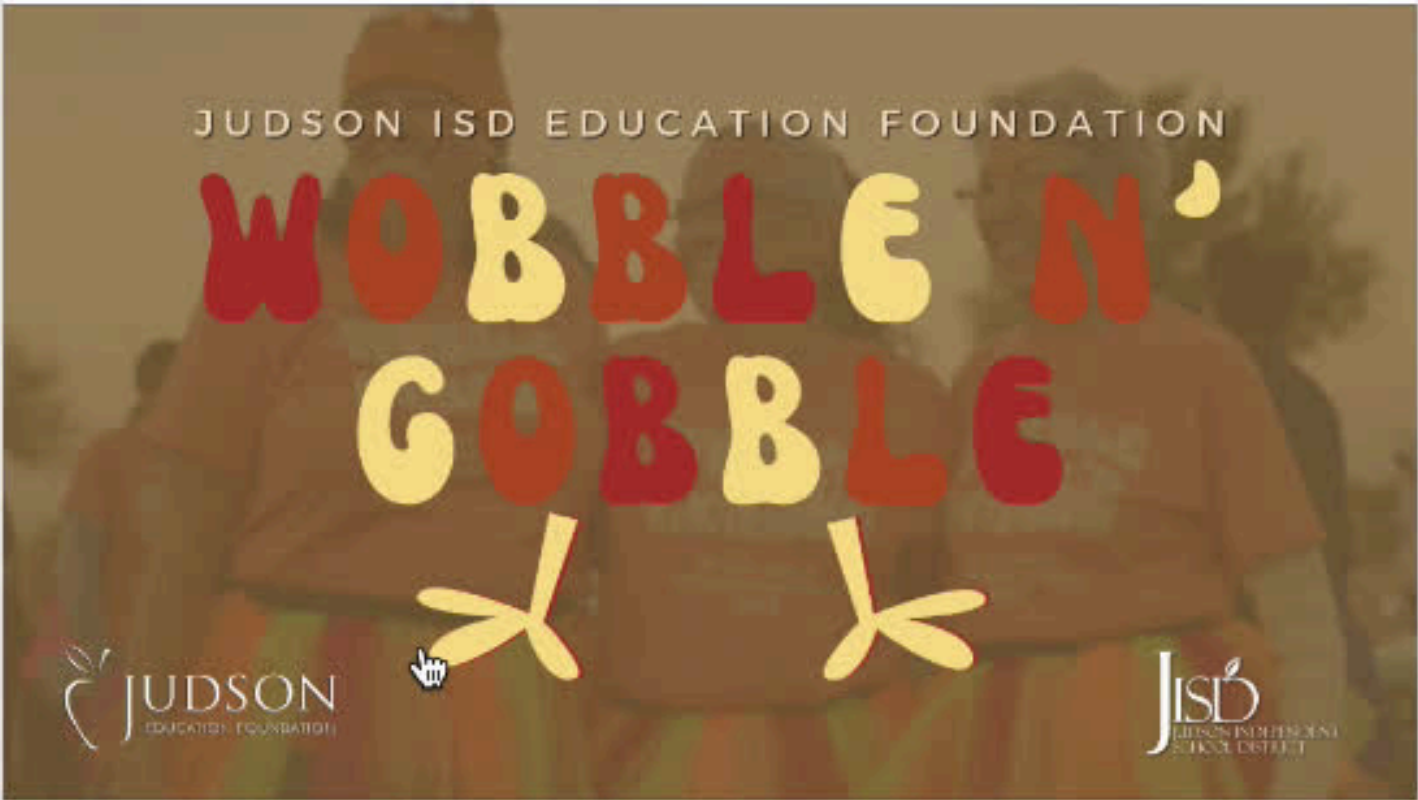
Facebook

YouTube





Judson Education Foundation updated the event cover photo in **Wobble N Gobble 5K Fun Run & Thanksgiving Feast 2023**.
September 26, 2023 · 🌐



👍 Like

💬 Comment

SURVIVING THE ELEMENTS: MARKETING TIPS AND TRICKS



Your Campsite

Foundation Event

Be meaningful about the events and campaigns; align them with your foundation mission and vision

Your Campers

Audience

Be sure to know your audience and find ways to reach them where they are at.

Setting Up Camp

Marketing Plan

Sit together with your team and brainstorm a detailed communication/marketing plan

Build a Fire

Get on Social

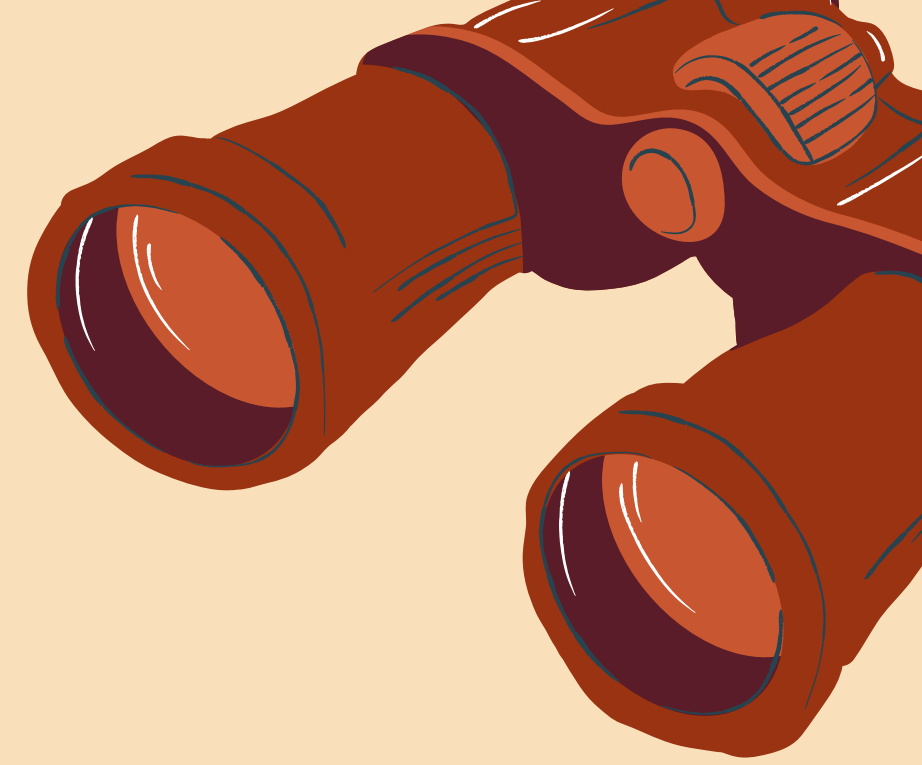
Share your digital content on your social platforms. Use paid advertisements for more engagement.

Making Memories

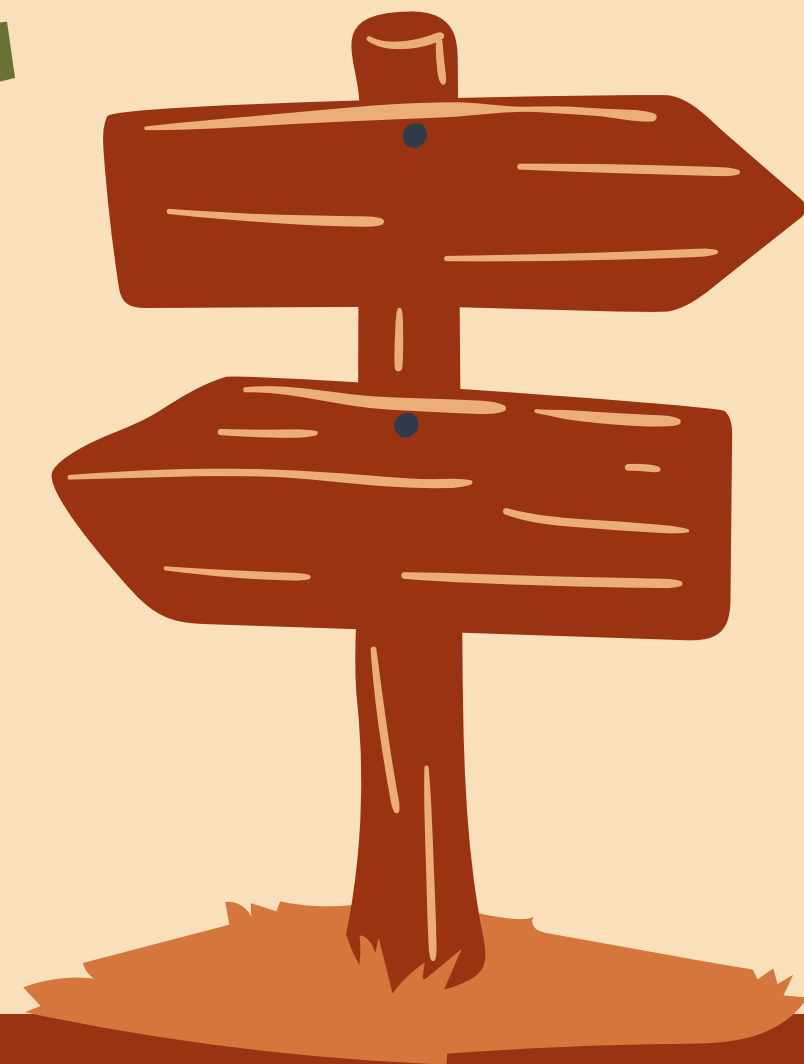
Doing the Things

Enjoy viewing your campaign creations!





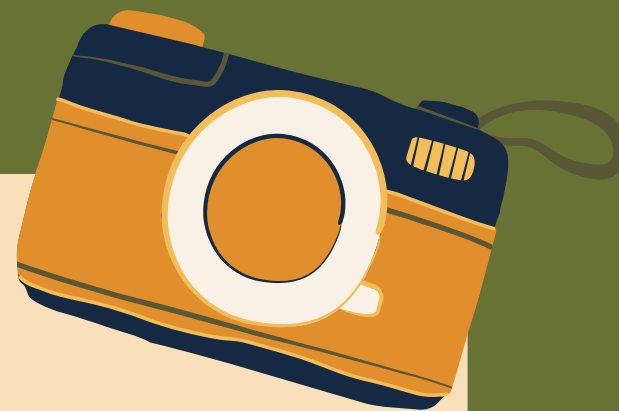
QUESTIONS?



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