

# Vantaca Marketing Resources

A guide for customizing templates from Vantaca Marketing Resources.

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This guide covers how to customize the available Marketing Resources. The first section walks through the basics that apply to every template. The sections after that cover instructions specific to each template type.

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## General Instructions

These steps apply to every Canva template on Vantaca Marketing Resources — flyers, pitch decks, social media assets, and anything we add in the future.

### Getting Started

1. Click the template link on Vantaca Marketing Resources.
2. You'll be prompted to log in or sign up for Canva. A free account is all you need.
3. Once logged in, click **Open in Editor**. This creates your own copy of the template — any changes you make won't affect the original.

### Choosing Your Pages

Some templates include multiple layout options or slide types. Pick what you need and remove the rest.

1. Scroll through the pages at the bottom of the editor to preview each option.
2. Pick the pages you want to keep.
3. Delete the pages you don't need: click the page, then click the **trash icon** in the toolbar above it.
4. To reorder pages, drag and drop the slide thumbnails at the bottom of the editor.

### Swapping Your Logo

1. Click **Uploads** in the left sidebar.
2. Click **Upload files** and select your logo from your computer (PNG or JPG).
3. Click the "Your Logo" placeholder in the design and **delete it** (press Delete or Backspace).
4. From the **Uploads** panel, **drag your logo onto the canvas** where the placeholder was. Use the corner handles to resize it and drag to reposition. The placeholder is just an anchor point — your logo may be a different shape or size, so adjust until it looks right.

### Swapping Photos

The same drag-and-drop method works for every image in the template.

1. Find your replacement image. You have three options:
  - **Use images from Vantaca (recommended):** A library of approved photography is available in the shared SharePoint folder linked from Vantaca Marketing Resources. Download any images you'd like to use, then upload them to Canva via the Uploads tab in the left sidebar.
  - **Keep what's already there:** The stock photos in the template work well as-is. If they fit your needs, leave them in place.

- **Browse Canva’s library:** Click Elements in the left sidebar → type a keyword in the search bar (e.g., “community,” “neighborhood,” “office”). Note: some Canva images are premium and may show a watermark unless you have Canva Pro.
2. **Drag the new image and drop it directly on top of the image you want to replace.** Canva will snap it into the existing frame.
  3. If the image looks cropped or poorly positioned, double-click it to adjust.

**Tip:** Some templates include stock photos with a Canva watermark. These are premium images. You can keep them if you have Canva Pro, replace them with images from the Vantaca SharePoint folder, or swap in your own.

## Editing Text

1. Click any text block to select it.
2. Highlight the placeholder text and type your own. Look for these common placeholders and replace them all:
  - **[Customer Company Name]** — your company name
  - **Headlines and subheadings** — rewrite to reflect your services
  - **Body copy** — any lorem ipsum text is there to show you where your content goes. Replace it entirely.
  - **Contact info** — update the website, phone number, and email in the footer bar.

**Tip:** To find and replace the same text across multiple pages at once, go to File → Find and replace text. This is especially useful for replacing your company name if it appears on every page.

## Changing Colors to Match Your Brand

Your template uses Vantaca’s brand colors by default. You’ll want to swap these to your own brand colors anywhere they appear — gradients, dividers, the footer bar, and any accent shapes.

1. **Find your brand colors.** If you already know your brand’s hex codes (e.g., #1A3E6F), great — you can type them in directly. If you don’t, here’s the easiest way: upload your logo to the Canva design first. Then, when you click on any element and open the color picker, you’ll see an **eyedropper icon** next to the hex code field. Click it, then click on any color in your logo — Canva will grab the exact color and apply it. This works in Chrome and Edge browsers.
2. **To change a solid color:** Click the element you want to update (a shape, bar, or text). A **color tile** will appear in the toolbar at the top. Click it to open the color panel. You can enter a hex code directly, pick from the palette, or use the eyedropper to grab a color from your logo or any other element on the page.
3. **To change a gradient:** Click the gradient element (like a divider or the footer background). Click the **color tile** in the toolbar. Switch to the **Gradient** tab. You’ll see colored circles along a bar — these are your gradient stops. Click each one and replace it with your brand color.

4. **Check every page.** Colors appear in more places than you'd expect — headlines, accent bars, the footer, dividers. Scroll through each page and click on anything that looks like it's still in Vantaca's colors.

**Tip:** Don't have your brand colors defined yet? Start with your logo. Upload it to a blank page in your Canva design, then use the eyedropper to pull colors directly from it. That's enough to get a consistent look across your templates.

## Exporting Your Finished Design

1. Click **Share** in the top right corner.
2. Click **Download**.
3. Choose your format:
  - **PDF Print** — best for anything you'll print (flyers, handouts, trade show materials). Highest quality.
  - **PDF Standard** — good for email attachments or digital sharing where file size matters.
  - **PNG** — best for single-page graphics or web use.
4. Click **Download** and save to your computer.

# Flyer Template

The flyer template includes 4 front cover options and 3 back cover options. Pick one front and one back, delete the rest, and customize.

## What to Customize

1. **Choose your covers.** Scroll through the pages, pick one front cover and one back cover, and delete the pages you don't want. (See **Choosing Your Pages** in the General Instructions.)
2. **Replace the logo.** Drag your uploaded logo onto the "Your Logo" placeholder. (See **Swapping Your Logo** in the General Instructions.)
3. **Update [Customer Company Name]** and all headline, body, and feature text with your own content.
4. **Swap the feature images.** The three feature columns each have a placeholder photo. Drag replacements onto them or keep the stock images.
5. **Update the contact footer.** Click the website, phone number, and email and replace with your own.
6. **Change colors to match your brand.** Update the gradient bar, footer background, and any accent colors. (See **Changing Colors** in the General Instructions.)

## Exporting the Flyer

For print, export as PDF Print. For digital distribution (email, website), PDF Standard or PNG will work. See Exporting Your Finished Design in the General Instructions for full steps.

# Pitch Deck Template

The pitch deck is a library of slide layouts you can mix and match to build your own presentation. It's not a rigid structure — pick the slides that fit your story, customize them, and remove the rest. Use it for board presentations, RFP responses, prospect meetings, or anywhere you need a polished deck.

## Building Your Deck

1. **Browse the slide layouts.** Scroll through the pages at the bottom of the editor. You'll find cover slides, content layouts, title pages, quote slides, and image-heavy options. Think of these as building blocks.
2. **Delete what you don't need.** Click any slide you won't use, then click the **trash icon** in the toolbar above it. You can always undo if you change your mind.
3. **Reorder slides.** Drag and drop slide thumbnails at the bottom of the editor to arrange them in your preferred sequence.

## Customizing Each Slide

Every slide follows the same customization basics covered in the General Instructions. Here's what to look for across the deck:

1. **Your logo** — delete the “Your Logo” placeholder on the cover slide, then drag your logo onto the canvas from the Uploads panel and resize to fit. Repeat on any other slides where the placeholder appears.
2. **Presenter photo and name** — on the cover slide, drag your headshot onto the photo placeholder. Click “John Doe” and “Company CEO” to replace with your name and title.
3. **Headlines, body copy, and feature text** — click any text block and replace with your own content. Every slide has placeholder text showing you where your content goes.
4. **Photos** — drag and drop replacements onto any image. (See **Swapping Photos** in the General Instructions.)
5. **Colors** — update gradients, accent bars, and text colors to match your brand. (See **Changing Colors** in the General Instructions.)

## Presenting and Exporting

You have three options for using your finished deck:

- **Download as PowerPoint (recommended):** Click **Share** → **Download** and choose **Microsoft PowerPoint (PPTX)**. This gives you a file you can open and present in PowerPoint, which is the most reliable option for in-person meetings and screen sharing.
- **Download as PDF:** Choose **PDF Standard** if you need a file to email or attach to an RFP response. Good for sharing, but not presentable as a slideshow.
- **Present from Canva:** Click **Present** in the top right corner to run the deck in fullscreen directly from your browser. No download needed, but requires an internet connection.



# Social Media Templates

The social media templates are single-page graphics sized for each platform. We provide versions for LinkedIn, Facebook, and Instagram — each pre-sized to the correct dimensions. The customization steps are the same across all three.

## What to Customize

1. **Pick your platform.** Choose the LinkedIn, Facebook, or Instagram template link from Vantaca Marketing Resources. Each opens at the correct size for that platform.
2. **Replace the logo.** Drag your uploaded logo onto the “Your Logo” placeholder. (See **Swapping Your Logo** in the General Instructions.)
3. **Update the headline and body text.** Click the text blocks and replace with your own messaging.
4. **Swap the photos.** Drag replacement images onto the stock photos. Note: the default photos may show a Canva watermark — you can replace them with your own images, use watermark-free images from Canva’s free library, or use images from the Vantaca SharePoint folder.
5. **Change colors to match your brand.** Update the gradient bar and any accent colors. (See **Changing Colors** in the General Instructions.)
6. **Export as PNG.** Click **Share** → **Download** → **PNG**. This is the best format for social media uploads.

# New Customer Announcement Templates

These templates are designed for one thing: announcing on social media that your company is now on Vantaca. They come in 5 layout options — pick the one that fits your brand, customize it, and post.

## What to Customize

1. **Pick your layout.** Scroll through the 5 page options and choose the one you like best. Delete the rest.
2. **Replace the logo.** Delete the “Your Logo” placeholder, then drag your logo onto the canvas from the Uploads panel and resize to fit.
3. **Update the text if needed.** The default copy reads “[Your Company] is moving community management forward.” You can keep this or rewrite it to match your voice.
4. **Change colors to match your brand.** Update the gradient bar and background colors. (See **Changing Colors** in the General Instructions.)
5. **Export as PNG.** Click **Share** → **Download** → **PNG**.

## Need Help?

If you run into trouble, Canva's own help center is at [canva.com/help](https://canva.com/help). For questions about the templates themselves or what to include in your materials, reach out to your Vantaca account team.