

CANVA FOR MUSICIANS

An Official Guide to Establishing Your
Brand Identity Through Canva

TABLE OF CONTENTS



Page 1..... Canva 101

Page 2..... BeatStars x Canva

Page 3..... Colors

Page 4..... Fonts

Page 5..... Iconography

Page 6..... Resources






WHAT IS CANVA?



Canva is a graphic design platform used to create social media graphics, presentations, posters, documents and other visual content. The platform is free to use or can be upgraded with premium features through an affordable paid subscription. With the simple click of a button through the 'Tracks' section of BeatStars, you can now design your own album, track, and playlist artwork.



HOW TO USE CANVA ON BEATSTARS

To get started, follow these steps:

- Hover over My Media and navigate to Tracks (or albums, playlists, services, etc.)
- Click the + button towards the top right of the page to start a new upload (to edit any existing upload, click the pencil icon to the right of the track name).
- Locate the artwork section to the right of the metadata page you're on and click 'Upload New Image'.
- Click 'Create in Canva'.
- Next, you'll need to allow the third-party cookie to allow Canva to publish your design directly into your track.
- Log in to your Canva account or create a new account if you're a new user.
- Use the design tools or pre-made templates to create your custom artwork.
- Hit the 'Publish' button in the top right corner of the Canva menu.
- Wait for Canva to prepare your design and publish it to your track.
- Lastly, you will be taken back to the metadata screen where your design will appear after a few seconds.


For a complete video walkthrough, watch our official tutorial [here](#).



ESTABLISHING YOUR BRAND IDENTITY

Your brand identity will change and grow over time as your art style evolves, but establishing its core is important. Thankfully, Canva makes that tedious process a fun one to indulge in.

Over the next few pages, we'll go over the most important elements of establishing your brand's identity – your brand's colors, fonts, and iconography. Determining these creative pieces will not only give you a solid structure to work from when you're creating your business' artwork going forward, but will also work to paint a picture of who you are and what your music entails.





ESTABLISHING YOUR BRAND'S COLORS

Deciding on your brand's colors is one of the most important factors when establishing your brand's identity.

Colors are more than just a visual aid – they ignite different feelings and emotions. Take a step back and think of the emotions you try to convey through your music. If your music is heavier with bass and darker energy, think about choosing a darker color palette to act as a visual aid. If your music is lighter and more optimistic, try a brighter color palette in your logo and album artwork.

You can try out Canva Pro for 30 days FREE to utilize their Brand Kit. This will allow you to set your color palette, recommend complementary colors, and will even allow you to upload your own unique font (which we'll get into soon!).



**PRO
-TIP**

Canva has a super handy color palette generator that can help you explore color combinations and even pull colors from existing images.



ESTABLISHING YOUR BRAND'S FONTS

Fonts have a huge impact on design, affecting the overall feel, voice, and message of your brand. Your chosen font can either make or break your brand's image, which is why it's important to ensure your font is readable, recognizable, and fits like a glove over your brand's chosen color palette.


Canva has a large assortment of fonts that you can pick from for your album and track artwork, logo design, and marketing materials. If you aren't a professional designer, it can be hard to know where to start – let's face it, there's hundreds of thousands of fonts to choose from!

Canva also has an amazing blog specifically dedicated to font education that features a number of articles about font trends, the best and worst fonts, and how to choose the right fonts.



**PRO
- TIP**

We recommend reading this Canva article before you start your decision making process:
['Build Your Brand: How To Choose The Right Fonts'.](#)





ESTABLISHING YOUR BRAND'S ICONOGRAPHY


Patterns and use of icons are a great way to set your brand apart. Using iconography in your designs can set you apart from our artists, and similar to fonts, can act as an element of recognizability.

Look at Earl Sweatshirt's iconic face design – this is the perfect example of a great design symbol. If you look at this icon, your mind immediately associates it with Earl Sweatshirt, leveraging his brand and the feel he's trying to go for, which is simple and laid back with an edge of humor.

Canva has thousands of pre-made icons in their library that you can use for your designs. If you're looking for something extra special outside of the platform, check out this handy list of [useful and free icons](#) you can download and utilize within the Canva platform.

**PRO
-TIP**

We recommend reading this Canva article before you start your decision making process:
['Build Your Brand: How To Choose The Right Fonts'](#).



RESOURCES TO HELP YOU GET STARTED

Canva has a number of tutorial videos, articles, and guides that can help you dive further into establishing your brand's colors, fonts, and iconography. We pulled the most vital information so you can spend more time establishing your brand and less time shuffling through resources.

Essential 'Getting Started' Courses

[Canva For Beginners: Opening Canva For The First Time](#)

[Getting Started With Canva Tutorials](#)

[Personal Branding With Dr. Talaya Waller](#)

[Graphic Design Basics](#)

[Branding Your Business](#)

[How to Create Custom Artwork For Your Music With Canva](#)

Resources On Establishing Brand Colors

[Color Palette Generator](#)

[Color Palette Ideas](#)

[Color Theory and Wheel](#)

[Color Meanings and Symbolism](#)

[Color Tips and Tricks](#)

Resources On Establishing Brand Fonts

[Font Psychology and How to use It](#)

[How to Choose Perfect Font Palettes](#)

[How Different Fonts Speak to You](#)

[How to Use Fonts Effectively](#)

[Canva's Ultimate Guide to Font Pairing](#)

[100 Free Fonts You Should Be Using](#)
