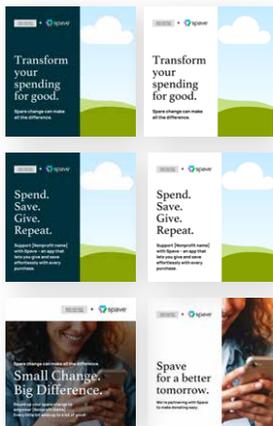


# SpaveKit Marketing Canva Guide

As a Spave partner, you have access to a full marketing kit that can be easily customized for your brand. This guide will explain how to tailor each digital or printed piece with your name and logo. There are a variety of templates available for use to align best with your brand in both light and dark formats for logo visibility options. Change the background color to your brand color, upload your logo, add your brand photo (or use ours), and edit the rest as needed.

**Before getting started, upload your brand's logo and unique QR code provided to the Canva media library.**

**Digital assets** - click on images below to open files in Canva



## Social posts

Use for social media posts promoting your partnership with Spave and the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the gray rectangle.
2. Customize the text as needed and replace "[yourname here]" with your nonprofit organization's name.
3. Click "Download" in the top right menu, in the top right menu, under file type select "PNG" and click download.

We've included sample copy for each post to help you get started with writing for your social media pages, but feel free to adjust the copy so it's in your organization's authentic voice and speaks to your audience in a way that will get them excited about Spave.



## Email

Use for paid ads promoting your partnership with Spave and the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the gray rectangle.
2. The email subheader will need your nonprofit name added in the graphic.
3. Click "Download" in the top right menu, under file type select "PNG" and click download.



We've included sample copy for you get started with writing an email, but feel free to adjust the copy so it's in your organization's authentic voice and speaks to your audience in a way that will get them excited about Spave.



300x600px



300x250px

## Website banner + ads

Use for banners or paid ads promoting your partnership with Spave and the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the gray rectangle.
2. Click "Download" in the top right menu, under file type select "PNG" and click download.



728x90px

## Printed Materials - click on images below to open files in Canva



### 8.5 x 11 flyer

Use for promoting your partnership with Spave. Scanning the QR code redirects to iOS and Google Play stores to download the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the top gray rectangle.
2. Add your unique QR code and place it in the bottom gray rectangle.
3. Customize the text and replace "[your nonprofit name]" with your nonprofit organization's name.
4. Select "Download" in the top right menu, under file type select "PDF Print" and click download.



### 5x7 postcard

Use for promoting your partnership with Spave and the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the gray rectangle.
2. Add your unique QR code and place it in the bottom gray rectangle.
3. The email subheader will need your nonprofit name added in the graphic.
4. Click "Download" in the top right menu, under file type select "PNG" and click download.

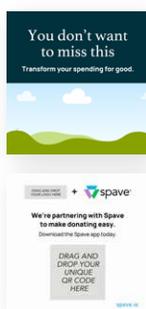
We've included sample copy for you get started with writing an email, but feel free to adjust the copy so it's in your organization's authentic voice and speaks to your audience in a way that will get them excited about Spave.



### 8.5 x 3.5 letter insert

Include with letter mailings for promoting your partnership with Spave. Scanning the QR code redirects to iOS and Google Play stores to download the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the top gray rectangle.
2. Add your unique QR code and place it in the bottom gray rectangle.
3. Customize the text and replace "[your nonprofit name]" with your nonprofit organization's name.
4. Select "Download" in the top right menu, under file type select "PDF Print" and click download.



### 3x3 download card

Use for promoting your partnership with Spave. Scanning the QR code redirects to iOS and Google Play stores to download the Spave app.

1. Select your logo from the left "Uploads" menu and place it in the top gray rectangle.
2. Add your unique QR code and place it in the bottom gray rectangle.
3. Select "Download" in the top right menu, under file type select "PDF Print" and click download.