

Tool Box



Extension
UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

The University of Wisconsin-Madison (hereinafter "the University") is committed to providing equal opportunity in employment and advancement to all qualified individuals and, in accordance with applicable federal and state statutes and regulations prohibiting discrimination in employment on the basis of race, color, creed, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, gender expression, marital status, pregnancy, genetic information, disability, military service, protected veteran status, honesty testing, arrest record or conviction record. The equal employment opportunity policy covers all aspects of the employment relationship including, but not limited to, recruitment, interviewing, screening, testing, selection, placement, evaluation, transfer, promotion, tenure, compensation, benefits, training, and termination.

Farmers Market Guide to using Canva

Canva

Creating Engaging Visuals

Canva is a powerful, easy-to-use graphic design platform that empowers farmers markets to craft professional and consistent visuals without requiring advanced design skills. Follow this guide to make the most of Canva's features and elevate your market's presence.

1. ESTABLISH YOUR BRANDING

Logo Creation: Begin by designing a market logo that embodies your community's spirit and values. Ask for feedback. Get different perspectives on your new logo and consider making changes to appeal to a wider audience.

Set Colors & Fonts: Choose a color palette and fonts that you'll use across all your materials for a cohesive look.

Templates: Create and save branded templates for flyers, signs, and social media posts to maintain consistency.

Pro Tip: Store your logo, colors, and fonts in Canva's "Brand Kit" for speedy access and uniformity.



2. CREATE SOCIAL MEDIA CONTENT

Use Canva to design attention-grabbing posts that boost engagement.



TYPE OF POST	HOW TO USE CANVA
Vendor Highlights	Incorporate photos, quotes, and market schedules
Event Promotions	Feature bold graphics and countdowns
Recipe Cards	Customize with seasonal ingredients using ready-made templates
Interactive Posts	Design polls, mascot hunts, and giveaways

Weekly themes like Market Find Monday or Market Love can be managed with shared template folders.

3. ENHANCE NEWSLETTER GRAPHICS

Header Banners: Design seasonal or event-themed headers to top your newsletters.

Section Dividers: Add icons or illustrations to organize content visually.

Recipe Spotlights: Pair your text with stylish recipe cards.

Vendor Features: Include vendor photos within branded frames for a polished look.



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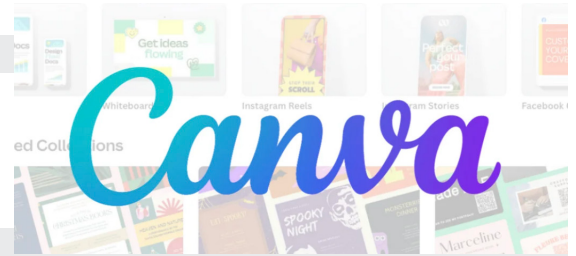
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MATERIAL	PURPOSE
Flyers & Posters	Announce market days, events, or special programs
Market Maps	Guide guests to vendor locations
Signage	Create booth signs, directional arrows, or information boards
QR Code Graphics	Connect attendees to recipe forms, newsletters, or vendor directories

4. DESIGN PROMOTIONAL MATERIALS

Canva supports all outreach efforts with designs for:

PRINTING TIP: Canva offers print-ready formats for easy, high-resolution downloads.



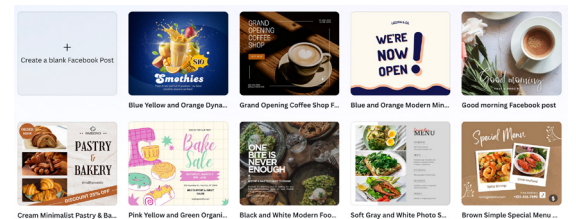
5. WHY CANVA IS IDEAL FOR FARMERS MARKETS

Accessible: Suitable for users of all experience levels—no design background necessary.

Collaborative: Share designs easily with team members and volunteers.

Affordable: The free version offers robust functionality, while Pro unlocks advanced features.

Time-Saving: Reusable templates simplify weekly content creation, providing a consistent look and simplify content creation.



By following these steps, you'll be able to build your market's identity, reach new audiences, and keep your community engaged with beautiful, effective visuals—week after week.



EMAIL TIP: Export your graphics as PNG or JPEG and upload them to platforms like Mailchimp or Constant Contact.



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