



# Building Your Practice's Visual Identity

## Canva Essentials for Pediatric Practices

Simple tools for creating clear, consistent, on-brand visuals for your practice.



Natalie Clarke | so.med





# Why Visual Identity Matters

## Recognition • Trust • Consistency

- Families notice consistency.
- Clear design makes information easier to understand.
- Strong visuals help your practice feel recognizable.
- A polished graphic can make everyday communication feel more professional.

### What this looks like in a pediatric practice:

A parent sees your website, social media post, waiting room flyer, and email header and knows they all came from the same practice.





# What Canva Can Be Used For

## More Than Social Media

- Social media graphics
- Waiting room posters
- Flyers
- New patient handouts
- Vaccine reminders
- School form reminders
- Staff introductions
- Email headers
- Presentations
- Community event materials



### Workshop question:

What is one thing your practice regularly needs to create but keeps putting off?





# Start With Your Brand Basics

## Before You Design

Before you design, know what your practice should look and feel like.

- Logo files
- Brand colors
- Fonts
- Photo style
- Tone and personality
- Common wording
- Overall design feel

### What this looks like in a pediatric practice:

A practice might choose warm colors, easy-to-read fonts, real team photos, simple icons, and friendly parent-focused language.





# Build a Simple Canva Brand Kit

Keep It Consistent

A Brand Kit keeps your graphics from looking different every time.

- Primary logo
- Secondary logo or icon
- Main colors
- Accent colors
- Heading font
- Body font
- Approved photos
- Common templates

## Main point:

Your team should not have to guess the font, color, or logo every time they make a graphic.

### BRAND KIT

#### PRIMARY LOGO



#### SECONDARY LOGO / ICON



#### COLOR PALETTE

##### MAIN COLORS



##### ACCENT COLORS



#### FONTS

##### HEADING FONT

##### Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

##### BODY FONT

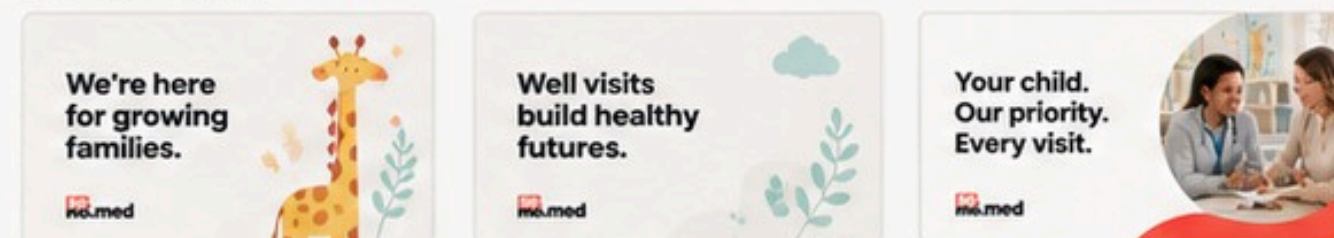
##### Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### APPROVED PHOTOS



#### COMMON TEMPLATES





# Good Design Basics

## Simple Is Stronger

Simple design is usually stronger design.

- Use fewer fonts.
- Keep text short.
- Leave white space.
- Make the headline easy to read.
- Use strong contrast.
- Keep one clear call to action.
- Avoid overcrowding the graphic.
- Reuse layouts when possible.

### Example:



## Flu shots are available

Put the details in the caption, email, or website link.





# Build a Template System

Save Time and Stay On-Brand

Templates save time and keep your practice consistent.

- Educational post
- Announcement post
- Provider or staff spotlight
- Holiday or office closure
- Review or testimonial
- Event or clinic reminder
- Reel cover
- Waiting room flyer





# Final Canva Checklist

## Before You Publish

- ✓ Is the message clear?
- ✓ Is the text easy to read?
- ✓ Does it look like our practice?
- ✓ Is the logo used correctly?
- ✓ Is the call to action obvious?
- ✓ Is there enough white space?
- ✓ Could a busy parent understand this quickly?

## Closing line:

Good design helps families find, understand, and trust your message faster.







**Thank you!**

**natalie@getsomed.com**