



Designing Print Materials for Your Farm Using Canva

4

Print Material Overview

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1. Benefits of print materials
2. Which ones to use
3. How to create those in Canva
4. Action Plan

Benefits of Print Materials

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4. **Supports Word-of-Mouth Marketing:** Flyers and rack cards are easy to pass along, helping spread the word about your farm to friends & family.

What to include in your Toolkit

- Brochure
- Rack Card
- Postcard
- Flyer
- Business card
- Specialty



BROCHURE

1. Mini Website

- Who you are
- What you offer
- How customers can buy from you
- Customer testimonial
- QR Code
- i. website, email signup
- Contact info

RACK CARD - POSTCARD

1. Quick Business Overview

a. Similar to Brochure

2. Product Feature

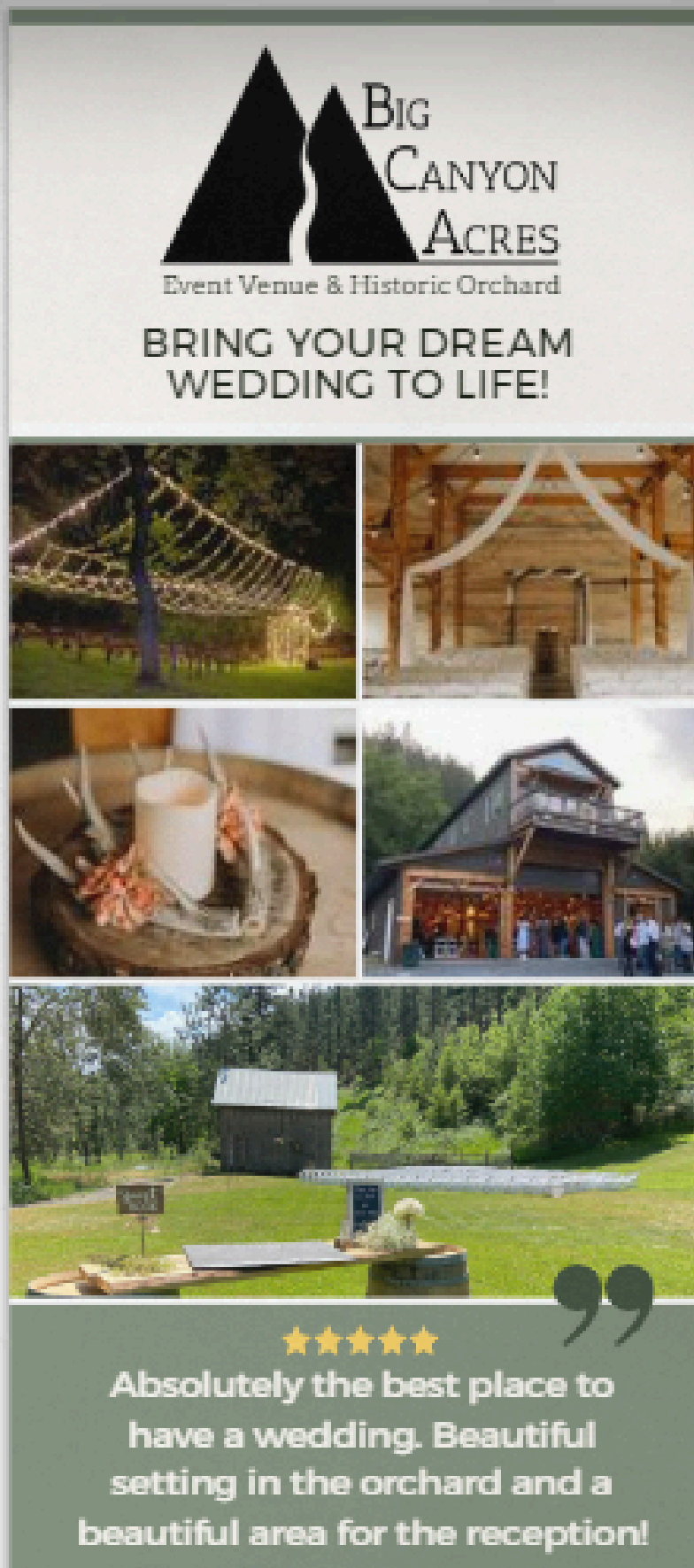
a. Who you are

b. Product details

c. Call-to-Action about that specific product

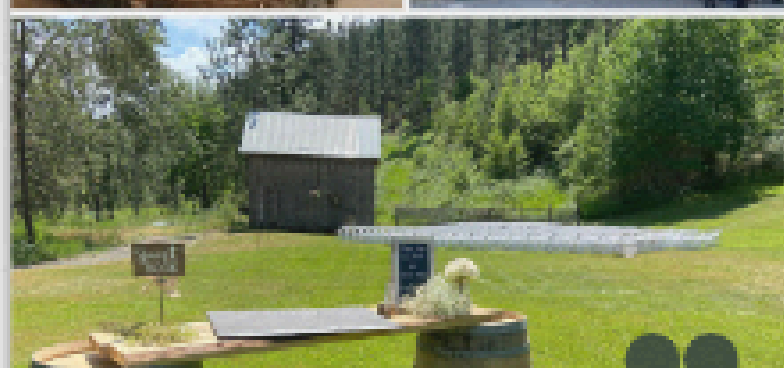

d. Customer testimonial

e. Contact info



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- Multiple locations on-site for photos, ceremony, and reception!
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- Decor, lights & props
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★★★★★

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Now it's time to enjoy its.

Join us for a pint!

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Lone Mountain Farms

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FLYER

1. Events or limited time offer

a. Name of event

b. Date & Time

c. Details/Description

d. Call-to-Action

e. Address

f. QR Code



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FARMS

&
Shareable Sweets
BAKERY



Bringing local flour & quality bread to our community!

We are proud to partner with Shareable Sweets to bring locally grown and milled grain, turned into wholesome, handcrafted bread, right here in the PNW. Together, we're committed to quality, freshness, and sustainability.



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by Lone Mountain Farms
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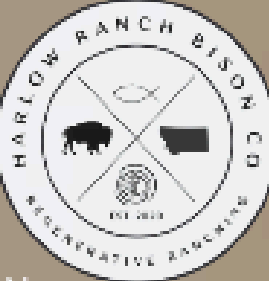


Shareable Sweets
info@shareablesweets.com
shareablesweets.com



SPECIALTY

1. Recipe cards
2. Loyalty cards
3. Thank you cards
4. How to use your product
5. 10% off your next order
6. Stickers
7. Signage



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RANCH TOURS

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Name:

Valid Until:

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Thompson Falls, MT 59873

(406) 403-4501
info@harlowranch.com



Canva is a free online graphic design tool that allows users to create a variety of visual content, including:

- print materials
- social media posts
- videos
- logos, websites
- promotional merchandise

How to make these in Canva

- Setting Up a Canva Account
- Choosing a Template
- Importing Logos & Pictures
- Adding Fonts & Colors to Stay On-Brand
- Downloading & Printing

Action Plan

- ✓ Choose 1-2 print materials to create
- ✓ Design in Canva
 - Create an account
 - Choose a template
 - Upload your images, logos, & fonts if necessary
 - Use your brand colors
- ✓ Print through Canva or download and print locally
- ✓ Start distributing!!!



Canva Templates & Checklists

Questions?

✓ emily@cultivatingyourmarket.com