

# Editable Template Guide

*Enhance your marketing with editable Canva templates!*

This guide contains links to Canva templates for you to edit your own marketing materials and the following information:

- Editable Business Cards
- Editable Signs (Open House, For Sale)
- Editable Flyers
- Editable Home Seller Guides
- Link to Create a Free Canva Account
- How to Use Canva: Tutorials, More Templates & Support Groups
- Branding Requirements for Marketing Materials
- Logo Files: Print (EPS) & Web (PNG)
- Kelly Right Colors Codes
- Link to additional marketing resources on the Agent Portal

## Template Links

- Business Cards: <https://tinyurl.com/KRbusinesscards>
- For Sale Signs: <https://tinyurl.com/KRforsalesign>
- For Sale Signs (Georgia) <https://tinyurl.com/KRforsaleGA>
- Open House Signs: <https://tinyurl.com/KRopenhousesign>
- Flyers: <https://tinyurl.com/KRflyer>
- Flyers (Georgia) <https://tinyurl.com/KRflyerGA>
- Home Seller Checklist (Orange/Blue): <https://tinyurl.com/KRSellerChecklistOrangeBlue>
- Home Seller Checklist (Neutral Colors): <https://tinyurl.com/KRSellerChecklistNeutral>

## Notes

➔ **Review the Brand Guide** for usage policies on the company name, logo usage and compliance requirements:  
<https://kellyright.com/wp-content/uploads/2022/08/Kelly-Right-Brand-Guide-2022.pdf>

➔ Do not design beyond the bleed area and margins so that the design is not cut off during printing.

➔ **Orange: Hex #F7941D - RGB: 247/148/29**  
**Blue: Hex #006098 - RGB: 0/96/152**  
Light Grey: Hex #B1B3B6 - RGB: 177/179/182  
Medium Grey: Hex #717073 - RGB: 113/112/115  
Dark Grey: Hex #4D4B4E - RGB: 77/75/78

➔ **Logo Files:** The new logos were updated and released for use in October 2021. Do not use the older logos.  
[www.dropbox.com/sh/kolinsq46giguoc/AABRCt2oDGLetwk1XPwgbqcMa?dl=0](http://www.dropbox.com/sh/kolinsq46giguoc/AABRCt2oDGLetwk1XPwgbqcMa?dl=0)

➔ **Marketing Resources:** Please visit the Marketing section of the Agent Portal for additional resources such as: ZipYourFlyer, ListReports, Listing Booster, Breakthrough Broker, Social Media help, kvCORE and more.  
[www.kellyright.com/agent-portal](http://www.kellyright.com/agent-portal)

## About Canva

Canva is a quick and easy way for you to build your personal brand and create effective marketing materials. There are options to purchase printing and upgrade services to a Pro Account. Some design elements are Pro element designs that you have to purchase for small fees. However, you do not need to purchase anything, and you do not need to upgrade your account to use our templates.

You can easily download and save your designs to your computer and print them from anywhere you like, you do not need to pay for Canva printing.

Canva also has simple to customize real estate templates already built in that you can use for free including: listing flyers, postcards, social media posts, video editor, presentations, logos and more. There are also real estate templates you can purchase and edit on Etsy.

- **Sign up for a Free Canva Account**

[www.canva.com/signup](http://www.canva.com/signup)

- **Tutorial Videos: Getting Started with Canva**

[www.canva.com/designschool/tutorials/getting-started](http://www.canva.com/designschool/tutorials/getting-started)

- **Tutorial Blog Post: Quickly Edit Canva Templates**

[www.yourdesignertemplates.com/how-to-quickly-edit-your-templates-in-canva](http://www.yourdesignertemplates.com/how-to-quickly-edit-your-templates-in-canva)

- **Canva for Real Estate Agents Facebook Group**

[www.facebook.com/groups/2718814468238278](http://www.facebook.com/groups/2718814468238278)

- **Canva for Real Estate Agents Free Training Group**

<https://view.flodesk.com/pages/627976791e8046b220254985>

- **Purchase Canva Templates from Etsy Sellers**

[www.etsy.com/search?q=canva+real+estate+flyers](http://www.etsy.com/search?q=canva+real+estate+flyers)

## Branding Requirement Summary

The Kelly Right Real Estate logos, colors, and brand elements are what make our brand identity. Consistent and cohesive branding is important to the credibility of the Kelly Right name. The credibility of the brokerage will help you as an agent when using cohesive branding.

The policies found in Kelly Right Real Estate's Brand Guide will give valuable insight into the most effective ways to utilize our visuals consistently. Summary of policy:

- Colors in the design templates are allowed to be changed to approved Kelly Right colors only. Ex: Change your phone number from orange to blue, or the "For Sale" title from blue to orange.
- The exception to the above policy: if you are adding your team/personal logo, you can use your colors in your branding. We have white, black and grey Kelly Right logos for this purpose.
- Kelly Right logos are not to be altered in any way. Ex: changing the color, distorting, removing the logo mark from the name, adding effects, etc. The new logos were updated and released for use in October 2021. Do not use the older logos.
- Font size on our templates may be changed as needed. Ex: If you have a long name that doesn't fit on one line, you can create a second line for your last name. You can enlarge or minimize the text as needed. Ex; you can make "Open House" or "For Sale" larger on the signs.
- Kelly Right Real Estate must be on your marketing materials. Do not shorten the company name to "Kelly Right" or "Kelly Right Realty". Do not use older names such as "Soleil".
- Send design proofs and any questions you have if you need more custom changes to [marketing@kellyright.com](mailto:marketing@kellyright.com) for approval.