

# How the best tech companies use Canva to *innovate* and *grow*



01

Harnessing the power of a **TECH BRAND**

03

Selling through **VISUAL STORY-TELLING**

When new technology and beautiful design come together, the spark for innovation takes place.

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## Introduction

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### 1. Harnessing the unique power of tech brands



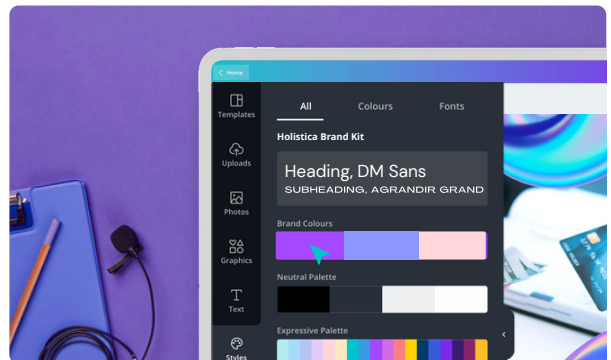
### 2. Designing at the speed of innovation



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## Conclusion



“Good design  
is good  
business.”

— IBM president Thomas Watson, Jr.

When new technology  
and beautiful design come  
together, the spark for  
innovation takes place.



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It once happened to Thomas Watson, Jr., the second president of IBM, who inherited a drab-looking brand from his father in the 1950s.

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But, during a stroll down Fifth Avenue in New York, he was lured into an Olivetti typewriter shop by the bright, modern storefront and the colorful products inside.

The glossy machines in vibrant shades of cherry red, aqua blue, and buttery yellow not only caught Watson's eye — they helped transform his way of thinking about what design could do for technology businesses.

The experience inspired IBM's new president to launch a holistic corporate design program — the first of its kind. He partnered with architect and MoMa curator Eliot Noyes to transform everything from the brand's computers to its physical environments and visual branding.

"In a sense, a corporation should be like a good painting," Noyes later wrote. "Everything visible should contribute to the correct total statement; nothing visible should detract." In a 1973 university lecture, he famously <sup>1</sup> declared, "Good design is good business."

<sup>1</sup> IBM — "Good design is good business"



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## **Fast-forward to today and great design still has a significant influence in tech. Perhaps more than we realize.**

Tech leaders still understand the value of good design and use it to innovate, communicate, create, and experience the world around us. Just think about how Steve Jobs and Apple completely transformed our everyday interactions. What started as a lightbulb moment in the 1950s has transcended into the way successful technology companies build and scale their businesses — harnessing the power of well-designed brands, team processes, and a dedication to finding innovative solutions.



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*“Innovation distinguishes between a leader and a follower”*

— Steve Jobs

In today's tech landscape, brand identity is more than a logo; it represents your organization's ethos, values, and culture. By implementing the right tools, teams within your organization can build your brand identity throughout the workday. And with the increasing importance of presentation visuals, developing product user interfaces, rebrands, and beyond, there's no better time to explore how design empowers every team within a tech organization

Ready to build and scale a stronger tech brand with impact across the entire customer journey? Read on.



# 01



**Harnessing the  
unique power of  
tech brands**

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Tech brands are some of the most powerful in the world. They've become more than their products, influencing broad cultural shifts and how customers think, create and interact. And this is a truth investors are keenly aware of.

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As budding startups quickly find out, 4 in 5 investors want the companies they support to have strong brand identities.<sup>2</sup> Once those businesses begin to scale, having a consistent brand image across all channels can boost revenue by 23%.<sup>3</sup> As these companies scale to the top of their industries, compelling design will help to generate consistent returns. According to McKinsey's Design Index, the companies with the strongest grasp on design outperform benchmark growth two-to-one.<sup>4</sup>

Let's take a closer look at how Canva helps tech leaders achieve brand consistency for every audience.



A consistent brand image across all channels can boost revenue by

**23%**

<sup>2</sup> Big Presence — The 4 most likely ways your business is failing

<sup>3</sup> Forbes — 10 marketing, web design, and branding statistics to help you prioritize business growth initiatives

<sup>4</sup> McKinsey — The business value of design



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## Tell your brand story at every touchpoint

Some tech brands are seen and experienced all over the world, from major storefronts and conferences to the logos on our devices. Communicating your brand story across every touchpoint is an essential part of building a lasting brand identity. And it's easy to achieve this with Canva.

### What is Canva?

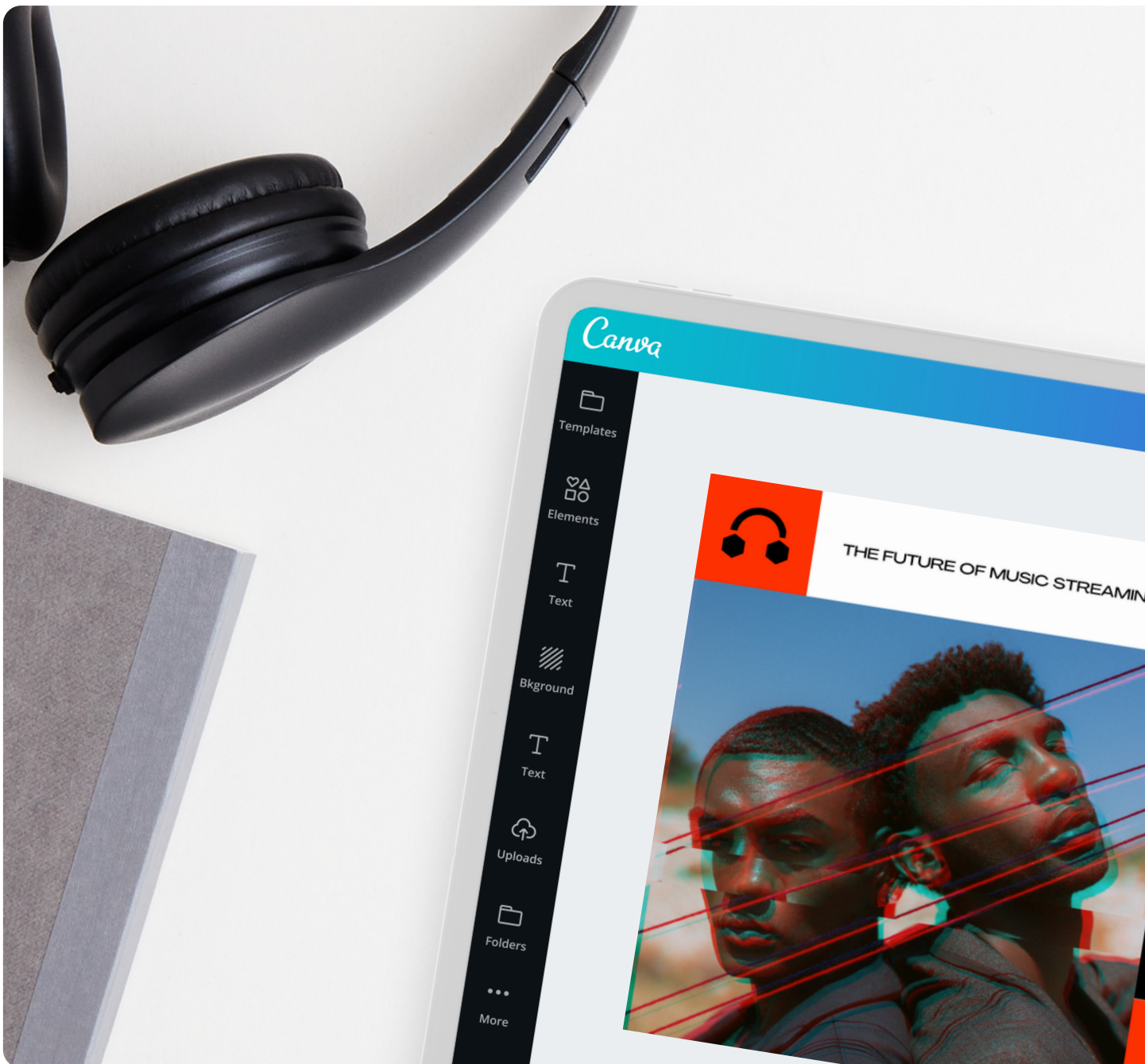
Canva is a visual communication platform and collaborative space where teams come together to design, create, collaborate, and help their brands scale effortlessly and consistently.



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## How much value is Canva bringing to tech organizations?

Understanding the importance of brand consistency is one thing, but implementing scalable processes and tools that protect your brand is what makes your brand valuable. Canva's built-in brand management capabilities, collaborative workflows, and intuitive design features ensure that everyone who contributes to building a tech brand — from the sales and marketing teams to talent acquisition, finance, and beyond — has access to the tools they need to drive a compelling brand story, every time.



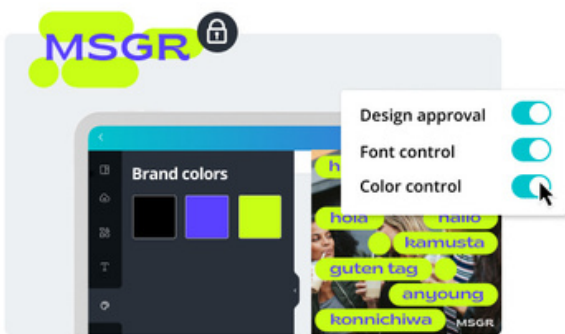
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## How does Canva work within an organization?

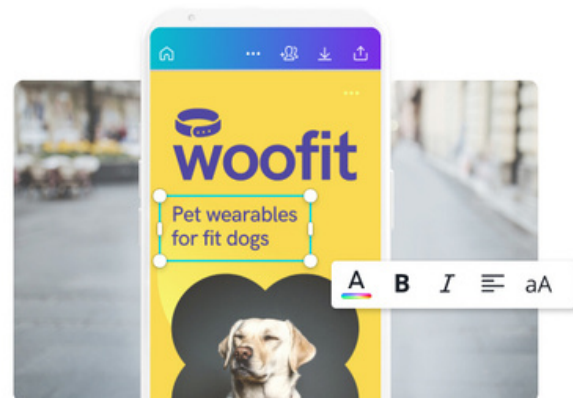
Using Canva to empower on-brand, professional design at scale is as simple as creating customizable templates that can be saved and updated in a few clicks. Our collaborative platform also provides a range of time-saving features to help designers and teams reduce bottlenecks and move faster, scale seamlessly, and consistently — without sacrificing quality. Plus, easily store, access, edit, and approve your team’s work and assets on any device, from any location, without slowing down.

### Maintain brand consistency with Canva’s key features:

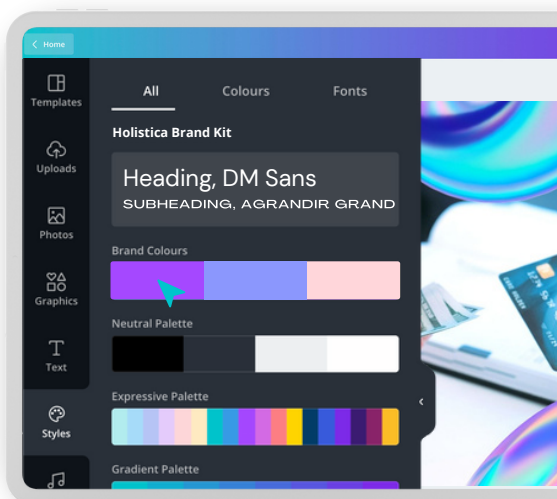
#### Brand controls



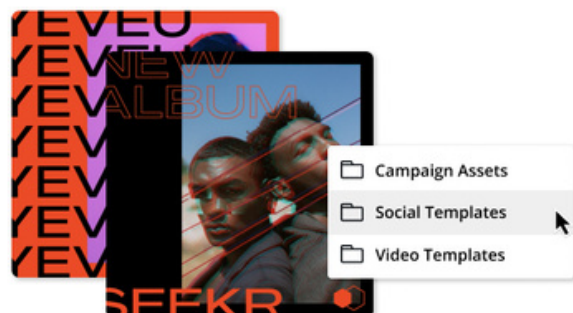
#### Branded Templates



#### Multiple Brand Kits



#### Folders



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## SUCCESS STORY

# How Skyscanner rolled out a successful rebrand in 6 months with Canva

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More than 100 million users visit the Skyscanner app each month to compare the best options for flights, hotels and car hires. The business partnered with Studio Koto to create a compelling new visual brand. But it soon faced the daunting task of rolling out the rebrand across 1,000+ employees and 36 regional markets, with all-new branded marketing and sales material, including the Skyscanner app and website.

The team needed the right tools to execute the rebrand at scale without risking design bottlenecks and inconsistencies. So, they turned to Canva's Brand Kits, Brand Controls, and advanced template locking to ensure the integrity of every design.

"Canva enabled simultaneous delivery across all regions," says Judson Cowan, Skyscanner's senior design manager. "The results were a successful, on-time launch of the new brand with a public response that skewed positive — a rare thing for major rebrands."



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## Capture the attention of world-class thinkers

Employer branding is becoming more important than ever for talent acquisition teams within the tech industry. The Society for Human Resource Management (SHRM) defines employer brand as “what the organization communicates as its identity to both potential and current employees. It encompasses an organization’s mission, values, culture, and personality.”

A study by Hinge Research Institute says 3 in 5 job seekers across all experience levels look for alignment across employer culture and brand values — and consider these factors as important as pay when evaluating opportunities. So, when it comes to attracting world-class talent to help scale tech businesses and create truly innovative solutions, brand storytelling is a strategy that recruitment and HR teams increasingly employ.

In the current recruiting landscape, competition for the best minds gets fiercer every year. In 2021, employers are up against what’s becoming known as “the hottest job market since the dot-com era.” According to the Los Angeles Times, “Good and experienced tech workers are being treated like celebrities,” and have more power and opportunity than ever.

<sup>5</sup> [SHRM — What is an employer brand, and how can we develop an employment branding strategy?](#)

<sup>6</sup> [PRNewswire — 6 out of 10 of today's job seekers want a company that shares their values](#)

<sup>7</sup> [Los Angeles Times — Employers bow to tech workers in hottest job market since the dot-com era](#)



# 3 out of 5

job seekers across all experience levels look for alignment across employer culture and brand values

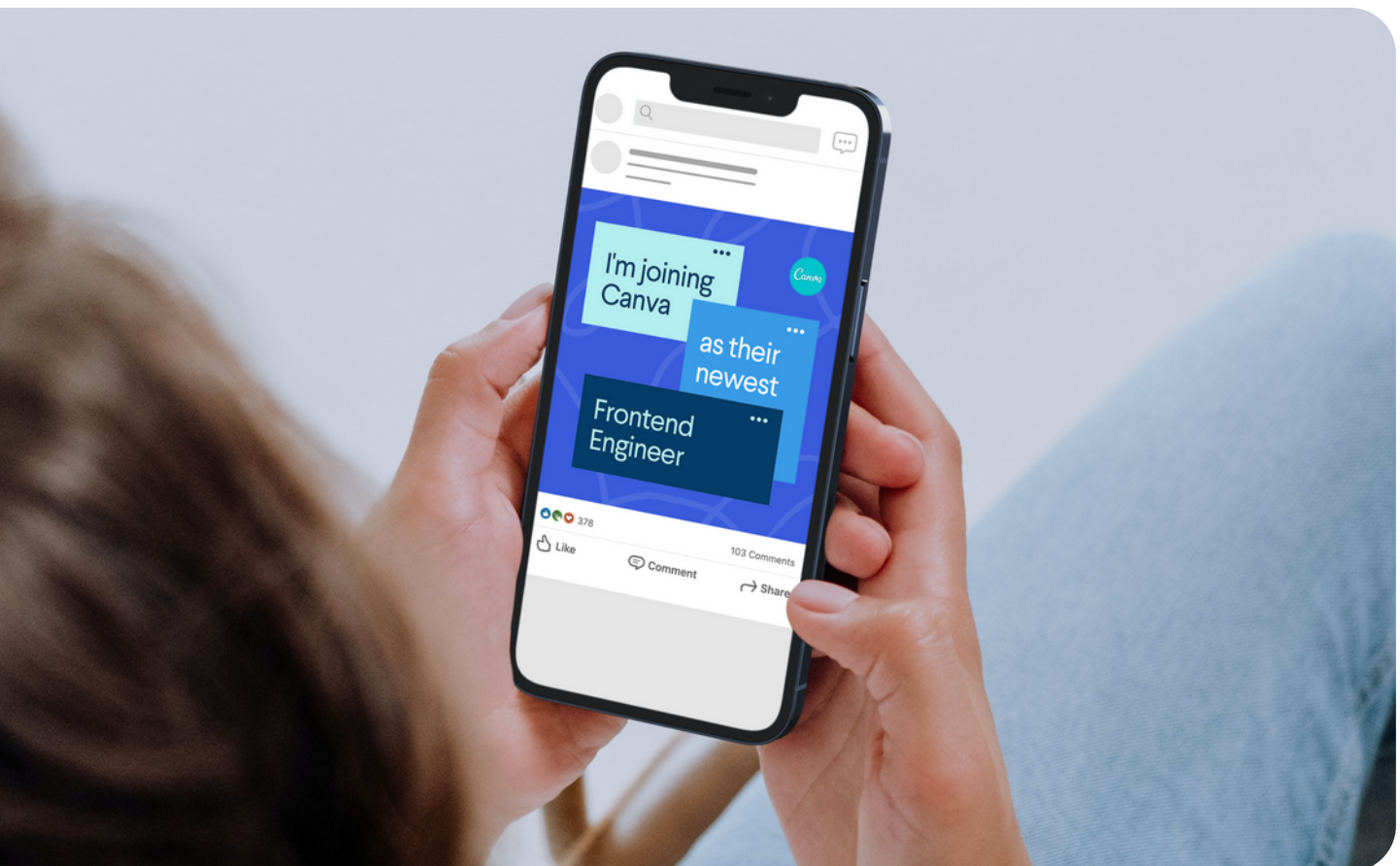


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As a result, tech companies must be highly innovative with their brand positioning to compete for top talent. In addition, they need compelling brand messages and visuals that reveal the company's mission and values at a glance.

Canva takes the guesswork out of telling your company story and ethos as an employer. Combining your Brand Kits with our template library, designing on-brand LinkedIn Stories, presentations, and social media posts is quick and simple. It's also easy to create onboarding resources like culture playbooks and training courses, internal video announcements, or build shareable resource hubs to share and scale your employer brand.

At Canva, to support our employer brand we make it easy for new hires to share their exciting news with their LinkedIn connections. We do this by sharing a branded template they can customize and post to announce the good news of joining our company.



# 02

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## Designing at the speed of innovation

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Fast-moving teams are the linchpins behind the most successful tech companies. As Henry Ford once said, “If everyone is moving forward together, then success takes care of itself.”

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Having revolutionized auto manufacturing with the assembly line model, Ford knew how to unite innovation and speed to help teams move together faster. This combination can be powerful for any tech business, but it can't happen without the right framework.

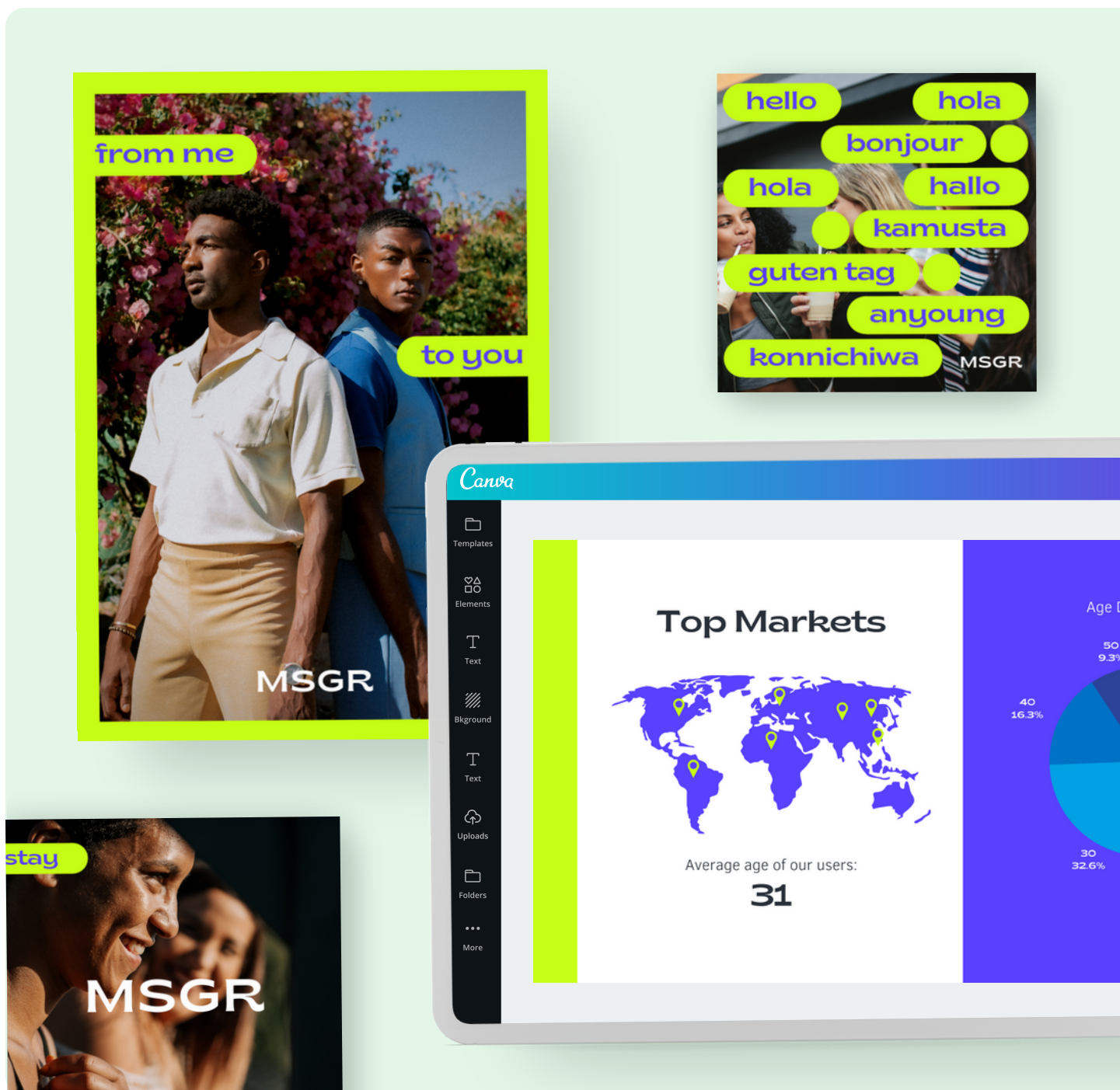
Just as Ford did with the assembly line, today's tech leaders must implement innovative thinking. Ultimately, they need to empower their teams with the tools and processes they need to deliver high-quality work with ease, speed, and consistency.

We know that design is integral to good business, and so, creating effective branding at scale requires design technology that innovates as fast as your business.

Products are changing and improving every second, so design has to keep up. For instance, pitch decks can become out of date as soon as they're finalized, and product updates need to be quickly and effectively communicated to different teams within the business in an engaging way. Put simply, visual communication is critical for tech companies who want to reach customers and rally their teams from idea to delivery.

Researchers know that the brain is wired to process visual information 60,000 times faster than text.<sup>8</sup> Great design helps teams understand brand messages, digest information faster, and more confidently share key information with prospects and clients. For tech companies on the cutting edge of innovation, speed and accuracy matter — and visual communication plays a key role in achieving those ends.

8 Entrepreneur — Five scientific reasons people are wired to respond to visual marketing



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## Empower every team across the organization

Canva is designed to make visual communication accessible to everyone, regardless of their department or design experience level. Anyone within the organization can create sophisticated, on-brand designs within a framework. Canva's intuitive features and user-friendly interface make it a powerful tool for anyone with an idea to share:

**Sales teams** are able to lead dynamic presentations and tailor sales collateral to each new prospect or client in just a few clicks to close deals faster.

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**Marketing teams** can whip up eye-catching social content, product hype reels, and branded templates for use on any marketing channel.

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**Product teams** are empowered to create pitch decks, product roadmaps, demo videos, and mock-up prototypes to instantly bring new ideas to life.

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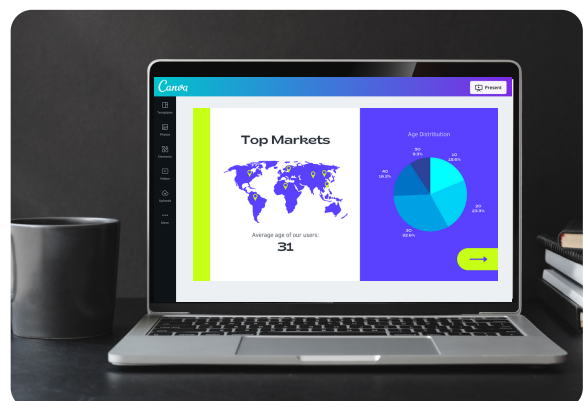
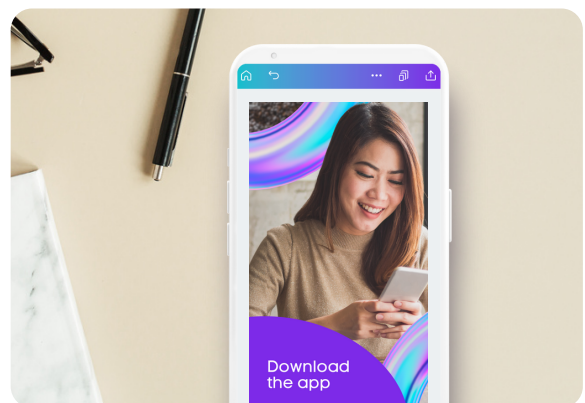
**HR teams** have the tools to produce internal training videos and recruitment marketing content.

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**Finance teams** can turn data into sophisticated investor reports and financial overviews to share important insights at a glance.

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Regardless of your company's size, when all staff members across departments are empowered to design on-brand professional assets themselves, a boost in productivity and a smoother journey as your business scales is a natural benefit.



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## Communicate, collaborate, and create all in one place

Tech companies and the business world at large are rapidly adapting to new ways of working. As of summer 2021, brands like Apple, Microsoft, and Uber have committed to a hybrid workweek. Many others — including Salesforce, Reddit, Slack, and Dropbox — are embracing either remote-first or fully remote arrangements.<sup>9</sup>

In many cases, team productivity and job satisfaction have increased amid these changes. To support these shifts, tech leaders and employees alike are looking for flexible new workflows that promote efficiency and collaboration.

Canva's seamless and all-in-one environment allows teams to communicate in real time, directly alongside the design work, wherever they are. From brainstorm syncs to live commenting, tagging, and approvals, Canva is built with the future of work in mind.

<sup>9</sup> Fast Company — How 15+ tech companies are transitioning back to the office (or not)



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## Here's what teams experience when they work together in Canva:

- **A single source of truth:** You won't have any unwieldy email threads, locally saved content, or collaboration apps to keep up with. Instead, you can store and manage all branded collateral — including logos, colors, fonts, and designs — in one place.
- **Access on any device:** Thanks to an intuitive desktop version and mobile app, your team members can make the necessary edits wherever and whenever they need to.
- **Real-time communication:** As a collaborative ideation tool, Canva can help you brainstorm your next big product launch and run agile workflows like sprint planning and retros.



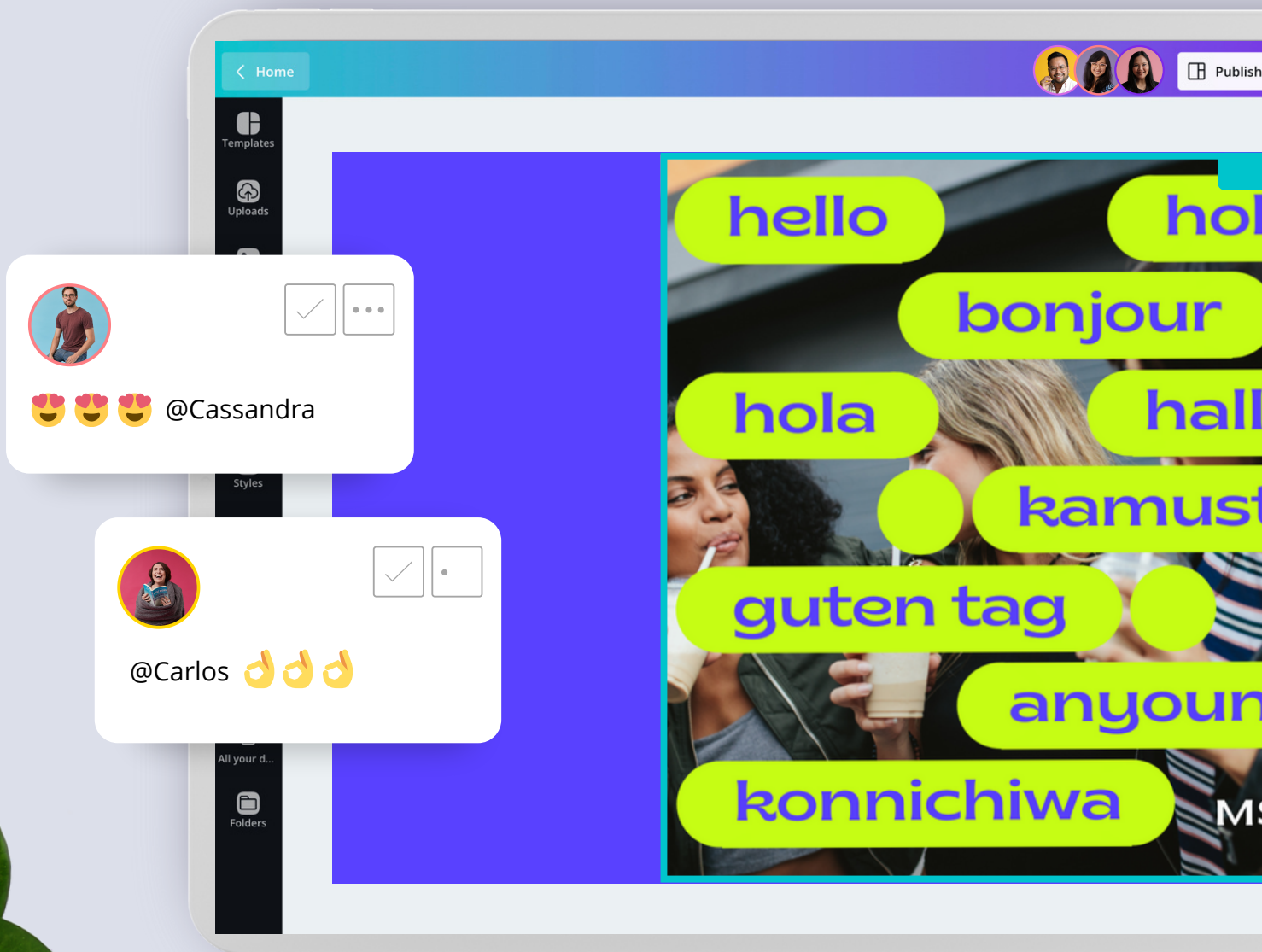
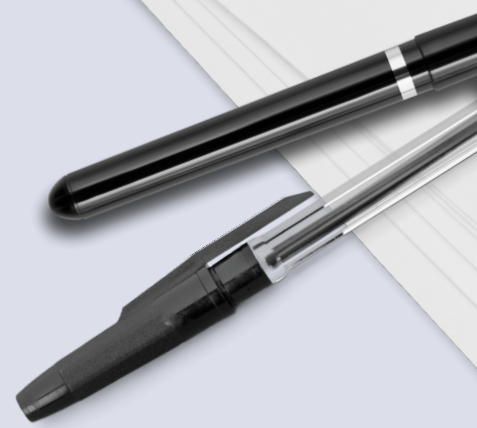
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- **Streamlined approvals:** An integrated design approval process with real-time comments and feedback features cuts down on the number of file exports and back-and-forth emails to support a faster finish.
  - **No outdated versions:** Real-time collaboration eliminates the need for versioning, ensuring your colleagues are always working on up-to-date designs.
  - **Seamless integrations:** Canva integrates with the tools your teams use every day, whether you're uploading assets from your cloud storage, publishing to your social media accounts, or sharing your designs via chat apps.
  - **Team reports:** At a glance, admins can see team activity and usage patterns to understand who is using Canva and how it's helping across the organization.



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## Design and collaborate in real time with Canva's key features:

- Link sharing
- Commenting and tagging
- Brainstorming templates
- Notification center
- Approval workflow



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## SUCCESS STORY

# With Canva, Epicor supports creative collaboration across departments

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The creative team at Epicor Software Corporation — a business software solutions company — faced a never-ending cycle of design requests and roadblocks. They had to create marketing collateral and templates in Word, and designs were saved as PDFs, restricting editing and customization abilities.

To immediately streamline content production and accelerate workflows with real-time collaboration, Shaun Moshay, VP of Global Performance Marketing, turned to Canva for Enterprise.

With Canva, the creatives at Epicor are able to make customizable templates for every department's needs. But the tools aren't just in the hands of Epicor's design pros. Instead, users across the organization are able to quickly and confidently produce the on-brand content they need.

"Our internal communications team, HR, and talent acquisition teams, who are very active on social media platforms like LinkedIn, have been able to create organic and paid posts very quickly," Shaun explains. "The team at Epicor enjoys using the platform. Many have said using Canva at work is fun!"



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## Create with greater speed *and* accuracy

Innovative brands in tech tend to operate at one of two design speeds. They're either moving and innovating so fast that it's impossible for brand teams to approve everything in time — or they have an established system that can no longer keep up with the volume of design requests, resulting in bottlenecks and a slower time to market. Neither way works, or drives scale.

For brands on a growth trajectory, sometimes it's more about meeting deadlines and getting stakeholder approvals than making sure assets are on-brand. Canva lets tech companies do both.



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## With Canva, you can scale your company's content creation across teams:

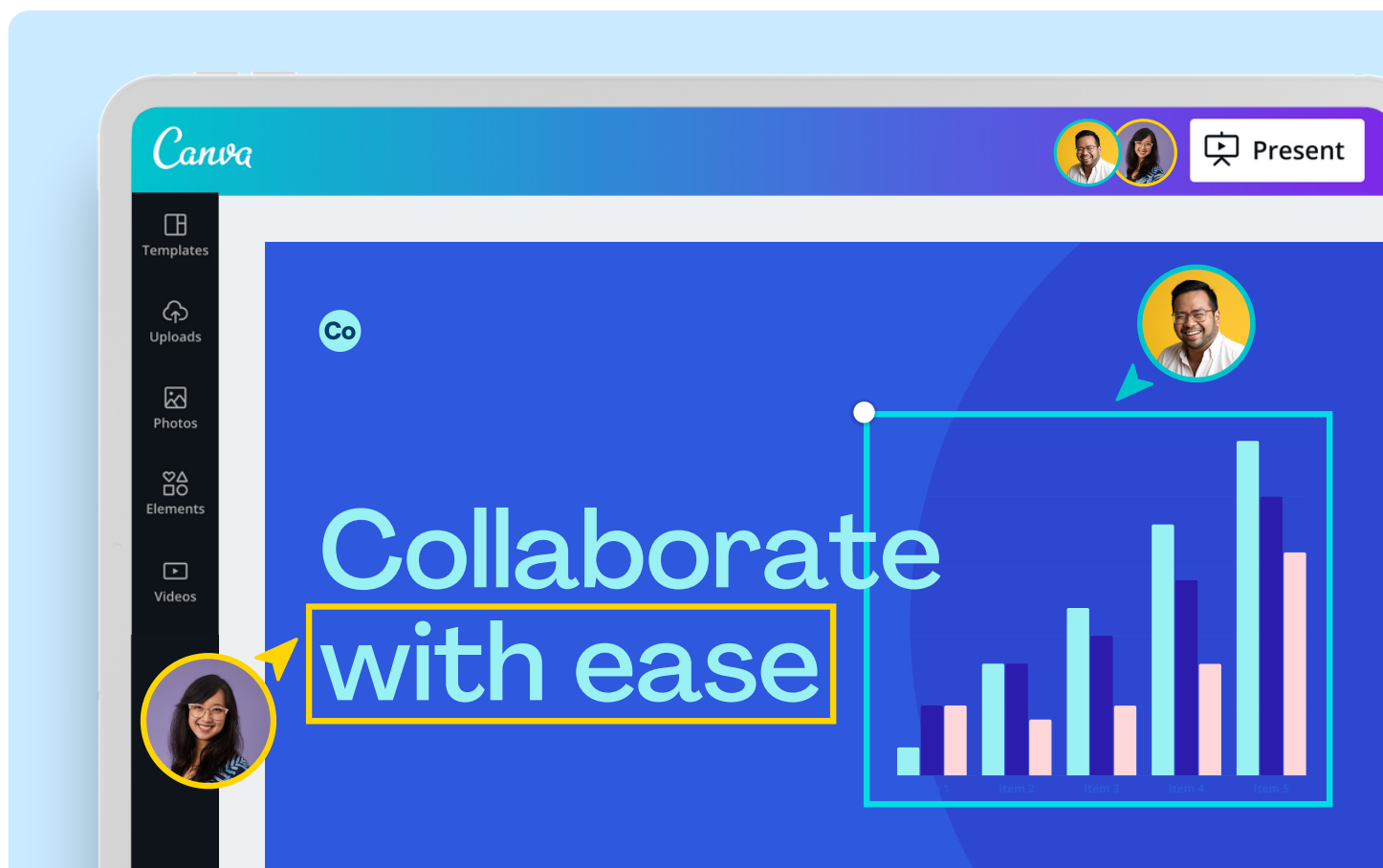
- Access unlimited design assets: Always start inspired to create on-brand content with access to 100 million+ premium stock photos and 400k+ professionally designed templates, videos, audio files, and graphics.
- Accelerate your team's workflow: Speed up delivery timelines with easy view, review, edit, approve, and comment functions. Conveniently schedule, publish, and promote content in minutes across social platforms without leaving the Canva editor.

# 100 million+

premium stock photos

# 400k+

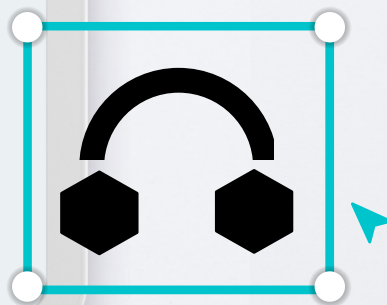
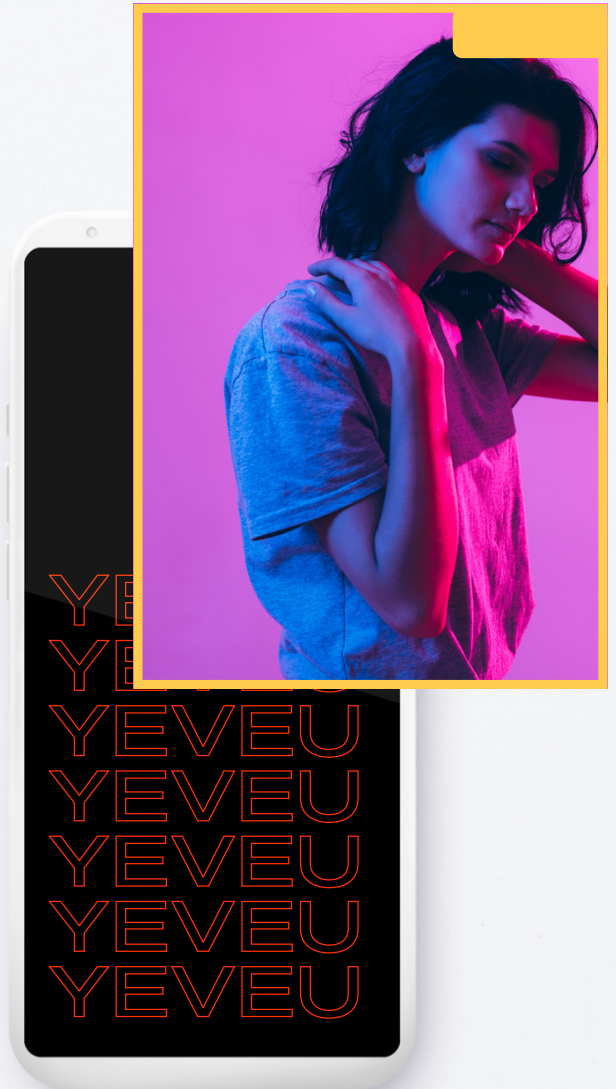
professionally designed templates, videos, audio files, and graphics.





## Speed up the creative process with these Canva features

- Magic resize
- Background remover
- Premium stock library
- Pre-designed templates
- Canva mobile app
- Video editor



# 03

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**Sell your  
vision with visual  
storytelling**

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*“Show, don’t tell”* is one of the most powerful principles of storytelling. Ever since ancient artists began creating cave paintings to share information with their communities, humanity has understood just how vividly images can communicate ideas.

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But, for many tech innovators, visual communication can be difficult. This is especially true when a visionary idea or new product challenges the status quo and is unlike anything the world has seen before. Showing the vision is much more impactful than simply telling it. Expressing a clear and consistent story is essential to success — and visual storytelling can make all the difference.

According to author and molecular biologist John Medina, adding images to brand messages significantly increases how much an audience will remember. If a brand conveys a sales pitch with words alone, their audience will only remember 10% of what was shared. Add visuals and the audience can now recall 65% of the details.<sup>10</sup>

[10 Brain Rules by John Medina — Vision trumps all other senses](#)



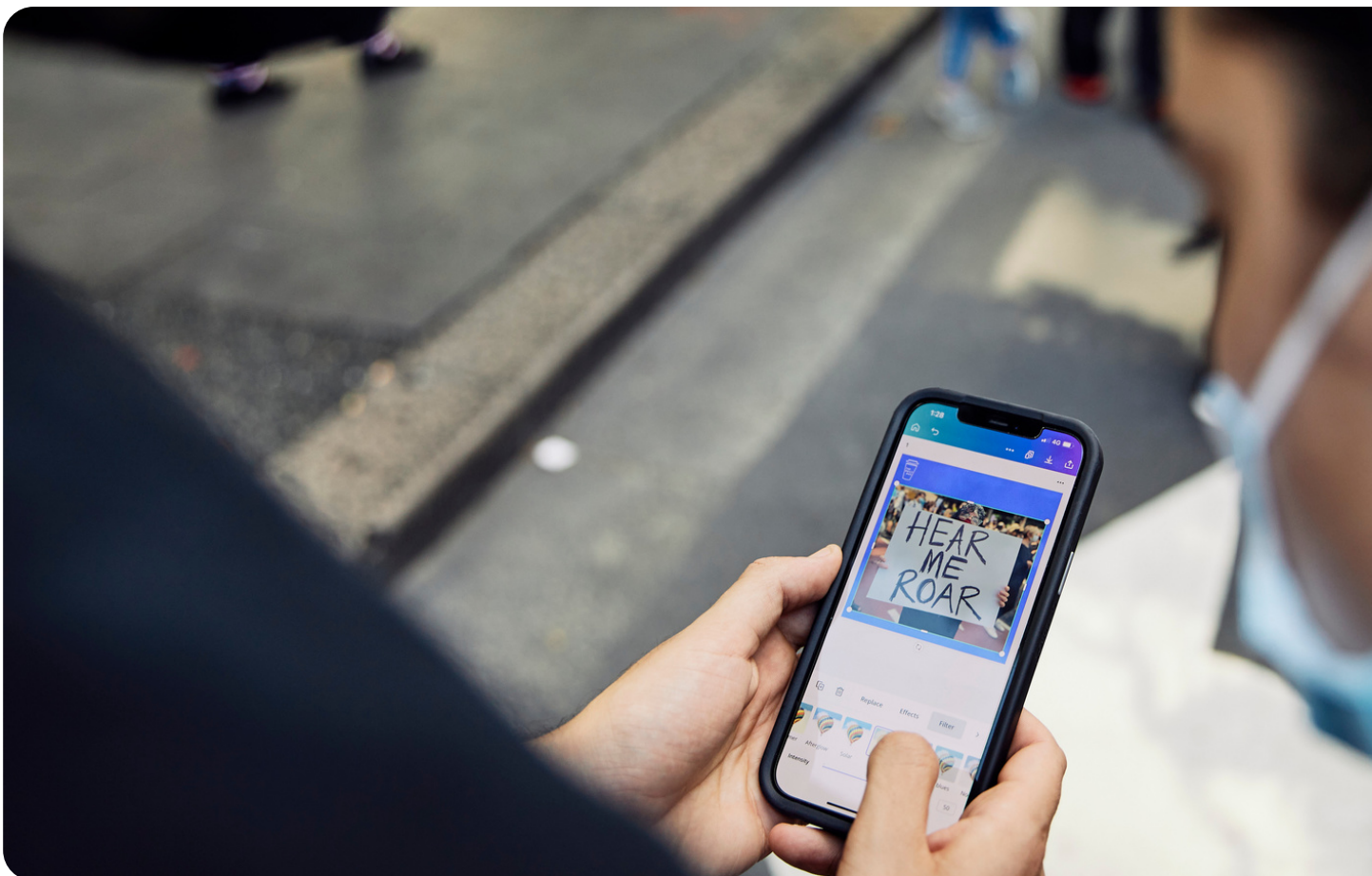
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That's the kind of difference that can determine whether or not a prospect converts to a customer who truly understands your company's vision. And achieving that impact starts with putting the right tools in the right hands. Canva's features can inspire sales teams to communicate visually while keeping every piece of collateral on-brand.

## **Give sales teams design freedom within a framework**

Thanks to brand controls, template locks, and easy editing tools, Canva can empower the entire salesforce to create on-brand assets and visual content that tells a compelling brand story.

First, design teams can build out all the custom branded templates their sales colleagues need, with element locks in all the right places. Then, sales teams can go in and customize those templated graphics, one-pages, and presentation decks in just a few clicks.



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Even without any prior design experience, sales pros can drop in customer logos, pricing details, and case study content that's tailored to each new audience, without changing the overall layout or design so it's always on-brand.

Whether they need to send an updated report or refresh a graphic, sales teams can create and refine bespoke pitches quickly, confidently, and independently — knowing they have the right design assets on hand to tell the most engaging story.



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## Captivate the room with engaging presentations

Investing in sales presentations and sales enablement content is essential for growing tech companies. With Canva, not only is it easy for non-designers to refresh slide decks and keep sales assets on brand, but they can also leverage special features to energize sales demos, investor pitch decks, and customer presentations.

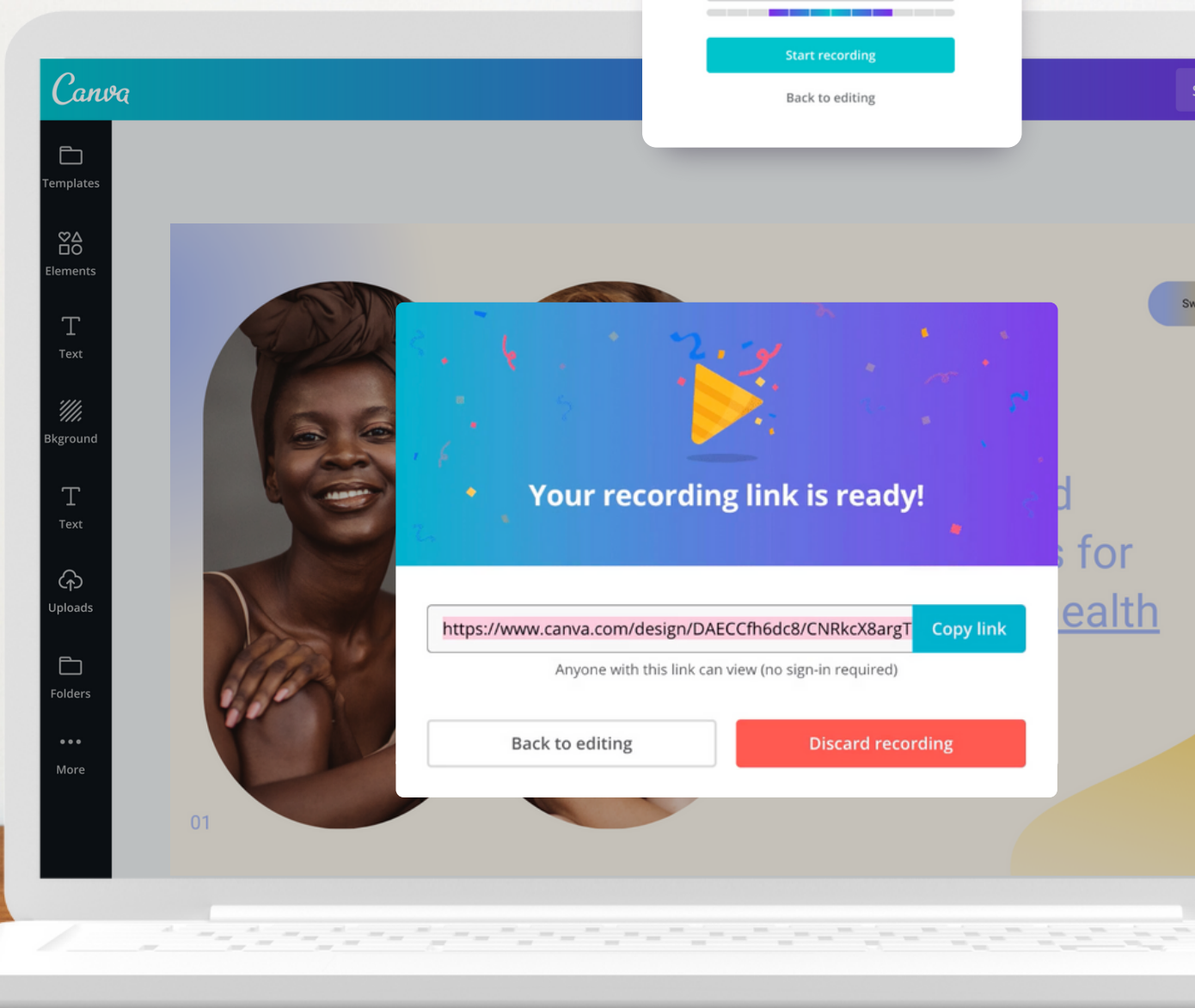
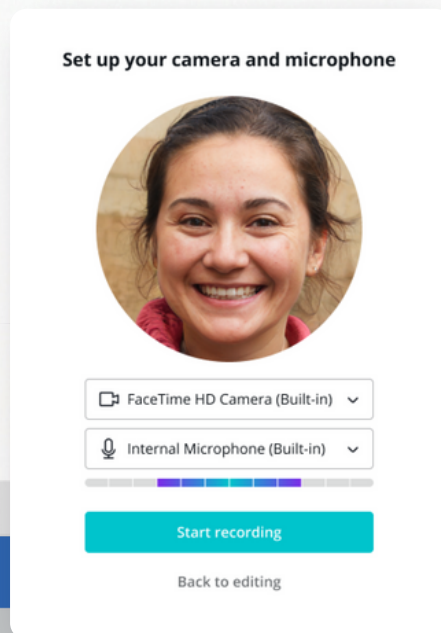
For instance, one-key shortcuts can add a drum roll animation leading up to something special or confetti rain after a big announcement, and custom playlists can add ambiance.

With Talking Presentations, Canva's integrated recording studio captures the speaker on video, adding a small video and audio overlay as the slideshow advances. It's a great way to add a personal touch to presentations that audiences can watch on-demand at a later time. Even beyond sales, Talking Presentations come in handy for everything from internal trainings to webinars and client-facing tutorials.



# Elevate every sales demo with these key Canva features:

- Presentation templates
- Presenter modes
- Talking Presentations
- Shortcuts for presentation effects
- Presentation playlists



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## SUCCESS STORY

# Moneytree empowers sales pros to self-serve when creating in Canva

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As personal financial management app Moneytree scaled, it became difficult for its lean marketing team to meet the demand for sales enablement content and presentations with a short delivery time.

“We didn’t have enough time to check every single slide and quality and brand consistency were at risk,” said marketing designer Hayoung Shin. “In the past, our [sales] teams had to create a design request to change anything – even a few words of text – in a presentation. With Canva, team members can quickly make last-minute changes themselves – it’s saved everyone so much time.”



# 04

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**Centralize and  
manage your  
creative assets**

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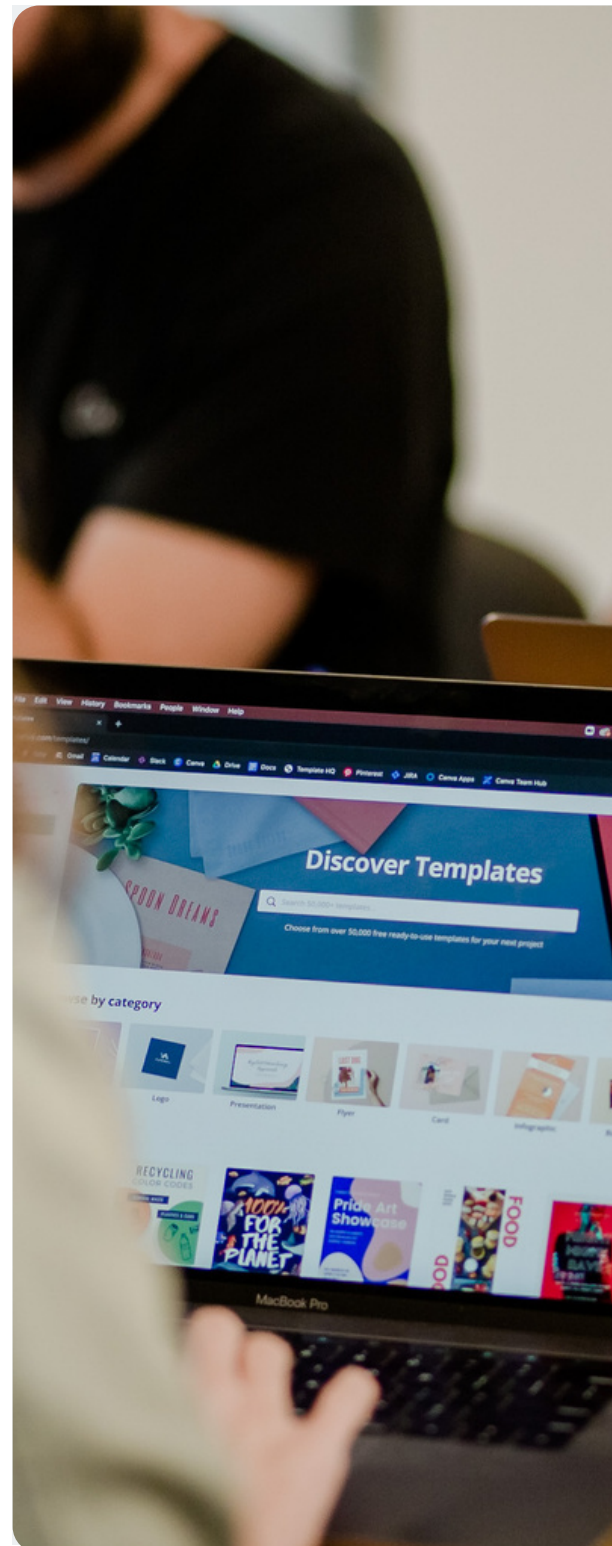
# We've talked a lot about how tech brands need tools that offer speed, scalability, and seamless collaboration.

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A large part of that is keeping all creative resources in one accessible hub, where teams across the organization can create and collaborate. Your team members need to be able to access the right assets easily and quickly.

For busy teams, Canva operates as a single source of truth, with unlimited storage for enterprise accounts. It's the one place for users to view comments and notifications on creative works-in-progress — and the go-to place for storing and accessing photography, videos, mockups, logos, Brand Kits, and more.

No matter what tech companies are creating, Canva acts as a central repository of design resources that anyone in the business can use and customize — and it's built with features that support secure and convenient storage.



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## Keep creative resources secure

Tech brands need to keep their high-value design assets under lock and key — but Canva for Enterprise takes all the hassle out of security.

It comes with two-factor authentication (2FA) settings and can seamlessly connect with existing security services thanks to single sign-on (SSO) support. This adds up to quick and easy access with faster log-in experiences and fewer IT requests.

Tech leaders can also customize permissions, roles, and access for users across the organization, to keep the right resources in the right hands at all times.



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## Bring your storage system to life

Storing design work and branded assets is one thing — being able to actually use and work with those resources is another. Canva isn't simply a storage solution; it's a place where creation and organization happen simultaneously under one roof. Employees can self-serve from anywhere, at any time, and save new design work in an easily accessible spot where collaborators can quickly find it.

Canva empowers entire tech companies — including non-designers — to access, customize, and organize great design work without slowing down or slipping off-brand. Assets made for specific campaigns, products, and even secondary tech brands can be housed together in separate folders and Brand Kits.

Teams can also use Canva to localize and organize creative content for different markets. This level of organization and utility is essential for tech businesses seeking scalability.

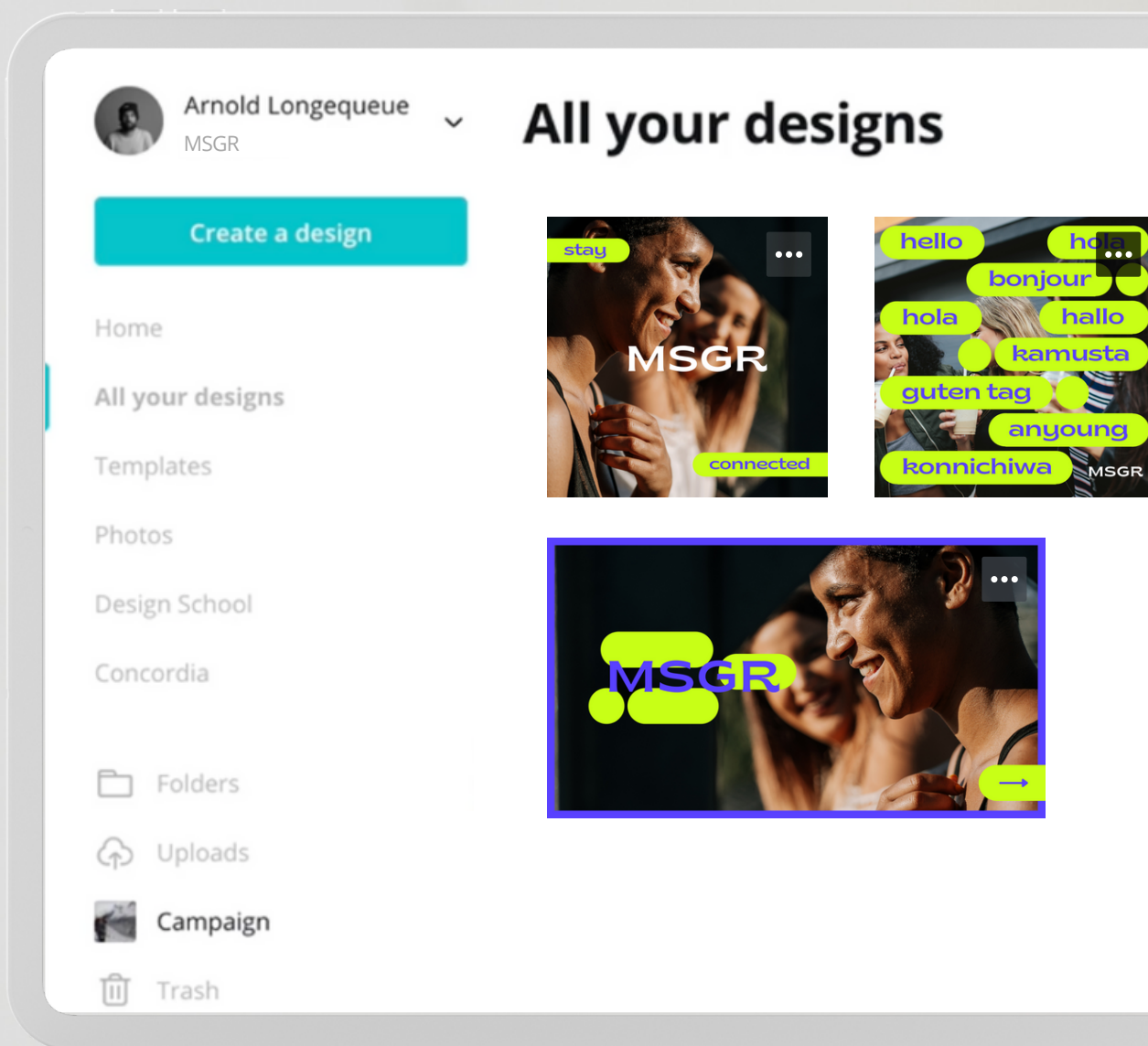
Thanks to a host of app integrations, Canva also fits seamlessly into existing team workflows. Photos and brand assets can be easily imported from or uploaded to storage and collaboration apps like Google Drive, Dropbox, and Slack. Design work can be directly published on leading social media platforms. Users can transform images into professional product mockups, flipbooks, Mailchimp graphics, and so much more.



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## Securely store and organize your creative assets with these key Canva features:

- Unlimited storage with Canva for Enterprise
- Unlimited folders
- 2FA
- SSO



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## SUCCESS STORY

# HubSpot created an all-in-one design resource center using Canva

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For Hubspot, an all-in-one inbound marketing and sales software platform, driving and maintaining brand consistency on a global scale is no easy feat.

Due to a small design team and a lack of a standardized storage and content creation system, HubSpot's branding appeared across multiple customer touchpoints, internal communications, and social media channels incorrectly.

Using their Canva for Enterprise account, the HubSpot design team was able to develop 600 on-brand templates. They then set up Brand Kits and curated on-brand photography and other assets to fully equip everyone within the organization to succeed the moment they log in.

Making it the ultimate one-stop-shop for design, the team organized everything within Canva's shareable folders so marketers could easily access design resources from anywhere.

“Our number one priority was to make it easy for all our regional marketers to leverage frequently used assets,” said Jenn Proud, head of HubSpot's global marketing design team. “Canva gets everybody on the same caliber of where our brand is and gives them the most recent design assets.”





# Conclusion

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## The technology industry is innovative for a reason. As Canva's co-founder and CEO Melanie Perkins reflects on building Canva,

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*"For us, design and visual communication go far beyond aesthetics. Design is about empowering people to communicate their ideas and achieve their goals, and we want that to be something everyone across the world has access to — regardless of where you live, your income, or your computer literacy. It's been extraordinary to see some of the stories behind the billions of designs that have now been created using Canva, from people landing jobs with a resume they designed on Canva to others getting a small business off the ground with marketing materials, landing funding with pitch decks, and a whole lot more — and we're looking forward to many more stories to come."*

Tech companies are committed to not just building and growing their businesses, but also creating new ecosystems that challenge traditional processes and workplace norms. Tech leaders with high aspirations and an eye for detail know that good design is indeed good business, like IBM's president once said. But what goes on behind the scenes in enabling great design should be good for business, too.



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It's hard for innovative businesses to scale and reach their full potential when they're held back by design bottlenecks and brand inconsistencies that detract from their products. That's why Canva is on a mission to help tech companies build and maintain a powerful brand, design as quickly as they innovate, sell through visual storytelling, and centralize their creative assets in a way that really works.

To learn more about Canva for Enterprise and how we support tech businesses at all stages of growth, get in touch with Canva's sales team today.



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Meet some of the tech companies  
working with Canva today:

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aruba

HubSpot

IDC | Global

intel®

 Pearson

INGRAM<sup>®</sup>  
MICRO

 Skyscanner

Five9<sup>™</sup>

EPICOR<sup>®</sup>

 Evernote

 zapier

 GitLab

 SEISMIC

 Moneytree



ThermoFisher  
SCIENTIFIC

 salesforce

Alfred<sup>®</sup>

TripActions



Ready to find out how Canva  
can support your tech business?  
Connect with our sales team to  
learn more.

[canva.com/contact-sales](https://canva.com/contact-sales)