Make your best move yet.

Find a physio 🔍

Social media – Toolkit suggestions:

Looking to share this campaign with your social network? We have some suggested accompanying copy for you to use.

Tile 1 – Ava and her mum Debbie

Suggested copy to accompany:

Ava is about to enter the world of motherhood. Her mum, Debbie, is with her every step of the way… even if her advice is a bit overwhelming! There's one thing they can definitely agree upon: pelvic pain and pelvic floor issues like incontinence and prolapse are common in various stages of life.

With the help of a physio, both Ava and mum Debbie were given personalised plans to improve their pelvic health and treat pelvic pain – now all Ava has to worry about is Debbie's pregnancy tips.

Don't pause your plans for pelvic health concerns. Make your best move yet, make an appointment with <insert practice name> and discover how physio can help.
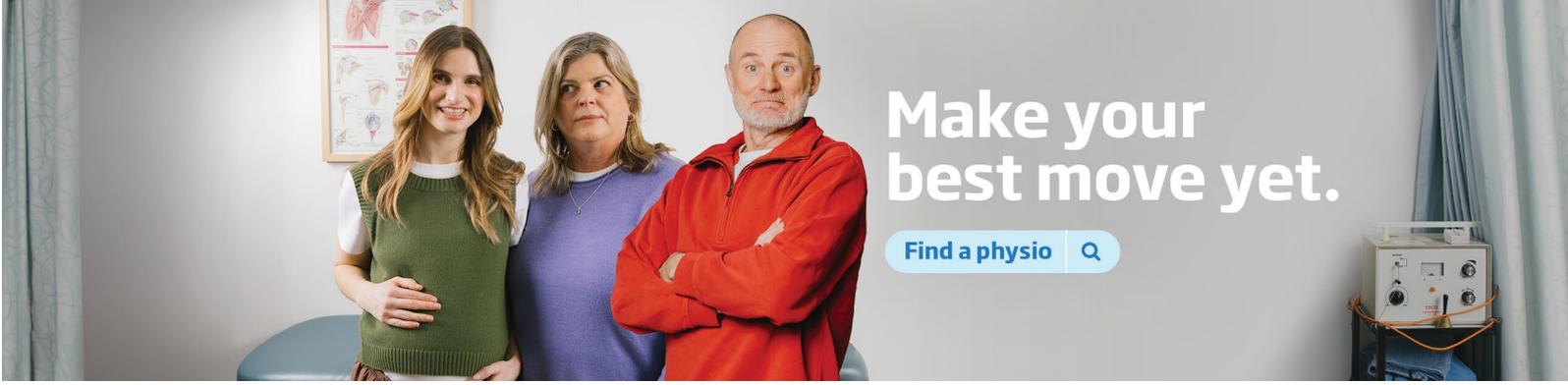
Tile 2 – Joe

Suggested copy to accompany:

Joe's a 52-year-old small business owner. Back in the day, Joe was well known as a bit of a local sports star. When one of his regulars mentioned an upcoming fun run, he knew it was time for his return to glory. But when he began 'marathon' training, he started getting some nasty calf pain.

With a treatment plan from his physio, Joe's calf pain subsided, and he avoided any further show-stopping injuries. Now Joe's on track for his big comeback – pain-free.

Get a head start on muscle and joint pain. Make your best move yet, make an appointment with <insert practice name> and discover how physio can help.

AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

australian.physio

How to add your logo:

We recommend using Canva to assist you in adding your logo to the assets on the 'Make your best move yet' toolkit.

First, you will need to upload the asset that you have downloaded from the toolkit.

Step 1: Log in to Canva

1. **Open Your Web Browser**: Go to canva.com.
2. **Log in to Canva**: Enter your credentials to log in to your Canva account.

Step 2: Access the Uploads Area

1. **Go to the Uploads Panel**:
   o On the left-hand side of the screen, you'll see a toolbar. Click on **"Uploads"**.
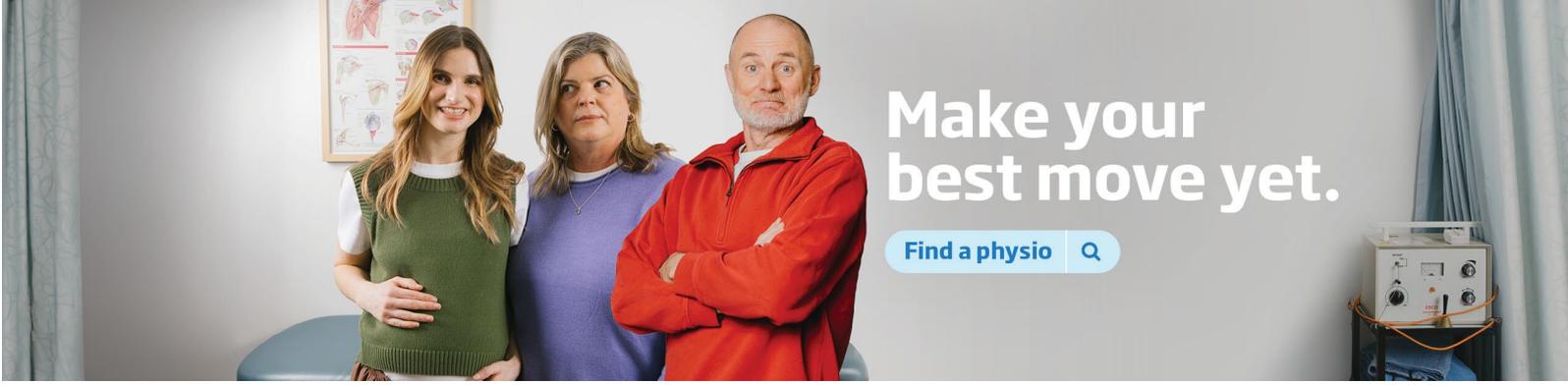
Step 3: Upload the Tile

1. **Upload Your Tile**:
   o In the Uploads panel, click on the **"Upload files"** button.
   o A file explorer window will open, allowing you to browse your computer for the tile you want to upload.
   o Select the tile file (e.g., PNG, JPG) from your computer and click **"Open"**.

2. **Wait for the Upload to Complete**:
   o The tile will start uploading. You'll see a progress bar indicating the upload status.
   o Once uploaded, the tile will appear in your Uploads panel.

Step 4: Use the Tile in Your Designs

1. **Select the Tile**:
   o After the upload is complete, find your tile in the Uploads panel.
   o Click on the tile to add it to your design canvas.

2. **Position the Tile**:
   o You can now move the tile around on the canvas, resize it, and position it as needed in your design.

3. **Save Your Design**:
   o Canva automatically saves your work, but you can manually save it by clicking on **"File"** > **"Save"**.

australian.physio

Make your
best move yet.

Find a physio 🔍

Now you will be able to add your own logo to the asset. If you haven't already, upload your business logo into Canva, we suggest using a PNG file (as the background will be transparent).
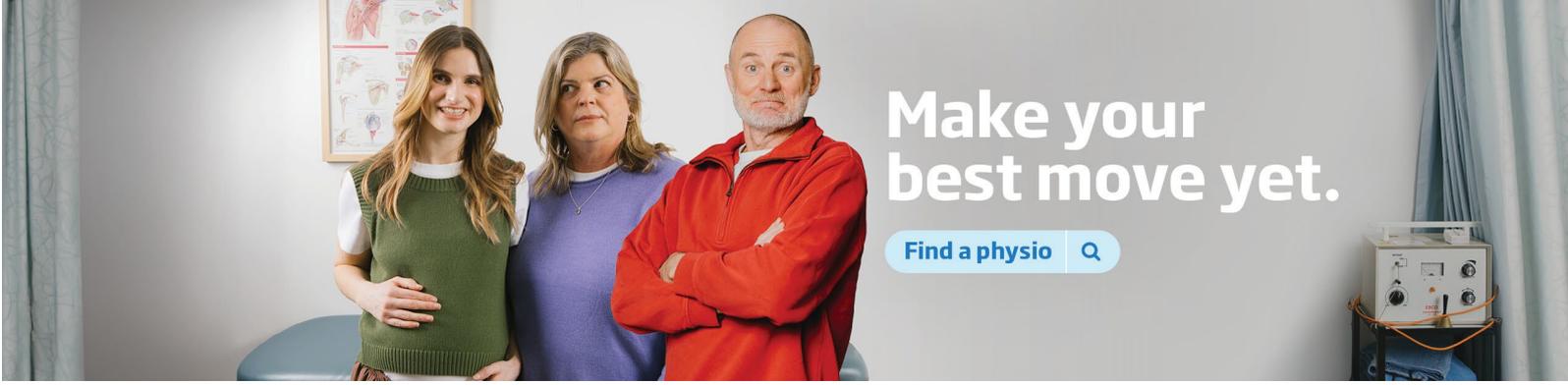
Step 1: Use the Tile in Your Design

1. **Open Your Design**: Click on the design you want to edit to open it in the Canva editor.

Step 2: Upload Your Logo

1. **Go to the Uploads Panel**:
   o On the left side of the screen, you'll see a toolbar. Click on **"Uploads"**.
2. **Upload Your Logo**:
   o If you haven't uploaded your logo yet, click the **"Upload files"** button in the Uploads panel.
   o Select your logo file from your computer. Canva supports various image formats such as PNG, JPG, and SVG. We suggest working with PNGs.
   o Once uploaded, your logo will appear in the Uploads panel.

Step 3: Add the Logo to Your Design

1. **Drag and Drop the Logo**:
   o Find your logo in the Uploads panel.
   o Click on the logo image and drag it onto your design canvas.
2. **Position the Logo**:
   o Move the logo to the desired location within your design. You can click and drag the logo around the canvas.
   o Use the alignment guides that appear to centre the logo or align it with other elements in your design.
3. **Resize the Logo**:
   o Click on any corner of the logo to resize it proportionally. Drag inward to make it smaller or outward to make it larger.
   o Hold the **Shift** key while resizing if you want to resize it non-proportionally (not recommended for logos).
4. **Rotate the Logo (Optional)**:
   o Click and drag the rotate handle (a circular arrow icon) located just below the image to rotate the logo if needed.

AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

australian.physio

Step 4: Adjust Logo Settings

1. **Adjust Transparency (Optional but recommended)**:
   - With the logo selected, click on the **"Transparency"** icon (a checkerboard icon) in the top toolbar.
   - Slide the transparency bar left or right to adjust how transparent the logo appears.
2. **Change Logo Position (Layering)**:
   - If the logo is behind or in front of other elements and you want to adjust its layering, right-click the logo.
   - Choose **"Bring forward"**, **"Send backward"**, **"Bring to front"**, or **"Send to back"** depending on your needs.

Step 5: Save and Export Your Design

1. **Save Your Design**:
   - Canva automatically saves your design, but you can click **"File"** > **"Save"** to ensure it's saved.
2. **Download Your Design**:
   - Once you're satisfied with the placement and look of your logo, click the **"Share"** button in the top-right corner.
   - Choose **"Download"** from the dropdown menu.
   - Select your desired file format (PNG is recommended for most purposes, especially if you need transparency) and click **"Download"**.

Step 6: Review and Finalise

1. **Preview Your Design**: Before finalising, you can use the **"Preview"** feature to see how your design will look.
2. **Make Adjustments if Necessary**: If you notice anything that needs tweaking, go back to the editor and make your changes.

And that's it! You've successfully added your logo to an existing design in Canva.

australian.physio