

# Make your best move yet.

Discover all the ways physio can help.



## Social media – toolkit suggestions:

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

### **Silvia and Tim together:**

*Suggested accompany copy:*

Want to return to sport and exercise sooner? Or do you want to maintain balance to keep doing the things you love as you age?

Make your best move yet, make an appointment with <insert practice name> and discover how physio can help.

### **Silvia:**

*Suggested accompany copy:*

Silvia is a retiree in her early 70s, and a doting nana to her beloved grandson, Hugo. She loves nothing more than spending every minute she can with him. Silvia knows she's got to be in tip-top shape to keep up with the energy of a toddler, so she's started seeing a physio to improve her fitness, flexibility, strength and balance.

With regular visits to her physio and an appropriate exercise program, her balance and mobility have made leaps and bounds, and her arthritis has also improved with the prescribed strengthening and hydrotherapy exercises.

Keep doing the things you love as you age. Make your best move yet with <insert practice name>, make an appointment today.

### **Tim:**

*Suggested accompany copy:*

Tim is a 31-year-old IT manager living with two of his best mates. He's super sociable, always the one to start the Mexican wave and has a ripper sense of humour. Tim's friends definitely wouldn't consider him a 'dance floor' guy, but when his song plays, he can't help but get into the groove.

Last month, Tim injured his knee playing basketball. It took a week before he was able to weight-bear and for the inflammation to subside, but regular physio visits and an at-home rehab program by his physio has helped him regain strength and mobility, so he can dance like no one's watching!

Need help recovering from an injury? Make your best move yet with <insert practice name>, make an appointment today.

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## 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](https://canva.com).
2. **Log in to Canva:** Sign up or enter your credentials to log in to your Canva account.

### Step 2: Access the uploads area

1. **Go to the uploads panel:**
  - 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:**
  - In the Uploads panel, click on the **"Upload files"** button.
  - A file explorer window will open, allowing you to browse your computer for the tile you want to upload.
  - Select the tile file (e.g., PNG, JPG) from your computer and click **"Open"**.
2. **Wait for the upload to complete:**
  - The tile will start uploading. You’ll see a progress bar indicating the upload status.
  - Once uploaded, the tile will appear in your Uploads panel.

### Step 4: Use the tile in your designs

1. **Select the tile:**
  - After the upload is complete, find your tile in the Uploads panel.
  - Click on the tile to add it to your design canvas.
2. **Position the tile:**
  - You can now move the tile around on the canvas, resize it, and position it as needed in your design.
3. **Save your design:**
  - Canva automatically saves your work, but you can manually save it by clicking on **"File" > "Save"**.

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

## Step 3: Add the logo to your design

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

## Step 4: Adjust logo settings

1. **Adjust transparency (optional but recommended):**
  - With the logo selected, click on the "**edit image**".
  - In the magic studio, click on "**BG remover**".

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- This will remove the background behind the logo.
- 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.