# The Eyestorm Method

## A Human-Centered Design Framework for Canva implementation

Transform your brand into a scalable Canva system built for the people who use it every day.

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# A Better Way to Build Your Brand Inside Canva

Canva is powerful, but without structure, teams struggle with inconsistency and wasted time.

**The Eyestorm Method** turns your brand into a simple, scalable Canva system that supports your people and keeps every asset on brand.

# Why the Eyestorm Method Works

As a **Certified Canva Agency Partner**, we build systems around real teams and real workflows. The result is a Canva environment that feels intuitive, organized, and truly scalable.

Certified
**Canva**
AGENCY PARTNER

### Canva-Only Focus
We specialize exclusively in Canva—no split attention or unnecessary complexity.

### Built Around People
Designed around how your teams actually collaborate, create, and communicate.

### Guardrails + Freedom
Locks and controls protect the brand while templates speed up creation.

### Adoption First
Live training and quick-start onboarding make good habits stick.

### Collaboration Built In
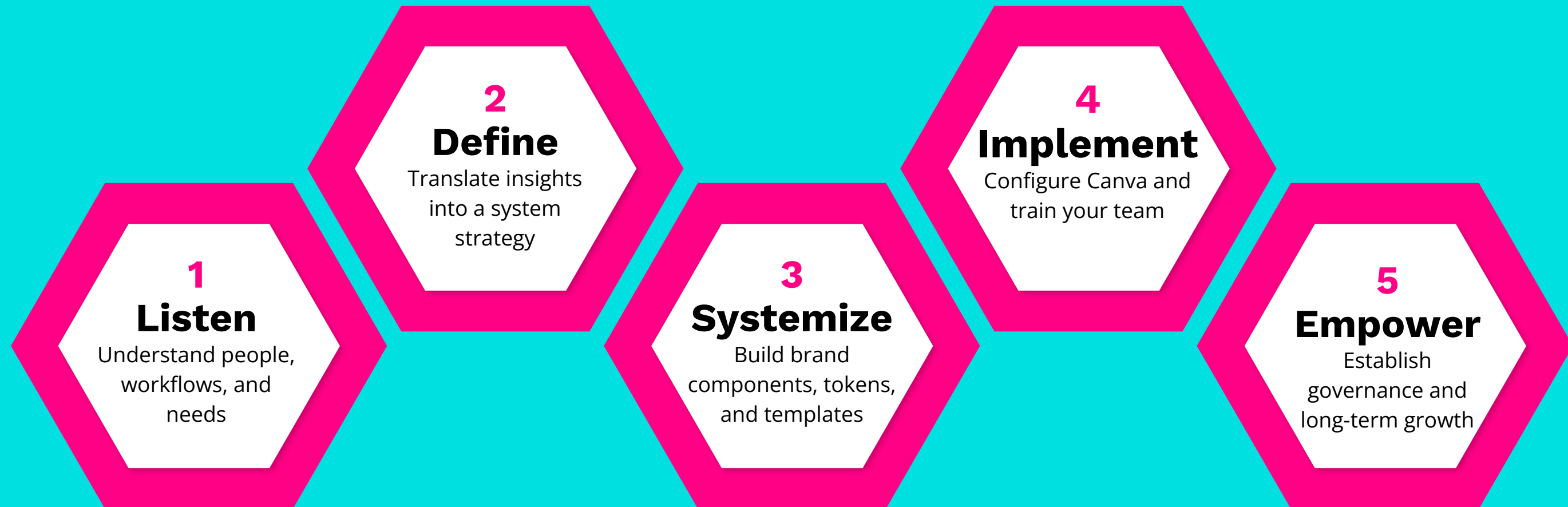Teams work together smoothly without losing consistency.

### Designed to Evolve
We refresh, measure, and refine so your system grows with your needs.

# The Five Phases of the Eyestorm Method

A system shaped around people and real workflows. **Every project follows five clear phases:**

**1**
**Listen**
Understand people, workflows, and needs

**2**
**Define**
Translate insights into a system strategy

**3**
**Systemize**
Build brand components, tokens, and templates

**4**
**Implement**
Configure Canva and train your team

**5**
**Empower**
Establish governance and long-term growth

# 1. Listen

Understand your people, your brand, and how work really happens.

**Every project starts with listening.** Before anything is designed inside Canva, we learn how your teams work and where they get stuck.
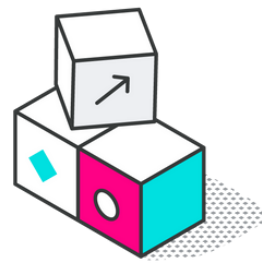
**What we do:**
- Stakeholder conversations
- Brand guideline review
- Template and content audit
- Workflow, tools, and handoff mapping
- Identify gaps, friction, and opportunities
- Analyze roles, access levels, and team structure

**Outcome:**
**A clear understanding of what the system must support.**

# 2. Define

Turn insights into a clear, actionable system strategy.

**We design your Canva environment** around your brand, your structure, and your everyday workflow.

**What we do:**
- Clarify brand architecture (single, multi-brand, sub-brands)
- Identify content types and communication touchpoints
- Plan template families by role, department, or use case
- Map teams, groups, permissions, and folder logic
- Establish governance: who approves, publishes, and updates
- Translate brand voice into reusable patterns and content prompts

**Outcome:**
**A strategic blueprint for your Canva design system.**

# 3. Systemize

Build your brand system using structure, components, and repeatable patterns.

This phase turns your system plan into **a usable design framework** built for clarity, consistency, and scale.

**What we do:**
- Build Canva Brand Kits (fonts, colors, logos, imagery)
- Define design tokens (typography, color logic, spacing)
- Develop reusable elements (headers, grids, CTA blocks)
- Create layout families for social, print, and presentations
- Design role-based and department-specific template systems
- Prototype and test with real team members

**Outcome:**
**A consistent, scalable, human-friendly design system.**

# 4. Activate

Configure Canva, publish templates, and train your team.

**This phase puts the system into action**—configuring Canva, building templates, and preparing your team for confident use.

**What we do:**
- Set up teams, groups, permissions, and folder structure
- Configure SSO, SCIM, and user access (when needed)
- Upload Brand Kits and apply Brand Controls
- Build and publish the full template library
- Deliver Admin & Brand Designer Consultations
- Run Member Training with live, hands-on practice
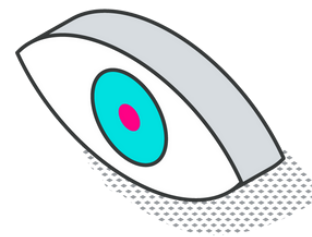- Prepare internal documentation and rollout communication

**Outcome:**
**A structured Canva ecosystem ready for launch.**

# 5. Empower

Maintain quality, scale with confidence, and support long-term growth.

**A design system isn't a one-time project.** The Empower phase ensures your system stays healthy as your organization evolves.

**What we do:**
- Assign governance roles
- Define best practices for new designs
- Create template update and request workflows
- Provide onboarding documentation for new staff
- Recommend quarterly or annual audits
- Support multi-brand and multi-market expansion

**Outcome:**
**A sustainable design system that grows with your team.**

# What You Get With the Eyestorm Method

Our engagements deliver a complete, scalable design system **built specifically for Canva.**

**Deliverables include:**

- Brand Kits (fonts, colors, logos, imagery)
- Branded Templates (role- and department-based)
- Permissions and folder architecture
- Naming conventions and structure
- Governance guidelines and workflows
- Admin, Designer & Member training

**Outcome:**

**A Canva environment your team can trust every day**

# About Eyestorm

Eyestorm specializes in Human-Centered Design Systems for Canva, helping organizations turn their brand identity into intuitive, scalable design environments.

As a **Certified Canva Agency Partner**, we focus exclusively on Canva—building structured Brand Kits, Branded Templates, and governance models that make it easier for teams to create faster, stay consistent, and work with confidence.

Certified
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# Ready to Scale Your Brand Inside Canva?

Let's build a design system your entire organization can trust—one that empowers your team, protects your brand, and evolves as you grow.

→ Book a Consultation

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