

# Online Toolkit Guide





# Online Toolkit

## **About the Online Toolkit**

This guide was created to help farmers' markets promote their markets. The toolkit includes resources that can be used on social media or printed and distributed directly at the market. It also contains templates that can be personalized to each market.

## **About this Guide**

The purpose of this guide is to answer questions about using the online toolkit resources and templates. Included are instructions on how to access and use the two programs, Adobe Reader and Canva, the programs most compatible with these resources.

# Adobe Reader

To access the fillable PDF files and templates, you will first need to download Adobe Acrobat Reader onto your computer, if it is not already installed. This is a free program that anyone can access.

## Downloading Adobe Reader

1. Close all versions of Reader. Close any browser that is displaying a PDF.
2. Go to Adobe Reader download page:  
<https://get.adobe.com/reader/otherversions/>
3. Select your operating system, a language, and the version of Reader that you want to install. Then click **Download now**.

Step: 1 of 3

### Adobe Acrobat Reader DC

Step 1: Windows Vista

Step 2: English

Step 3: Reader 10.1.4 English for Windows

System requirements

**About:**

Adobe Acrobat Reader DC software is the free global standard for reliably viewing, printing, and commenting on PDF documents.

And now, it's connected to the Adobe Document Cloud – making it easier than ever to work across computers and mobile devices.

It's the only PDF viewer that can open and interact with all types of PDF content, including forms and multimedia.

**Terms & conditions:**

By clicking the "Download now" button, you agree to the automatic installation of updates to Adobe Acrobat Reader DC, and to the [Adobe Software Licensing Agreement](#).

Note: Your antivirus software must allow you to install software.

**Download now**

Total size: 48.49 MB

Choose your region

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# Adobe Reader

4. When the File Download - Security Warning dialog box appears, click **Run**.



5. When the Internet Explorer - Security Warning dialog box appears, click **Run**.
  - a. **Note:** Reader installation is a two-part process: The installer is downloaded and then Reader is installed. Be sure to wait until both parts are complete. A progress bar displays the time remaining.



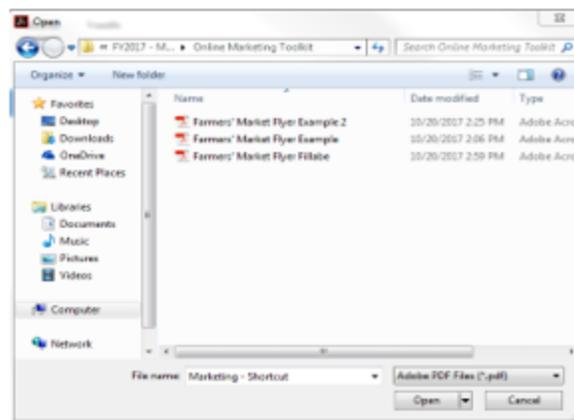
6. When the File Download - Security Warning dialog box appears, click **Finish**.



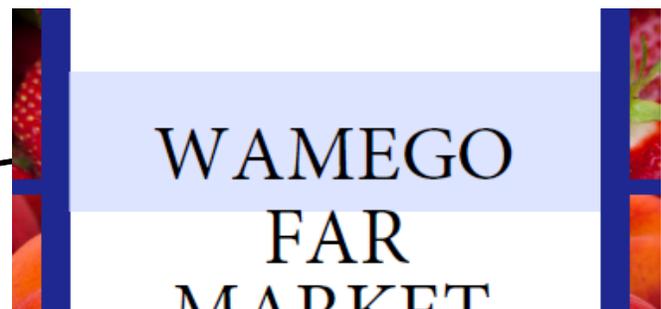
# Adobe Reader

## Using Adobe Reader

1. Once you have Adobe Reader downloaded to your desktop, double click on the program icon to open.
  - Make sure you have downloaded all items from the toolkit to your computer (desktop, or specific folder).
2. Click File to open a drop down box, then click open.
3. When the new screen pops up, locate whichever file you would like to use from the marketing kit. Select file and click open again.



4. Once the file is open, click to type in the light blue boxes seen directly on the fillable file.



# Adobe Reader

5. Type in the information for specific farmers' market. Note that you cannot change font sizes or type when using these templates.



6. When finished inputting information, click file and save.

7. Before completing save, rename the file so it can be distinguished between the original.

8. Repeat steps for all other fillable pdf files. Examples of finished templates are provided in the toolkit..

## Things to know about using fillable templates:

- You will not be able to change the font size, style or spacing on the templates with Adobe Reader.
- Make sure to save the filled templates under a different name than the template file.

# Templates



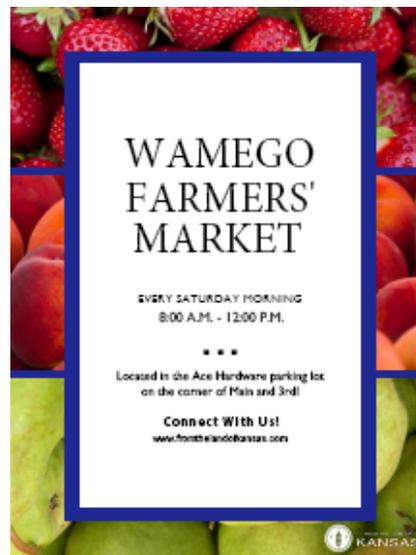
Endorsement Template



Endorsement Example



Fruit Poster Template



Fruit Poster Example



# Canva

## What is Canva

Canva is a free graphic-design tool website. If you are looking for more customization, you can choose from many design templates in Canva.

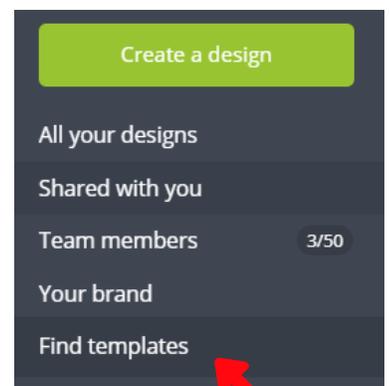
## How to Use Canva

To use Canva you must have a Canva account. Follow the steps below to set one up.

1. Go to [www.canva.com](http://www.canva.com).
2. Once you are on the homepage, choose which type of account user you are.
3. From there, follow the instructions provided by the site to finish creating your account.

## How to Use Canva Templates

1. Go to [Canva.com](http://Canva.com) and log in.
2. On the left hand menu, click on "Find Templates."

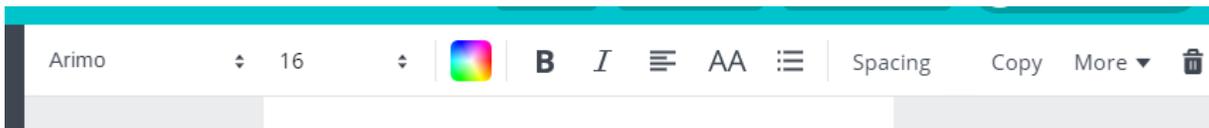
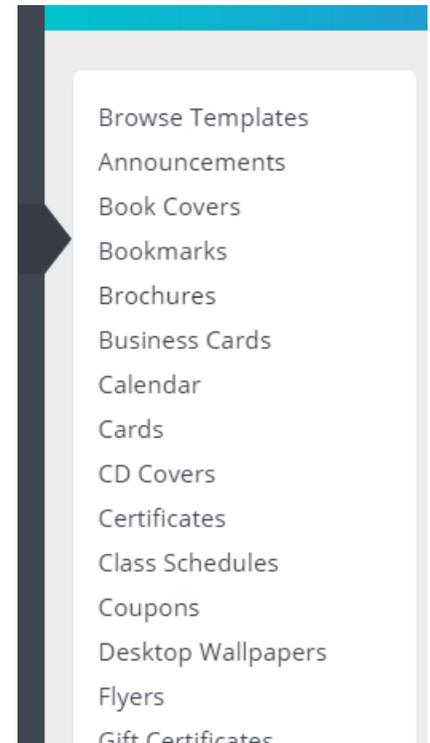


# Canva

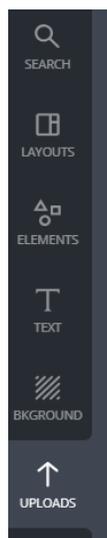
3. Choose from the categories offered on the left side or search for a specific type of template using the search bar.

4. Different templates in the category you chose or matching the search term will appear. Click on an image of a template you like to begin editing.

5. A new window will open with your chosen design. From here you can edit colors in the design, text, text style and size, and graphics. To do this, click on an element in the design and use the toolbar that appears at the top to edit it.

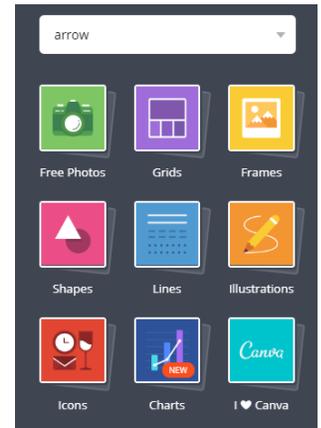


6.. To add graphics or images available in Canva, use the toolbar on the left side of the screen to choose elements, text, or "bkgground."



# Canva

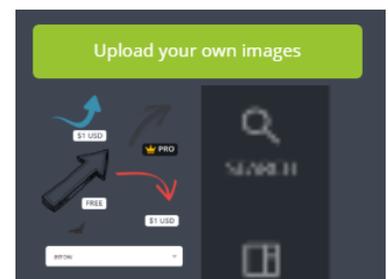
7. Options will appear depending on which category you chose. You can click on a type of element you are looking for or search for something specific. Likewise, you can choose different text styles and sizes, or different background colors and patterns.



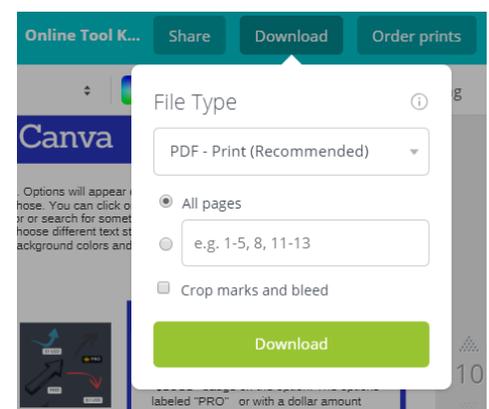
## Things to know about using Canva graphics:

- Not all options available to add to your designs are free. When scrolling through options, you may see a "FREE," "PRO," or "\$1USD" badge on the option. The options labeled "PRO" or with a dollar amount require payment to use.

8. To use your own images, click on the "uploads" button on the left hand menu. Click the green "Upload your own images" button. Choose the file you would like to upload. It will then appear below the green button. Click on the image to add it to your design.

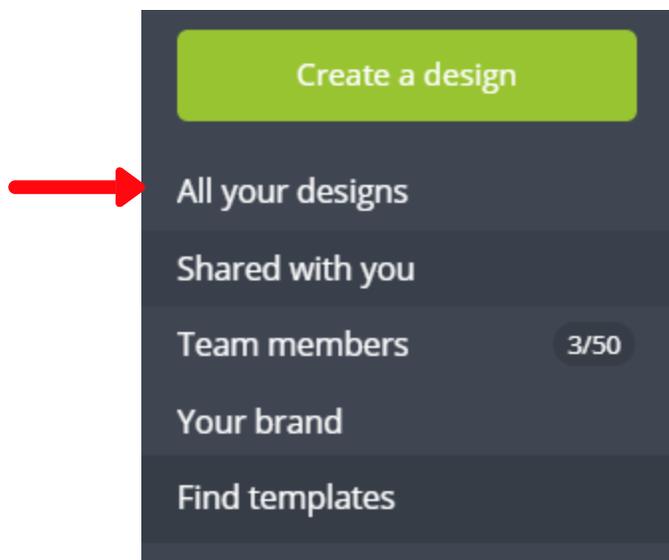


9. Once your design is complete, click download. Choose a file type from the dropdown list. Use the PNG option for designs you will use on social media. Use the PDF-print for designs you plan to print out. Then click the green download button.



# Canva

10. Your design will save automatically. To find your design again later, log in to Canva, then click on the "All Your Designs" option from the left hand menu. Click on the image of your design to access it and edit or download it again.



## Additional Questions

If you have additional needs or questions about editing templates created by the From the Land of Kansas team or about using Canva, please call From the Land of Kansas at 785-564-6755. The From the Land of Kansas team is happy to assist you in publicizing your market and reaching your customers.