

Wilsonian Press

Lookbook Template

How to Use Your Lookbook Canva Template

Thank you for downloading the Lookbook template! While it's titled a Lookbook, this versatile design works beautifully as a product catalogue, mail shot brochure, portfolio, seasonal collection guide or anything else you'd like to present in a polished, professional format.

The template is A5 in size (trimmed), with a 3mm bleed all around. It includes example front and back covers to inspire you but every part of the design is fully customisable to make it uniquely yours.

Step-by-Step Instructions

1. Open in Canva

- Click the template link you received when you downloaded your file.
- The template will automatically open in Canva Free (a free Canva account is all you need).
- Select "Use Template" to add it to your Canva projects.

2. Get Familiar with the Layout

- The template includes a series of layouts featuring text, image placeholders and design elements.
- Example front and back covers are included for inspiration.
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3. Replace Placeholder Images

- Simply drag and drop your own photos, graphics or illustrations into the image frames.
- Don't worry if you see Canva Pro elements in the template, you'll be using your own assets so the template works perfectly with a free Canva account.

4. Edit Text & Fonts

- Replace placeholder text with your own words.
- You can change font style, size and colour to match your branding.
- Canva includes a wide range of free fonts to suit any look, from modern and minimalist to classic and elegant.

5. Adjust Colours

- Click on any shape or background to change colours.
- Use your brand palette to keep the design consistent with your business identity.

6. Customise Layouts

- Duplicate or delete pages to suit your needs.
- Move, resize or replace elements as needed, everything is fully editable.

7. Prepare for Export

- When your design is finished, click Share → Download.
- Select PDF Print.
- For digital distribution (email), you can also save as PDF Standard.

8. Publish or Print

- Send your PDF to a professional printer for physical brochures.
- Or upload your PDF to your favourite ebook platform, website or online shop.

Tips & Reminders

- Use consistent fonts, colours, and images for a cohesive professional look.
- Don't forget to add your logo, website, and contact details.
- The design works across industries — homeware, lifestyle, art, fashion, photography, craft, wellness, and more.
- Always save a backup of your file in Canva so you can revisit or update it easily.
- Have fun with it — this template is a springboard for your creativity.

Need Help?

If you have any questions, please don't hesitate to get in touch, we're always happy to help.

And when your finished brochure is ready, we'd love to see it! Share and tag Wilsonian Press so we can celebrate your work.

Enjoy creating!

Debbie

Wilsonian Press

ready to get published

How to Create a Two Page Spread of an Image

From Wilsonian Press



In this template, I've created a few double page spreads featuring images that span the pages. To recreate this in Canva yourself, I would thoroughly recommend that you watch Heather's (Heather Cash Art) simple video. Heather explains it so well and it's a lot easier than it initially seems. Fast forward to 2:41–3:55 on the video's timeline to see the part of Heather's video that applies to this technique.

Please click on the image above and follow the link to view the video. Make sure you subscribe to her channel too (I'm not an affiliate, by the way!), to learn much more about creating books in Canva for self-publishing in Amazon KDP.

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Important Notes

- You must add your own images, text and branding. Any sample text or stock imagery included is for demonstration purposes only.
- Some example elements may include Canva Pro graphics. These should be replaced with your own images/graphics if you do not have Canva Pro.
- The license is non-transferable; only the original purchaser has the right to use this template.

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