



The Grounded Earth Brand Kit

Editable Canva templates for thoughtful brands.

A THOUGHTFULLY CURATED COLLECTION OF STORYTELLING-LED
CANVA TEMPLATES INSPIRED BY NATURE, SLOW LIVING AND
MEANINGFUL MOMENTS.

Preview & User Guide





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Where it all *began*

The Grounded Earth Collection was the very first of my miniature Brand World collections.

I wanted to create something that felt like more than a folder of templates. Instead, I designed four complete creative worlds, each showing how colours, typography, imagery and storytelling could work together to create branding that feels beautifully cohesive.

Inspired by nature, cosy spaces and slower, more intentional living, The Grounded Earth Collection was created to help small businesses build brands that feel calm, welcoming and unmistakably their own.



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Inside your Brand Kit

Editable Canva Templates

Beautifully designed layouts ready to personalise.

Social Media Content

Posts, graphics and carousel layouts designed to work together.

Email Marketing

Four coordinated email templates.

Colour Palettes & Typography

Carefully curated colours, fonts and textures for every Brand World.

Four Miniature Brand Worlds

Creative inspiration across four distinctive aesthetics.

Creative Inspiration

Ideas to help your content feel cohesive and intentional.





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Made to be

used

Change your content

Replace the photos, wording and branding with your own.

Mix & Match

Combine layouts, colour palettes & ideas across all four Brand Worlds.

Make it your own

Use each Brand World as inspiration rather than a rulebook.

Canva Free Friendly

Every template uses Canva Free elements.

Created for creative businesses

Whether you're running a cosy café, florist, independent bookshop, wellness brand or creative business, these templates are designed to flex around your own style and ideas.





Ready to create something *beautiful?*

A few final things to know

Fully editable in Canva

Every template is created using Canva Free elements, so you can personalise colours, fonts, imagery and wording to suit your own business. Mix themes, combine layouts and adapt every page to create a brand that feels completely yours.

Designed for creative businesses

Whether you're a florist, café, independent bookshop, wellness brand or creative business, these templates are designed to adapt to your own style while helping your content feel beautifully cohesive and connected.

Terms of Use

You may	Please do not
- Edit and customise the templates for your own business or client projects - Use the designs across your social media and marketing content - Personalise the templates to reflect your own brand - Duplicate and adapt layouts to suit your content needs	- Resell, redistribute or share the templates - Share download links publicly - Claim the original designs as your own - Use the templates to create competing digital template products

Due to the nature of digital downloads, refunds aren't available once purchased.

Happy creating!

www.polkadotteapotstudio.co.uk