



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

The Editing Cheat Sheet

The right-tool-for-the-job matrix and five click-by-click recipes for editing your brand assets, on one page.

Part of the free Design a Stunning Brand with AI course · by Evolv
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The Editing Cheat Sheet

There's no magic all-in-one editor — and you don't need one. Match the job to the right free tool and every image task becomes a two-minute job.

The right-tool-for-the-job matrix

Job	Best free tool	Why / the catch
Remove a background	remove.bg or Pixlr	Not Canva free (it's Pro); skip Photoroom's free plan for business — watermark, no licence
Crop or resize	Canva custom size	AI cannot reliably hit an exact pixel size
Brighten or clean up	Canva Adjust, or describe it to Gemini / ChatGPT	This is where conversational AI genuinely shines
Logo on a thing	Canva for an exact placement, AI for photoreal	Check the AI didn't warp the mark
Text on an image	Canva or Pixlr, your font + hex	Never AI — it misspells and can't match your font

Two tools carry most of the load: Canva (free) for four of the five jobs, and a conversational AI editor (Google Gemini "Nano Banana," or ChatGPT) for the describe-it magic. Or use **Pixlr Express** (pixlr.com) — the one free, no-account tool that does all five, including background removal with no watermark.

Two things AI editors still can't do — every single time:

- **Reliable text.** Add text in Canva or Pixlr, not the AI.
- **Exact pixel sizes.** Crop or resize in Canva or Pixlr afterward.

The five recipes

A — Remove a background

1. Open remove.bg → Upload Image → Download. The free PNG is small (~0.25MP), fine for web thumbnails and avatars.
2. Need full resolution? Use pixlr.com/remove-background — no watermark, full-size transparent PNG.
3. Keep working on it in Canva? Uploads → Upload files → add the transparent PNG.

B — Crop or resize for a platform

1. Canva → Create a design → Custom size, type the target (e.g. 1080 × 1080), Create new design.

2. Uploads → Upload files → drag your image on.
3. Drag corner handles to fill; double-click to crop, reposition, Done.
4. Share → Download → PNG (or JPG).

C — Brighten or clean up a photo

1. Click the photo → Edit photo.
2. Open Adjust → drag Brightness, Contrast, Vibrance (all free).
3. Remove a stray object? Describe it to Gemini or ChatGPT: "remove the trash can on the left."
4. Share → Download.

D — Put your logo on a thing

1. Uploads → Upload files → your transparent-PNG logo.
2. Drag it onto the background image.
3. Size, position, and use Transparency / rotate to blend it in.
4. Share → Download. (Want it photorealistic? Describe it to the AI — "place this logo on the coffee cup" — then check it didn't warp the mark.)

E — Simple text on an image

1. Text → Add a text box.
2. Type your words; set font, size, colour — your brand's Google Font and exact hex.
3. Position, then Share → Download. **Never hand this job to AI.**

Evolv Strategies — Design a Stunning Brand with AI



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THE NEXT STEP

Want a site this polished without building it yourself?

You've just built a real brand with AI — logo, palette, type, voice. The natural next step is a website that wears it.

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