

Designing with *Claude Design*

The plain-English playbook for creating your own flyers, social graphics, and one-pagers with Claude Design — no Canva subscription or design skills required.

Why this guide exists

Claude Design is a newer Anthropic Labs tool, separate from the regular Claude chat window, built specifically for visual output — flyers, social graphics, one-pagers, and simple marketing pieces, generated from a plain-English description instead of a drag-and-drop editor. For a solo notary who doesn't want to learn Canva or pay a designer for every small graphic, it's a fast way to produce decent-looking marketing materials yourself.

What Claude Design actually is

You'll find it under the Design tab inside Claude.ai (separate from the regular chat). It's currently available to paid Claude plans (Pro, Max, Team, Enterprise) as a research preview, with its own usage limits separate from your regular chat quota. You describe what you want in a sentence or two, and it generates a working visual you can refine with follow-up instructions, then export as a PDF, PPTX, or hand off to Canva for further editing if you want to tweak it yourself afterward.

The three rules for getting a usable design out of it

- Say what it's for and where it will be used. "A Facebook post graphic announcing hospice notary services" gets a very different result than "a printed flyer to leave at a hospice facility's front desk" — dimensions, text density, and layout all depend on the platform.
- Give it your actual brand details. Mention your business name, your color scheme if you have one, and the tone ("warm and reassuring, not corporate") — otherwise you'll get a generic template look.
- Treat the first version as a draft, not a final. Ask for specific changes in plain language — "make the headline bigger," "use a warmer color," "add a phone number at the bottom" — the same way you'd direct a human designer.

Export and keep editing elsewhere

Once you have something close, export it. PDF works for anything you're printing or attaching to an email. PPTX is useful if you want to drop it into a slide-based presentation. The Canva export is worth knowing about specifically: it hands your design off as a fully editable Canva file, so if you want to make small tweaks yourself later without going back to Claude, you can.

Ten design requests you can copy today

01 1. Facebook post graphic

"Design a Facebook post graphic announcing that I offer same-day hospital and hospice mobile notary appointments in the Charlotte, NC area. Warm, reassuring tone, not corporate. Include my business name and phone number placeholder."

02 2. Printed flyer for facility front desks

"Design a simple one-page flyer I can print and leave at hospice and assisted living facility front desks, introducing my mobile notary services for patient and family document signings. Include space for my contact info and service area."

03 3. Google Business Profile cover image

"Design a Google Business Profile cover banner for a mobile notary business specializing in hospice and estate signings. Clean, trustworthy, not busy."

04 4. One-pager service overview

"Design a one-page service overview I can email to elder law attorneys, listing the types of signings I handle (hospital, hospice, estate, senior living) and my service area."

05 5. Instagram story template

"Design an Instagram story graphic with a 'did you know' fact about Power of Attorney notarization, in a template I can reuse weekly with different facts."

01 6. Business card design

"Design a simple, professional business card for a mobile notary business, including space for name, phone, service area, and a short tagline about specialty signings."

02 7. Thank-you card for referral partners

"Design a simple printable thank-you card I can send to attorneys and hospice coordinators who refer clients to me."

03 8. Email header banner

"Design an email header banner for appointment confirmation emails, with my business name and a clean, reassuring visual style."

04 9. Appointment reminder card

"Design a small printable card I can hand to clients at booking, reminding them what to have ready (valid ID, unsigned documents) before their notary appointment."

05 10. Trifold brochure draft

"Design a trifold brochure layout introducing my mobile notary business to families arranging care for an aging parent, covering what I do, my service area, and how to book."

Mistakes that quietly waste your time

- Expecting print-ready precision on the first try. Claude Design is fast for concepts and drafts, but for anything going to a professional printer, plan on a final polish pass — either refining further or exporting to Canva to check bleed and margins.
- Not mentioning the platform or size. "Design a graphic" with no context about where it's used forces Claude to guess dimensions and format — always name the platform.
- Skipping the brand details. If you don't mention your actual business name, colors, or tone, you'll get a generic result that looks like it came from a template library.
- Trying to use it like Figma. It's not built for pixel-level design system work or multi-page product UI — for a solo notary's marketing materials, that's a feature, not a limitation.

Quick reference

TASK	PROMPT STARTER
Social post graphic	"Design a [platform] post graphic announcing [service], [tone]."
Printed flyer	"Design a one-page flyer for [where it's used], including [contact info]."
One-pager / brochure	"Design a one-page/trifold overview covering [services] for [audience]."
Business card	"Design a business card including [name, phone, tagline]."
Refining a draft	"Make the headline bigger / use a warmer color / add [detail]."

Want a done-for-you prompt library built specifically for your notary business?
DM me