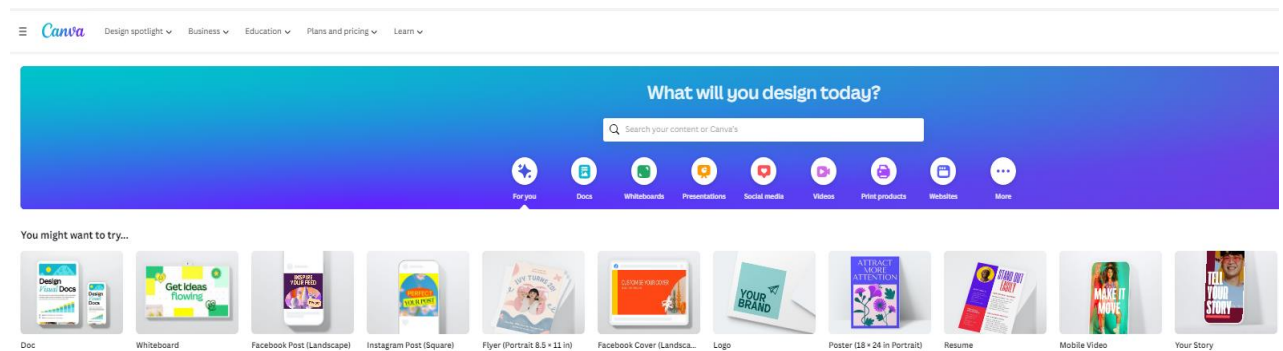# LEVERAGING CANVA

General Information

Canva is an online graphic design tool that can be used to create social media posts, presentations, posters, videos, and more. It's ease of use makes it easy for any skill level to create an ad with little to no experience.

Start with Template Use

While you can design your own ad from scratch, there are many ad templates to select from. In this example, you see "Fitness" banners that can be customized, resized, exported, and used for a print ad.
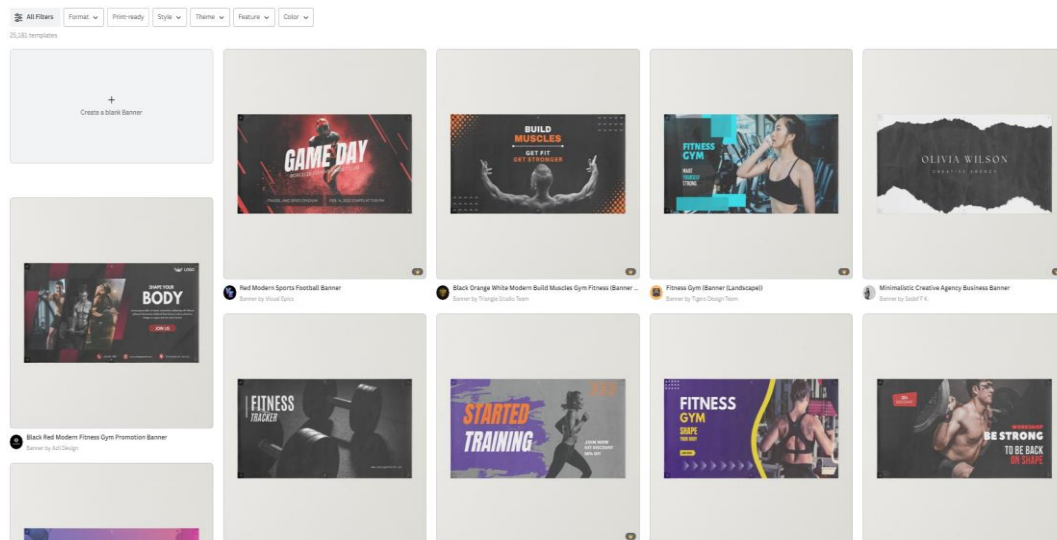
Recommendations and Limitations

==**Canva does allow for ad creation suitable for our papers.**== **Ad sizes are easy to customize to what we require for the papers and export quality generally meets our standards.**

We can also recommend using it for social media/digital purposes (excluding paid digital ads.) ==**The best part is this tool can take any item you make and resize it for the paper with ease.**==

In this example: an 11x17 Printed poster art was automatically resized to a 9.5x10 newspaper ad.

11x17 Poster

Resizing tool

Final outcome: 9.5x10 Paper Ad

There are some limitations to exporting files for brochure quality print including ...

• No PMS color option.

• Converts RGB colors to CMYK (no control over values so they may not convert correctly UNLESS it is part of the brand kit in which case it needs to be specified in that color swatch).

• No way to check image quality to ensure it meets print requirements.

Canva Plans/Pricing

There are three plan options: Free, Pro and Teams. The free plan is perfect for small businesses with only one user access. The Pro version gives you access to much more art and with a paid plan you are licensed to use any app-based photography with in Canva for your promotional ads. The Teams plan gives you multiuser flexibility. More information about plans and current pricing can be found here: www.canva.com/pricing

NOTES FOR YOUR DESIGNER

Canva's Brand Kit feature allows you to select brand fonts, brand colors and brand imagery (logos, icons, photos) that you want everyone who has access to the company account to be able to use.

• All file uploads (logos, icons, photos) need to be either jpg, png, or pdf – NO eps.

• Brand colors are selected by choosing Hex Code and CMYK values.

• Ensure to double check CMYK values have stuck and have not reverted to what Canva thinks it should be.

• Brand fonts can be uploaded but you will need the original font files to upload. Adobe Fonts will not work.

• A workaround for Adobe Fonts is to add them as part of the graphic that will be uploaded, however this also means it cannot be edited later on.

• If brand fonts can't be added, we can suggest selecting the supporting digital brand font for maximum flexibility.

• Set text styles with uploaded fonts (title, subtitle, heading, subheading, body, etc.).

Assets and Specs

Canva has many different templates to choose from or you can start a project from scratch with your own specs.

Units include in, px, cm, and mm.

Remember, when uploading your own assets to export at 150ppi.

Tips

Canva is a platform created for those who do not have a professional design background. While it is a useful tool, it is limited in it's capabilities.

• Text styling of a specific word within an individual text box is not allowed – everything must be the same (color, weight, size).

• Use the sidebar to drop in text, imagery, uploads and elements.

• Elements (limited customization) include: lines and shapes, graphics, stickers, photos, videos, audio, charts, tables, frames, and grids.

• Image frames and image grids are limited in customization options (ex. You can only change the stroke color of a circle frame but cannot change stroke width).

Our Take

Canva is perfect to "up your advertising game" with little to no cost for professional looking designs. Designs can easily cross over from digital use to use within our papers and back again.

Thank you!

Advertise With Us! – Journal & Press (cccnews.info)

E-mail us at editor@journalandpress.com or call/text 518-879-0965 to reserve your spot.

Design/copy writing help available.