



# HOW TO USE CANVA TO BRAND

YOUR SMALL  
BUSINESS



# CANVA USER GUIDE

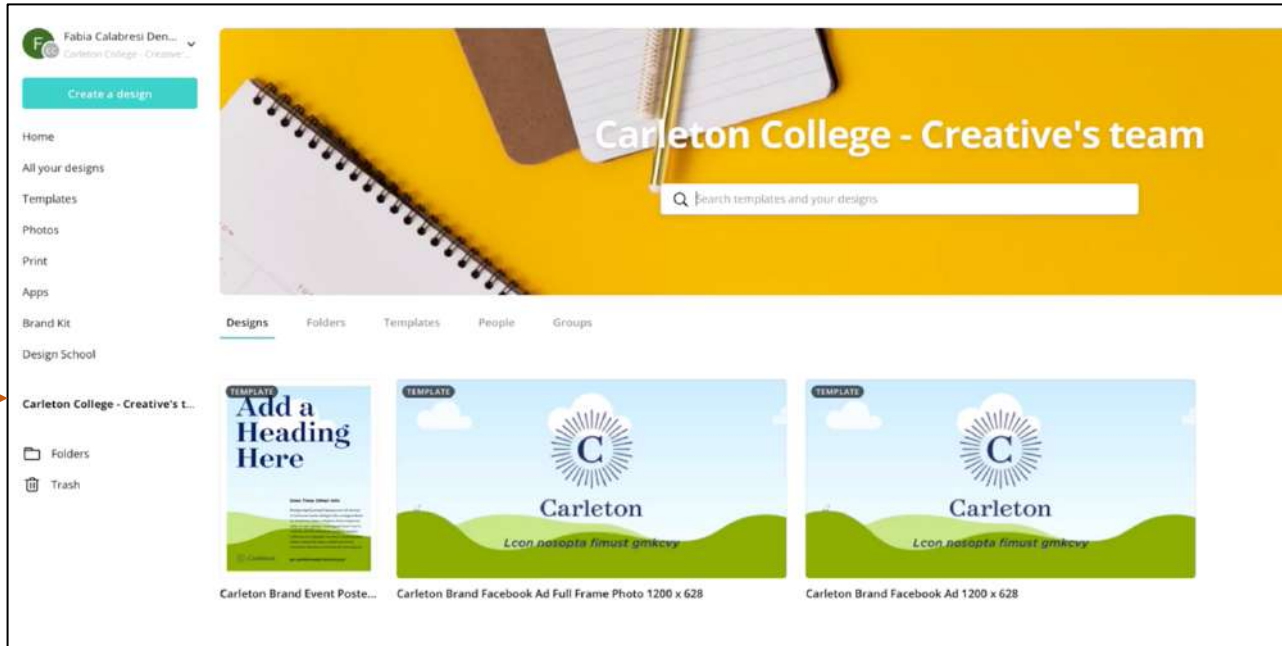
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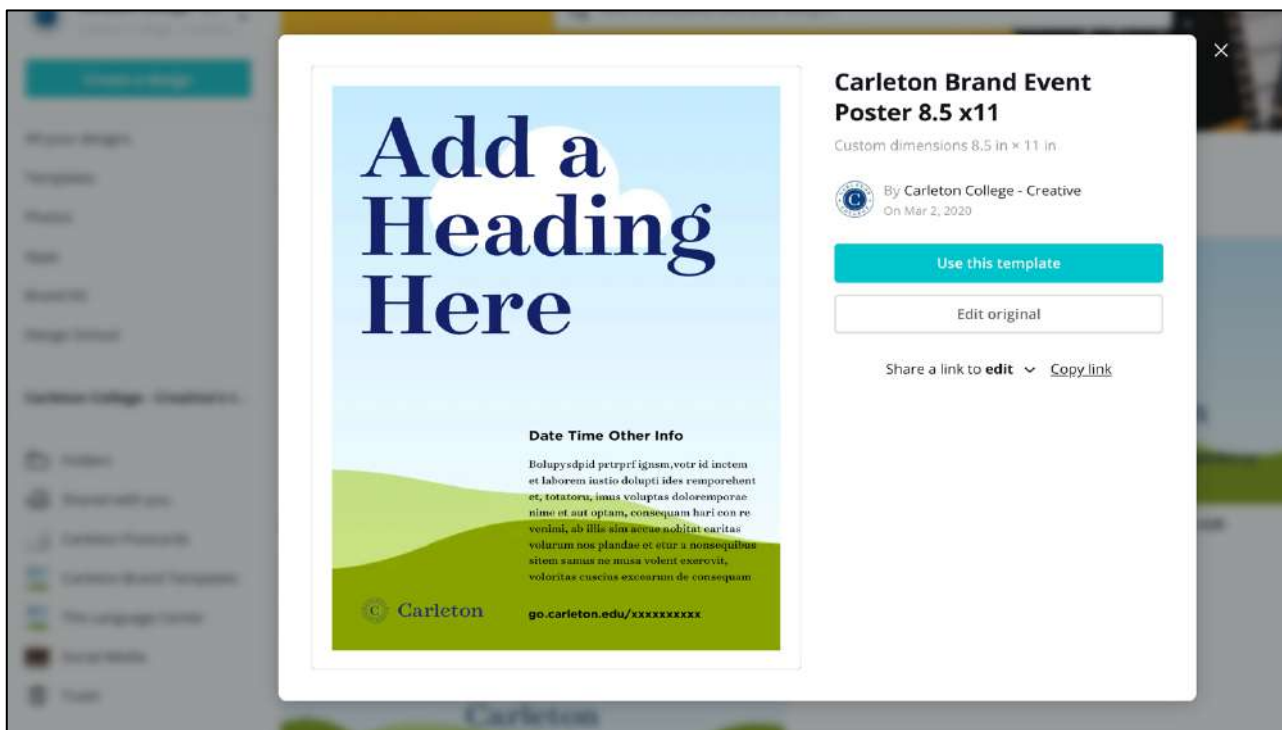


## Choosing a Carleton template

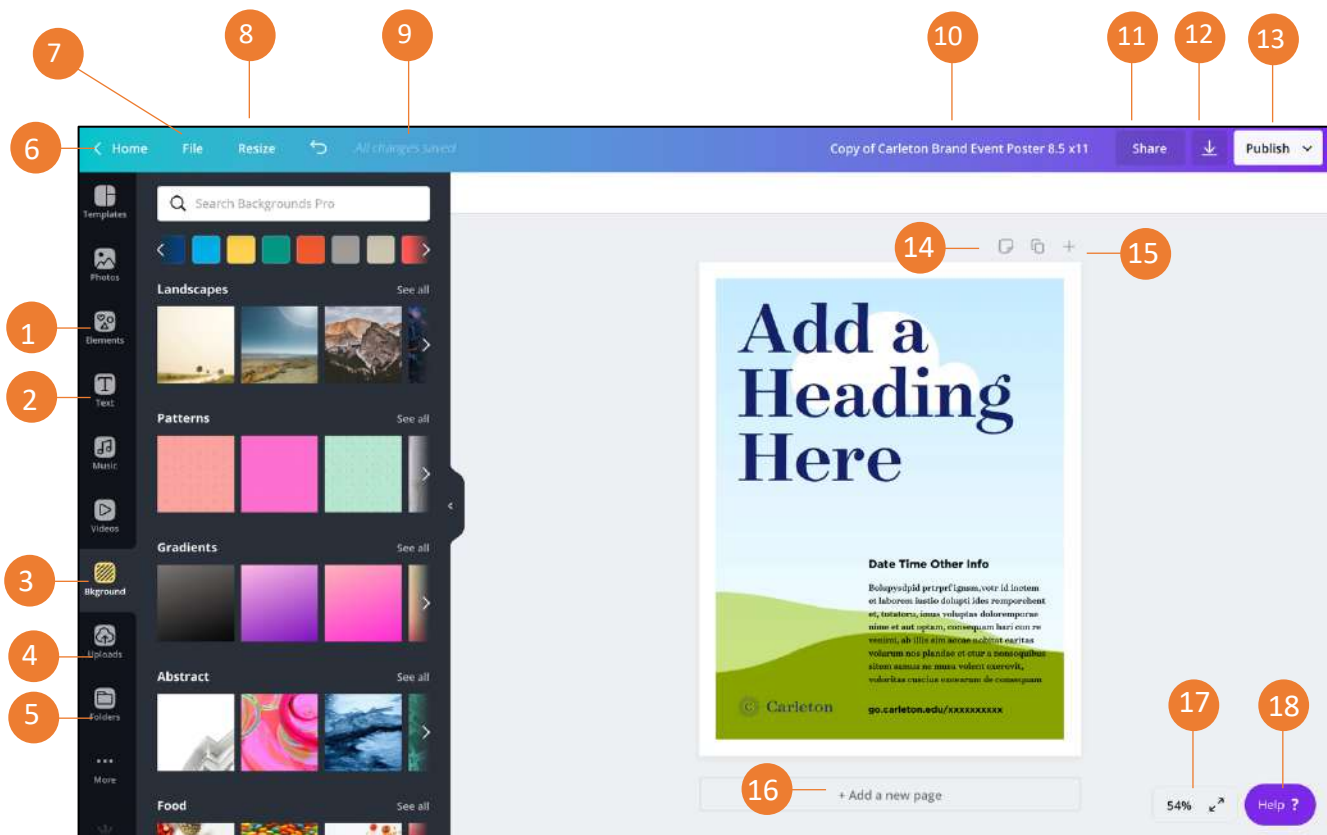
1. Go to Carleton College - Creative Team's folder.
2. Select your preferred template.



3. On the template screen, choose a template you want to use and click on it.
4. Select "use this template" and a copy of that template will be made on a new window.



## Canva Editor



1. **Elements:** Select photos, frames, shapes, lines, etc. to add to your design.
2. **Text tab:** Beyond the text placeholders already available to you, the text tab gives you options to add additional pre-formatted text heads, sub-headings, and body text. There are also font combinations available. Of note: Use caution in how you use these, as they are not Carleton-branded.
3. **Background tab:** Carleton-branded colors are available just below the search bar. While there are a variety of patterns, landscape, and other background options, it is not advised to use colors that fall outside of the Carleton brand.
4. **Uploads tab:** This area allows you to upload your own elements such as images and graphics.
5. **Folder:** All of your designs, favorites, purchases, items shared with you, and folders are available here.
6. **Home:** Takes you back to your home page.
7. **File:** Create a new design, show margins, show print bleed, save all your changes, move to folder, resolve comments, see version history, make a copy, download your design, or look for help.
8. **Resize:** Allows you to change the size of your design.
9. **All changes safe:** While Canva automatically saves your changes, much like Google Docs and Slides, this feature gives you an opportunity to ensure your changes were saved before closing out of the platform.

10. **Document name:** Allows you to change the naming convention of your design at any time.
11. **Share:** Allows you to share your design with others. This feature also gives you the flexibility to adjust restrictions, allowing individuals to view or edit.
12. **Download:** This feature gives you different options and formats to download your design in.
13. **Publish:** Download your design, share a link, make a presentation, email the design, or share it on social media.
14. **Add notes:** Add notes to your design.
15. **Page controls:** If you have more than one page, use this area to navigate between them. You also have the ability to copy them and delete them.
16. **Add a new page:** Directly add new pages with this button.
17. **Zoom Control:** Make your work area larger or smaller.
18. **Help:** Access and use Canva's support functionality, while still working on your design.

## Open and edit your design

1. To find your design, go to the department folder where you saved your design (e.g. Division of Student Affairs).
2. Double-click on the template you selected. A screen will open up, giving you the ability to modify your template.

## Using the Canva sidebar

### 1. Search tab

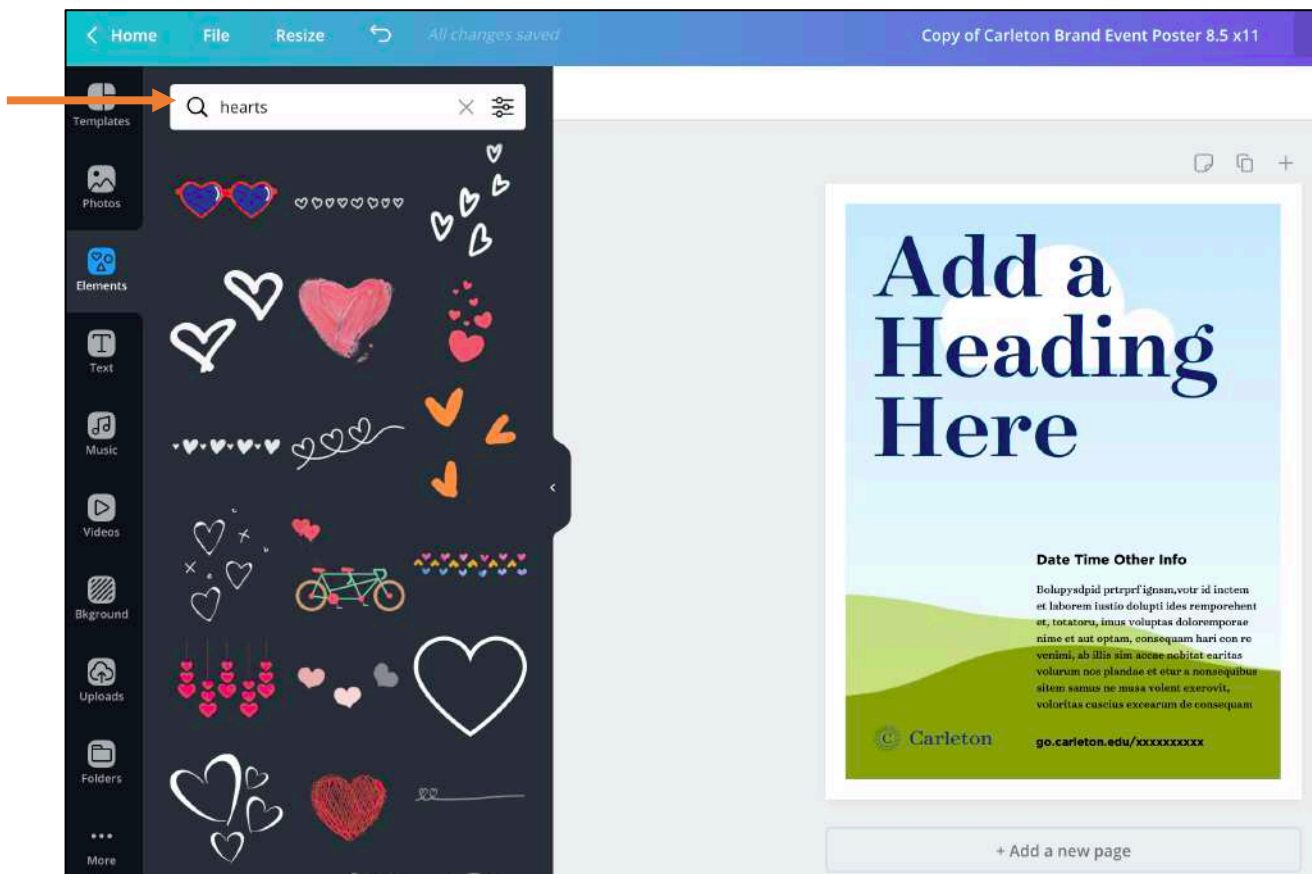
The search option allows you to look for photos, illustrations, or all items. You can narrow your search down by clicking on photos or illustrations.

## 2. Elements

Here you'll find photos, grids, frames, shapes, lines, illustrations, icons, charts, and more.

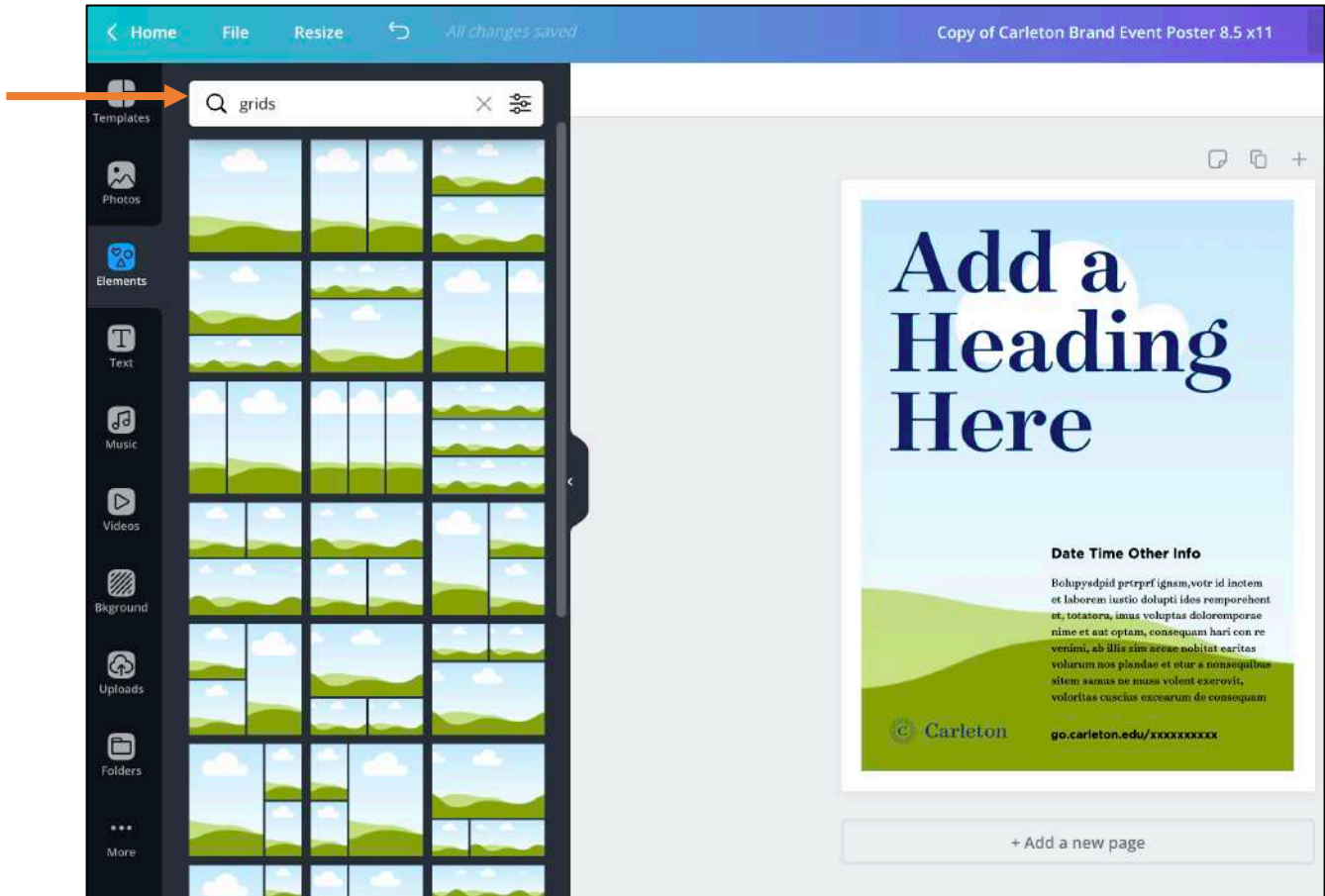
To select an element:

1. Click on the elements tab.
2. Select a category you want to browse in.
3. Then drag and drop the element into the design area.



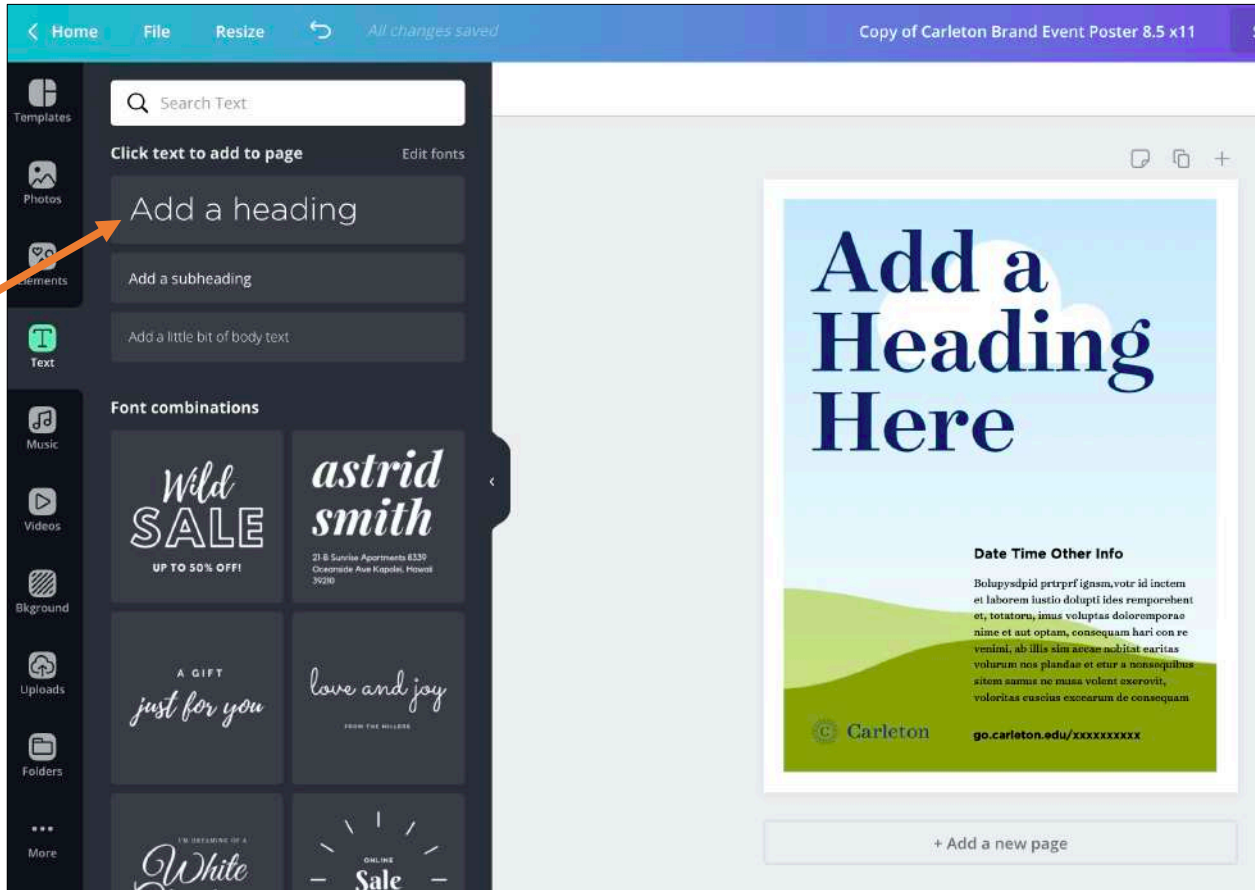
### 3. Grids

Used to hold images. Select the right grid depending on the numbers of images you plan to use. You should also select the grid layout that works for you e.g. for two images laid horizontally, use the grid shown below:



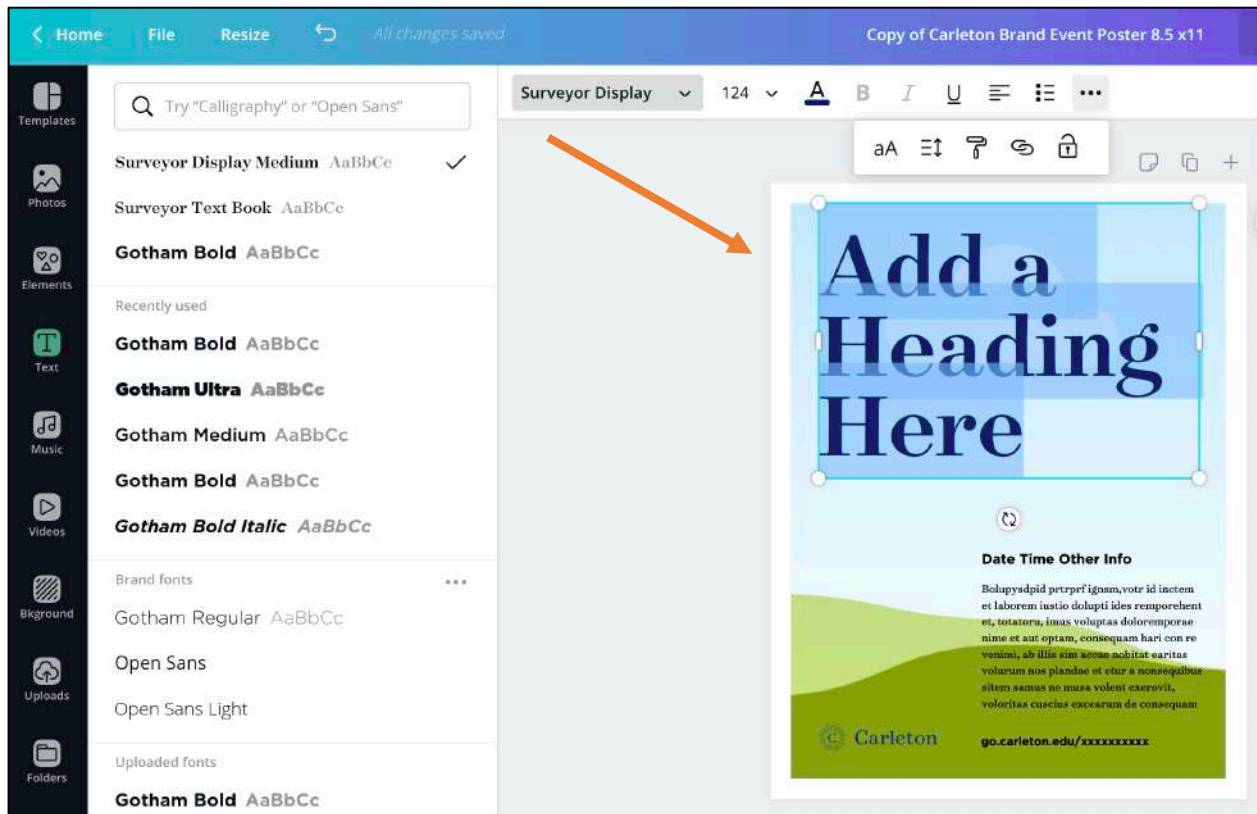
## 4. Text

Beyond the text placeholders already available to you, the text tab gives you options to add additional pre-formatted text heads, sub-headings, and body text. There are also font combinations available; however, please be cautious in how you use these, as they are not Carleton-branded.



## Edit text

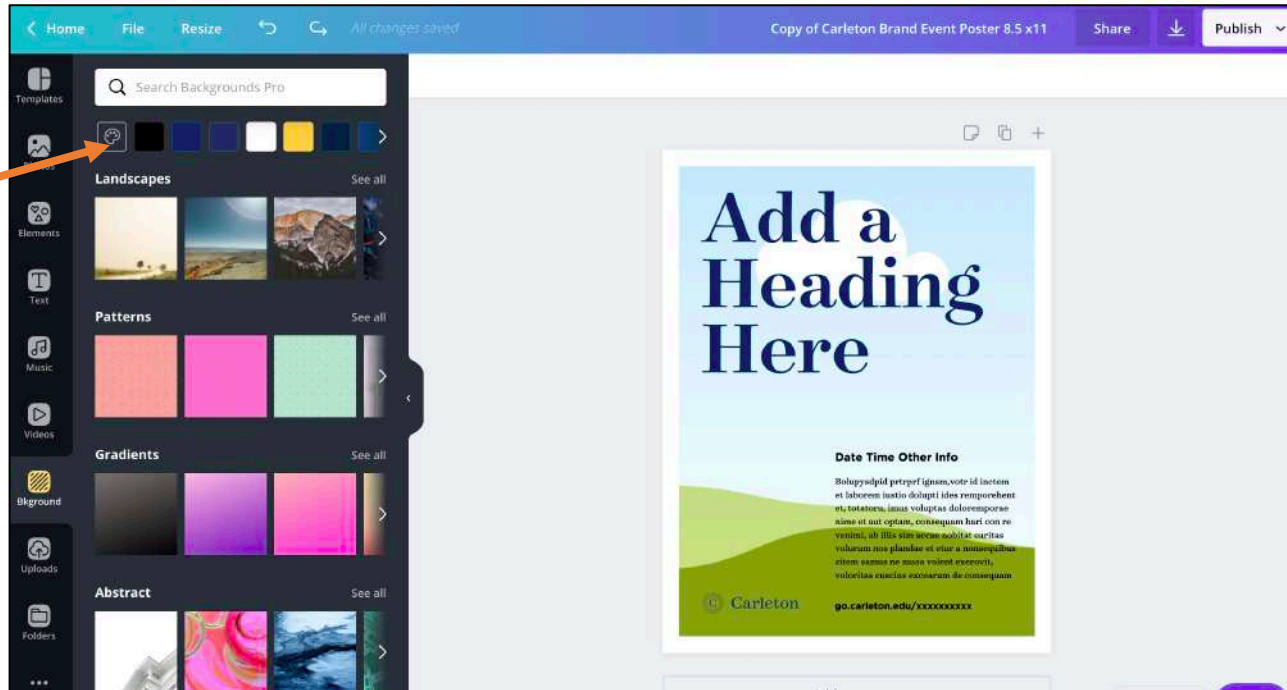
Highlight the text you want to edit and a top bar will appear with different options to make adjustments like size, font, color, etc.



## 5. Background tab

Carleton’s branded colors—along with other colors and background images—are available in this area.

- Click on the background tab, then select the color or image you like



## 6. Upload tab

Canva allows you to upload and use your own elements, such as images and logos.

- Click “Upload your own images.”
- A window will open up, find the image you want to upload and click open.

## 7. Delete uploaded image

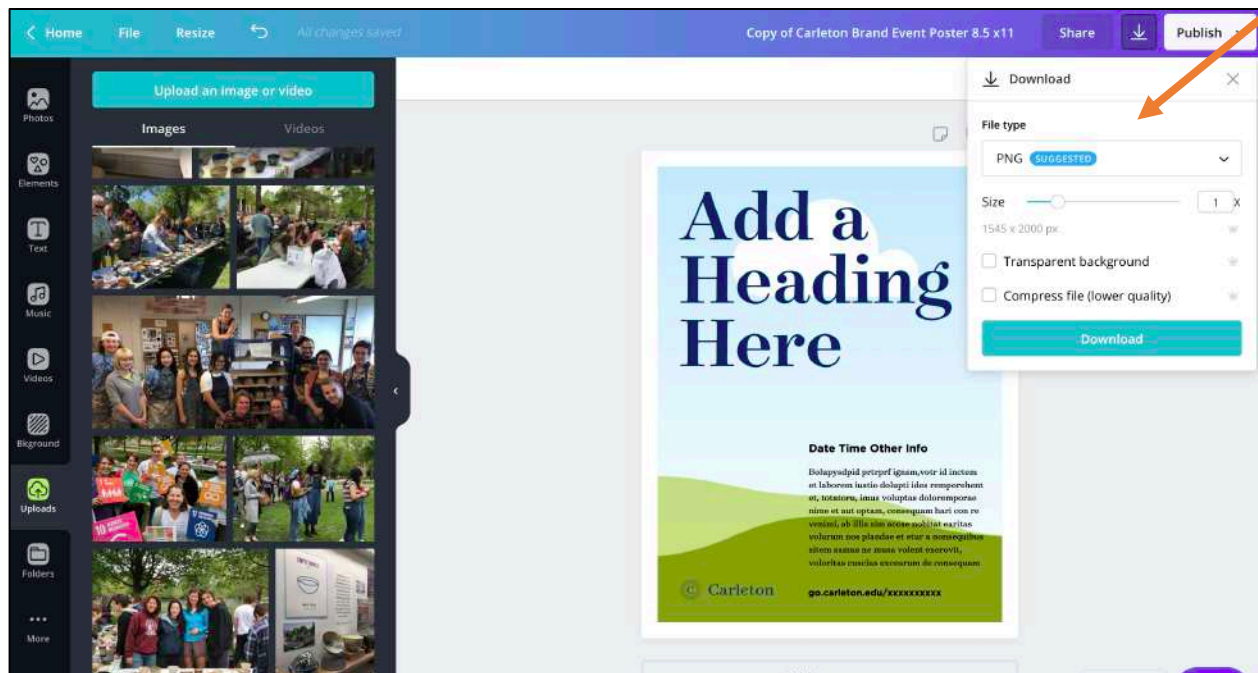
You also have the option to delete the image you uploaded. To do this:

- Hover over the image you want to delete and click on the “i” icon on the bottom left of the image.
- Then click the “trash” icon

## Save and download your design piece

Canva gives you the option to save and download your design in four formats:

- JPG
- PNG (Recommended)
- PDF (Standard)
- PDF for print



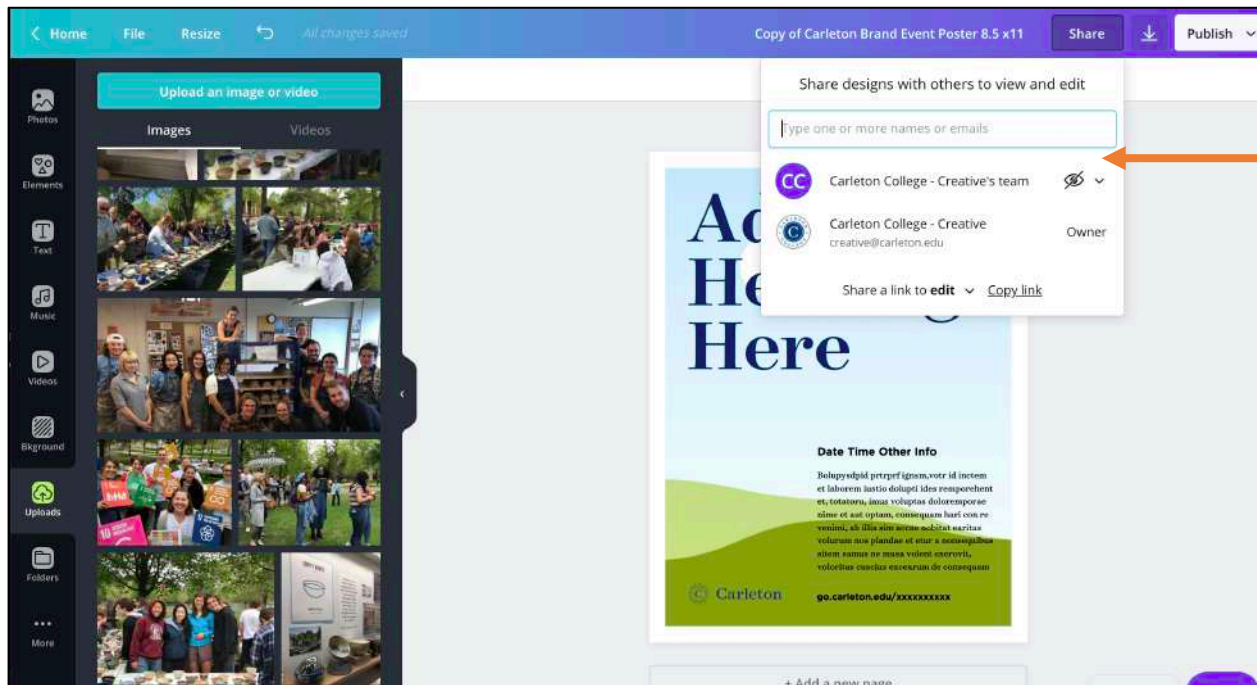
## Share your design

Canva also gives you an option to share your design with individuals within Carleton.

- Social media: Share on your social media pages.
- Link: Share the link to your design.
- Embed: Only available for public designs.

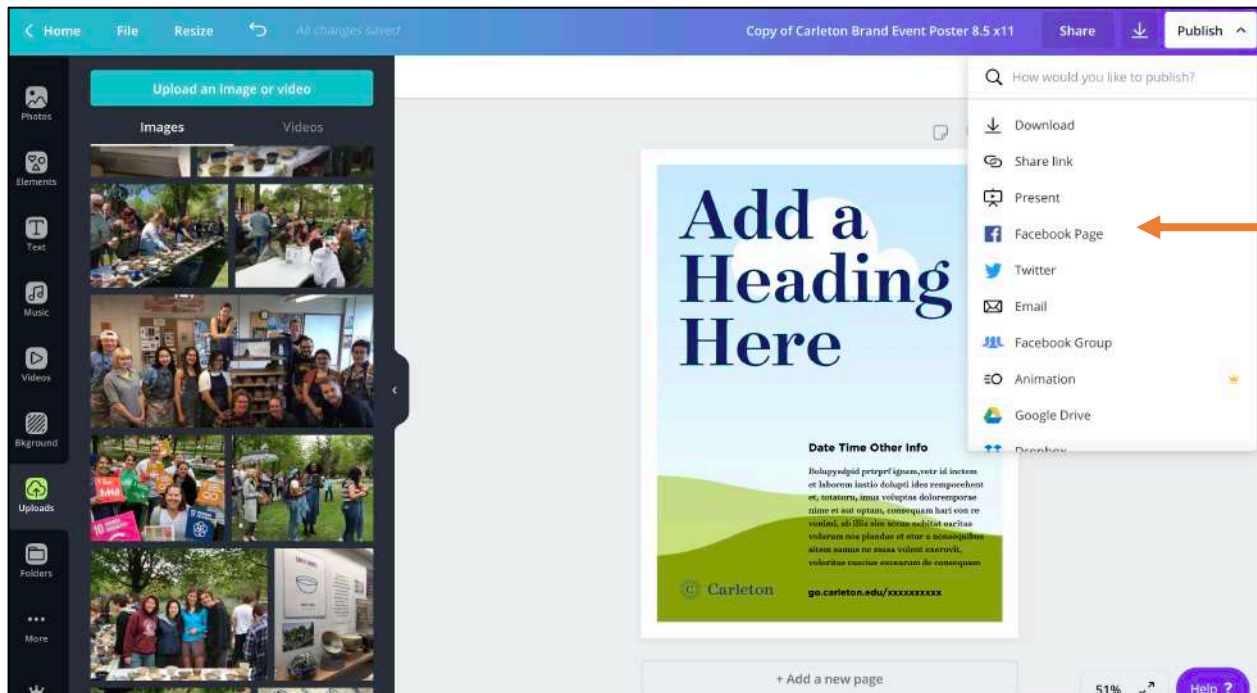
To share a design, click on the share button on the top right corner of the Canva page. You will get a **pop-up** asking you to specify how you would like to share.

## 1. Share by email:



## 2. Share on social media:

Click the arrow button on the top right of your screen and select the social media platform you would like to share your design on.



### 3. Share the link to your design:

Copy and share the link to your design with other people. You also have the option to allow other people to edit your work.

