

HOW - TO TIPS ON USING CANVA BRAND TEMPLATES

University of Utah College of Education

What you'll need before getting started: graphics, content, etc.

- Your Department Logo (s) graphic - can be in jpg, png, pdf, tiff, gif, heic/heif (usually the format of iPhone photos) and svg format
 - Ideally this logo is on a transparent background, although Canva does have a tool to remove the background from an image graphic file (the jpg/png you upload) if needed called "BG Remover".
 - Make sure the color of the logo is synonymous with the color of the other logos in the template. For example, if the classic University of Utah logo is white, your department logo should be too.
- Event Information
 - Title
 - Description - can include a 'join us' or 'you're invited' message, or provide a brief description of what the event is for
 - Location - building name, building code, room number
 - Date and Time - month, day, year, time (start and end times preferable)
 - Supplemental Information - what should attendees expect? Will snacks be provided? Should they bring anything?
- Other Photos or Graphics
 - Each template has space for at least one photo, sometimes more. This space can be used as seriously as you want - you could add a headshot, a group photo from years past, a chart or explanation graphic, an illustration, a qr code, or even a meme.

What you'll do: step-by-step instructions

- Step 1 - Welcome: Congratulations on finding this how-to document from the Resources ToolKit. Alongside this document are canva templates you may use to make a flyer or upload to a digital sign on campus. You will be asked to sign in to Canva. You may use your U of U gcloud account: `unid@gcloud.utah.edu`.

- Step 2 - Selection and Writing: Peruse the templates at your leisure. Each design has two size options, one in Letter size, 8.5" x 11", and the other in Digital Sign size, 1080 x 1920 px. Depending on your project, take your pick by selecting the purple "Use this Brand Template" button.
 - This will make a copy of the template so it becomes entirely your own to edit and save.
 - Each piece of event information is in the form of a text box, which you can click and enter your own information into.
 - They are perfectly sized and consistent with the University's branding guidelines, though if you want a different font you may select a different one using the top bar.
 - If you have too much text even after making cuts, you may click on the text box and use the dot at the corner to shrink the text to fit the desired space.
 - Some templates have multiple text boxes for the information, such as date and time; this is an intentional design element.
- Step 3 - Logos: Upload your logo. You will switch it out for the department placeholder currently in the template (commonly using the department of Education Psychology - if this is you, lucky!)
 - You can drag and drop your wanted logo (jpg, png, pdf) directly into Canva. Match the color of the rest of the logos - for example, if the College of Education and University of Utah logos are both white, your department logo should be as well.
 - If you are not within the College of Education, replace that logo with your respective college.
 - Resize the logo you dropped into the template according to the placeholder. Using the circles on the corner when the logo is selected, adjust the size of your department logo.
- Step 4 - Other Graphics: Now is the time to add your pictures! Each template has a box as a placeholder for your own photo or graphic. Drag and drop your image (jpg, png, pdf) and again use the white dot at the corner of your selected photo to resize it according to the shape of the box.
 - To insert a QR code, scroll down to the bottom of the toolbar on the left hand side and select QR code. Upload your URL, and generate. This can be recolored and resized to your heart's content using the "Customize" dropdown and the corner adjuster, respectively.
- Step 5 - Saving: Almost Done! Proofread what you wrote, make sure the placeholder department logo is deleted and replaced with your department's, and double check the event information. If everything looks good, hit the share button at the top right corner of the webpage. You will see another button

How-To: Canva Event Brand Templates

that says download, which will save the flyer to your computer. You may export it in a variety of file forms, but png is what Canva suggests - this format is still able to print if you wanted, and works!

Still have questions? Contact Rosie at u1347989@uemail.utah.edu.