# Why Canva for Teams?

Endicott's Canva for Teams account offers a Brand Hub, which includes the College's brand fonts, colors, logos, and graphics. Branded design templates are available, and CCM can also design and provide custom templates for specific marketing needs. (Request a custom template [here](#).) Additionally, Canva's system templates are very easy to convert to a branded design using the Brand Hub.

# Who can use Canva?

**New to Canva?**

To acquire a seat, please initiate a transfer of funds:
1. [Create a Budget Amendment](#) that is initiated from Requesters side
2. Add two lines—one to remove the money from Requester's budget (this would be negative) and the other in the same amount positive for the Communications & Marketing budget.
   a. Funds can be taken from any Ledger Account but should be transferred into Software Expenses.
3. Once the transfer has been made, inform [agulino@endicott.edu](mailto:agulino@endicott.edu) and an invitation to Canva will be shared.

**Existing Canva Pro user?**

1. To change your subscription from a general Canva Pro account and acquire a seat under the Endicott Canva for Teams account, please initiate a transfer of funds:
   a. [Create a Budget Amendment](#) that is initiated from Requesters side
   b. Add two lines—one to remove the money from Requester's budget (this would be negative) and the other in the same amount positive for the Communications & Marketing budget.
   c. Funds can be taken from any Ledger Account but should be transferred into Software Expenses.

2. Cancel your existing credit card auto-renewal with Canva.

3. Once the transfer has been made, and the current subscription is canceled, inform [agulino@endicott.edu](mailto:agulino@endicott.edu) and an invitation to Canva will be shared.
   a. The team change will be immediate upon acceptance of the invitation, and if you have remaining months on your current subscription, you can [log a ticket with Canva](#) to get the remaining pro subscription refunded to the card you used.

4. With your new account, you will have access to both your existing Canva projects AND the Endicott Brand Hub!

# When should Canva be used?

Canva is intended to support **inward-audience** facing, time-bound marketing.

*What defines an Internal Audience?*
Groups or individuals within an organization who receive communication and messaging about **on-campus** events or promotions.

> *Inward Audience Examples*
- Campus Community Members
  - Current students
  - Faculty
  - Staff

> *Collateral examples*
- Event posters
- Event flyers
- Email newsletter graphics (internal communications)
- Social media accounts
- Recognition certificates
- Holiday cards (to campus subgroups groups smaller than 500)

*What defines an Outward Audience?*
A group of people or stakeholders that are **outside** of Endicott's day-to-day community.

> *Outward Audience Examples*
- Prospective students & families
- Current parents
- Campus visitors
- Alumni
- North Shore community members
- Donors

> *Collateral examples*
- Recruitment materials and graphics
- Event programs
- Tabling materials for large campus events (i.e Admission events such as Open House, Admitted Students Day, Focus Days)
- Materials that will be distributed at off-campus events (i.e. high school career fair, academic event)
- Evergreen* environmental signage (i.e. retractable banners, wall displays, hanging banners, wayfinding signage, etc.)
- External newsletter graphics (i.e Misselwood, Wylie Inn & Conference Center)
- Postcards

> *\*Content that will be posted for 3 months or more*

**Please note:** While we ask that outward-audience facing marketing initiates with CCM, Canva can often be used to support marketing needs through the creation of custom-designed templates. Please open a project request to initiate a conversation, and our team will work with you to identify the best approach.

# Best Practices for Using Canva

**If you create branded materials in Canva and/or send files to the Copy Center, please refer to the following information.**

## Design Support

[Learn how to design in Canva](#).

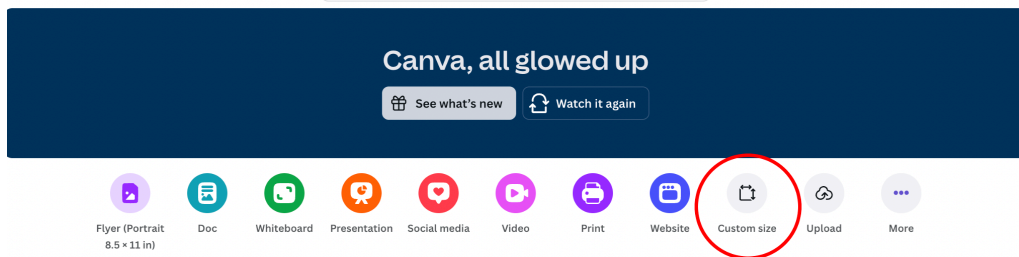[Learn how to design using a Canva Brand Kit.](#)

[Learn how to design using Canva Brand Templates](#).
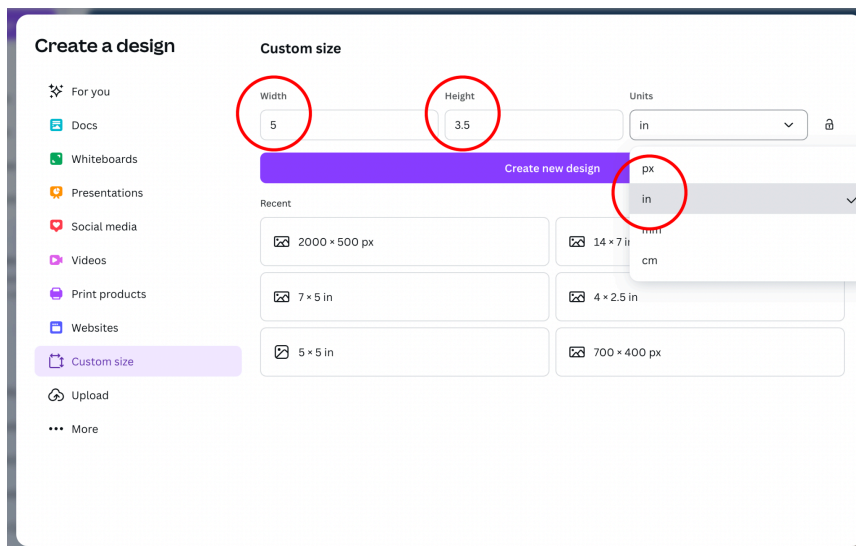
## How to set up a custom size file

If you need a size different from the templates Canva offers, setting up a custom size is easy to do!

**Important: The Copy Center requires ALL print files to be provided in the exact dimensions desired for the final print product or your print request will not be accepted. (Do not set up multiple images on a letter size PDF.)**

1. Choose custom size from top navigation:



2. Define custom dimensions:



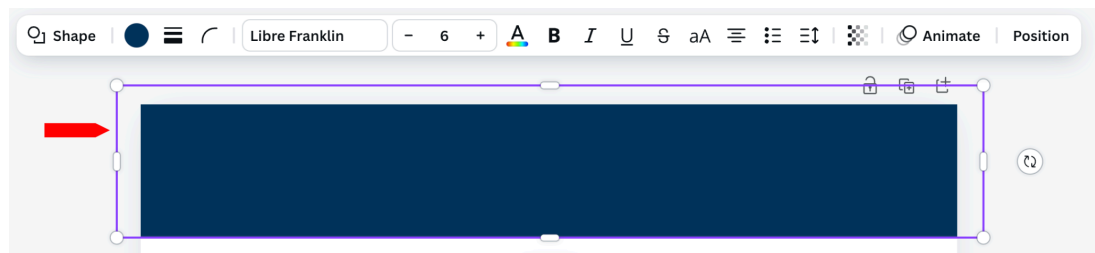3. Learn how to quickly resize to a custom size with Canva's [Magic Resize](#).

## Print-ready file requirements

If you intend to print your Canva artwork, it's important to adhere to the following print requirements.
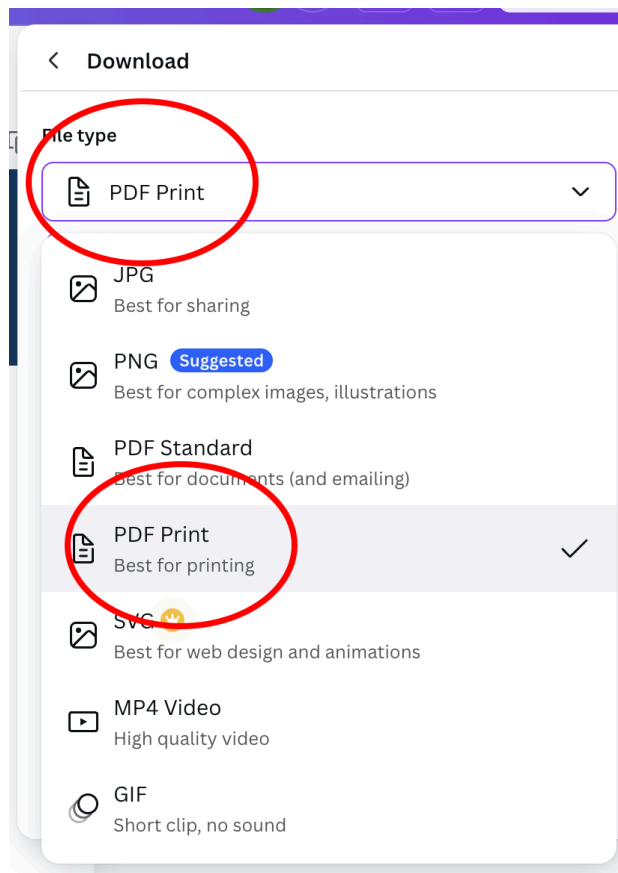
**Important:** **The Copy Center requires print-ready files or your print request will not be accepted.**

1. If your artwork should print to the edge of the paper, **you must include a bleed.** (A bleed is printing that extends off the edge(s) of a printed piece.)
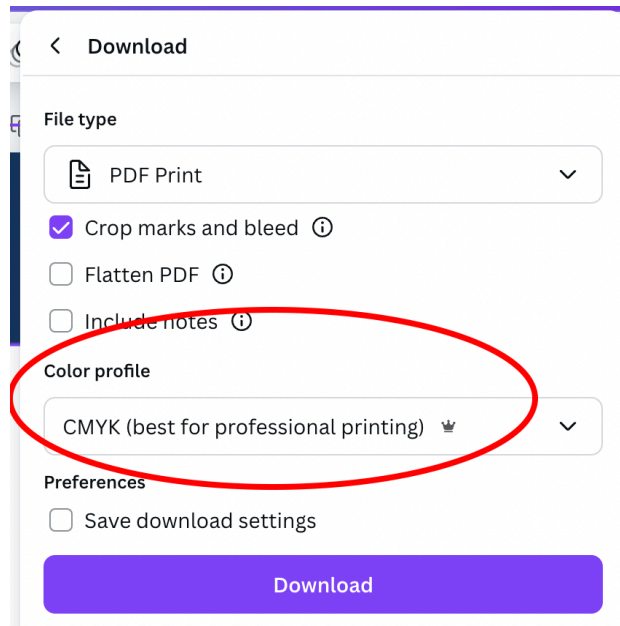
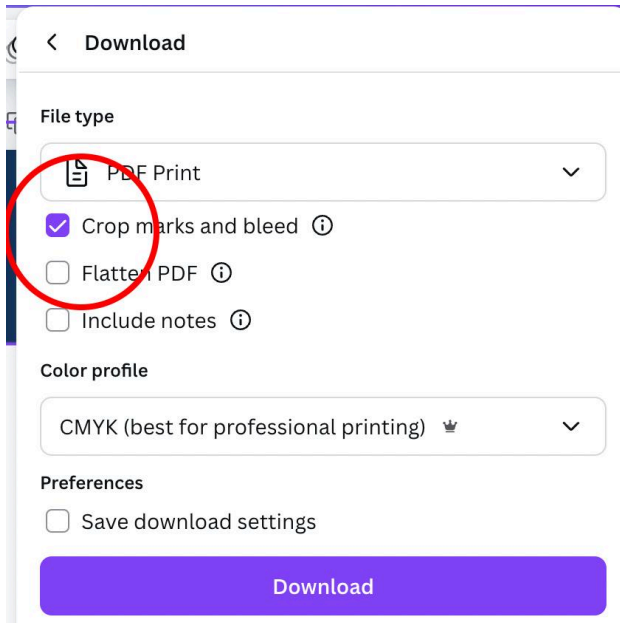   See example of how to bleed artwork off the edges of your frame:



2. **Your file must be exported as a PDF Print file.**

3. **Your file <u>must be</u> exported in a CYMK color profile**.



4. If your artwork should print to the edge of the paper, **you must be export your file with crop marks and bleed.**
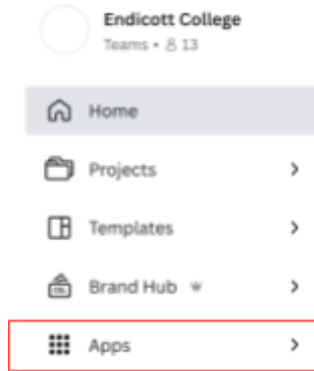


5. **All important artwork must appear within .25" of the outside margin of the frame**. Any content outside of the .25" is at risk of being trimmed off during the printing process.
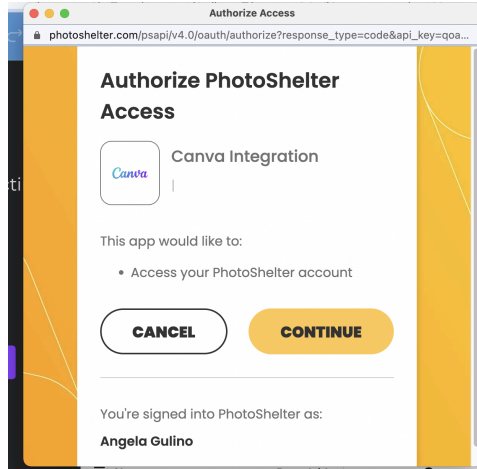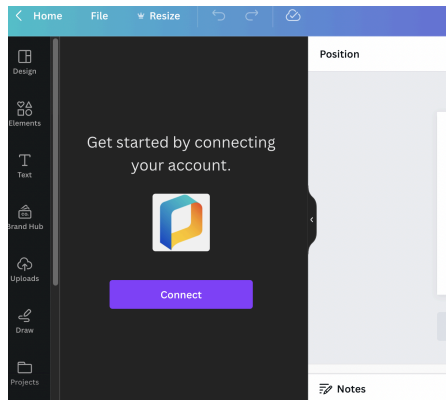
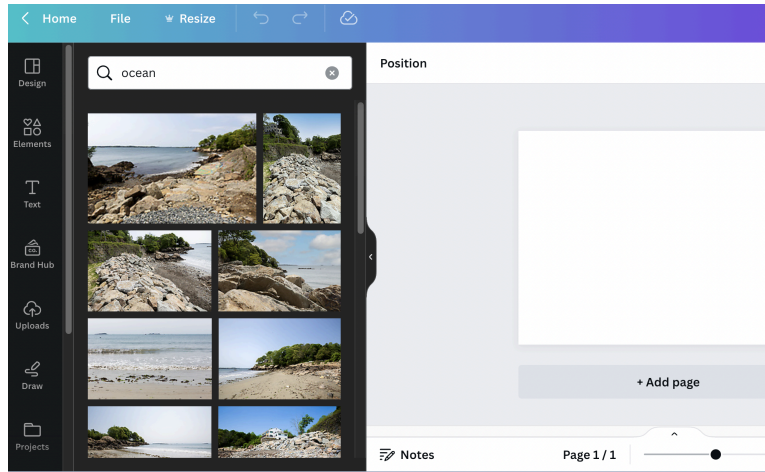**Where to obtain high quality images for your Canva designs**

- Endicott's Image Library

   ○ Access high resolution images from Endicott's image library.

- Integrate Endicott's image library into your Canva Pro account:
  - Search for Apps



  - Type Photoshelter into the search field.

*Note: use your Endicott email address and password to log in.*

- Photos that are saved from the internet are not typically high enough resolution for print—including many Google images. Please source high resolution images via Canva's asset library and/or Endicott's image library to prevent production delays.