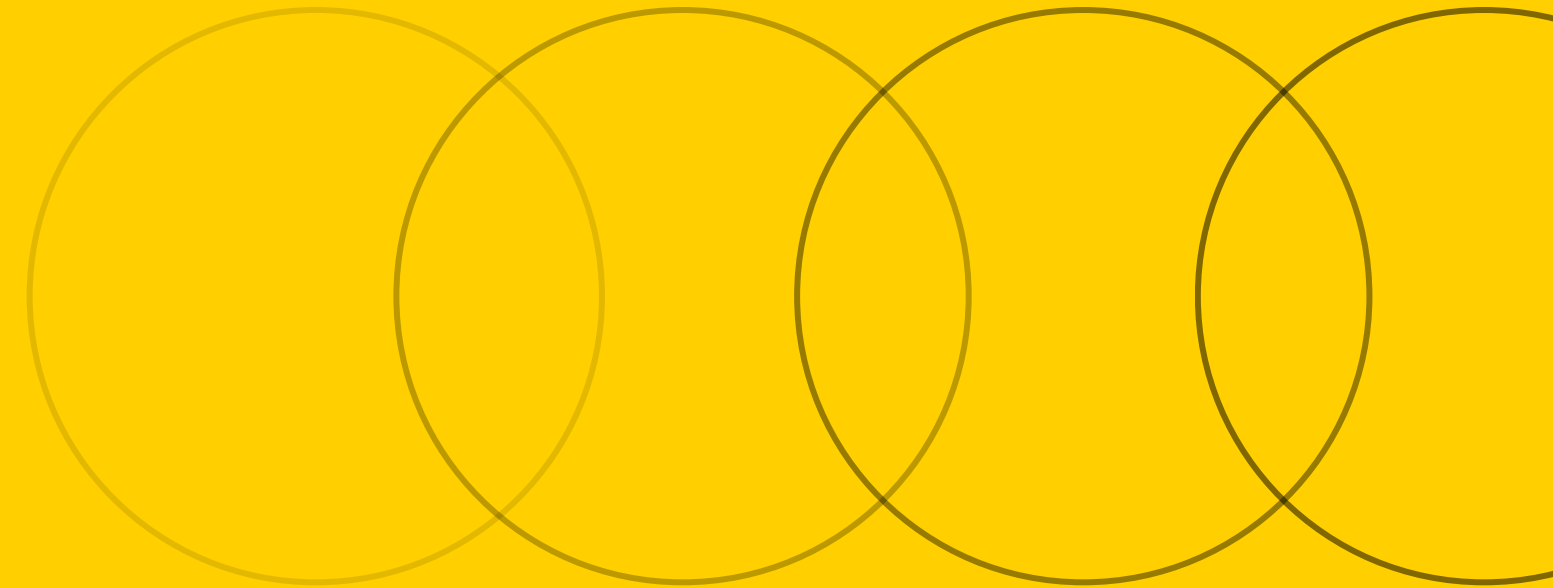




Gustavus Canva for Campus



Tips for Designing



GUSTAVUS CANVA FOR CAMPUS



Contents



1

Print Design

- › Standard sizes
- › Setting up your document
- › Proofing and Approval
- › Print specifications

2

Social Media Design

- › Standard sizes
- › Setting up your document
- › Download specifications

3

Fine Print

- › Your Account

Designing for print

When designing for print it is important to understand what you are designing for to ensure you start with the exact size for your document. Below are the standard items and sizes typically printed at Gustavus.

Note: Sizes are always listed as width by height and measured in inches (in).

Standard sizes for print

Posters

XLarge: 24" x 36" **Large:** 20" x 30" **Standard:** 11" x 17" **Small:** 8.5" x 11"

Flyers

Large: 8.5" x 11" **Medium:** 5.5" x 8.5" **Small:** 4.25" x 5.5"

Booklets

Large: 8.5" x 11" (tabloid) **Medium:** 7" x 8.5" (legal) **Small:** 5.5" x 8.5" (letter)

Postcards

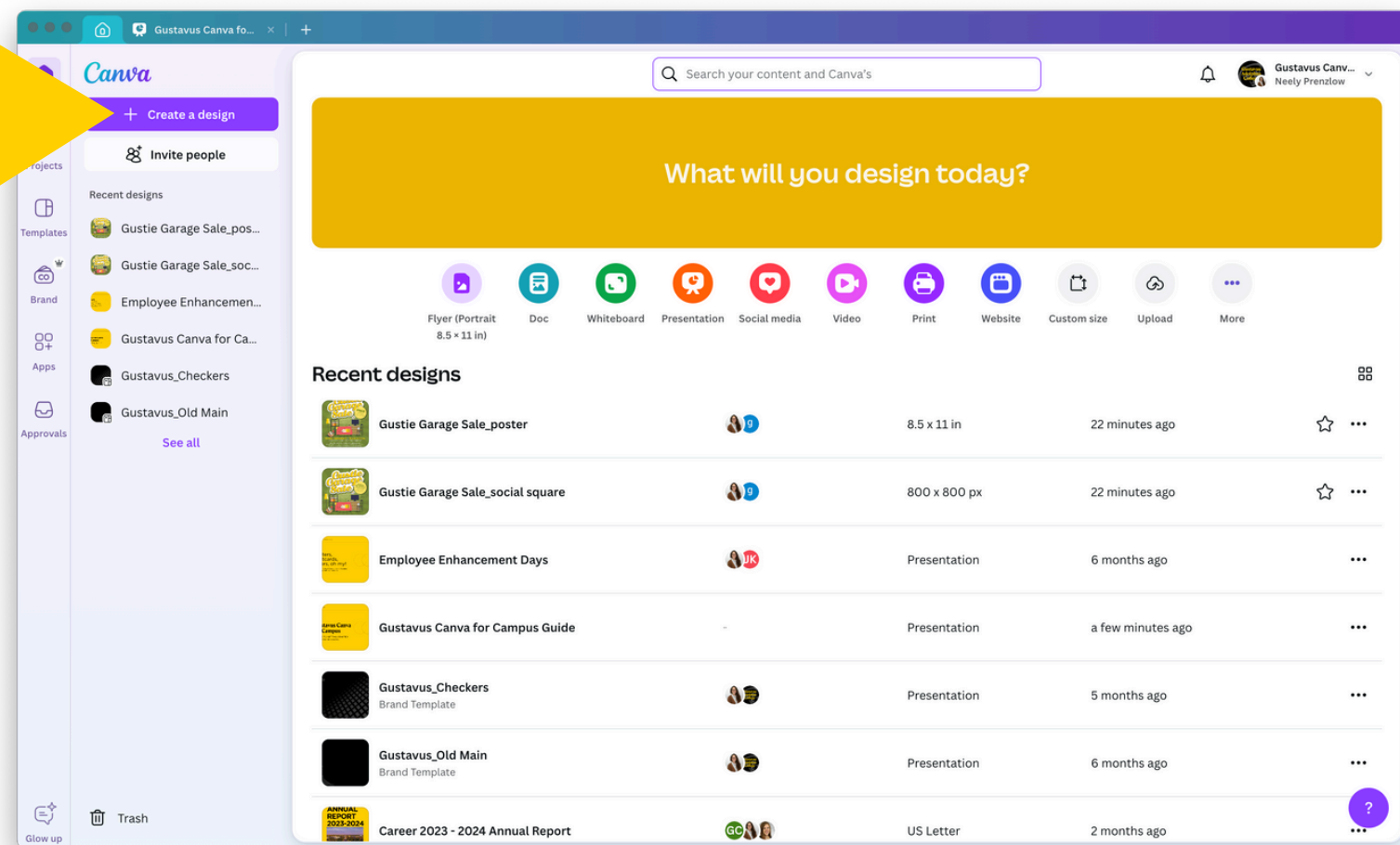
Large: 8.5" x 5.5" **Medium:** 7" x 5" **Small:** 6" x 4"

Invitations

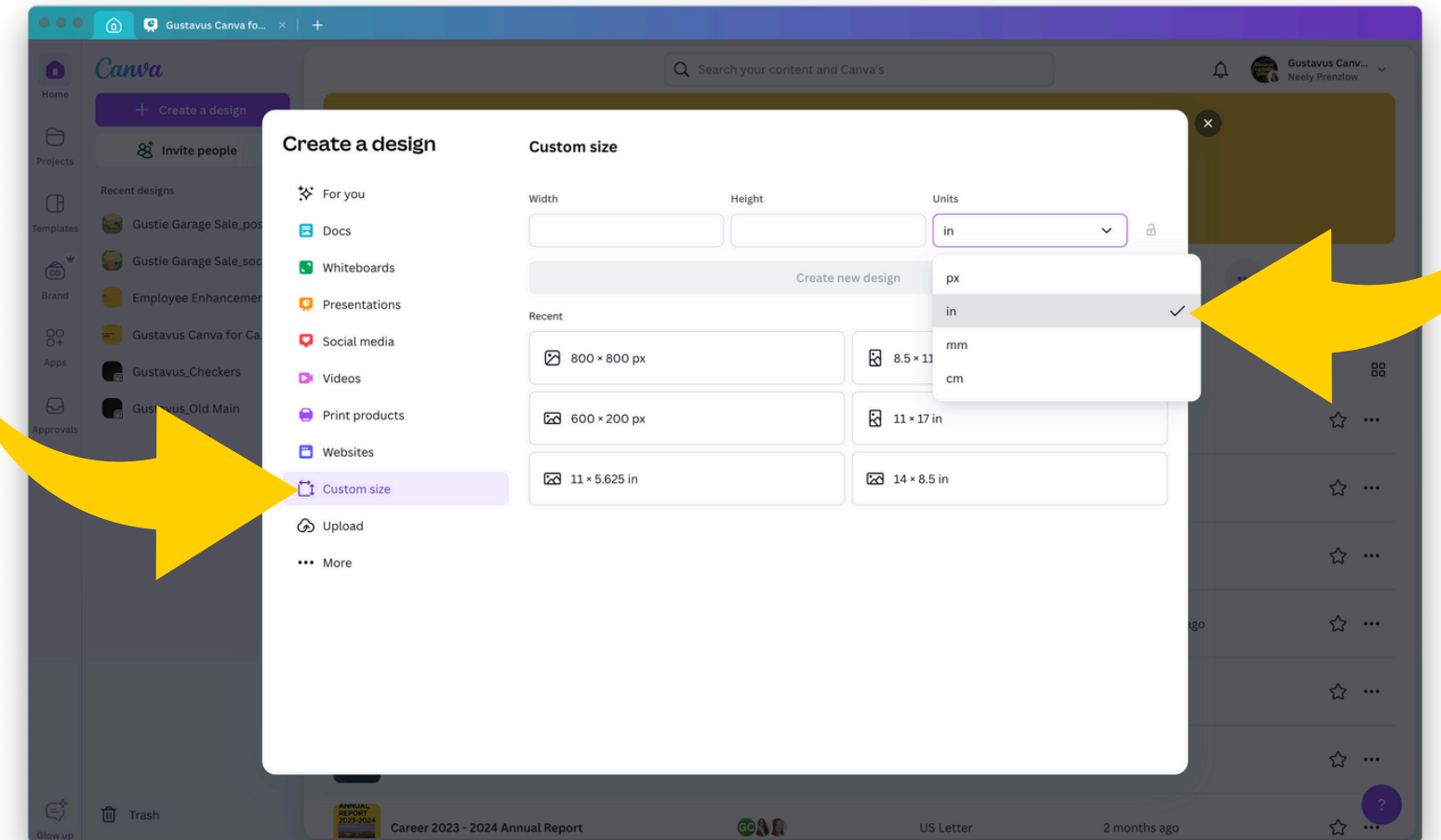
Large: 7" x 5" (A7 envelope) **Medium:** 6.25" x 4.625" (A6 envelope) **Small:** 5.5" x 4.25" (A2 envelope)

Document set-up

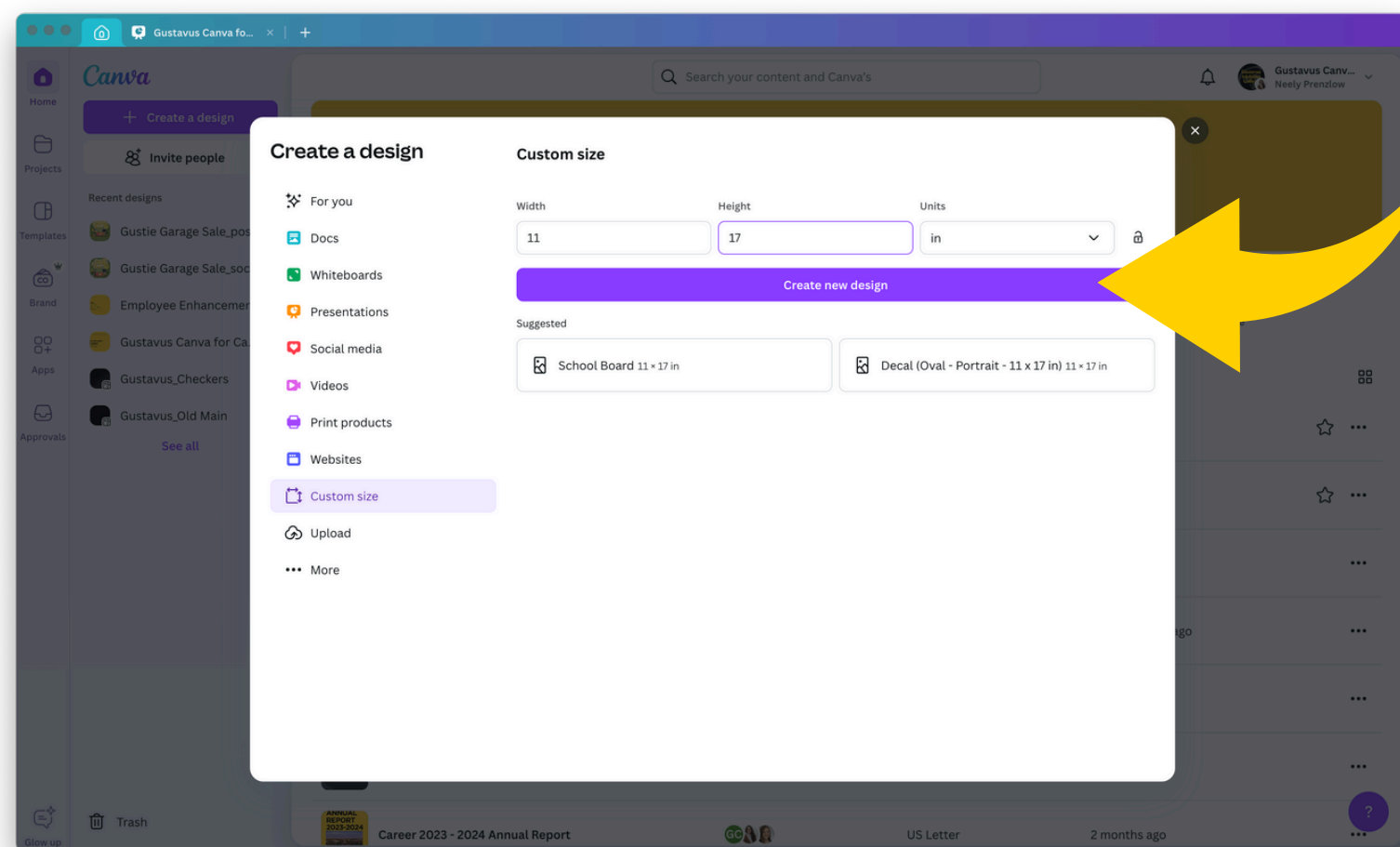
1 Go to **Create Design**.



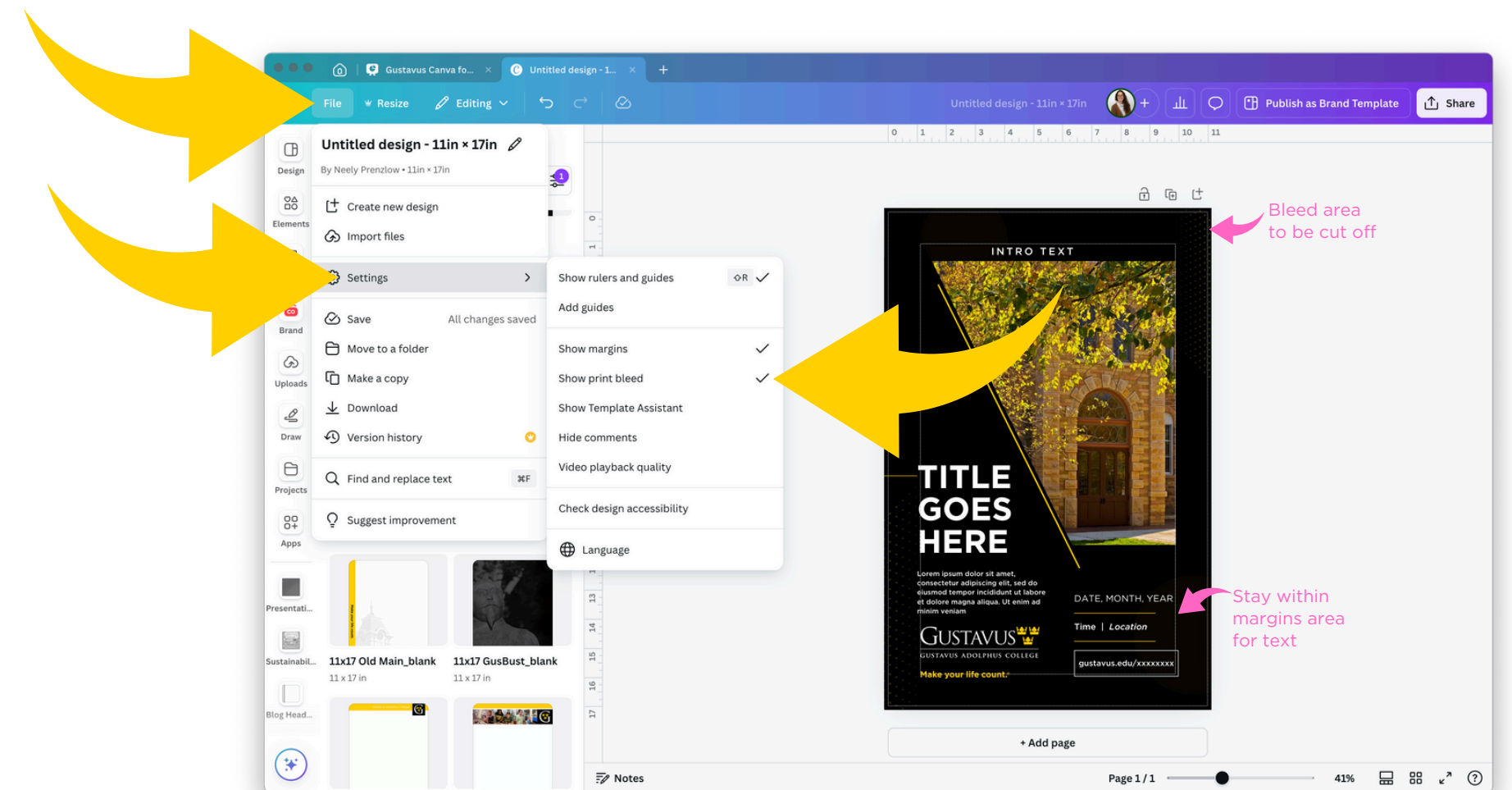
2 Select **Custom Size** instead of an already suggested size > go to **units** and select 'in' (inches) > input one of the standard sizes.



3 Select **create new design** and a new document will pop up to start designing. Now you can select a Gustavus-Branded Template or select one of Canva's templates.



4 Once you have your template selected, go to **file > settings** and **select "show print bleed"**. This will add a dotted line around the edge of your document where the sheet will be cut. You will want any background colors or images to extend to that dotted edge if you plan on having a full color/graphic background (no white border). Any text will need to stay **WELL WITHIN** the margins, preferably .5" (1/2 inch) inside the solid line.

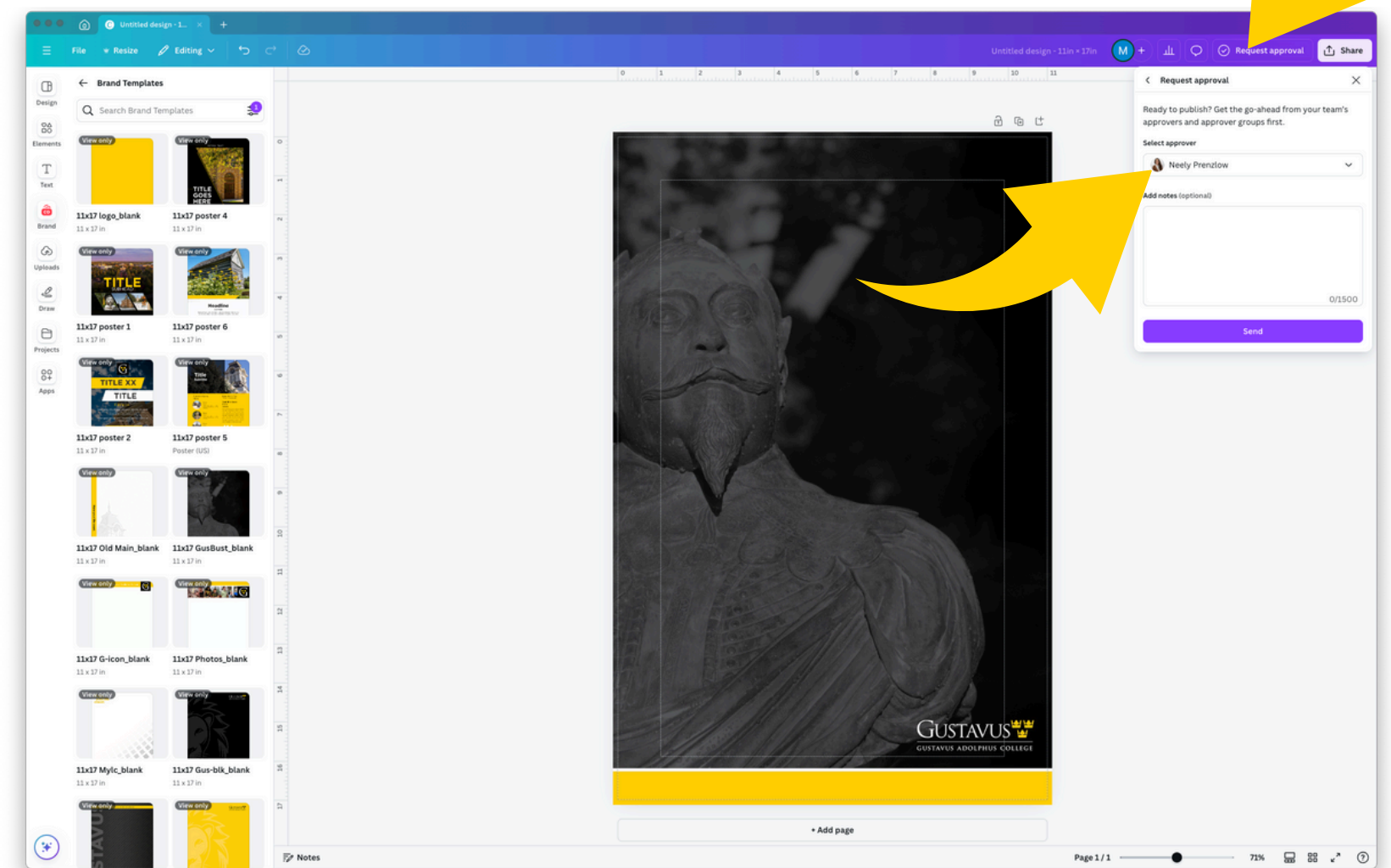


5 Finish designing.

Proofing & Approval

As part of your Gustavus Canva for Campus license agreement, designs will be proofed and approved by the Marketing Design Team using Canva's approval system, which keeps the process organized and quick. Depending on the extent of your project, approval may take longer but we will strive to have approval within 24-hours of the request.

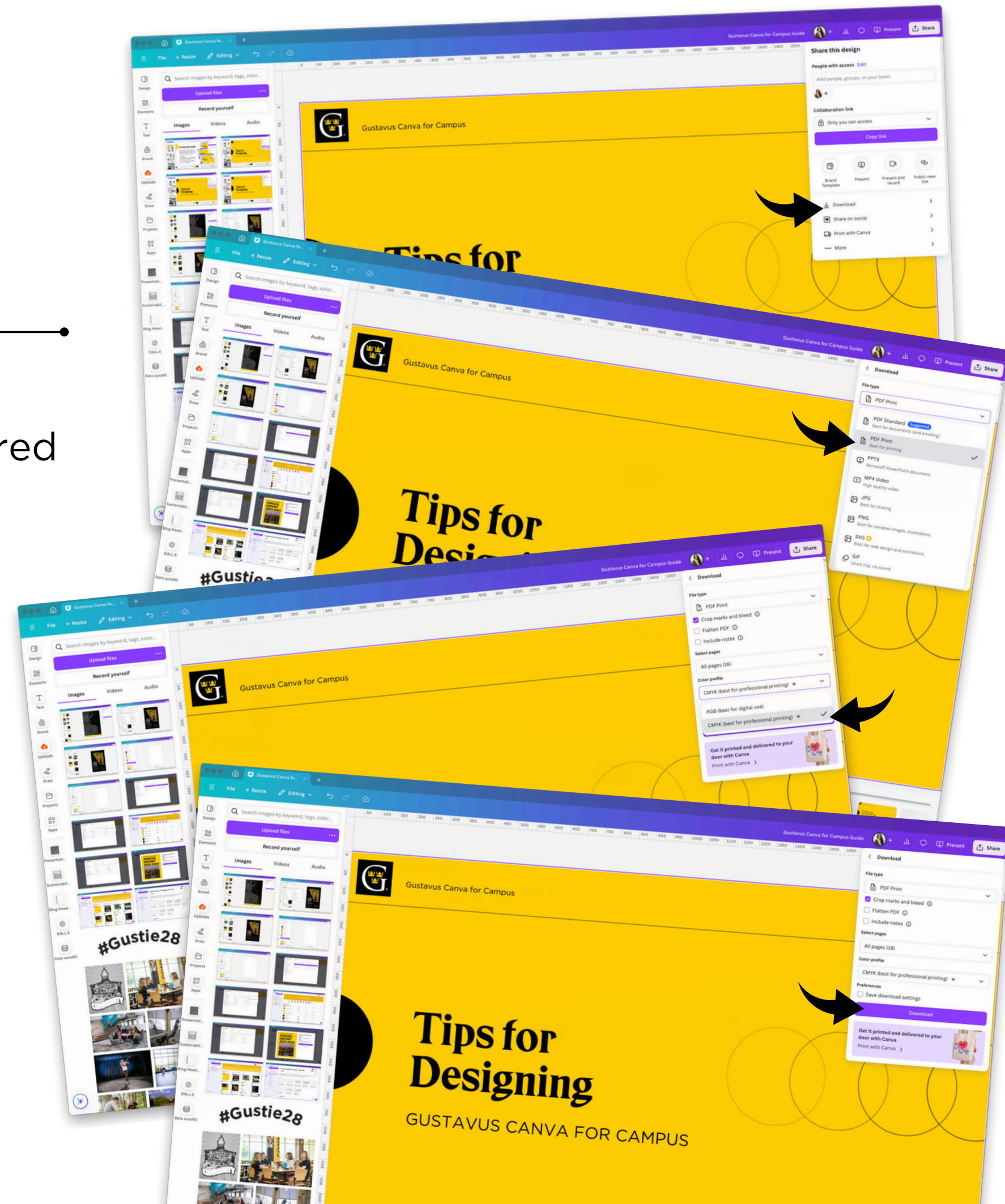
- 1 Click **Request Approval** in the upper right-hand corner and from the **Select Approver** dropdown select **Neely Prenzlou**
- 2 **Awaiting Approval** will appear. You will be notified when your design has been approved.
- 3 Once your design is approved, you can prepare for **downloading** for print.



Download for print

When preparing your document for print, it's important to ensure that your settings are configured correctly, as print and digital settings differ significantly. Follow these steps to set your document for optimal print results.

- 1 Click **Share** in the upper right-hand corner.
- 2 Select **Download**
- 3 Under the **File Type** drop down select **PDF Print**. Make sure you select the **Crop marks and bleed** box if your document is set up for "no white border".
- 4 Go to **Color profile** dropdown and select **CMYK**.
- 5 Your file is now ready for **Download** and can be sent to Print Services via **Web2Print**.



Designing for social

With the multitude of social media platforms it is important to understand what you are designing for to ensure you start with the correct size for the platform you'll be posting to. Below are the standard platforms and the sizes that are used by Gustavus.

Note: Sizes are always listed as width by height and measured in pixels (px).

Standard platforms and sizes

Facebook

Business Cover: 1200 x 674" **Profile Cover:** 1125 x 633 **Photo:** 1200 x 630 **Video:** 1280 x 720

Instagram

Vertical: 1080 x 1350 **Square:** 1080 x 1080 **Horizontal:** 1080 x 608

LinkedIn

Square: 1080 x 1080 **Landscape:** 1200 x 627 **Portrait:** 624 x 1200

TikTok

Video: 1080 x 1920

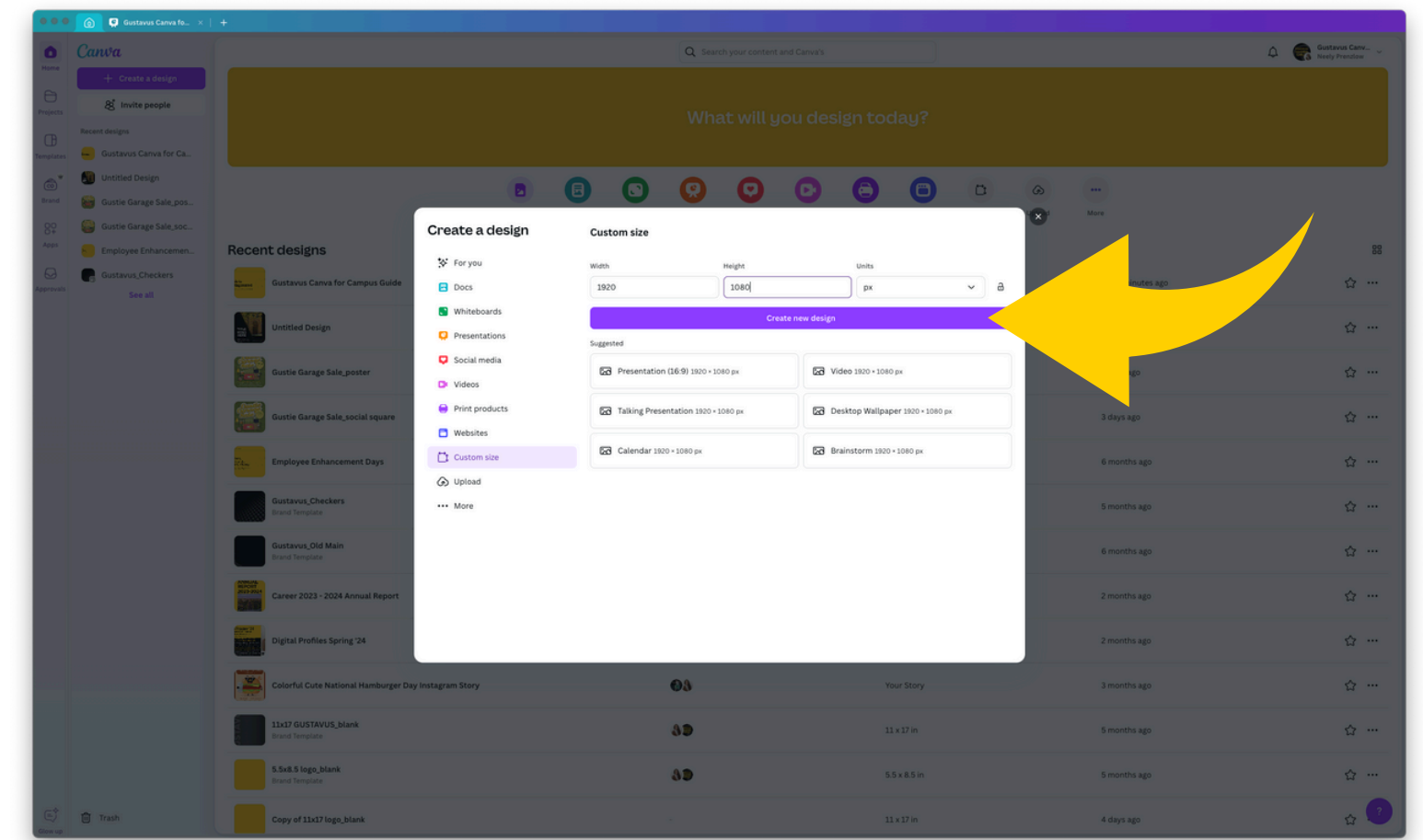
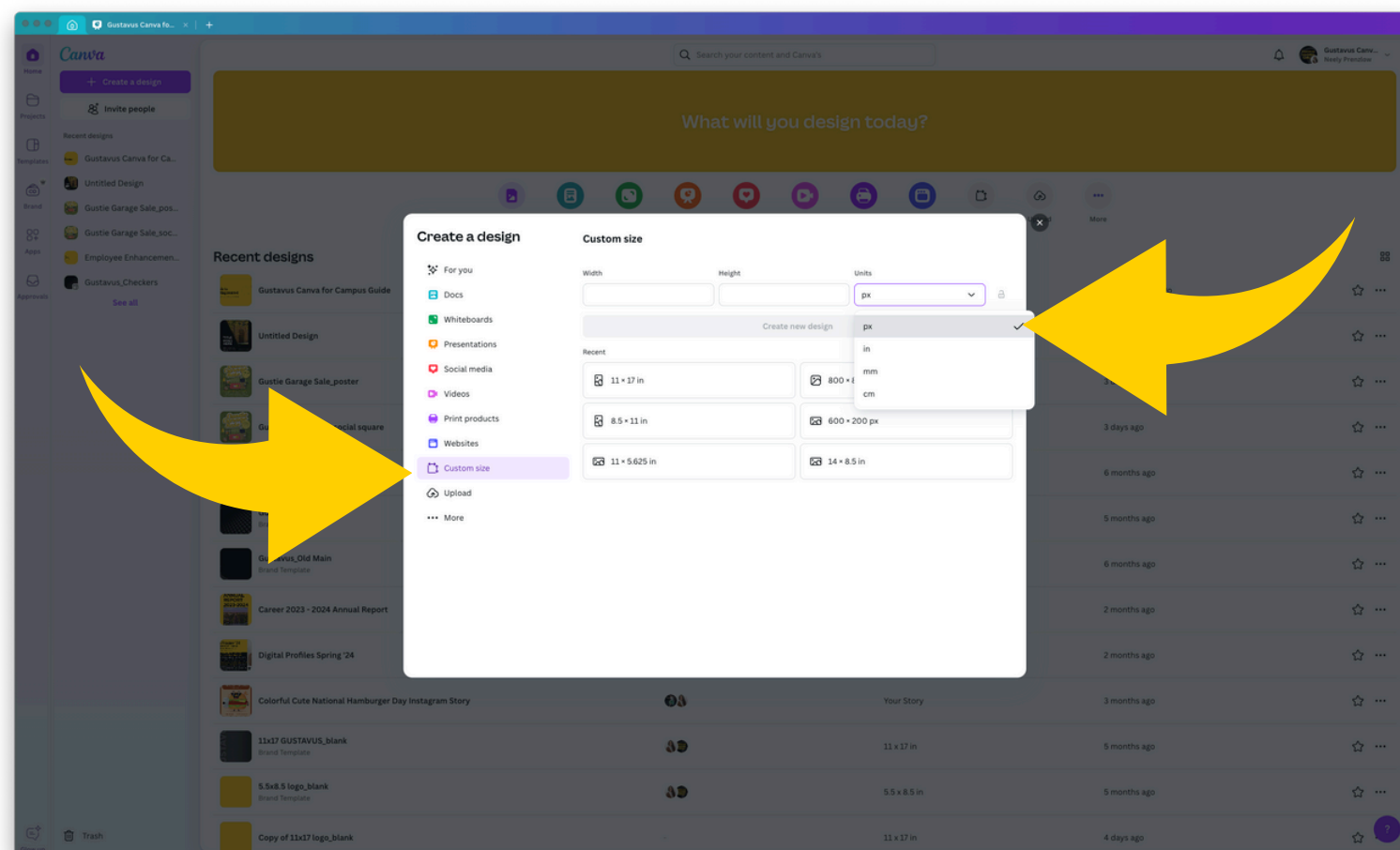
Others

Email Headers: 600 x 200 **Web Banners:** 4000 x 1320 **Digital Screens:** 1920 x 1080

Document set-up

- 1 Go to **Create Design**.
- 2 Select **Custom Size** instead of already suggested size > go to **units** and select '**px**' (pixels) and input one of the standard sizes

- 3 Select **Create new design** and a new document will pop up to start designing. Now you can select a Gustavus-Branded template or select one of Canva's templates.

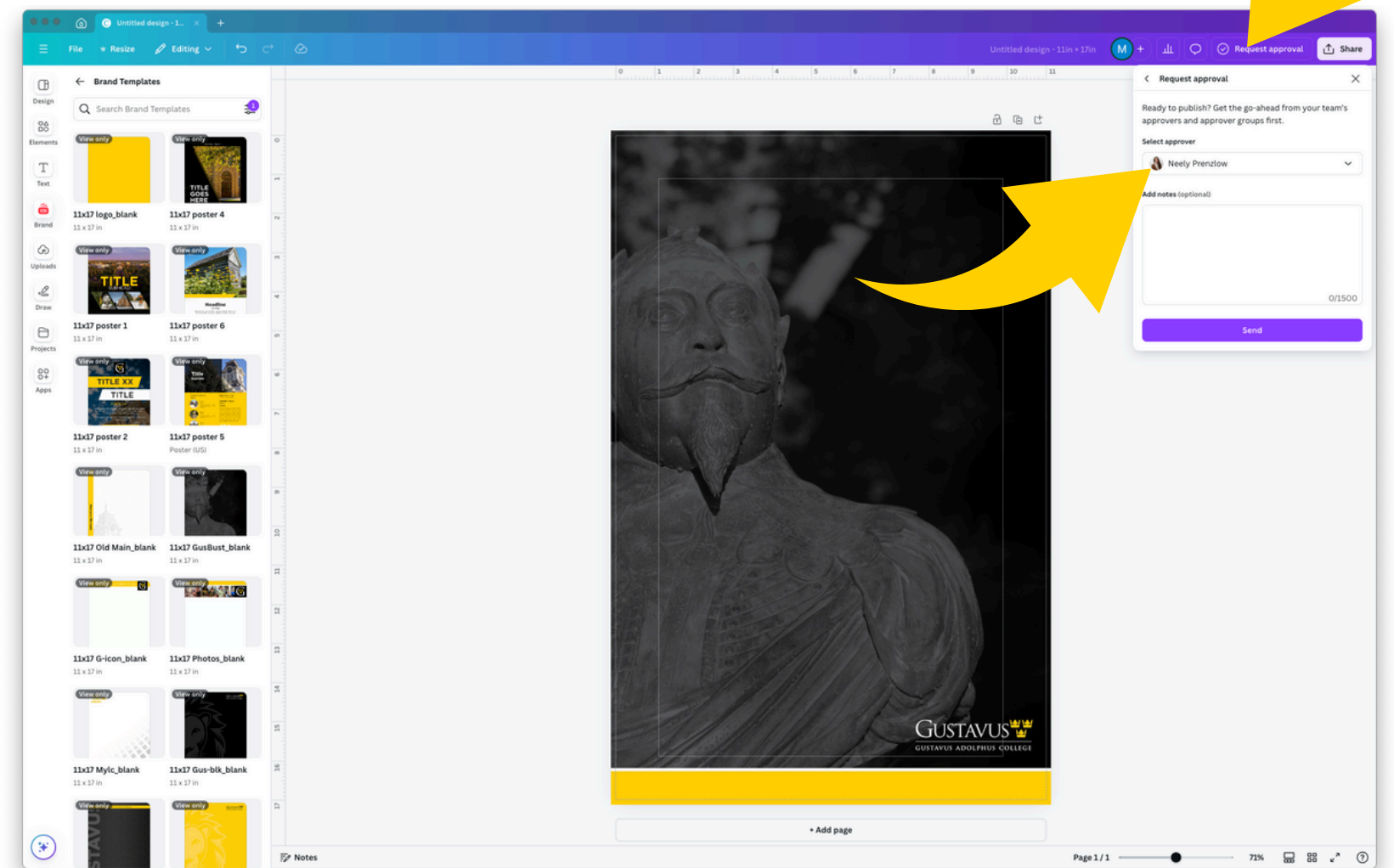


- 4 Once your template is selected, start designing.

Proofing & Approval

As part of your Gustavus Canva for Campus license agreement, designs will be proofed and approved by the Marketing Design Team using Canva's approval system, which keeps the process organized and quick. Depending on the extent of your project, approval may take longer but we will strive to have approval within 24-hours of the request.

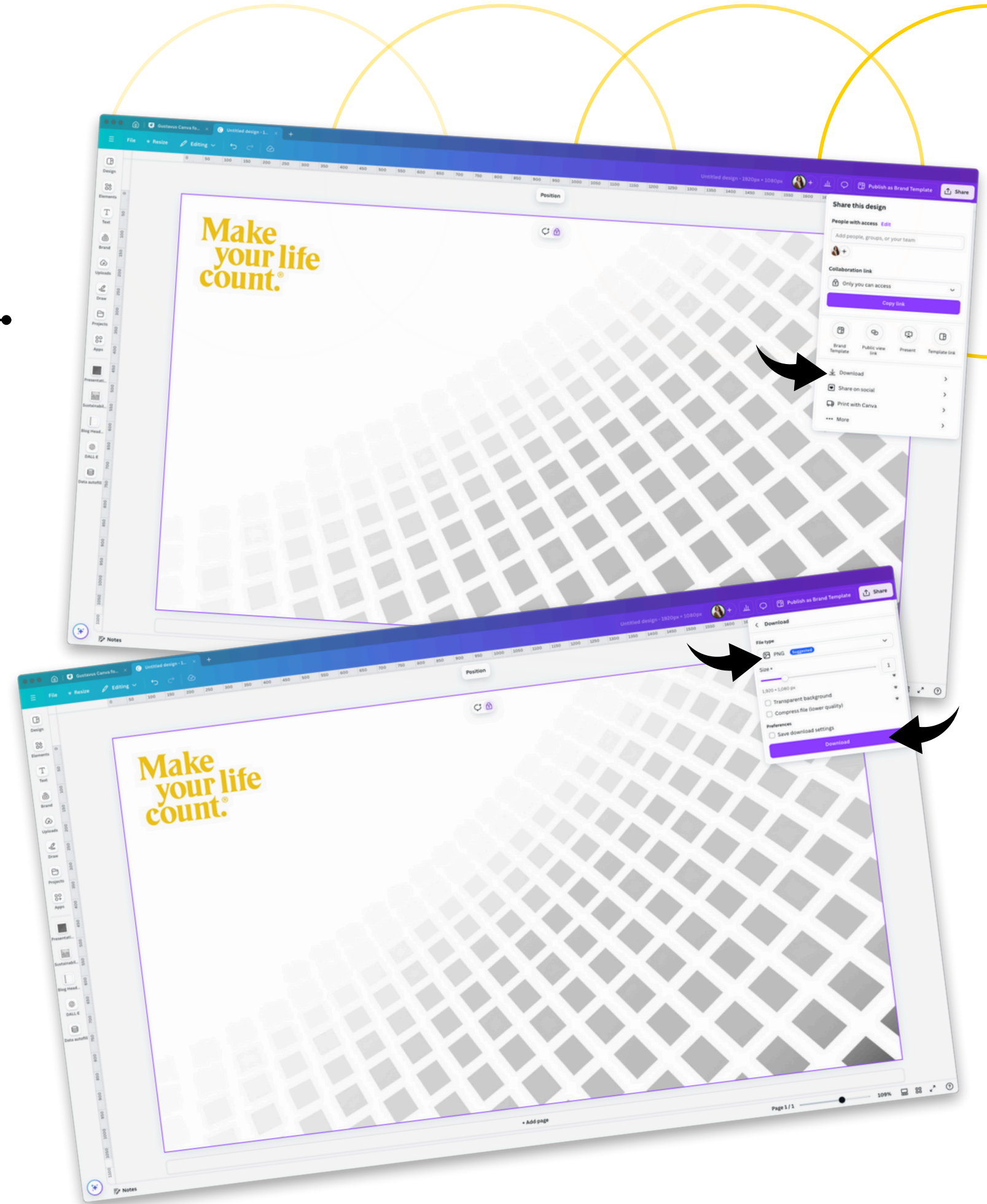
- 1 Click **Request Approval** in the upper right-hand corner and from the **Select Approver** dropdown select **Neely Prenzlou**
- 2 **Awaiting Approval** will appear. You will be notified when your design has been approved.
- 3 Once your design is approved, you can prepare for **downloading** to upload to your desired platform.



Download for social

When preparing your document for social platforms, it is important to ensure that your settings are configured correctly, as digital settings differ significantly from print settings. Follow these steps to set up your document for social posting.

- 1 Click **Share** in the upper right-hand corner.
- 2 Select **Download**
- 3 Under the **File Type** dropdown select **PNG**. You do not need to select transparent background or compress.
- 4 Your file is now ready for **Download** and then can be uploaded to your selected platform.





Training options



Canva Design School

- Are you new to Canva or just want to learn something new? Take advantage of **canva.com/designschool** for the many design tools and tutorials that are available to you for free.

Canva Assistant

- Another great learning tool in Canva is their AI-powered assistant, which can help you with any questions you may have. Just click on the question mark in the lower right corner and type in your question.

Marketing Design Team

- The Marketing Design Team are here to help the best we can, if you have any questions or concerns, do not hesitate to reach out to Neely Prenzlow (neely@gustavus.edu) or Jenny Kurth (jkurth@gustavus.edu).

If you or your department would like to set up a time for an individual training session, please reach out to Neely Prenzlow at neely@gustavus.edu.



Fine Print

- Designs must adhere to Gustavus Brand Standards. Brand Guide and additional templates and assets can be found at gustavus.edu/marketing under **Brand Resources**.
 - Users who repeatedly go outside brand standards are subject to have their Gustavus Canva for Campus license removed.
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