

CANVA

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents, and other visual content. On the ACC account, you will find ACC-branded templates, chapter logos, and stock images for chapter admins to use. There is currently no fee for chapters to access ACC's account.

GET STARTED

Go to [Canva.com](https://www.canva.com) and log in with your login credentials.

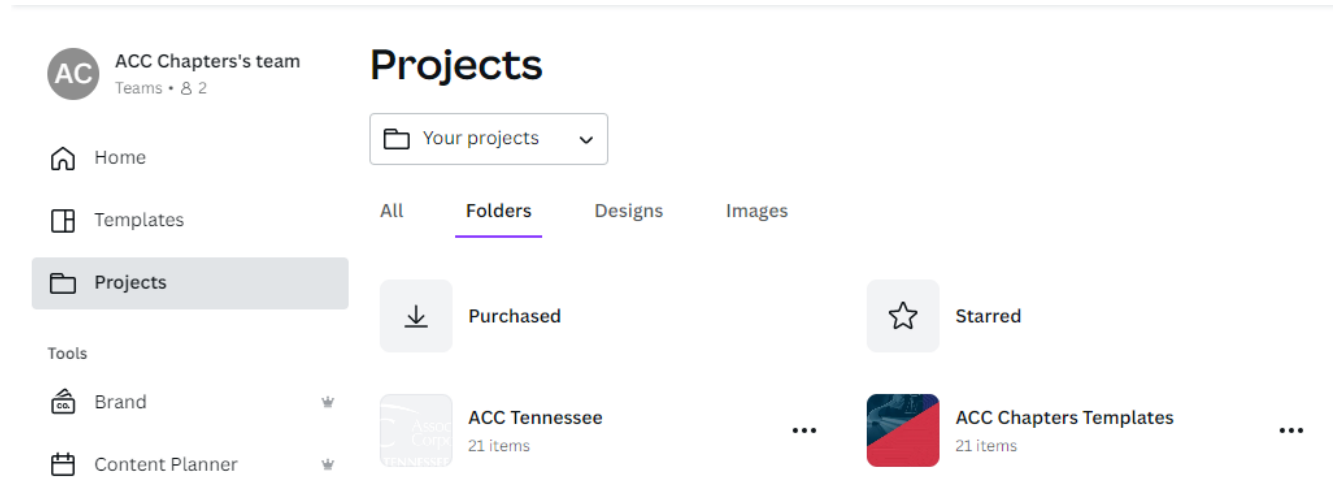
You will enter the platform on the home page of the ACC Chapters account.

The ACC Team has prepared the following for you:

- Brand kit
 - ACC primary and secondary color palette
 - ACC font
- Templates with your chapter logo for
 - Email headers (650 x 200 px)
 - Email banners (600 x 190 px)
 - Zoom backgrounds (1920 x 1080px)
 - PowerPoint presentations (cover, slide, closing slide)
 - LinkedIn posts (chapter board announcement, volunteer leader profiles with quotes, event announcements (1200 x 627px)

ACCESS YOUR FILES

On the left-hand menu, click on “Projects,” then select Folders from the menu at the top of the page. From here, select the folder corresponding to your chapter.



Your “ACC [Chapter name]” Folder

Your ACC [Chapter Name] Folder is the space where you can access:

- Your Canva subfolders. ACC Staff have created:
 - a Board folder for images of your elected leaders
 - a Sponsors folder for the logo files from your sponsors.
 - a Speakers folder for images of your event speakers
- Your designs (The designs you create in Canva will display here unless saved in a specific subfolder.)
- Your images (The images you upload to your folder will display here unless saved in a specific subfolder.)

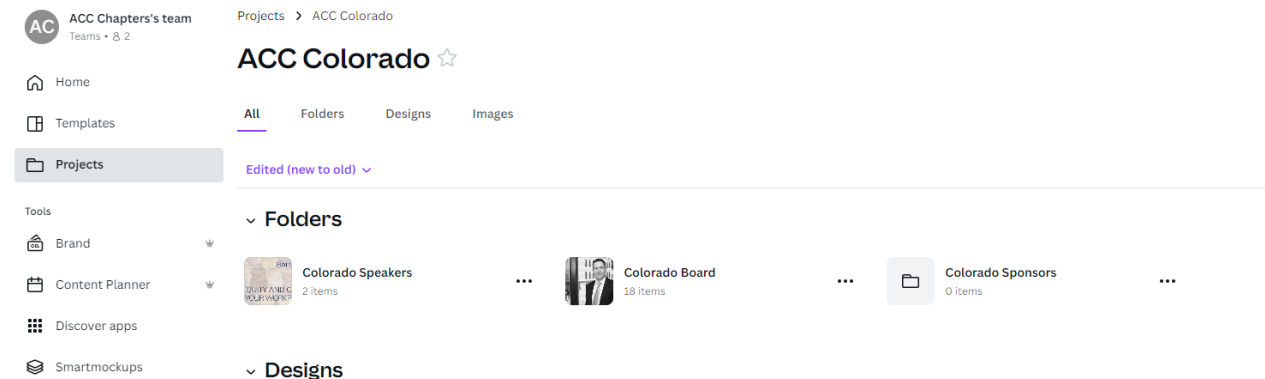


Image Specifications – Headshots

For your chapter marketing materials, headshot images should be:

- Large – minimum size of 4 inches (or 300 pixels) in width and/or height
- High resolution, 300 dpi or greater
- In color, not black and white
- In an [accepted file format](#)

Examples

Headshots should be taken facing forward with hands away from the face. ACC recommends using an image that has not been cropped from a larger image. Below are examples of preferred image styles: large, high res and in color.



Height: 4in



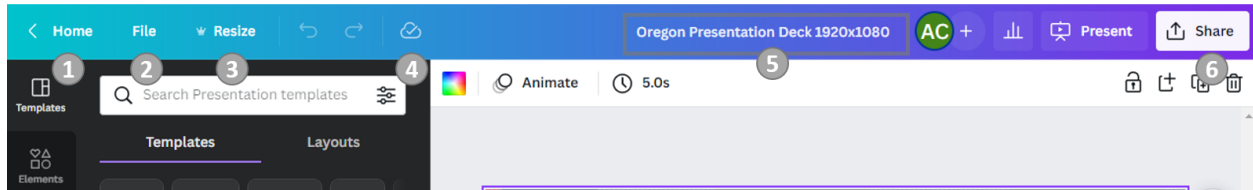
Width: 4in

Image Specifications – Sponsor Logos:

- Images should have a [transparent](#) background
- Ask your sponsors to provide three versions of their logo:
 - Full color (CMYK) to be used on light backgrounds.
 - White to be used on dark backgrounds.
 - Black to be used in place of color version for special designs, such as etched glass or engraved work.

THE CANVA EDITOR

The Canva – Menu bar



The features in the Menu bar one by one:

1 Home: Clicking this option will take you back to the Canva home page.

2 File: The File feature will open a drop-down with the list of features including Create new design, Duplicate design, Show margins, Save to folder, etc. You can also see your design canvas dimensions here.

3 Resize: This feature allows you to resize the dimensions of a design. When resizing, choose the dimensions you need and select Copy & Resize. A new tab will open with the resized design. Remember to rename and save your new design to your folder.

4 Saving Status: The cloud icon will display the current save status of your design. When your design is saving the cloud will display three dots inside, when the design has successfully saved, the cloud will contain a checkmark. If an error occurs while saving, a message will be displayed here.

5 Design Name: By default, Canva names designs "Untitled Design". You can edit the name by clicking here or under the File menu.

6 Share: Multiple members of your team can work on a single design. Type the name or email of the person with whom you wish to share the design. This menu also has several options including:

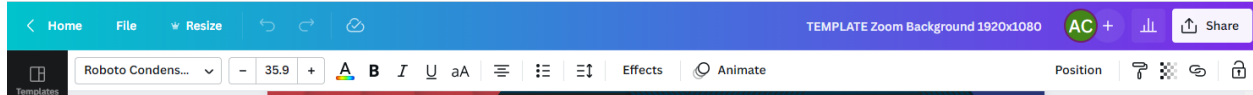
Download: This option allows you to download your design.

Share on social: This option allows you to share directly to your social media accounts.

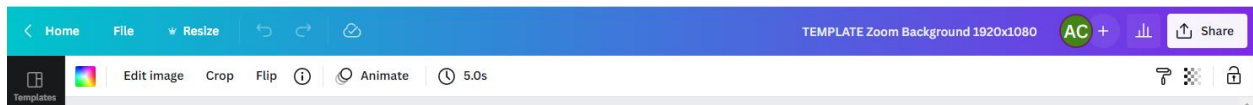
...More: This menu offers additional saving and sharing options such as save directly to Google Drive, print your design, and more.

Canva – Toolbar

The toolbar is located below the menu bar. The contents of the toolbar change based on the elements selected in your Canva design and display the relevant options.



Click on a **Text** box in your design and the toolbar displays options to change the font, font size, color, alignment, etc.



Click on an **Image** in your design and the toolbar display options to add image effect to the image, filter, crop, etc.

When selecting foreground elements, the toolbar will display the **Position** option which allows you to adjust overlapping elements. It also allows you to align elements to the canvas.

Tabs in the side panel of Canva

The side panel on Canva is available on the left-hand side of the editor. The side panel consists of various tabs like Templates, Elements, Uploads, Photos, etc.



Templates: This tab consists of pre-built Canva design templates. There are thousands of templates under this tab. Click on the template of your choice and it will be loaded in the canvas.

Elements: The elements tab allows you to add elements such as shapes, icons, frames, etc. that can be used in the design.

Photos: The Photos tab allows you to access thousands of stock photos.

Text: The text tab allows you to place text elements in various styles and colors in your design. Note: While some flyers may call for using stylized fonts, ACC's style guide requests that you use the "Roboto" font family.

Styles: The Styles tab provides access to ACC's brand kit. Please refer to these fonts and colors when creating your own designs or modifying Canva templates.

Folders: The folders tab allows you to access your ACC Chapter Folder. Click here and locate your chapter to include headshots of your board members, Sponsor logos, and your chapter logo.

BEST PRACTICES FOR YOUR DESIGNS

- Leave space around your design. Go to File, select "Show Margins," and arrange your design elements within the frame.
- Use fonts in the same font family, preferably Roboto.
- Use colors from ACC's brand kit.

For more tips: <https://www.canva.com/learn/graphic-design-tips-non-designers/>

GET STARTED: CREATING YOUR FIRST DESIGN

You can only learn a tool like Canva by practically exploring it. The more you explore and experiment, the more you learn.

- Go to your *ACC Chapter folder*
- In the Design section, right click on the three dots in the right corner of the desired template. Select "Make a copy." A new tab with the copy will open.
- In the top menu, click on "File", and rename the file in the top of the drop down. We recommend [Chapter name]occasion/purpose]

- Click on “Save to folder” and save to your [Chapter name] folder.
- Start working on your design.