



Your Guide to

*Canva*

at Northland.

# WHAT IS CANVA?

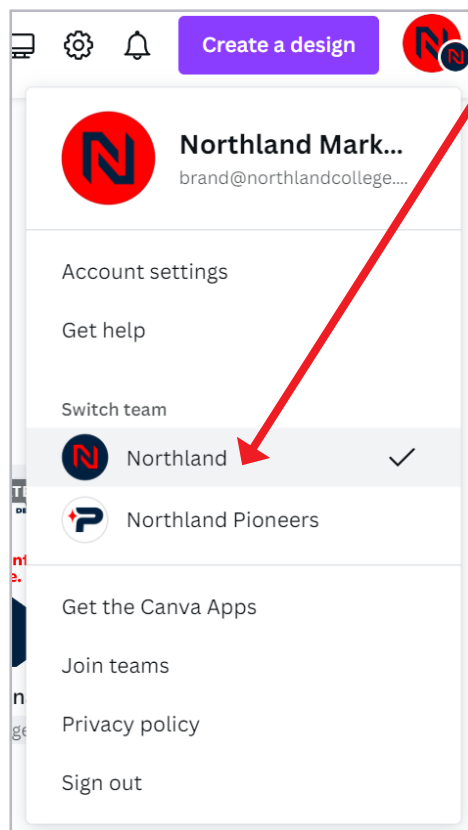
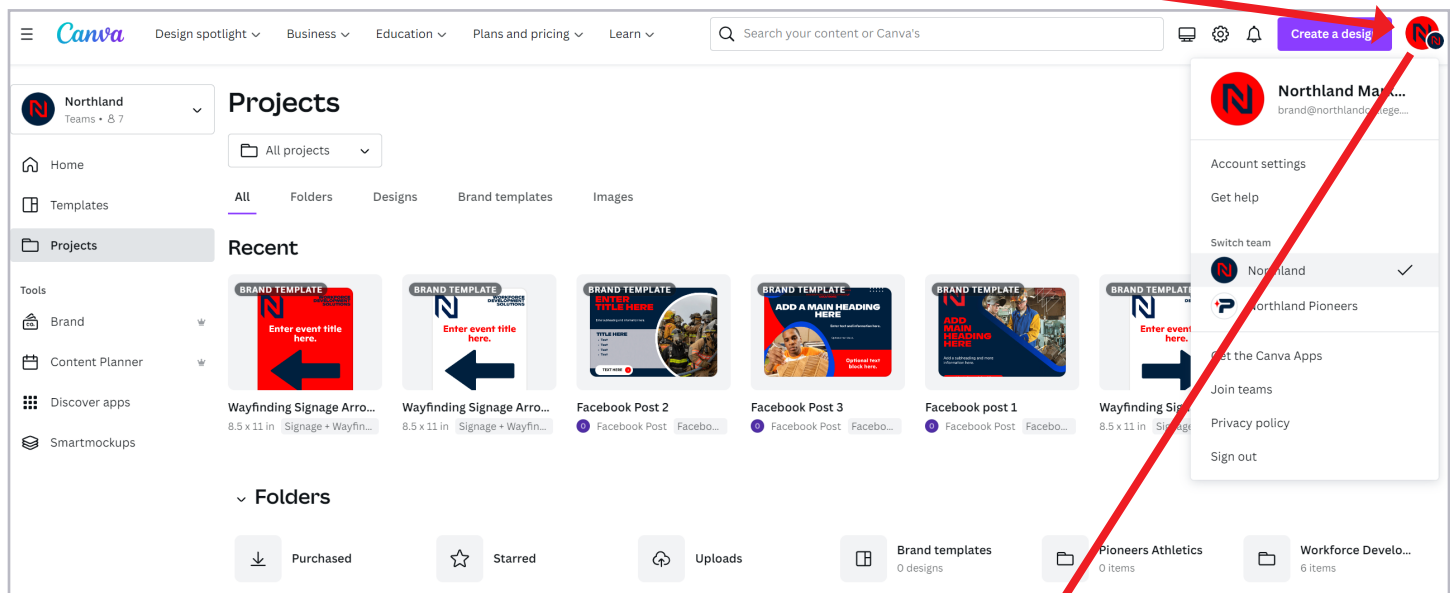
Canva is a user-friendly web-based platform that helps you design flyers, information sheets, social media graphics, and more. The Northland Marketing & Communications department has developed a variety of branded templates that you can use as a starting point for your print and digital communication needs.

# Index

- 1. SIGNING IN TO CANVA.**
- 2. NAVIGATING CANVA.**
- 3. WORKING WITH TEMPLATE FILES.**
- 4. REPLACING A PHOTO.**
- 5. SAVING A FILE.**
- 6. SHARING A FILE.**
- 7. ADDITIONAL RESOURCES.**

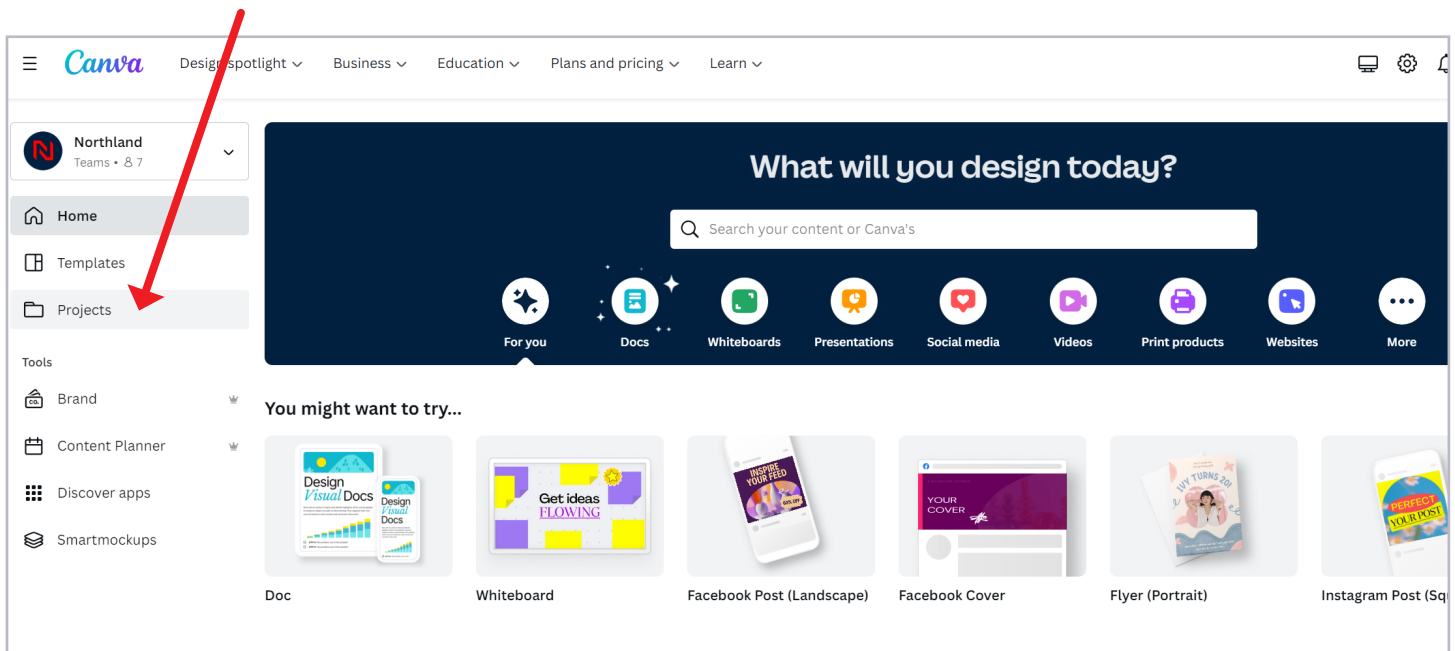
# SIGNING IN TO CANVA

- Go to: [www.canva.com](https://www.canva.com)
- Click the **Login** button in the upper right corner
- Choose to “**Continue with email**”
- Login with the username and password credentials. Contact Chad Sperling (Marketing & Communications) for login credentials.
- Make sure the **Northland** account is selected.

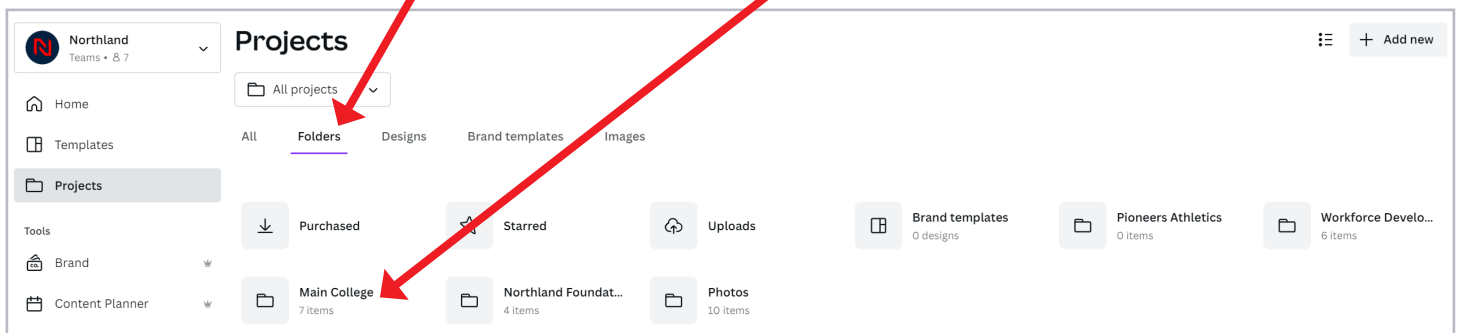


# NAVIGATING CANVA.

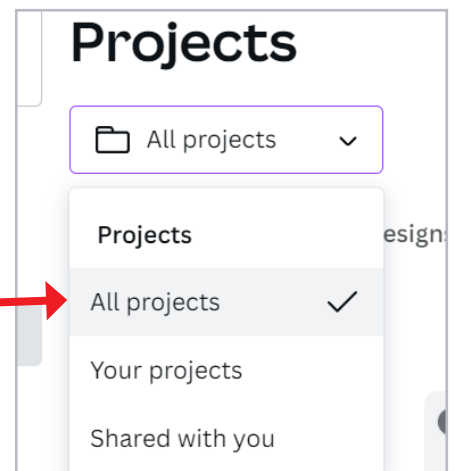
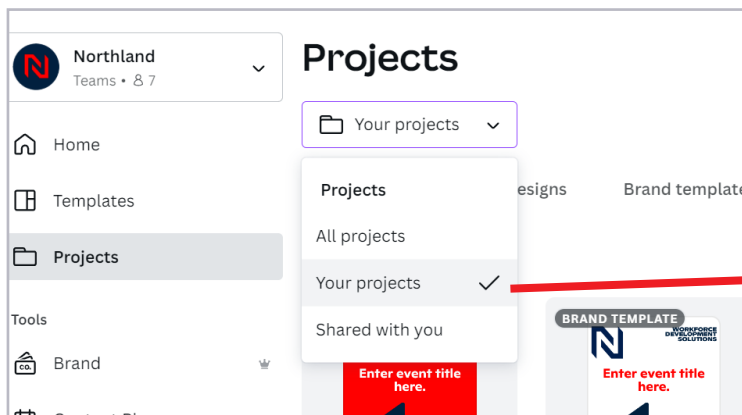
- Click the **Projects** tab in the left bar menu to access Northland branded files.



- IMPORTANT!** Click the **Folders** tab. Select the **Main College** folder.

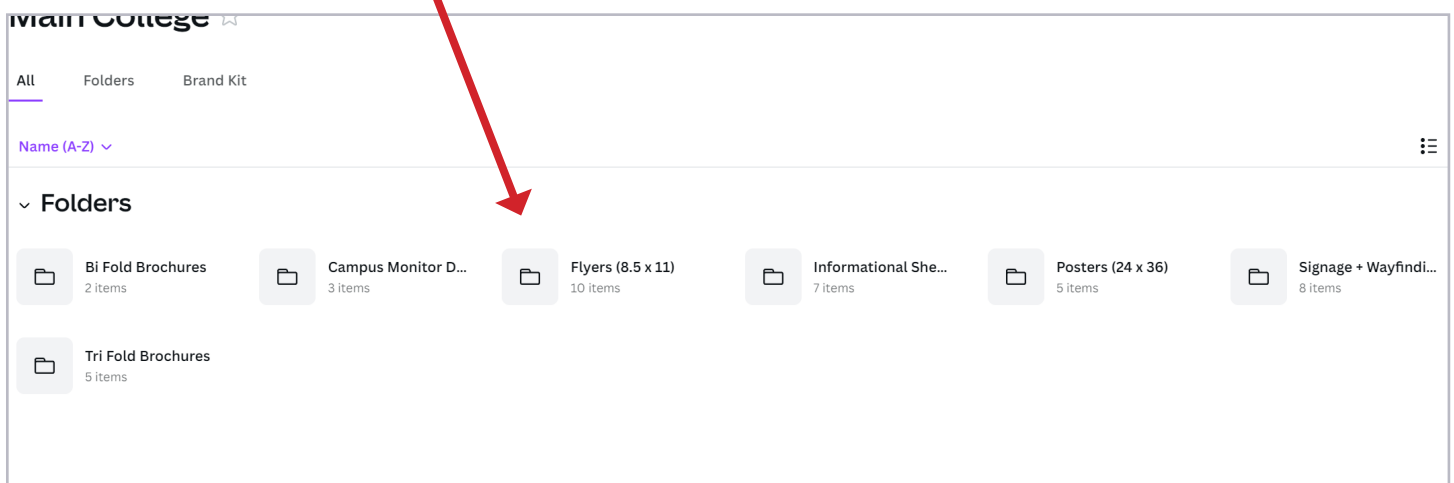


**IMPORTANT:** If you don't see Northland's template folders, select either "All Projects" or "Shared with you" from the drop-down menu.

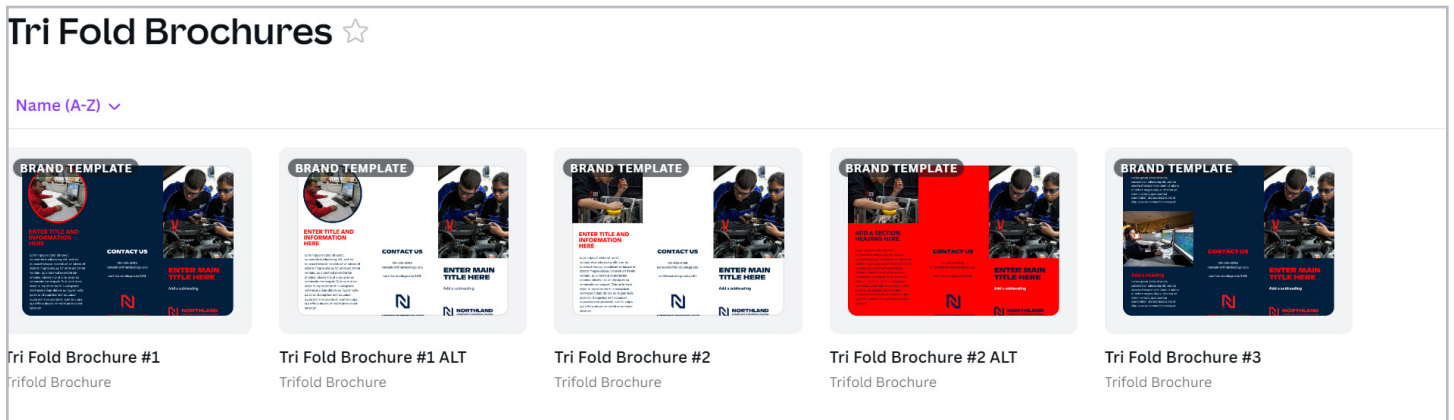


# WORKING WITH TEMPLATE FILES.

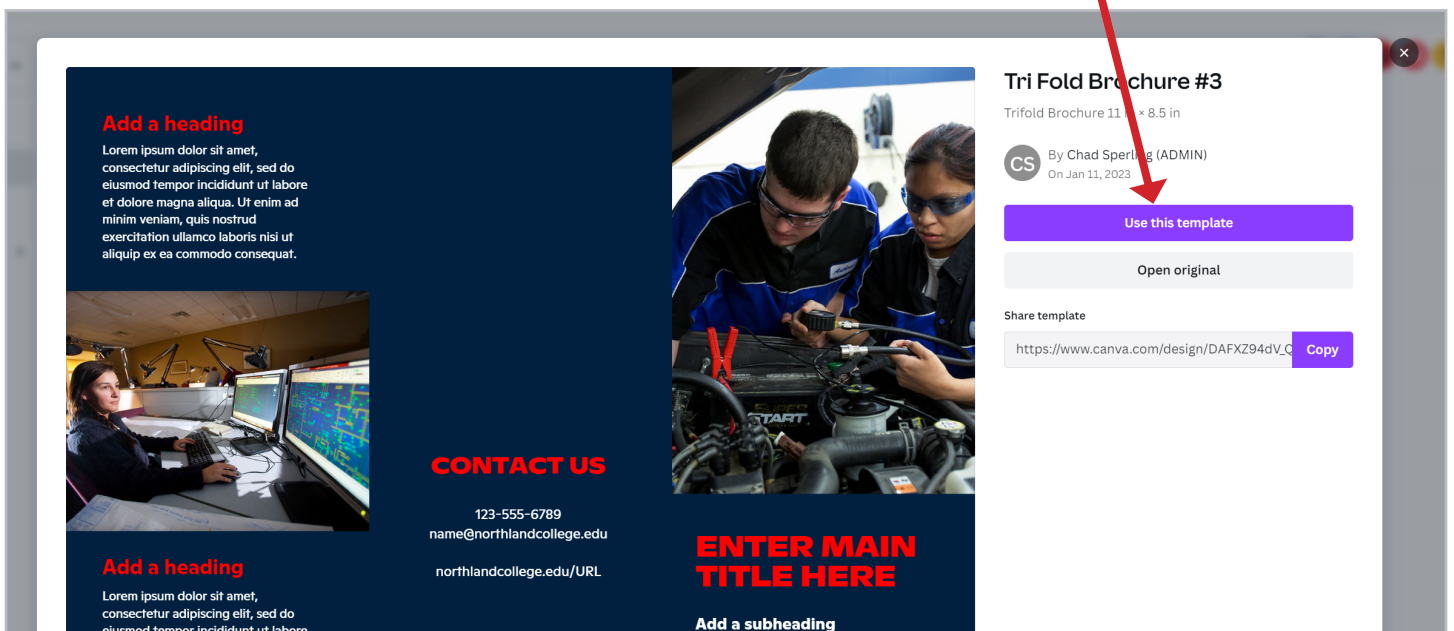
- Select the template design folder type you want to work with. (Flyers, Brochures, etc.)



- Select the branded template design file you want to use.

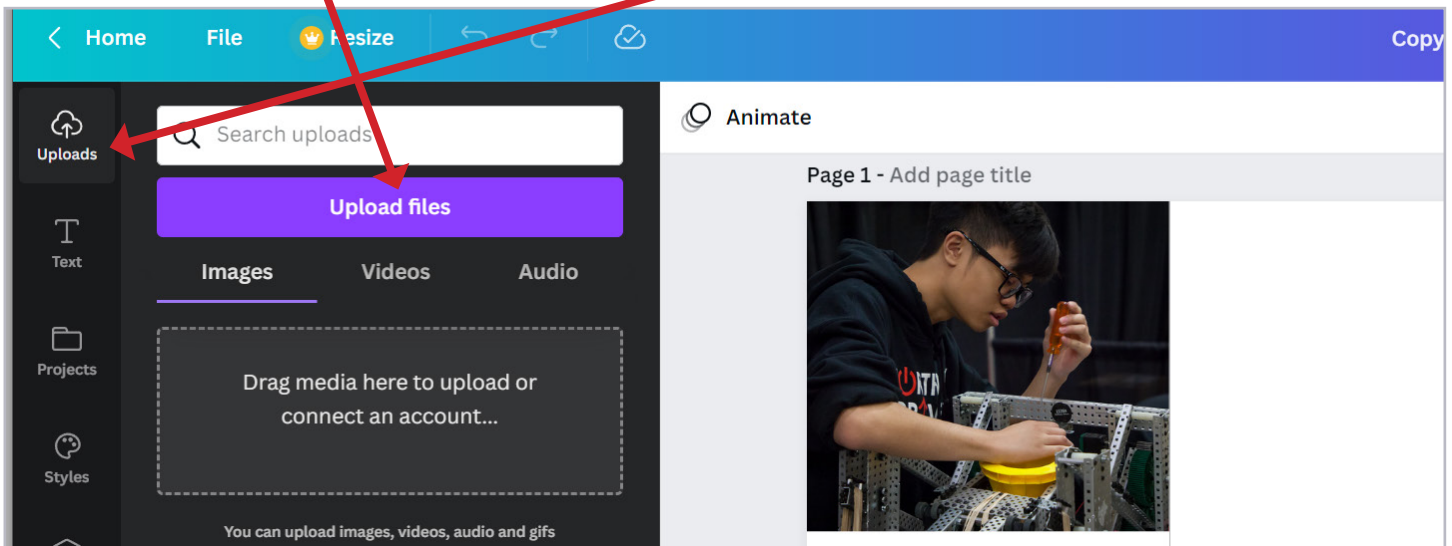


- A pop up window of the design you selected will appear. Click the **Use this template** button to start creating your design.

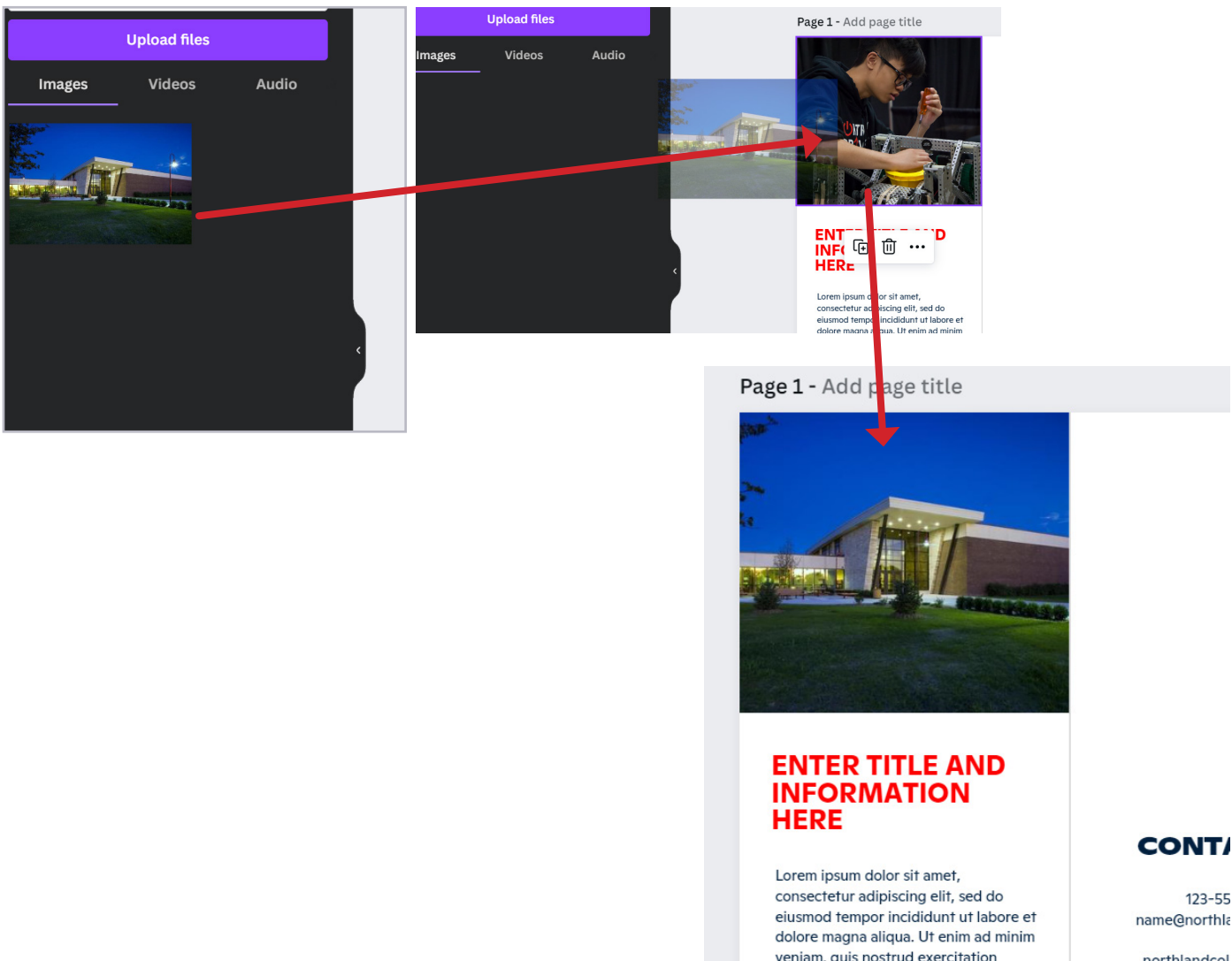


# REPLACING A PHOTO.

- With your design template file open, select the **Uploads** icon in the left menu. Click **Images** tab and select the **Upload files** button.

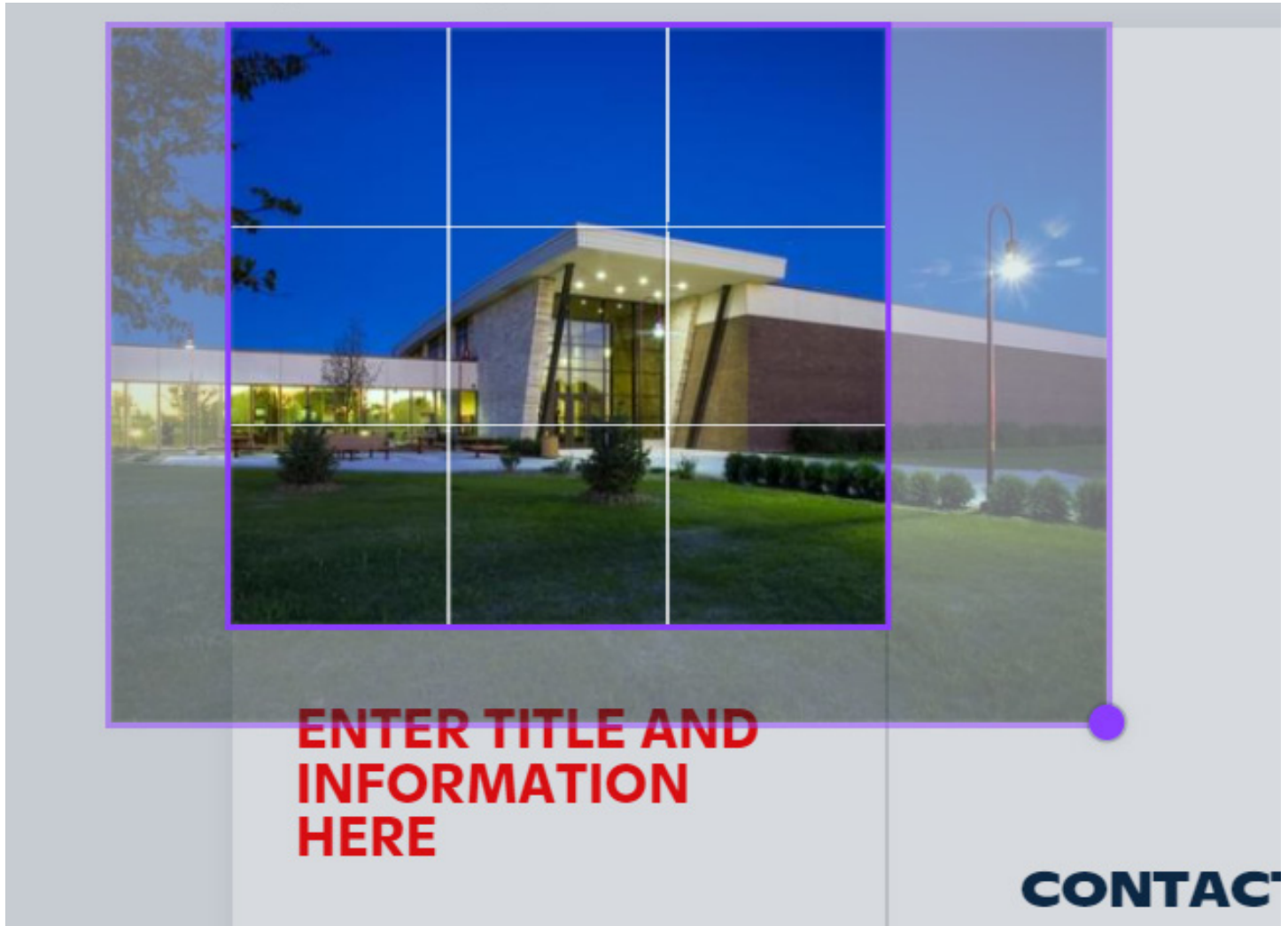


- Select the original photo in the template file, drag the new photo into the area of the original photo.



# REPLACING A PHOTO. (CONT.)

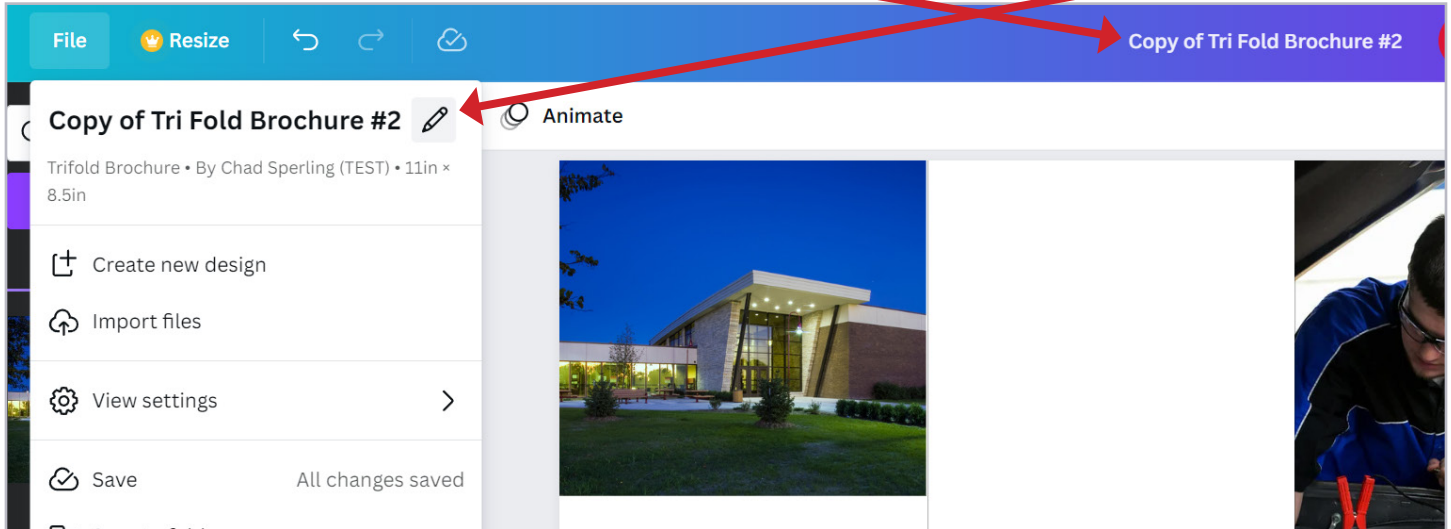
- To adjust the placement of the photo within the frame, double-click the image and move it around until it is placed correctly. You can also change the size of the frame and then re-adjust the placement of the photo within it.



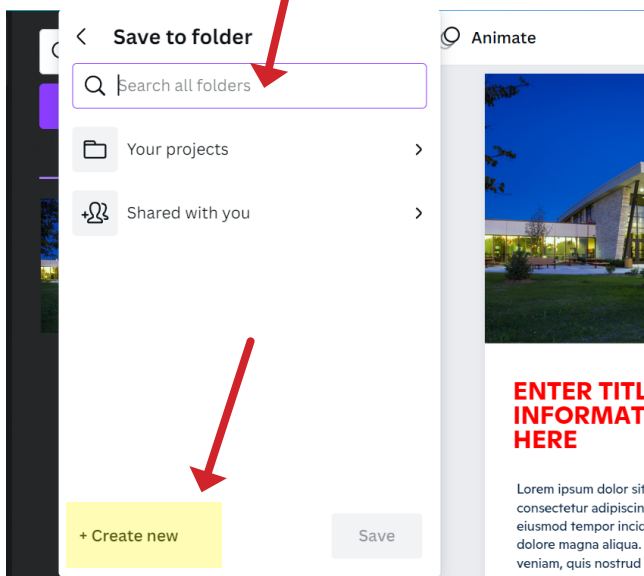
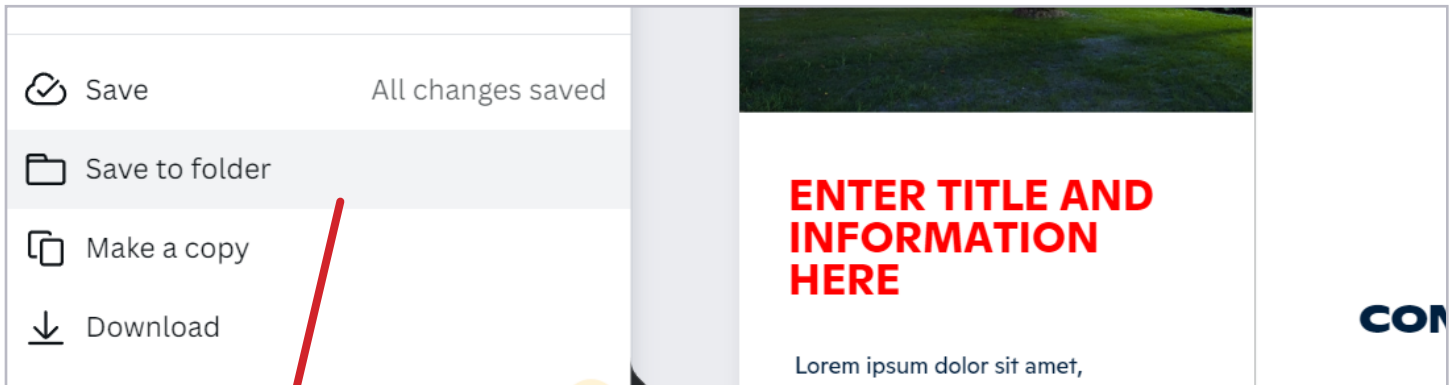


# SAVING A FILE.

To save a design, first, rename it in the top menu. You can also rename it when you open the File tab.



Next, select either **Save** or **Save to Folder**. If you choose **Save**, your design file will be saved to **Your Projects**. If you choose **Save To Folder**, you can specify a folder location. Here you have the option to create your own sub-folders by clicking the **+Create new** link.



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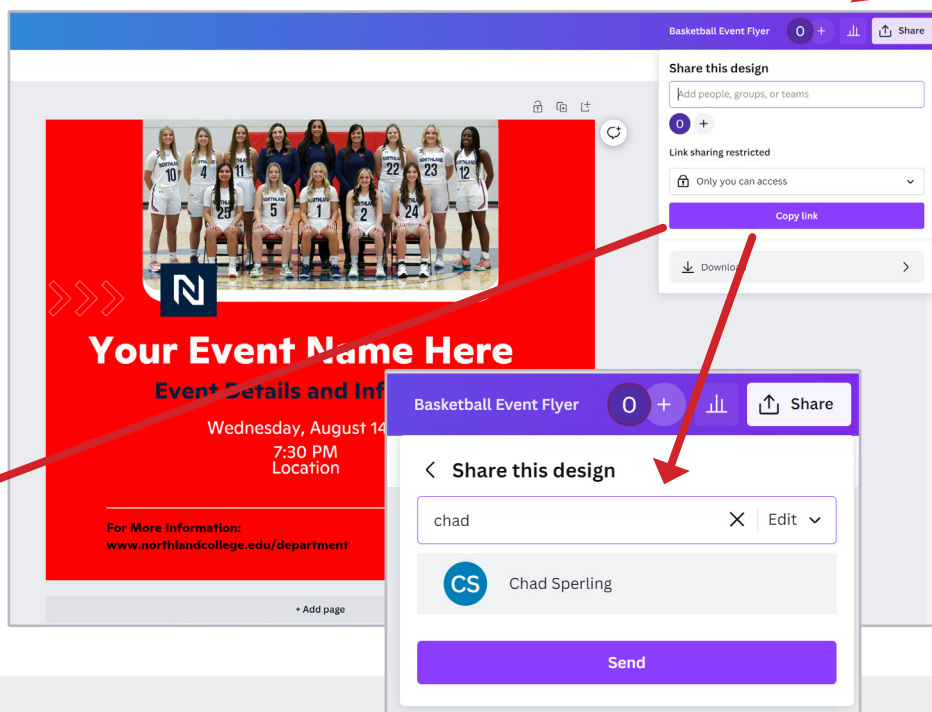
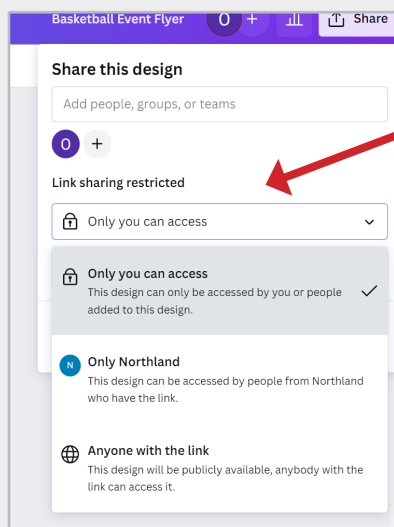
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# SHARING A FILE.

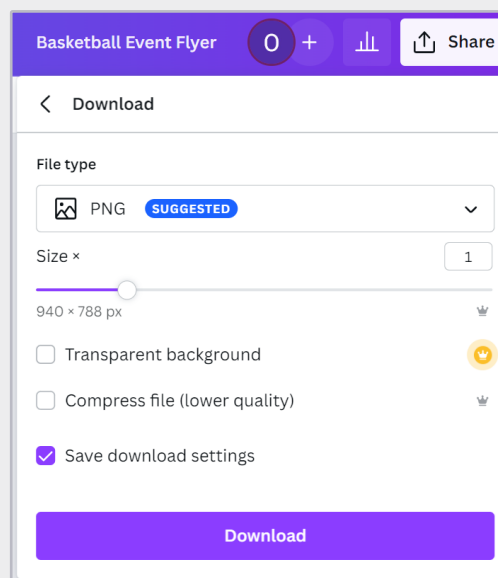
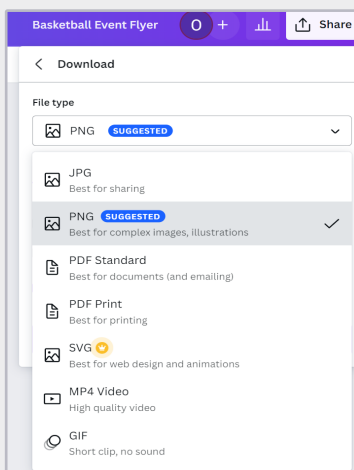
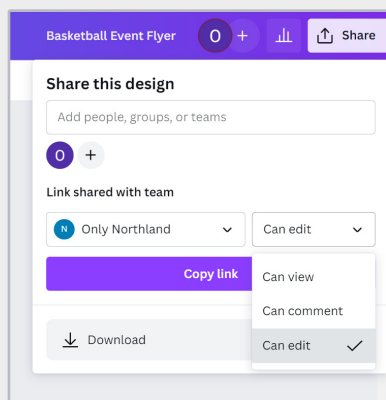
You can share a file to collaborate on a design by sending a link. Click on the **Share** tab on the top menu and enter the email address you wish to send the link.

From the drop-down menu, you can select who will have access to your link and how they can use it.



## DOWNLOADING A FILE

From the Share menu, you can download your design in different file formats with the ability to adjust the file size and other options when relevant.



# ADDITIONAL RESOURCES.

## Using Canva

- In Canva, click on the Learn dropdown menu.
- In YouTube, search 'Canva tutorial,' or watch this video <https://www.youtube.com/watch?v=zJSgUx5K6V0>

## Northland Brand Standards & Trademarks

- [Northland Brand Standards & Guidelines](#)
- [Northland Trademarks & Licensing](#)

# NEED HELP?

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**Thank you for supporting and leveraging the new college brand!**

**Please share your Canva experience feedback with the Marketing & Communications department, including ease/difficulty of use, additional template requests, etc. The marketing department will work to continue adding new template design options.**



**A MEMBER OF MINNESOTA STATE.**