

Your Guide to Output of the second se



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.

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SIGNING IN TO CANVA

- Go to: 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.

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💾 Content Planner	¥		Main College 7 items	Đ	Northland Foundat 4 items		Photos 10 items					

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

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WORKING WITH TEMPLATE FILES.

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

All Folders Brand Kit				
Name (A-Z) ~				Ξ
~ Folders				
Bi Fold Brochures 2 items	yers (8.5 x 11)	Informational She 7 items	Posters (24 x 36) 5 items	Signage + Wayfindi 8 items
Tri Fold Brochures 5 items				

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

Tri Fold Brochures 🛱							
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• 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.



CONT/

123-55 name@northla

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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SHARING A FILE.

You can share a file to collboarte 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.

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Sha	re this design
Ad	d people, groups, or teams
0	+
Link	sharing restricted
ß	Only you can access 🗸 🗸
f	Only you can access This design can only be accessed by you or people added to this design.
N	Only Northland This design can be accessed by people from Northland who have the link.
⊕	Anyone with the link This design will be publicly available, anybody with the link can access 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.

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5	JPG Best for sharing	
5	PNG (SUGGESTED) Best for complex images, illustrations	
Ŀ	PDF Standard Best for documents (and emailing)	
È	PDF Print Best for printing	
Ы	SVG 😳 Best for web design and animations	
Þ	MP4 Video High quality video	
Ø	GIF Short clip, no sound	

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File type	
PNG SUGGESTED	~
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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?

Chad Sperling Director of Marketing and Communications (218) 793-2436 chad.sperling@northlandcollege.edu

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.

