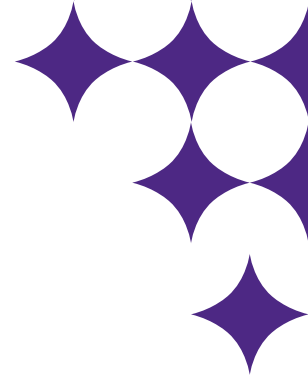




FURMAN'S CREATIVE TOOLKIT: CANVA ENTERPRISE

WHAT IS A CREATIVE TOOLKIT?

It's an online system that enables you to create designs, catered to your needs, on your own schedule. Furman has partnered with Canva Enterprise to provide a very intuitive user experience. You'll have access to hundreds of Furman-branded templates and thousands of generic templates; official university logos, fonts and color schemes; a curated gallery of Furman images, in addition to Canva's robust collection of stock content; photo editing tools; a variety of file download and utilization options; and collaboration tools to streamline feedback and approvals. Brand management and support are provided by University Marketing & Communications.

Use of this Toolkit is optional and does not take the place of the services that University Marketing & Communications provides. We are always available to plan, design and produce major communications and marketing materials.

CREATING AN ACCOUNT:

To join Canva Enterprise, contact the [ITS Help Desk](#) to acquire a license. The cost is approximately \$170 per license per year. If you have an existing Canva account through your furman.edu email address, it can be transferred to the Furman Enterprise account. And if you currently have a Canva Pro license, the Canva Enterprise license cost will be prorated to take into account your current subscription. Please note that personal Canva accounts cannot transfer to the Enterprise account.

Once your account has been created and added to the Creative Toolkit, you may login [here](#), using your Furman credentials.

STARTING A NEW PROJECT:

A Using a branded template

To use a branded template, you can either type a key word into the search box, or choose the "Projects" tab on the left navigation panel of the home screen, followed by the "Folders" tab, to view by category or department. Select a template from the selection and click "Use this template."

B Using a generic template

To use a generic template from Canva's library, you can either type a key word into the search box, or choose the "Templates" tab on the left navigation panel of the home screen. Select a template from the selection and click "Customize this template." You can then apply Furman colors and fonts to the template by clicking the "Design" tab to the left of the editing pane, choosing "Styles" and utilizing the brand kits.

C Using an existing file from your computer

To use an existing design from your computer, click the "Create" button on the top left of the home screen, and choose "Upload" at the bottom of the menu. Select your design from your computer files (PDFs work best, but Microsoft Word, PowerPoint or Excel files, as well as JPGs and PNGs, are also acceptable formats). Canva will automatically convert your file into an editable document, ready for use.

D Starting from scratch

To start from scratch, click the "Create" button on the top left of the home screen, and choose a preset or a custom size by selecting "Custom size" from the menu. Once the document has been created, you can customize with Furman-branded design elements, color schemes and fonts via the "Brand" tab to the left of the editing pane.

ACCESSING BRAND ELEMENTS:

Furman's Creative Toolkit includes access to brand elements, such as fonts, color schemes, logos and icons. These elements are stored in the "Brand" tab on the left side of the editing pane. (TIP: If you do not see this tab, click the "Apps" tab and search for "Brand.") Inside the "Brand" folder you may choose a specific kit by expanding the caret next to the "Brand" icon. Please note that University Marketing & Communications has created several kits for various divisions and programs, but some are reserved for specific audiences.

INSERTING PHOTOS:

Images may be added to an existing placeholder frame (found in branded and generic templates and documents created from existing files) or separately. You may access Furman's curated image library by choosing the "Projects" tab along the left side of the editing pane, selecting "Folders" and scrolling down to "Images." Alternatively, you can upload your own by clicking the "Uploads" tab and dragging and dropping. Once you've made your selection, drag the image to the existing frame to snap into place, or click the image to add it to your design, moving it wherever it works best. Images may be edited, including the addition of filters or background removal, by choosing one of the buttons along the top of the editing pane while selected. TIP: Do not use photos you find online or in Google Images – you do not have the rights to use them.

COLLABORATING WITH FURMAN COLLEAGUES:

Canva Enterprise offers collaboration tools that enable Furman colleagues to partner on projects, accessing shared files, making edits concurrently, and adding notes and action items. To start collaborating, you may either click the "Share" button on the top right of the editing pane, providing colleagues with access to edit or view only, or click the "Add comment" icon, tagging colleagues and customizing their access, as well as assigning them action items if desired. Note that designs created from branded templates within Furman's Creative Toolkit may only be edited by those with Toolkit access, but may be viewed by those outside of the Toolkit via "Share" link.

SUBMITTING A DESIGN FOR APPROVAL:

A selection of high-impact, strategic or externally-focused branded templates created in Canva Enterprise will need to be routed through University Marketing & Communications for approval. This process ensures that the integrity of the brand is maintained. When you're ready to submit, click the "Approvals" button on the top right of the editing pane. A UCOM representative will automatically appear as the primary approver. Approvals are provided within 24-hours (typically much faster – requests may be expedited if time-sensitive). Please allow for one business day after a weekend or holiday. TIP: Be sure to talk with your supervisor or department head about any additional internal approval processes before you begin. Note that UCOM will review your document, but not put it through the paces of a full proofing. You are responsible for the accuracy of the content. There is an optional comments section where you can request assistance or provide additional information that may be helpful during the review. TIP: do not click anywhere in the editing pane once you've received approval. If you do, Canva will interpret the click as an "edit" and require that you resubmit.

Generic templates from Canva's library, made-from-scratch designs, and the majority of simplistic and/or internally-focused branded templates do not require approval. However, UCOM is always available to review at your discretion, via the "Share" button on the top right of the editing pane ([Kaylee Welgraven](#) is the main Canva contact).

DOWNLOADING YOUR DOCUMENT:

Once your design is approved, you'll be able to download a variety of file types to send to print or share digitally. TIP: Reference the next section on downloading for print. To download for digital use, click the "Share" button on the top right of the editing pane, select "Download," and choose a file type. JPG or PNG work best for web, social media or embedding into an email; PDF Standard works best for emailing as an attachment. You'll also want to convert to an RGB color profile.

Accessibility of digital files:

Please be mindful about making your designs as accessible as possible for your audience. Text should be legible, with a recommended minimum size of 10pt, and highly contrasted with background elements. PDFs that will be distributed digitally should be downloaded with live text for screen readers (keep the “Flatten PDF” option unchecked). You can test this feature by attempting to select the text in your PDF: if successful, the file is set up correctly. Any text embedded in a graphic for email, web or social media must be repeated in the body of the message or post. Graphics should not replace content. Additional information on Furman’s accessibility guidelines is available on the [SOAR website](#).

PRINTING YOUR DOCUMENT:

Canva Enterprise operates as a turn-key tool; you will be responsible for the printing of your projects. Click the “Share” button on the top right of the editing pane, select “Download,” and choose “PDF Print.” Be sure to check the “Crop marks and bleed” box, and indicate the CMYK color profile. Once the file is downloaded, it may be emailed directly to **P2X** with instructions that include quantity, desired delivery date and budget code information. Please note that P2X has limitations on size and complexity. They will advise when they cannot print your job. In these rare cases, UCOM is happy to make printer/vendor recommendations. Please contact [Sarah Maldonado](#). Note that Canva does not have a direct-to-print option for P2X.

CREATING A MAIL MERGE:

In instances where you need to batch-process a document (for example, certificates or personalized mailings), a mail merge is the easiest solution. To create a mail merge, click the “Apps” tab on the left side of the editing pane and search for “Bulk create.” Once you’ve added the app to your workspace, follow the on-screen instructions. You can pull data fields directly from a CSV file into existing text boxes in your Canva document, or create new text boxes. TIP: Text boxes in Canva can only be connected to one data field in your CSV spreadsheet. If you are inserting names, be sure to include first AND last in the same field so they can flow together into one text box, avoiding spacing issues.

ADDITIONAL TOOLS:

In addition to mail merge (reference the previous section), Canva Enterprise offers a variety of other tools under the “Apps” tab on the left side of the editing pane. There’s a lot to explore, including a QR code generator, charts and mockups. Check back often as new apps are added frequently.

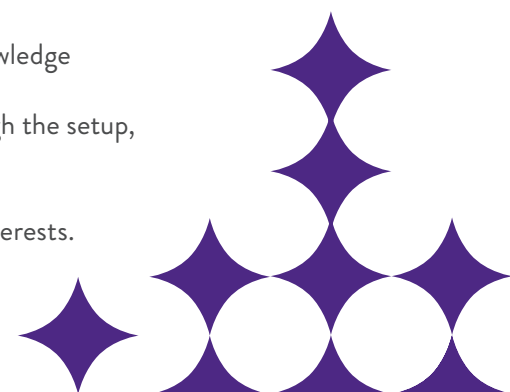
ORGANIZING YOUR DOCUMENTS:

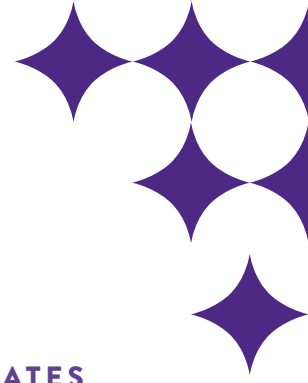
All of your Canva designs will be saved under the “Projects” tab on the home page. However, you can also create a customized folder structure for easy reference and sharing. On the “Projects” page, click the “Add new” button on the top right, and select “Folder.” You’ll be able to name the folder and determine if you’d like to share it with anyone. Note that any folders you create will only be visible and accessible to yourself and those you choose to share with. Folders can be especially helpful for colleagues who work together on the same projects, and need access to each other’s designs. Each person that has access to the folder is able to access all of the documents inside, and add their own documents for others to access.

TRAINING:

There are a number of resources to help you get started, as well as to expand your knowledge and get the most from Canva Enterprise:

- **Furman’s onboarding video** provides an introduction to the system, walking through the setup, design process and basic functions. Recommended for all new users.
- The **member handbook** provides an overview of features and navigation.
- The **Design School library** provides additional training based on your needs and interests.





FURMAN'S CREATIVE TOOLKIT: FREQUENTLY ASKED QUESTIONS

WILL I BE ABLE TO USE CANVA'S GENERIC (NON-BRANDED) TEMPLATES AND EDITING TOOLS?

Yes, in addition to Enterprise-specific features like branded templates, content management, brand kits and collaboration tools, Canva's generic templates, elements, fonts and editing tools are all available for use within Furman's Creative Toolkit.

CAN I REQUEST ADDITIONAL BRANDED TEMPLATES?

Yes, University Marketing & Communications is available to create new branded templates to meet your needs – feel free to reach out to **Kaylee Welgraven** with suggestions and requests.

CAN I ACCESS BRANDED TEMPLATES WITHOUT PAYING FOR AN ENTERPRISE ACCOUNT?

Branded Furman templates are reserved for Furman faculty and staff members with paid Enterprise licenses. This policy maintains the value of the Toolkit and provides the best oversight and support.

CAN MY DEPARTMENT CREATE A SHARED ACCOUNT USING THE DEPARTMENT EMAIL ADDRESS?

No. Furman's Canva Enterprise account utilizes single sign on (SSO) to log in, so licenses are limited to personal Furman email addresses.

CAN I REQUEST A LICENSE FOR MY STUDENT WORKER?

Although students do not have access to the Creative Toolkit, they may set up free personal Canva Pro accounts via the Canva for Campus program, an extension of our Canva Enterprise contract. You can share templates from the Creative Toolkit with them, to allow for collaboration. To learn more about the Canva for Campus benefit for students, please review the **Canva for Campus information** on the UCOM website.

IS THERE A WAY TO SEND CANVA FILES DIRECTLY TO P2X?

No, Canva does not currently support direct-to-print options. However, files may be downloaded and emailed to P2X quickly and easily.

HAVE QUESTIONS AND/OR FEEDBACK?

Our hope is that you'll find this Toolkit intuitive, dynamic and powerful, enhancing your digital and printed communication with personal brand management and support. Please contact **Kaylee Welgraven** with questions or feedback to help improve the system. Happy designing!



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