



FURMAN'S CREATIVE TOOLKIT: CANVA FOR TEAMS

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 for Teams to provide a very intuitive user experience. You'll have access to dozens of branded templates; official university logos, fonts and color schemes; a curated image library; a variety of file download and utilization options; and collaboration tools to streamline feedback and approvals. Brand management and support are provided by University Communications.

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

CREATING AN ACCOUNT:

To join Canva for Teams, contact Mike Gifford (mike.gifford@furman.edu) at IT to acquire a license. The cost is approximately \$125 per license per year. If you have an existing Canva account through your furman.edu email address, it can be transferred to Furman's Teams account. And if you currently have a Canva Pro license, the Canva Teams license cost will be prorated to take into account your current subscription. Please note that personal Canva accounts cannot transfer to the Teams account.

Once your account has been created and added to the Team, 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, followed by the "Folders" tab, to view by category or department. Select the template you'd like to use and click "Use this template."

B Using an existing file from your computer

To use an existing design from your computer, click the "Create a design" button on the top right of your screen, and choose "Import file" 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.

C Starting from scratch

To start from scratch, click the "Create a design" button on the top right of your screen, and choose a preset or a custom size by selecting "Custom size" at the bottom of the menu. Once the document has been created, you can utilize Furman-branded design elements, color schemes and fonts to customize.

ACCESSING BRAND ELEMENTS:

Furman's Teams account includes access to brand elements, such as fonts, color schemes, logos and icons. These elements are stored in the "Brand Hub" 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 Hub.") Inside the "Brand Hub," you may choose a specific kit by expanding the caret next to the "Brand Hub" icon. Please note that University 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 templates or documents created from existing files) or separately. You may access Furman's shared 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 for Teams offers collaboration tools that enable Furman colleagues to partner on projects, accessing shared files, making edits concurrently, adding notes and action items, and requesting or providing approval. 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. To request approval on your design, click the "Get approval" button on the top of the editing pane, and select a reviewer. Note that all projects must be approved by University Communications, regardless of whether you've opted for additional internal approval (reference next section on approvals).

SUBMITTING A DESIGN FOR APPROVAL:

Each design created in Canva for Teams will need to be routed through University Communications for approval. This process ensures that the integrity of the brand is maintained. When you're ready to submit, click the "Get approval" button on the top of the editing pane. A UCOM representative will automatically appear as the primary approver. 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 included with approvals 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.

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 for Teams operates as a turn-key tool; you will be responsible for the printing of your projects. Once your design has been approved by UCOM, a print-ready PDF becomes available for download. 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@furman.edu 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, sarah.maldonado@furman.edu. 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 for Teams 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 for Teams:

- **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.

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. We are here to answer any questions and would appreciate any feedback you may have to help us improve the system. Please contact Kaylee Welgraven at kaylee.welgraven@furman.edu. Happy designing!



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