



Saint Xavier

UNIVERSITY

[www.sxu.edu](http://www.sxu.edu)

GUIDELINES FOR CREATING IN CANVA

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The Saint Xavier University community can design flyer, poster, social media and digital monitor templates within the online design platform of Canva ([www.canva.com](http://www.canva.com)) as a self-service option. SXU-designed templates within Canva will be made accessible to primary communication managers in select SXU departments/offices.

**DISCLAIMER:** *University Relations reserves the right to maintain style guidelines and best practice as it pertains to content and design. University Relations also reserves the right to make changes at any time to its guidelines as questions and concerns are brought to our attention.*

## ACCESS TO CANVA

- Access can be given by emailing [urprojects@sxu.edu](mailto:urprojects@sxu.edu), and you'll receive an email from Canva to be invited as a team member, where you can create an account and begin to create and share templates. Because accounts are limited, please work with the primary communication managers in your department or office.
- Once a Canva team member, SXU-branded flyer (8.5 X 11), poster (11 X 17), digital monitor and social media templates will be shared with you in your "Shared With You" folder, allowing you the ability to edit the main image and content.

## HOW TO ACCESS THE SXU CANVA TEMPLATES

- Click on "SXU Team" from the left-hand side panel of your Canva homepage.
- In the "Designs" tab, you will see all the available print design templates created by SXU.
- Choose your template by clicking on it to open it in editor view.
- IMPORTANT! Select "Use this Template." DO NOT select "Edit Original."
- Please refrain from using Canva templates and only use the SXU-designed Canva templates.


## CUSTOMIZING YOUR DESIGN

### FONTS

Template fonts should reflect our branding style, which includes Bebas for headings and Berthold Akzidenz Grotesk for subheads and other body text. Most of the appropriate fonts are already set for the templates. If you want to use a font that better reflects the project, other fonts can be chosen but only for the header AND it must be legible.

### PHOTOS

The main image on the template may be replaced to be customized for each project with images in a couple of ways:

**1) PhotoShelter:** Browse our SXU photo collection on PhotoShelter ([sxu.photoshelter.com](http://sxu.photoshelter.com)), where you can access University-approved images by clicking on the image and downloading  it to your desktop. You'll be prompted to select a size. (Please note downloading a large or X-large-sized image will oftentimes take longer to download.) The image must then be uploaded into Canva. While in editor view, on the left-hand side, if you click "Uploads," you have the option to drag an image from your desktop to upload.

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**2) Canva Stock Images:** Canva provides a plethora of royalty-free stock images to choose from for free. Should you search for photos, be sure to hit "Free" in the search bar. (Also, if you hover over the image, it will tell you if it is a free photo or not.)

**DO NOT** use clip art, photos or other images, graphics or content that is not owned by the University or is grabbed from online.

## COLORS AND LOGOS

- Please refrain from altering or moving the SXU logo within the template.
- Acceptable brand colors, logos and fonts are available in the "Brand Kit" tab located in the side panel of your Canva homepage. They are also available when you click "Text Color" in the editor view.
- Other good points of references are our SXU Style Guide, Content Style Guide and SXU Athletics Style Guide ([www.sxu.edu/web/style-guides.asp](http://www.sxu.edu/web/style-guides.asp)).

## HOW TO DOWNLOAD AND SHARE YOUR DESIGN

Once your design is completed, while in editor view, at the top of the page, you can download the file  as a PDF, JPG or PNG to your desktop. You can also share the file by entering someone's email address.

Digital monitor and social media templates must be saved as a JPG. To share on the University digital monitors or social media channels, send to [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

## APPROVAL PROCESS

All projects created in Canva must be sent to [urprojects@sxu.edu](mailto:urprojects@sxu.edu) for approval before distributing to the public. You can do this by sharing the file as discussed above. Please allow 24 hours for a response.

Should you experience any issues, need further guidance on how to create in Canva or would like to discuss how to approach a particular project, please email [urprojects@sxu.edu](mailto:urprojects@sxu.edu).