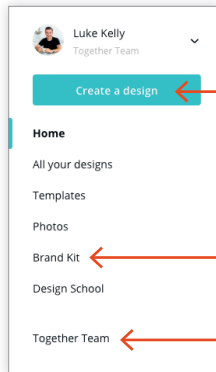


1 Getting started in Canva

Main menu



Get started quickly – create a design from a blank page.

Using the brand Kit

- This is the hub which contains all core brand design elements.
- Use as reference for colours, fonts and all available logos.
- DO NOT edit, delete or add.

Together Team section

Two important sections:

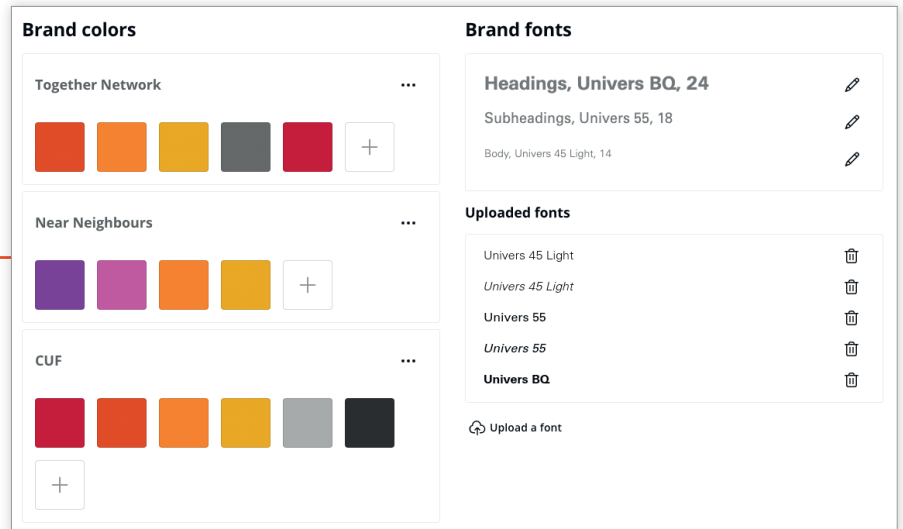
Folders

- Access and manage your own local folder (this is where you should store all your own designs as you create them).
- View other regions local folders for design inspiration and file sharing.

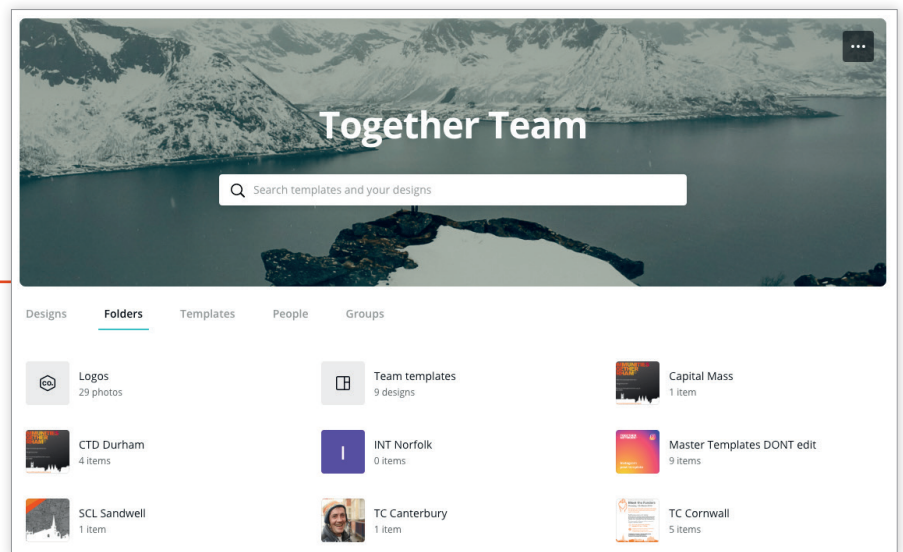
Templates

- Quickly access all the TN template files.

Brand Kit *Key design references*



Together Team *All TN templates and designs*



Notes on using brand kit, templates and folders

- You should always save designs back into your own regional folder so that other members of the Together Team can see them for inspiration and use them as starting points for their own designs.
- When working into someone else's design ALWAYS make a copy and NEVER work into the original.
- Never attempt to make changes to the Brand Kit.
- Refer to the Brandbook in the shared Dropbox folder for detailed guidance on using the fonts, colours and logos.
- Contact the Brand Manager or Development Officer if you require access to the Dropbox folder or any further advice.

Important reference

[TN Brandbook](#)



- Always reference this PDF when designing
- Kept on Dropbox with Shared Assets.

2 Importing icons and images

Where to find icons

- There is a full library of icons available on the shared drive: *Dropbox > Together Network Brand > Shared_Assets*
- If you cannot find what you need, search on www.flaticon.com

Where to find photography

- You can find the imagebank at: <https://cuf.lunaimaging.com/luna/servlet/login>
- If you cannot find what you need, the free image libraries listed at the bottom of the page are full of options.

How to import to Canva

- When designing your page, use the 'Upload an image or video' action button in the Uploads section.

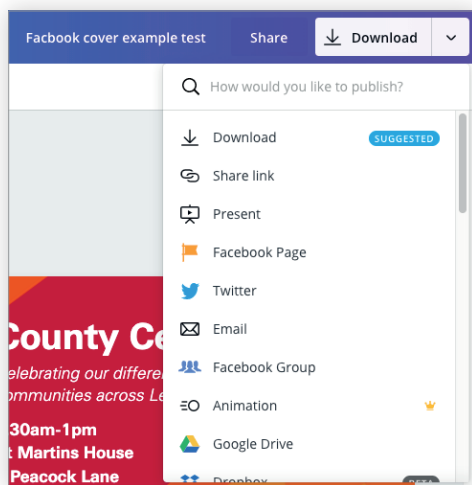


Upload action button in Uploads section



Icons Guide 2019

- PDF library of all current icons.
- Found in Shared_Assets: *Dropbox > Together Network Brand > Shared_Assets*



3 Saving and exporting files

Once you have completed a design, to use it externally (online or in print), you will need to export it. Canva should suggest the best format based on the template chosen – but notes are below to help you make sure you're using the right file type.

If you use another team member's design, you MUST make a copy and not edit the original.

Options for saving

Download

- *To use files outside of Canva*

Template

- *Create a template file you and others can use to start new projects from.*

Direct to social

- *Share directly to Facebook, Twitter and LinkedIn if you have the accounts connected.*

File types

For web

- *PNG (for web, best quality)*
- *JPG (for web, smaller file)*
- *PDF Standard (for sharing online)*
- *Video (for web)*

For print

- *PDF Print (for sending to print)*

4 Useful external resources

CUF Imagebank

<https://cuf.lunaimaging.com/luna/servlet/login>

Contact the Brand Manager or Development Officer if you require a login for this library.

Rights free stock photography

www.unsplash.com

www.pexels.com

Rights free icon library

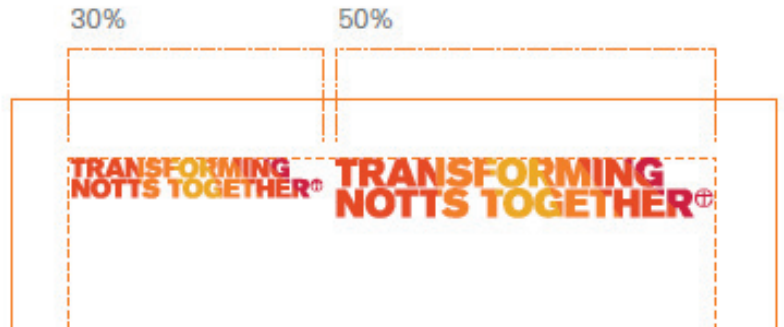
www.flaticon.com

3 Design and layout rules & tips

Together Network brand rules

Positioning TN logos

- Every layout is different. For logo sizing please work to a percentage of overall page width: min 30% – max 50%,
- Position the logo top left or top right.
- More detail can be found in the Brandbook on the shared Dropbox folder.
- If unsure, start using a template or contact the brand manager.



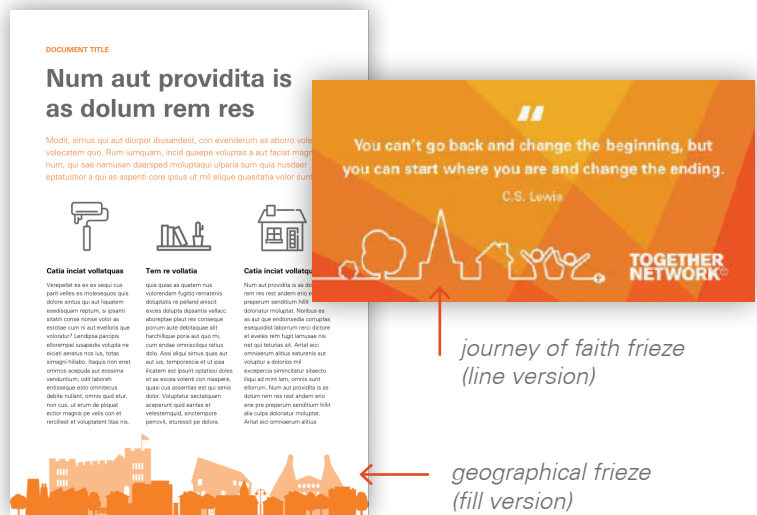
Using the Flare Blend

- 'TN Flare Blend' is used to integrate our brand colours into your communications and allows you to use layers of colour.
- This core graphic is used in many of the templates and is easily accessible from the Logos folder in the Together Team section.
- There are two simple rules to remember:
 - *At least two sides of the page must always be touched by the Flare Blend.*
 - *Any angle can be used to position the Flare Blend – but do not stretch or distort the graphic.*



Using geographical friezes

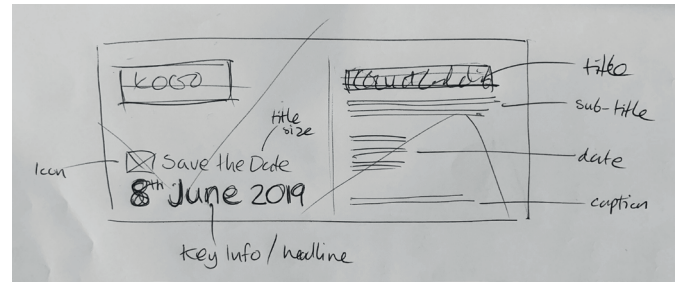
- We have created graphical friezes for your communications. One 'geographical' frieze for each joint venture and 'journey of faith' frieze which everyone can use.
- Many of the templates include the journey of faith frieze to use or reference.
- All friezes are available to import into Canva. They are found on the shared drive:
 - *Joint_Venture_Assets* has all the localised friezes stored in their regional folders.
 - *Together_Network_Assets* has the journey of faith frieze.



General design & layout tips

Plan your layout before you design

- Before starting a layout on Canva, write a simple brief;
 - Who is the design aimed at?
 - What action do you want them to take?
 - Where will it be seen and what will be around it (competing for your viewers attention)?
- With all this in mind, think about the content you have:
 - Could you edit the text down for more impact?
 - Will the images help persuade your viewer to complete the action you want them to?
 - What is the single most important message you need to communicate?
- Sketch ideas out with pen and paper first. These can be rough scribbles, but you should think about how to order blocks of content first before getting into Canva.



Rough sketched layout illustrating hierarchy



Designed versions of the sketch above

How do you plan? Think about the visual hierarchy – what order do you want people to look at the content on your page?

Use size and scale thoughtfully

- By using shapes and images of varying size and contrast, we can guide our user's eye to be able to digest content easier, experience a page in a particular order, and find important elements like a "Contact Us" call-to-action. Larger objects will hold more visual weight and important, while smaller objects become secondary and less important.

Plan a typographic hierarchy

- The idea of typographic hierarchy is to create levels of importance through your content through the use of font weights, sizes, and colours.
- In a simple page layout, you should create 3 or 4 type styles and use them consistently – Headlines, sub-headers, body text and captions would be a very simple hierarchy. You can use more styles than this, but you should always do it with thought and intention.
- Bold and italic can be used to add emphasis but has most impact when used sparingly.



A classic newspaper typographic hierarchy



Additional help or questions

If you need any further information or help, please get in touch:

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