

CANVA GUIDELINES



Blue Ridge Area
FOOD BANK



Welcome to our Blue Ridge Area Food Bank Canva workspace! This guide will help you get started with Canva, ensure brand consistency, save you time, and give you best practices to create professional, on-brand visuals.

If you're just starting out with Canva, please check out their Beginners Guide [here](#). There are also more tools and tutorials referenced below.

Getting started with Canva

Log into Canva (canva.com) using our shared team login:

- Email: solvehunger@brafb.org
- Password: Blueridge1

! Do not change the password or account settings.

Navigating brand center

Once logged in, click on the "Brand" icon in the left-hand menu. Here you can access the following:

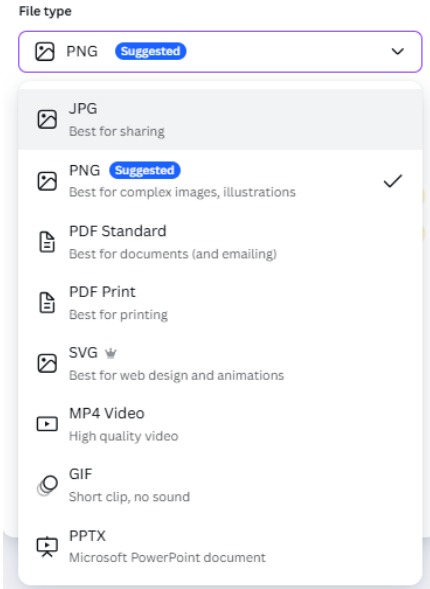
<p>Brand logos: In almost all cases, use the Food Bank logo with the Feeding America logo lockup. Never let text or graphic elements overlap the logo. Make sure the area surrounding the logo is free from other graphics or typography.</p>
<p>Brand colors: These are the colors you can use frequently in your designs. Make sure that text is readable and that you include plenty of whitespace.</p>
<p>Brand fonts: We have pre-set different font stylings that you may use in your designs. Our main fonts are Montserrat and Roboto Slab. Use Roboto and Arvo as secondary fonts.</p>
<p>Brand voice: We are the authority on hunger in our region, yet we are friendly and relatable in how we communicate about the issue. You can use Canva's built in AI function to generate text in our brand voice. You can also connect Canva to your ChatGPT or other personal AI accounts.</p>
<p>Photos: We have some photos added into the Brand Center, however there are hundreds of photos already loaded into Canva, or you can use our Story Bank to find images that fit your needs.</p>
<p>Graphics and icons: Graphic elements can be incorporated into designs to help add visual interest and add more context around complex ideas and data.</p>
<p>Templates: Pre-made designs that you can customize for your needs are available under our Brand Templates section.</p>

Be sure to click "See all" under each section to read further branding instruction. We've added details to make branding rules more clear.

Design best practices

Do	Avoid
<ul style="list-style-type: none"> ● Use logo, brand fonts, and colors from the Brand Kit ● Keep designs simple and uncluttered ● Use high-quality images ● Stick to 1-2 fonts max per design ● Align elements neatly (use Canva's guidelines and "tidy up" tool) ● Use a brand template 	<ul style="list-style-type: none"> ● Using random fonts or colors ● Overusing animations or stickers unless they match our tone ● Crowding elements close together ● Using low-quality or watermarked stock images

Using templates

Getting Started	Updating Your Design	Exporting or Sharing Your Design
<ul style="list-style-type: none">● Click Templates in the left menu or go to Projects > Brand Templates● Here you can choose from flyers, posters, postcards, door signs, social posts and more!● We can always update templates or create more. Just let us know what you need!	<ul style="list-style-type: none">● When you click “Use this Template” it will automatically create a duplicate that you can customize.● Try not to change the spacing too much. It’s much easier to trim words than to finesse a formatted design.● Turn on Template Assistant to get suggestions as you’re working (see below).	<ul style="list-style-type: none">● Click “Share” to get a link to download your design file. Some file types are better than others. Canva tells you what to use when you click “Download.” Click photo to enlarge. 

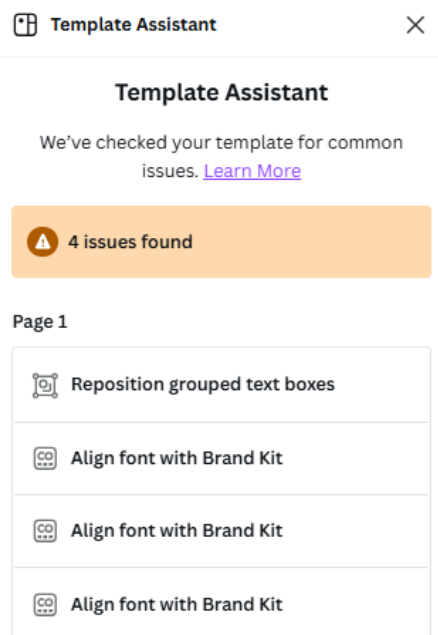
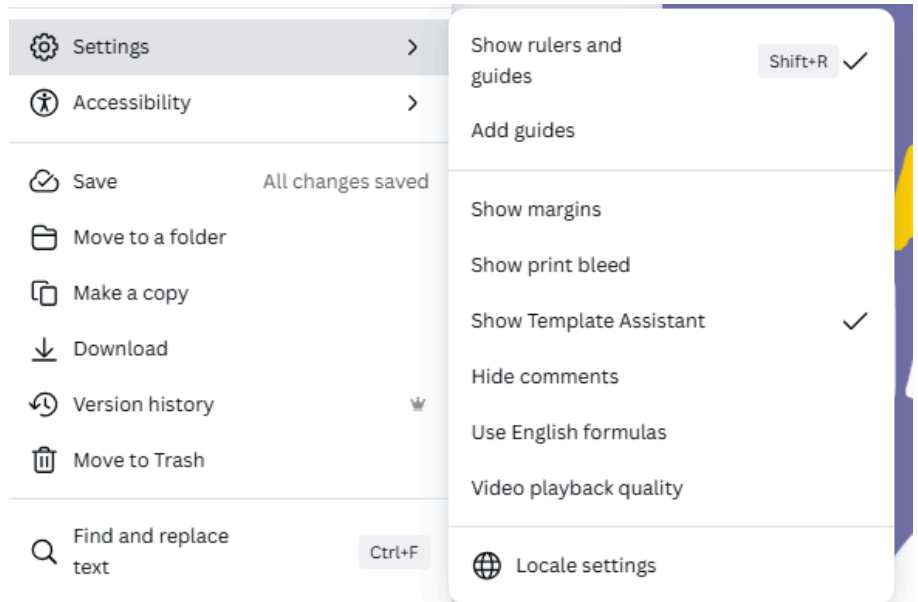
Getting Approval & Design Tips

When you're done, you have the option of downloading your file directly or seeking review and approval from a member of the MarCom team (communications@brafb.org).

We wanted to keep the brand controls (fonts, colors, etc.) pretty flexible so we can be creative and try new things, but we highly recommend seeking review and approval on your design so we can keep our branding consistent across public-facing deliverables.

If you want Design Tips as you build your design, you can turn on the Template Assistant under File>Settings>Show Template Assistant.

This tool checks your template for common issues and gives you tips on how to improve your design.



Click photos to enlarge.

Canva courses and tutorials

Feeling overwhelmed? Don't worry! There are lots of resources to help you learn about Canva and the basics of good design. Here are a few that may be useful to you:

Course & Description	What You'll Learn	Link
<p>Canva Essentials <i>Approximately 60 minutes</i> New to Canva? This Course offers everything you need to start creating, from navigating the platform to sharing your finished designs</p>	<ul style="list-style-type: none"> • Navigating Canva's platform and tools • Customizing templates for unique designs • Using elements, graphics, and photos effectively 	<p>🌐 https://www.canva.com/...</p>
<p>Graphic Design Essentials <i>Approximately 53 minutes</i> Learn the fundamentals of design, including elements, principles, typography, color theory, and mood boards.</p>	<ul style="list-style-type: none"> • Use design elements and principles to enhance visuals • Improve typography and text-based designs • Apply color theory 	<p>🌐 https://www.canva.com/...</p>
<p>Typography & Layout <i>Approximately 53 minutes</i> Learn the essentials of typography and layout to create professional impactful designs.</p>	<ul style="list-style-type: none"> • Typography basics and its role in design • Font pairing and creating visual hierarchy • Kerning, leading, and text alignment techniques 	<p>🌐 https://www.canva.com/...</p>

You can find more Courses, Lessons, Videos, Activities, Cheat Sheets, and Blogs to guide your learning in the Canva Design School - [🌐 https://www.canva.com/design-school/](https://www.canva.com/design-school/)

Other resources

Title & Description	You'll Learn	Link
<p>How to Use Canva: A Beginner's Guide</p>	<p>A good resource as you're just getting started.</p>	<p>https://www.canva.com/l...</p>
<p>Master Canva in 15 Minutes! Canva Tutorial For Beginners</p> <p>This easy Canva tutorial walks you through the essentials to get up and running today to start designing!</p>	<p>You'll learn how to sign up, create your first design, utilize Canva templates, and much more.</p>	<p>MASTER CANVA IN 15 MI...</p>
<p>Canva Tutorial for Beginners: A Free 2-Hour Masterclass</p> <p>Welcome to the Canva Design Essentials course! This course is your gateway to mastering Canva & building a strong foundation in design principles.</p>	<ul style="list-style-type: none"> ● Design Fundamentals ● Social Media & Marketing Graphics ● Logo Design & Branding ● Create Professional Documents & Presentations ● Learn how to Edit Video ● Canva's AI Features 	<p>Canva Tutorial For Beginn...</p>
<p>Canva Design School</p>	<p>You can find more Courses, Lessons, Videos, Activities, Cheat Sheets, and Blogs to guide your learning in the Canva Design School.</p>	<p>https://www.canva.com/...</p>