

Why Canva for Teams?

Endicott's Canva for Teams account offers a Brand Hub, which includes the College's brand fonts, colors, logos, and graphics. Branded design templates are available, and CCM can also design and provide custom templates for specific marketing needs. (Request a custom template [here](#).) Additionally, Canva's system templates are very easy to convert to a branded design using the Brand Hub.

Who can use Canva?

The cost for a Canva seat is \$95/annually. Your team will be billed yearly at the time we receive the Canva invoice.

Interested in an Endicott for Teams Canva Pro Account?

1. Contact ccmrequests@endicott.edu
 - a. Please include your name, email address, working department, and the budget code that we will need to charge for your seat.
 - b. The payment will be due during the fiscal year when we receive the full invoice, which usually happens around July/August. A budget transfer will be requested from the Communications & Marketing budget (cost center 6605) for \$95 at that time.
 - i. **Please let your cost center manager know so that they can budget for it each fiscal year.**
2. Once ccmrequests@endicott.edu receives your information, they will share an invite request directly from Canva along with a separate email listing all the tips, tricks, and instructions regarding your new account

Existing Canva Pro user?

1. Cancel your existing credit card auto-renewal with Canva.
2. Once the current subscription is canceled, inform ccmrequests@endicott.edu.
 - a. Please include your name, email address, working department, and the budget code that we will need to charge for your seat.
 - b. Once ccmrequests@endicott.edu receives your information, they will share an invite request directly from Canva along with a separate email listing all the tips, tricks, and instructions regarding your new account
 - c. The team change will be immediate upon acceptance of the invitation, and if you have remaining months on your current subscription, you can [log a ticket with Canva](#) to get the remaining Pro subscription refunded to the card you used.
3. With your new account, you will have access to both your existing Canva projects AND the Endicott Brand Hub!

Looking to cancel your Canva for Teams subscription?

If you ever wish to cancel your seat, reach out to ccmrequests@endicott.edu, and they can remove your seat and transfer all content to an existing or new user.

When should Canva be used?

Canva is intended to support **inward-audience**-facing, time-bound marketing.

What defines an Internal Audience?

Groups or individuals within an organization who receive communication and messaging about **on-campus** events or promotions.

Inward Audience Examples

- Campus Community Members
 - Current students
 - Faculty
 - Staff

Collateral examples

- Event posters
- Event flyers
- Email newsletter graphics (internal communications)
- Social media accounts
- Recognition certificates
- Holiday cards (to campus subgroups smaller than 500)

What defines an Outward Audience?

A group of people or stakeholders that are **outside** of Endicott's day-to-day community.

Outward Audience Examples

- Prospective students & families
- Current parents
- Campus visitors
- Alumni
- North Shore community members
- Donors

Collateral examples

- Recruitment materials and graphics
- Event programs
- Tabling materials for large campus events (i.e., Admission events such as Open House, Admitted Students Day, Focus Days)
- Materials that will be distributed at off-campus events (i.e., high school career fair, academic event)
- Evergreen* environmental signage (i.e., retractable banners, wall displays, hanging banners, wayfinding signage, etc.)
- External newsletter graphics (i.e., Misselwood, Wylie Inn & Conference Center)
- Postcards

**Content that will be posted for 3 months or more*

Please note: While we ask that outward-audience-facing marketing initiates with CCM, Canva can often be used to support marketing needs through the creation of custom-designed templates. Please open a project request to initiate a conversation, and our team will work with you to identify the best approach.

Best Practices for Using Canva

If you create branded materials in Canva and/or send files to the Copy Center, please refer to the following information.

Design Support

[Learn how to design in Canva.](#)

[Learn how to design using a Canva Brand Kit.](#)

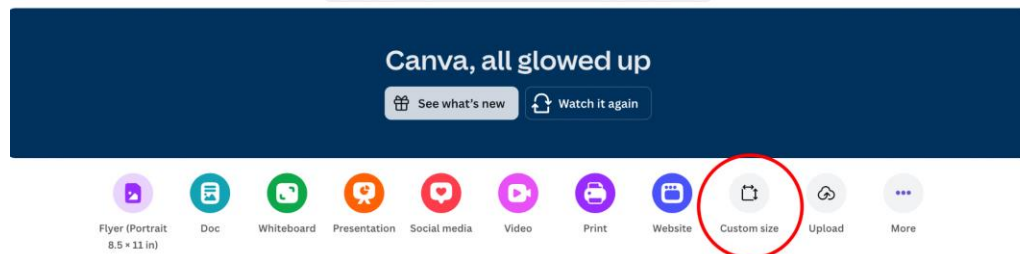
[Learn how to design using Canva Brand Templates.](#)

How to set up a custom size file

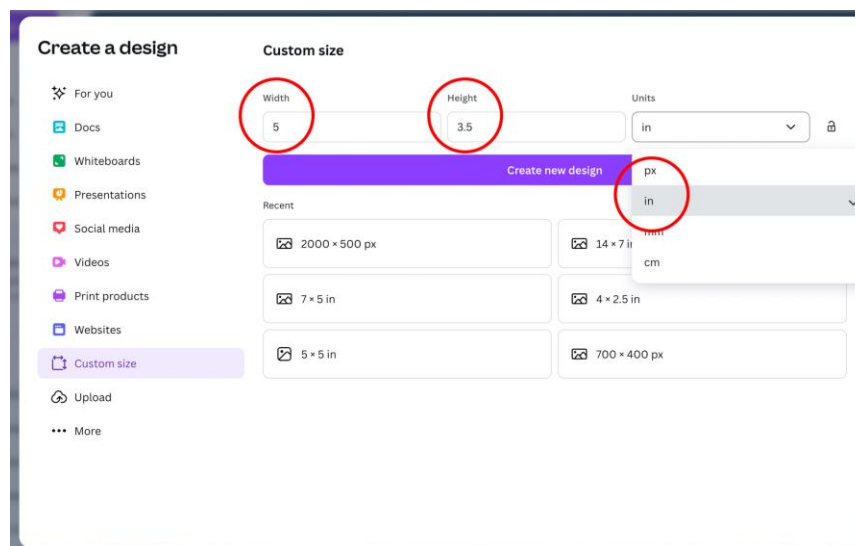
If you need a size different from the templates Canva offers, setting up a custom size is easy to do!

Important: The Copy Center requires **ALL** print files to be provided in the **exact dimensions** desired for the final print product, or your print request will not be accepted. (Do not set up multiple images on a letter-size PDF.)

1. Choose custom size from top navigation:



2. Define custom dimensions:



3. Learn how to quickly resize to a custom size with Canva's [Magic Resize](#).

Print-ready file requirements

If you intend to print your Canva artwork, it's important to adhere to the following print requirements.

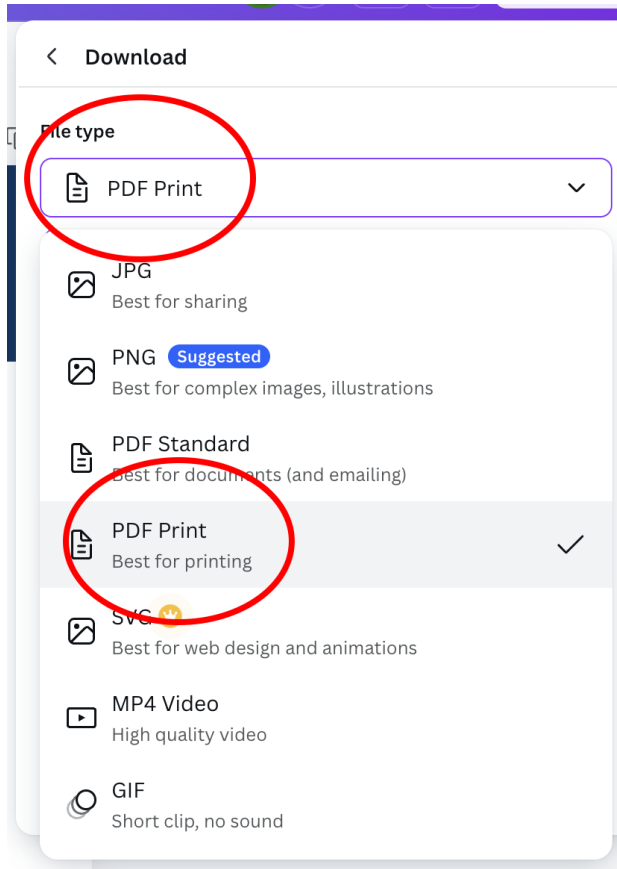
Important: The Copy Center requires print-ready files, or your print request will not be accepted.

1. If your artwork should print to the edge of the paper, **you must include a bleed**. (A bleed is printing that extends off the edge(s) of a printed piece.)

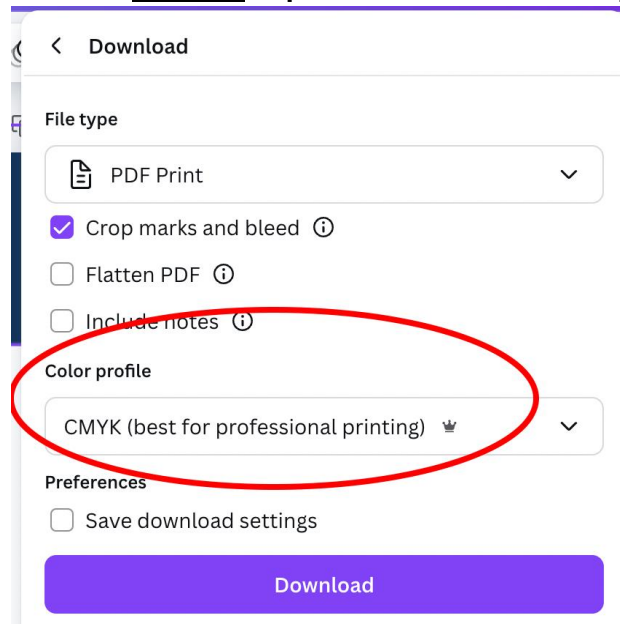
See example of how to bleed artwork off the edges of your frame:



2. Your file **must be exported as a PDF Print file**.

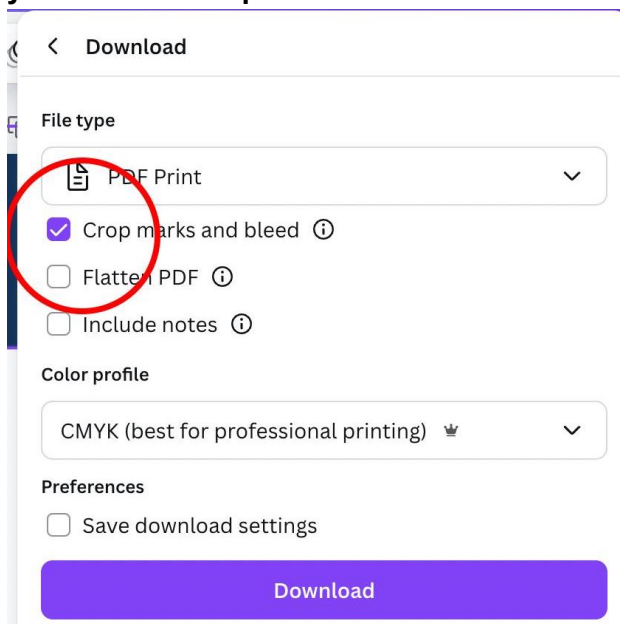


3. Your file **must be** exported in a CMYK color profile.



The screenshot shows the 'Download' settings in Canva. The 'File type' is set to 'PDF Print'. The 'Color profile' dropdown is set to 'CMYK (best for professional printing)' and is circled in red. Other options include 'Crop marks and bleed' (checked), 'Flatten PDF' (unchecked), and 'Include notes' (unchecked). A 'Download' button is at the bottom.

4. If your artwork should print to the edge of the paper, **you must be export your file with crop marks and bleed.**



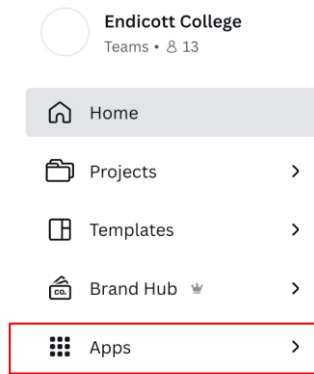
The screenshot shows the 'Download' settings in Canva. The 'File type' is set to 'PDF Print'. The 'Crop marks and bleed' checkbox is checked and circled in red. Other options include 'Flatten PDF' (unchecked) and 'Include notes' (unchecked). The 'Color profile' is set to 'CMYK (best for professional printing)'. A 'Download' button is at the bottom.

5. **All important artwork must appear within .25” of the outside margin of the frame.** Any content outside of the .25” is at risk of being trimmed off during the printing process.

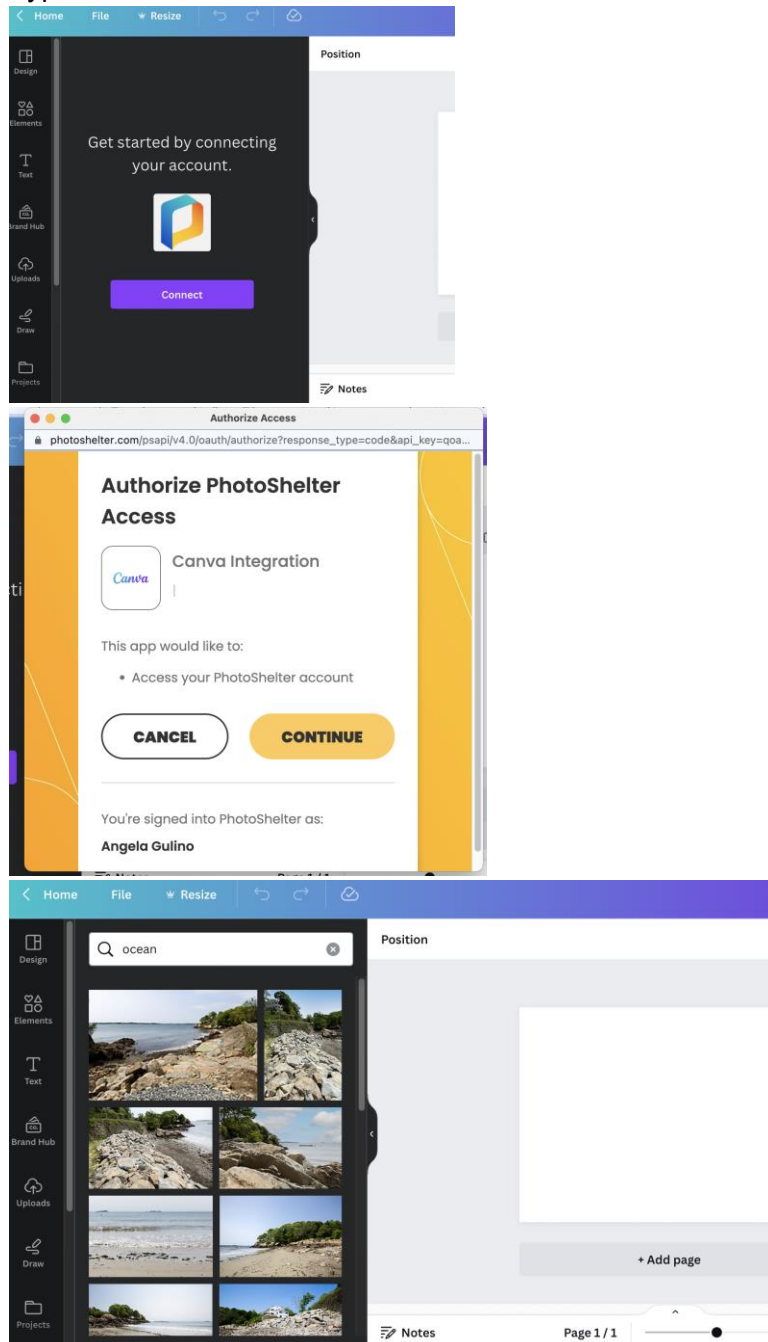
Where to obtain high-quality images for your Canva designs

- Endicott's Image Library
 - Access high-resolution images from Endicott's [image library](#).
 - Integrate Endicott's image library into your Canva Pro account:

■ Search for Apps



■ Type Photoshelter into the search field.



Note: Use your Endicott email address and password to log in.

- Photos that are saved from the internet are not typically high enough resolution for print—including many Google images. Please source high-resolution images via Canva's asset library and/or Endicott's image library to prevent production delays.

***Please note that artwork created in Canva (or other software) and ordered through the Fenway portal requires approval. CCM will review for production and brand accuracy; however, all images and content accuracy are the responsibility of the ordering department.**