The Editor’s Guide
Design with Canva Pro

Utilizing Canva Pro for Your Newsletters

Design with Canva Pro

Canva Pro makes it easy to create stunning designs for your print publications, social media, website, and more! Use this handy guide to learn about all the tools available.

Understanding Your Template

Whether you are using a self-created template or one designed by our creative team, the document you use for your bulletin or newsletter needs to contain the basic default settings for features such as page count, margins and ad placement.

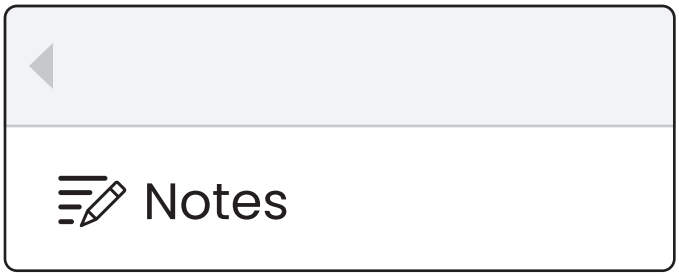
Initial settings for your Template are:
Paper size (8.5" x 11")
Margins (Left 0.38", Right 0.38", Top 0.38", Bottom 0.38")

Your margins are indicated by the purple frame on your template file. Please do not enlarge text frames outside of this 0.38" margin.

Ad Placement

Ad page placements are contracted with LPi. That means that the location and size of ad pages can not be moved or altered.

The **Notes** section of your Canva document (lower left) will include information as to the page number and size of ads for your document.



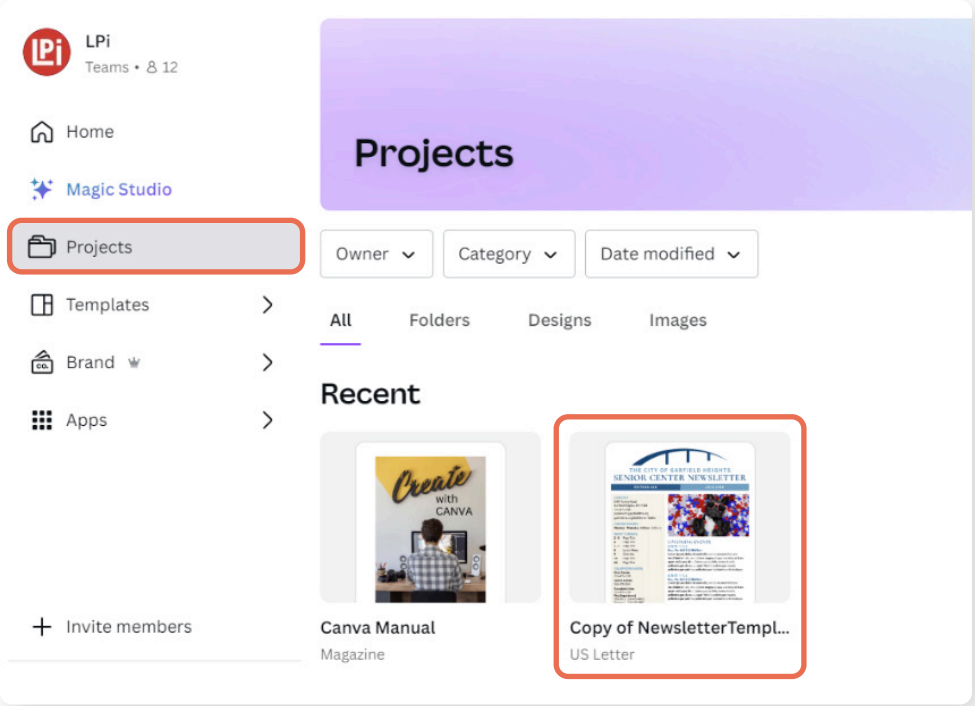
Ad Pages
No content may be placed in these areas and these areas cannot be moved.

Page 14 - Half Page of Ads
Page 15 - Full Page of Ads
Page 16 - Full Page of Ads

Getting Started

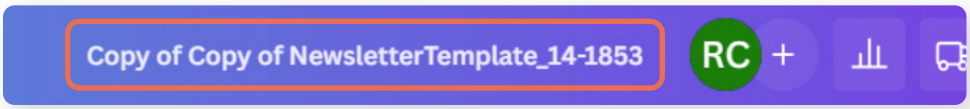
Projects

Your LPi newsletter template will be saved in the Project folder on Canva Pro.



After opening your project, click **File** - **Make a Copy** to leave your template unchanged and create a new, identical file.

On the Canva menu bar, the name of your new file will be "Copy of" (original file name).



Click your cursor there in the design name frame to rename the project (for example, month, year).

Menu Bar

The Canva menu bar is made up of the following features

Open Menu
Open Menu gives you quick access to recent projects and to the Home section of Canva.

File
The **File** feature will open a drop down list which includes
- create new design
- import files
- settings
- save
- make a copy
- download
- view comments
- find/replace text

Resize
This tool gives you the option to change the size of your design.

Editing
Dropdown that displays what design permissions you have.

Saving Status
Saving status is defaulted to all changes saved.

Design name
By default, new designs are named Untitled Design. You can also edit the name here.

Analytics
Displays metrics for views, links and social media.

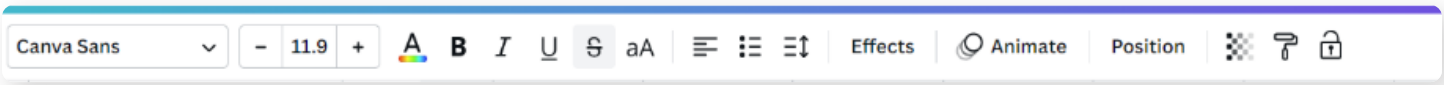
Comments
Provides a preview of comments made on the page.

Print with Canva
This is used to purchase print products from Canva, not from LPi. Do not use this option to print your newsletter.

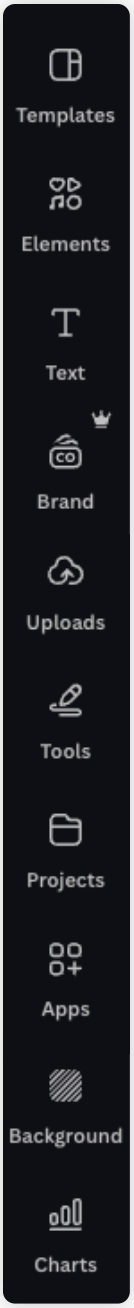
Share
You can share your design with team members so others can work on the same design. The **download** function allows you to choose different formats to dowload and save the design. You can **share** to social media and even create a QR code for your design.

Toolbar

Canva toolbar is located beneath the menu bar. The contents of the toolbar change depending upon which element you have selected.



The **text toolbar** displays options to change font, font size, font color, alignment, etc.
The **image toolbar** displays options to edit, flip, border styles and position.



Side Panel

Canva's side panel is located on the left side of the window

Templates has options for pre-built templates and styles. Users can easily drag and drop full page designs to update with their information.

Elements holds element options such as shapes, graphics, frames, charts, tables, etc. Users can also search by keyword for elements.

Text tab gives users access to new text boxes, text styles, and pre-designed text boxes that can be edited. Keyword search helps users choose fonts for headings, sub-headings and copy.

Brand is a collection of your organization's visual identity elements, like logos, brand colors, and fonts.

Uploads tab allows users to upload photos, videos and audio into the design. Recently used images are also saved on this tab for easy reuse.

The **Tools** tab on Canva's side panel houses pen, marker, highlighter, eraser and color board tools. The setting feature can be used for weight of each tool and to add transparency.

Projects provides easy access to saved designs, folders and images.

Apps includes links to helpful on line applications as well as charts, backgrounds, logos and more. Please note: some of the tools, especially backgrounds, may not be able to be altered to stay within the 0.38" margin requirement for your LPi document. Avoid placing elements outside the document margins.

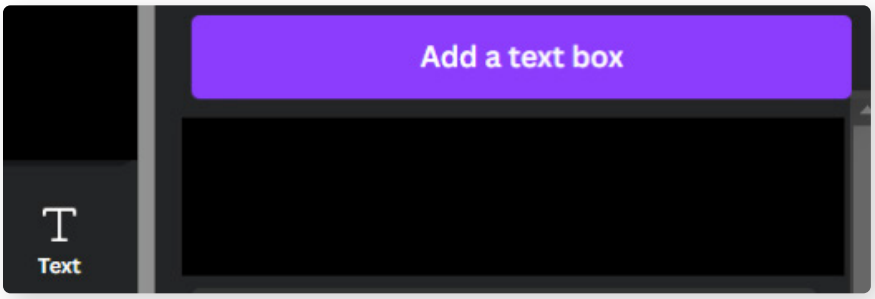
Background tool has categories of colors, textures, and images for background effects. Please note, some background options can not be resized to fit within the 0.38" margin required for your LPi document.

Charts lists different designs of charts including bar charts, line charts, dot charts and more.

All Things Text Related

Text Box

Located on the side panel, the **Text** tool gives users the option to add a text box.



Your paragraph text

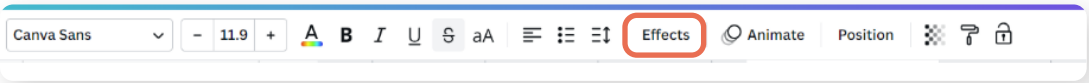
Rather than the user "drawing" a text box, Canva inserts a default box with the words "your paragraph text." Simply place your cursor in the frame to begin typing.

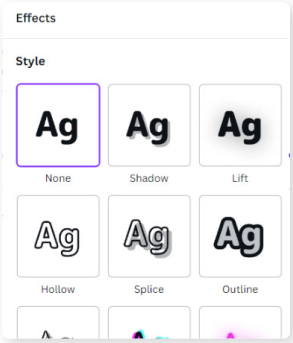
The white circles located around a text box are called handles. They are used for resizing and moving your text frame.

There are many ways to adjust your copy to fit a column or page:

- Delete and/or add hard returns (press Enter Key)
- Make the typeface smaller or larger
- Make the spacing between lines and/or characters smaller or larger
- Artwork can be added, deleted, or made smaller or larger

Effects





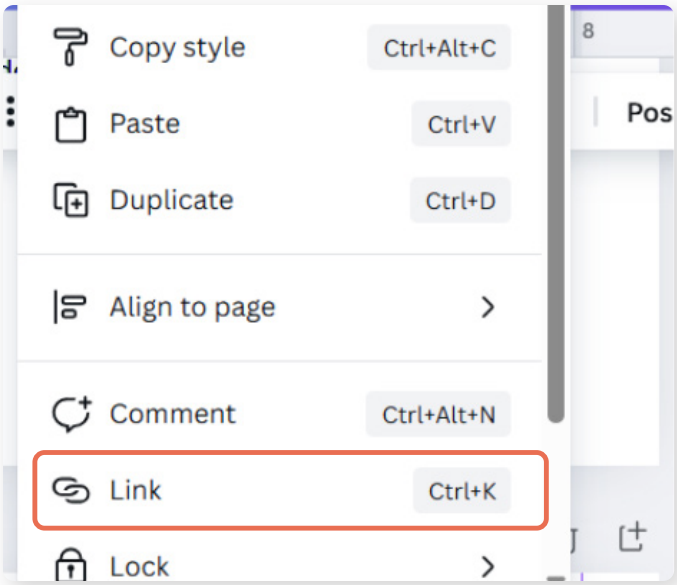
Effects are pre-designed and can be used to add shadows, lifts, outlines and more to your text.

Outline Effect

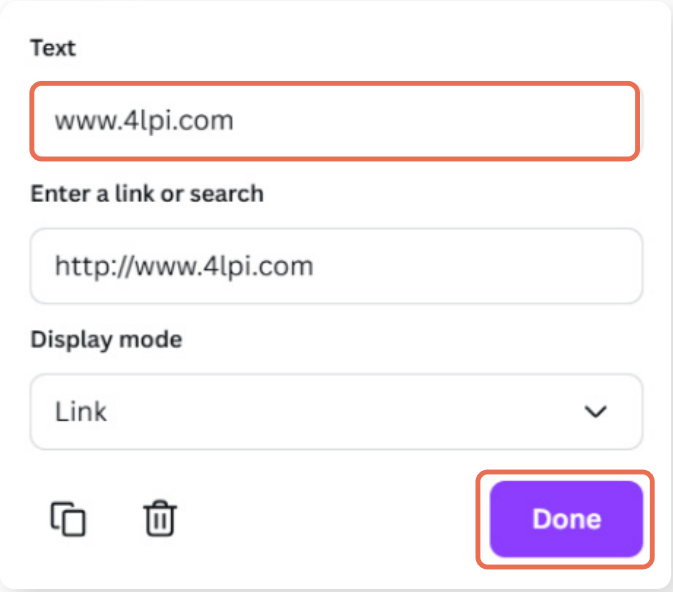
Adding Hyperlinks

To add a URL that will remain clickable after turning your Canva file into PDF, highlight the web address or email address and click the three dot tool for **More**.

Click **Link**

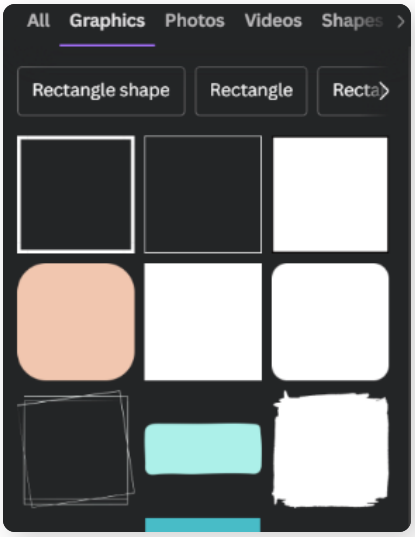


Type the URL and click **Done**.

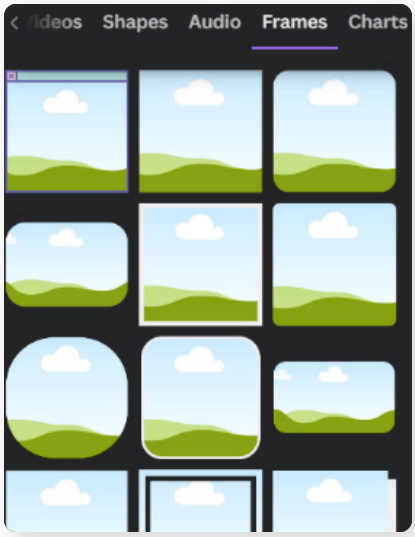


Text Borders and Frames

Canva Pro offers a large selection of border and frame options under the Elements tool on the Side Panel.



Graphic Borders

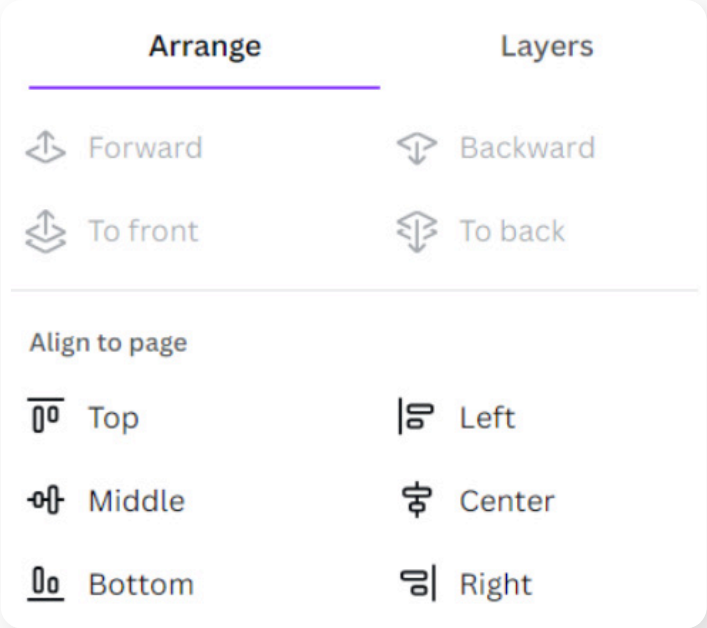


Frames

Photo Borders

Position

Arrange and **Layer** options can be found under the **Position** tool. Users can change between forward, backward, to front and to back options, as well as page position placement for text frames and elements.



Graphics

Uploads

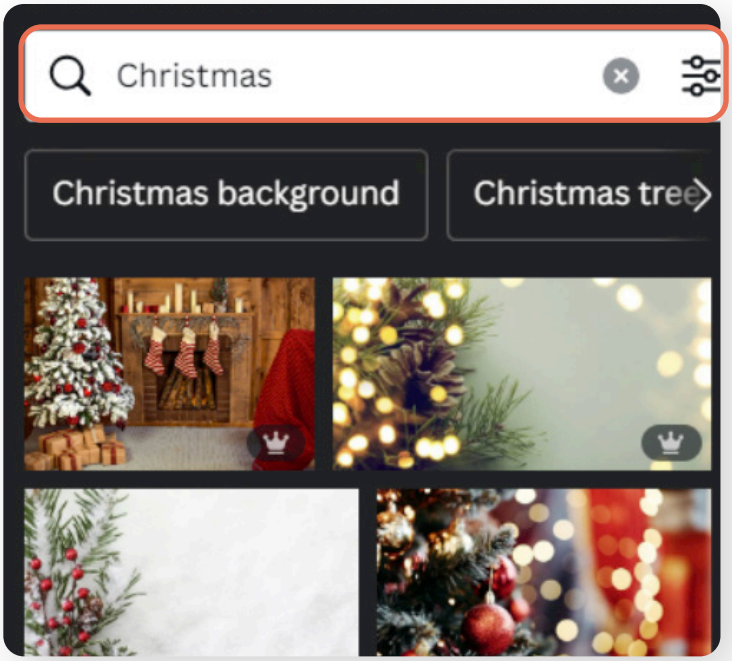
Save images and graphics on your computer in a place that you can remember. We recommend the Downloads folder or Pictures folder. Images that you can use include photographs of your community or graphics downloaded from LPi's WeCreate.

As an LPi customer, you have free access to the WeCreate library that contains thousands of graphics and images. When ready to place an image in your Canva document, click the **Uploads** tool on the Side Panel. From here, you can access recently used images or click **Upload Files** to access the directories on your computer.

NOTE: Do not use images from the internet that have copyrights or trademarks.

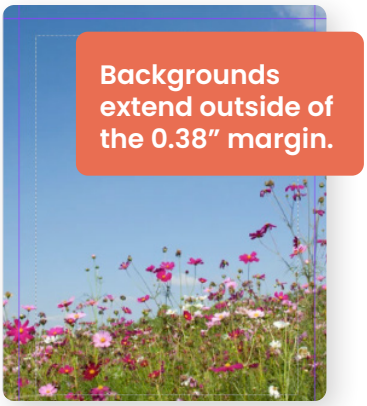
Photos

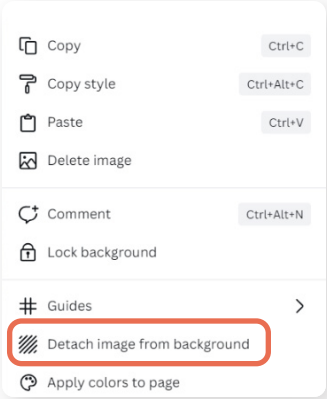
Canva's **Photo** option allows users to choose from trending images, recommendations, recently used and also search a vast photo database by keyword.

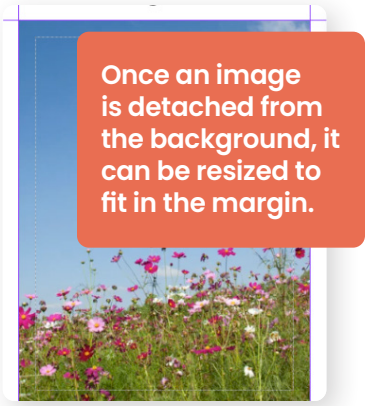


Background

Canva Pro has a great variety of backgrounds to use. Keep in mind that when you pull a background onto your document page, it bleeds outside of the 0.38” margins on your bulletin/newsletter page. Right-click to detach image from the background and resize.

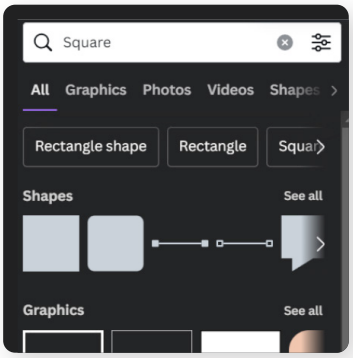




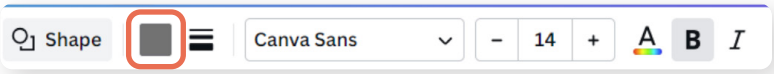


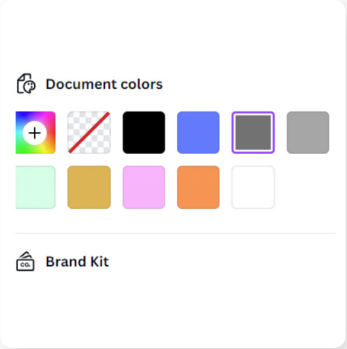
Shading

To achieve a frame with a color behind it, first insert a shape from the Elements section on the Side Panel.



Square shape with default gray shape

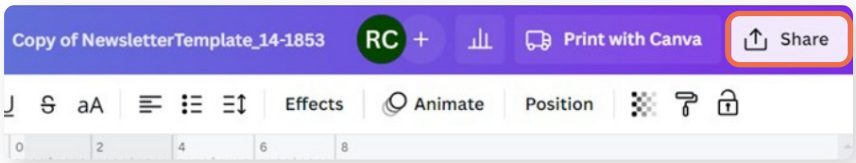




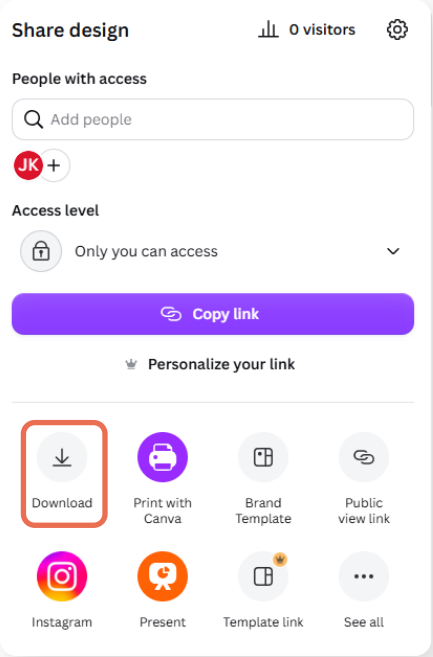
Square shape with orange shade

Creating your PDF for Printing

From the Canva document, click **Share** in the upper right corner.

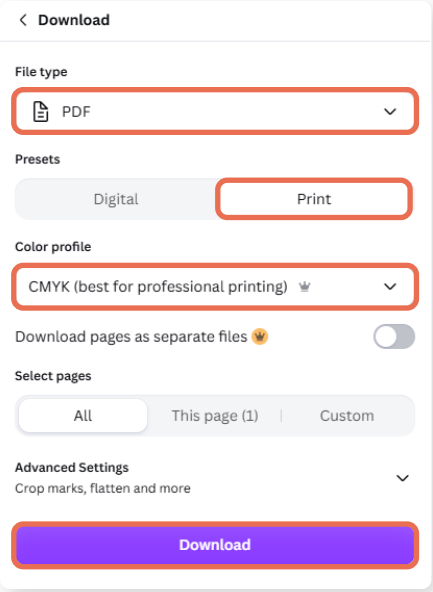


Click **Download**.

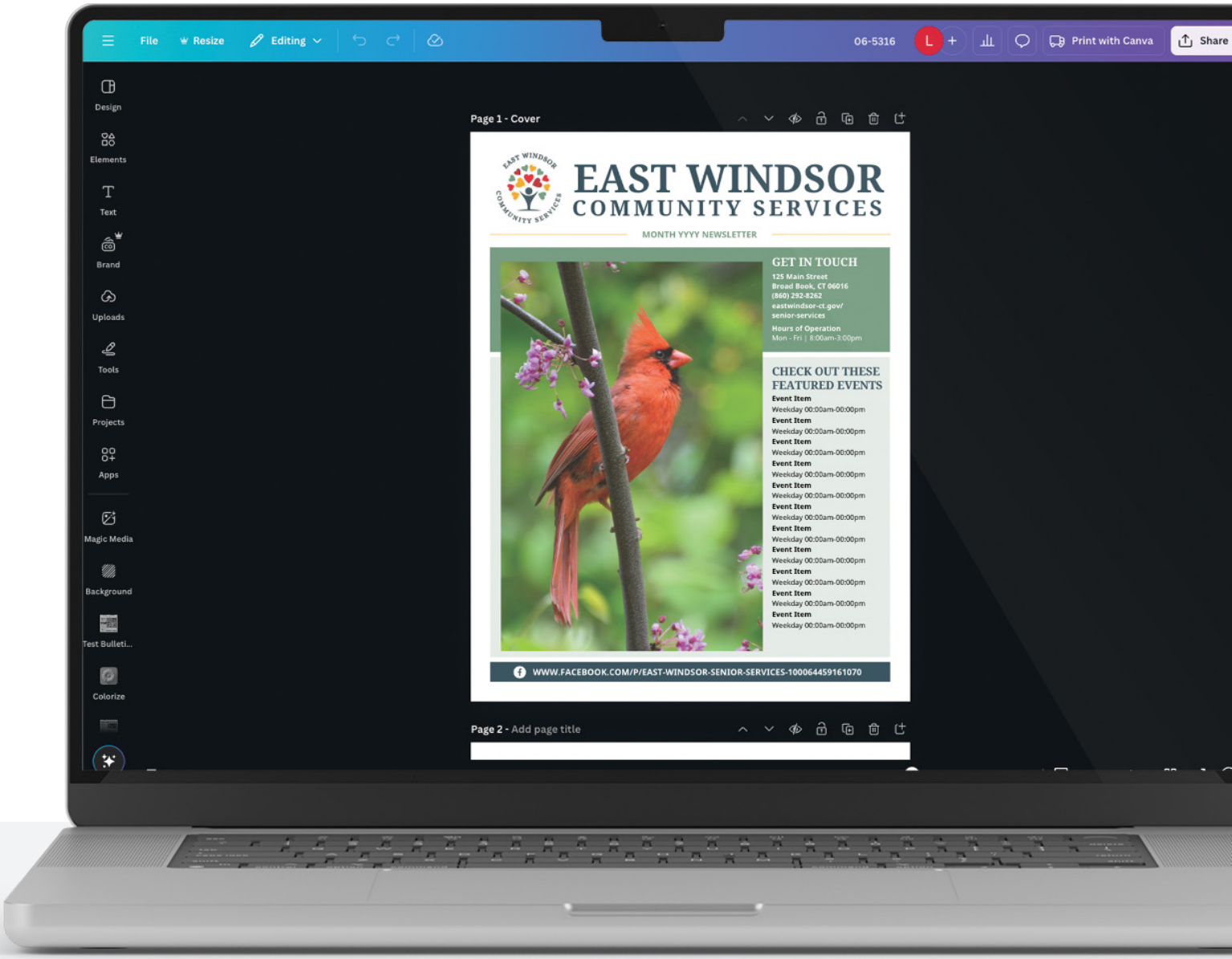


Change file type to **PDF Print**, change color profile to **CMYK**.

Click **Download** and save your file to your computer.



Your document is now ready to be uploaded to LPiExpress.



Questions?

Visit lpicommunities.com/canva-support for more information.

Reach out to Customer Support
(800) 950-9952 x2200

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