



**PennState**  
College of the Liberal Arts

# LIBERAL ARTS ALL-COMM

## CANVA

[www.canva.com](http://www.canva.com)

Please contact Kathy Swidwa at [kea5102@psu.edu](mailto:kea5102@psu.edu)  
for the login information.

All communications reps in the College of the Liberal Arts have access to our shared Canva account.

### Brand Colors

The three Penn State color palettes are the default color palettes you'll find when creating graphics in Canva. We've also included undergraduate and alumni color palettes that we encourage you to use when creating materials for those audiences. You may create your own color palette in the Brand Kit for your unit but only if you use colors from the Penn State color palettes.

### Brand Fonts

Our default fonts are Roboto Slab for headings and Open Sans for sub-headings and body text. These should be the only fonts that you use.

### Logos

When you're creating a design, you can click on the Logos folder on the left side to view our various word mark options. We've added the Liberal Arts mark and Penn State mark in regular and reverse. We've also included a few graphic elements from the Penn State Brand Book. You're welcome to incorporate them into your designs, but only use one per design. To make sure you're using these graphics correctly, visit <https://brand.psu.edu/graphics-toolkit.html>.

### Folders

In order to keep all of our designs organized, ***please create a folder for your unit, and save all your designs in that folder.***

### Templates

The Office of Strategic Communications will continually add templates to the TEMPLATES folders, which can be found on the left-hand side of the homepage. Please do not add your own designs to our TEMPLATES folders, and do not alter or remove any of the designs in our TEMPLATES folders.

**All handouts and Powerpoints from today are available on our website:  
[sites.psu.edu/liberalartscommunications/](https://sites.psu.edu/liberalartscommunications/)**

## **Templates (continued)**

To use one of our templates, click on the TEMPLATES folder and hover your mouse over the upper right-hand corner of the design you would like to use. Three dots will appear. Click on them and then click on Make a Copy. A new tab will open in your browser with a copy of that design. Change the name of the document in the upper right-hand corner, and then start editing.

Canva also provides hundreds of templates that you are welcome to use. Those are different from the TEMPLATES that we've created.

## **Creating a Design**

If you decide not to use one of our TEMPLATES, you can create a design from scratch. First, decide on the size of your design. You can type in your custom dimensions, or you can choose one of Canva's pre-sized designs. Once you click on the design size you'd like, a new tab will open, and you'll see a variety of template options on the left-hand side of your screen.

## **Uploads**

When you're creating a design, you might want to insert a photo that you've saved on your desktop. In order to do that, click on the Uploads folder on the left-hand side of your screen. All of the photos that have been uploaded to our shared account will appear there. To add your own photo, click Upload an Image at the top of the page, and find your image on your desktop. After the image uploads, you can drag it onto your design. You can resize, crop, add a filter, or change the transparency of your image.

## **Photos**

As you look through the Folders, you'll see we've added a few Photo Folders. You are welcome to use any of the photos in those folders as long as it adds value to your design. Canva also has a number of free photos and graphics you can use. To browse or search through those photos, click on Photos in the upper left-hand corner of your screen. You can use any of those photos, but please try to avoid photos that are obviously stock photos. We want photos to add value to our designs.

## **Elements**

If you click on Elements in the upper left-hand corner of your screen while you're working on a design, you'll find a lot of customization options. You can add photo frames, charts, shapes, lines, illustrations, and more.

## **Printing**

Canva will occasionally promote their printing services. Because this is a shared account, no one is allowed to use Canva's printing services. You will have to download your designs and print them yourself.



CLA Strategic Communications

Create a design

Home

All your designs

Photos

Brand Kit

Design School

CLA Strategic Communications

Folders

Shared with you

GENERAL TEMPLATES

FESTIVAL TEMPLATES

COMMENCEMENT TEMPLATES

Career Enrichment Network

Digital Pedagogy and Scholarship

Alumni Relations and Development

Commencement Photos

Study Abroad Photos

Good Liberal Arts Photos

Internship Photos

Trash



Create a design



Canva Print



Poster



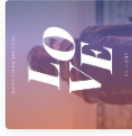
Presentation



Email Header



Flyer



Social Media



Facebook Cover



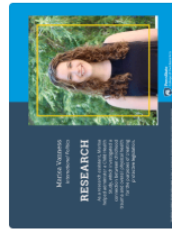
Facebook Post



Instagram Post

Custom dimensions

Your designs



Foam board posters 32x24 TEM...



CLA ba...



Alumni Spotlight Insta...



Alumni Spotlight TEMPLATE for email



Help ?

Click here to resize your design.

This is a handy tool for making social media graphics because you can resize your initial design for any social media platform.



Click here to download your design.

Pick PNG if you're using your design digitally and PDF Print if you're planning to print your design.



When you download a PNG file, you have the option to make the background transparent.

