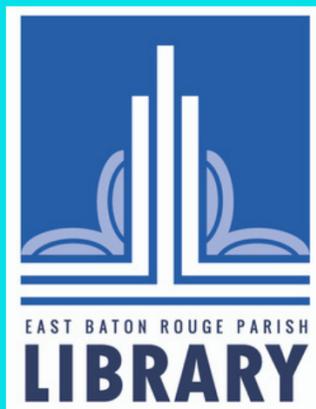


PUMP UP YOUR CANVA

BY: REBECCA HILL



What is Canva?

- Canva is a design platform that allows users to create marketing materials with pre-curated graphic design elements.
- The library has given each branch access to their own Canva account; ask your branch manager how to get access.
- With Canva Pro, users have access to a plethora of tools that can make the graphic design process easier than Adobe products.

Home Page

The image shows the Canva home page interface. On the left is a sidebar with navigation options: Home, Projects, Templates, Brand, Apps, and Dream Lab. The main header includes the Canva logo, a search bar, and user information for 'East Baton Rouge'.

Header: Canva logo, Search your content and Canva's, Settings, Notifications (2), User profile: East Baton Rouge, Rivercentercanva.

Primary Action: + Create a design

Star designs and folders: Star your most important items by selecting the star icon on a design or folder.

Recent designs:

- Pump Up Your Canva
- New Cards!
- Book bundle tags
- 2025 April Coloring Pag...
- Portrait 2025 flyers
- Buttons

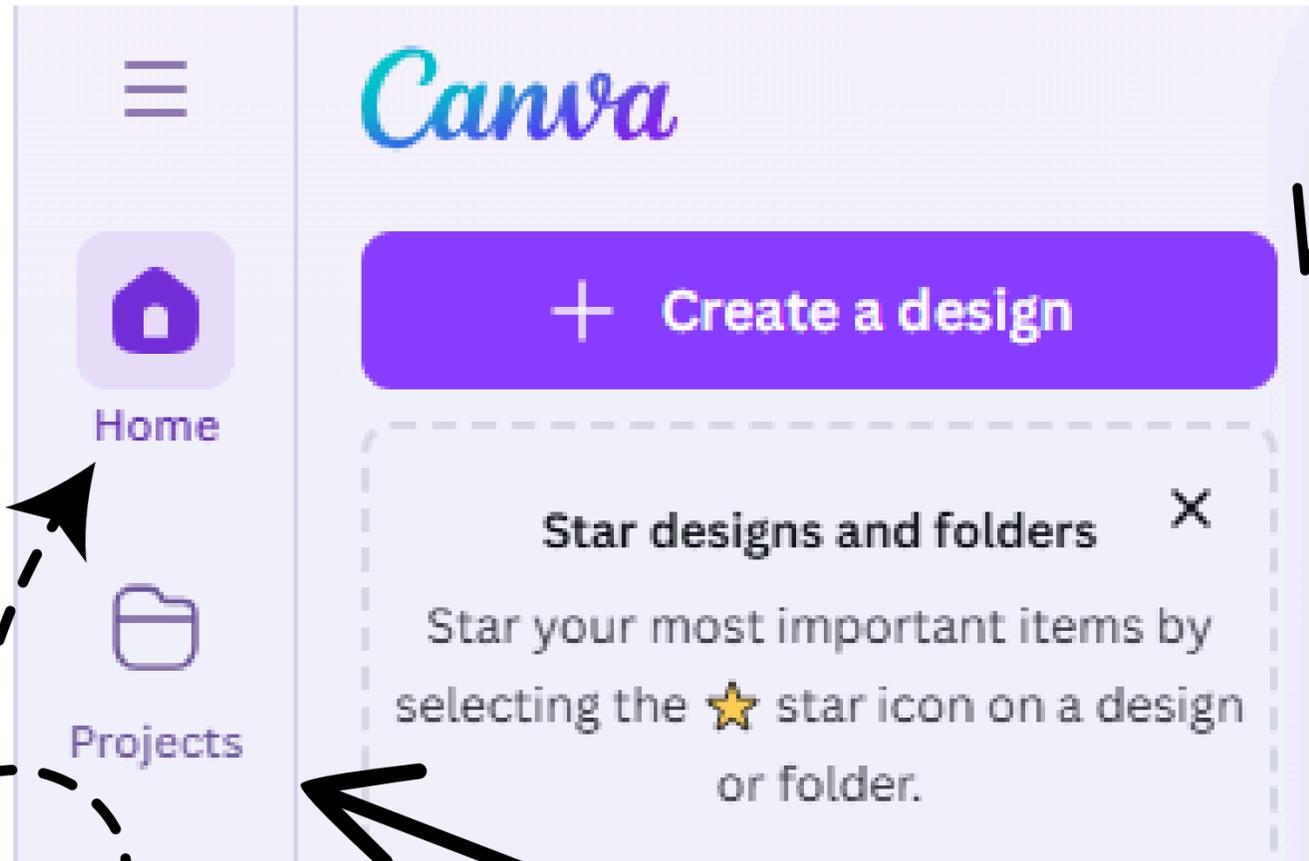
[See all](#)

Tools: Make me an image, Apply my brand, Remove backgrounds, Resize any design, Create an animation

Recent designs:

- Pump Up Your Canva:** Presentation • Edited 5 days ago
- New Cards!:** 11 x 8.5 in • Edited 19 hours ago
- Book bundle tags:** 11 x 8.5 in • Edited 18 hours ago
- 2025 April Coloring Pages:** Real Estate Flyer • Edited 2 days ago

Important Buttons



When you're ready to **create a design** click here

Click here when you want to access your **past projects**

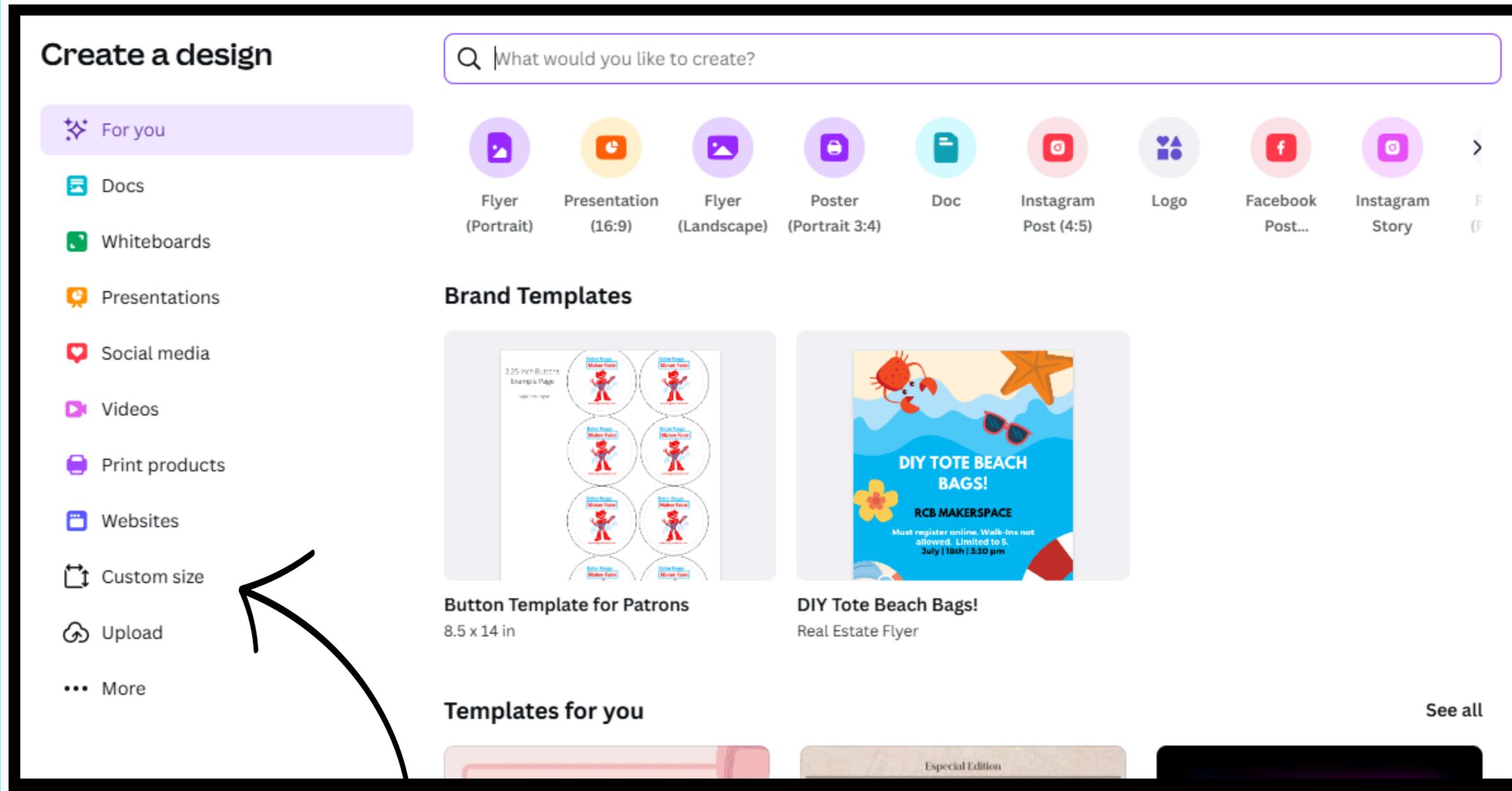
Click here when you want to go back to the **home page**

Projects

The screenshot shows the Canva interface. On the left is a sidebar with navigation icons for Home, Projects, Templates, Brand, Apps, and Dream Lab. The main area features a search bar at the top, a 'Projects' header with a folder icon, and a grid of project folders. The folders are organized into categories: All, Folders (selected), Designs, Brand Templates, and Images. The 'Folders' category is active, showing a grid of folders such as 'Uploads', 'RCB Children's', 'Makerspace Keep Files', 'h', 'RCB Makerspace', 'Seed Library Stamps', 'Brochures', and 'December 2022'. Each folder displays its name and the number of items it contains. A purple question mark icon is visible in the bottom right corner of the screenshot.

To find past projects, use the Projects icon on the Canva home page. Organizing your branch's projects into folders is a great way to stay organized and to find your files easier!

Creating a Design

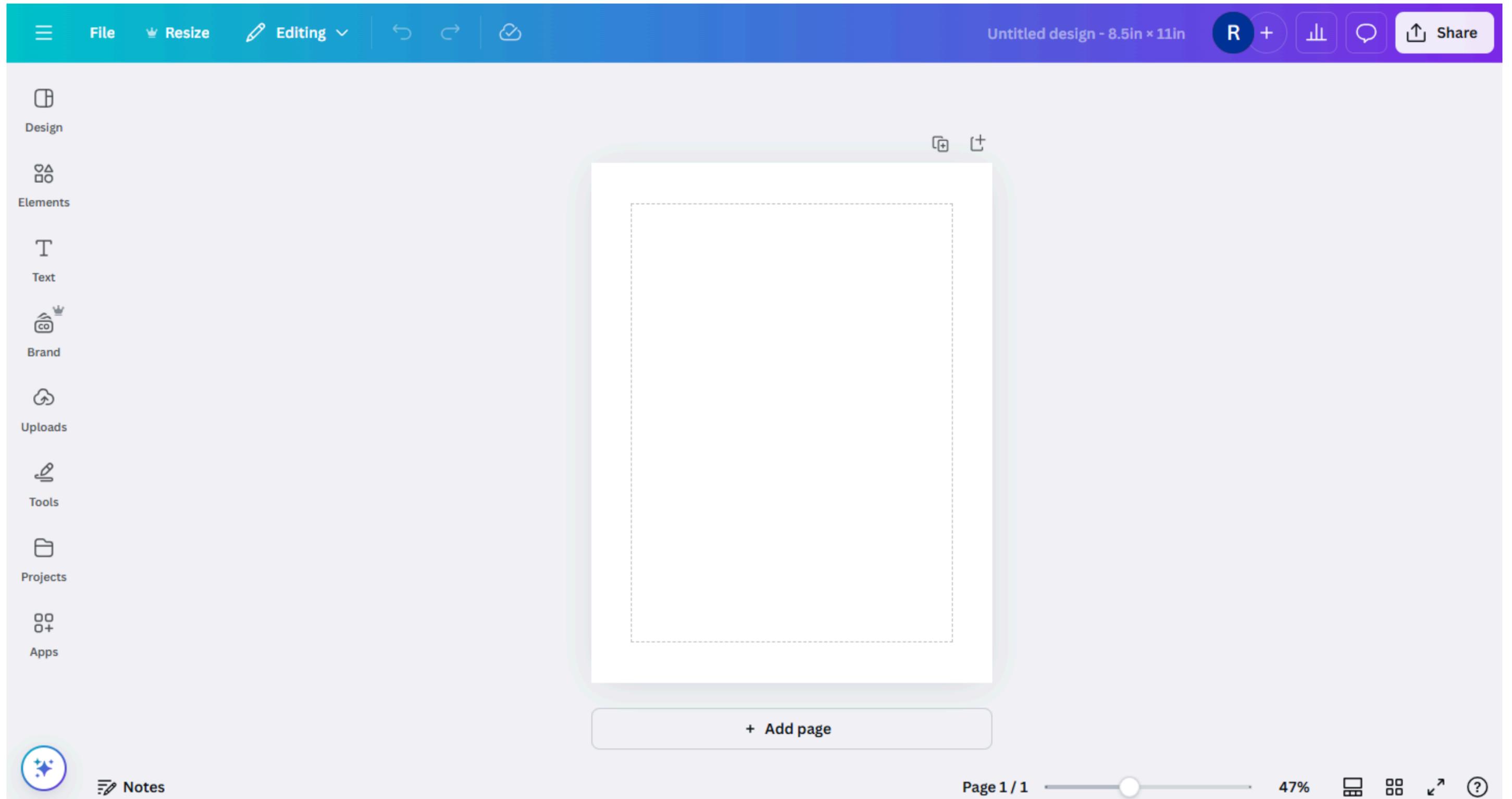


When you click “Create a Design” it will bring up this pop up menu.

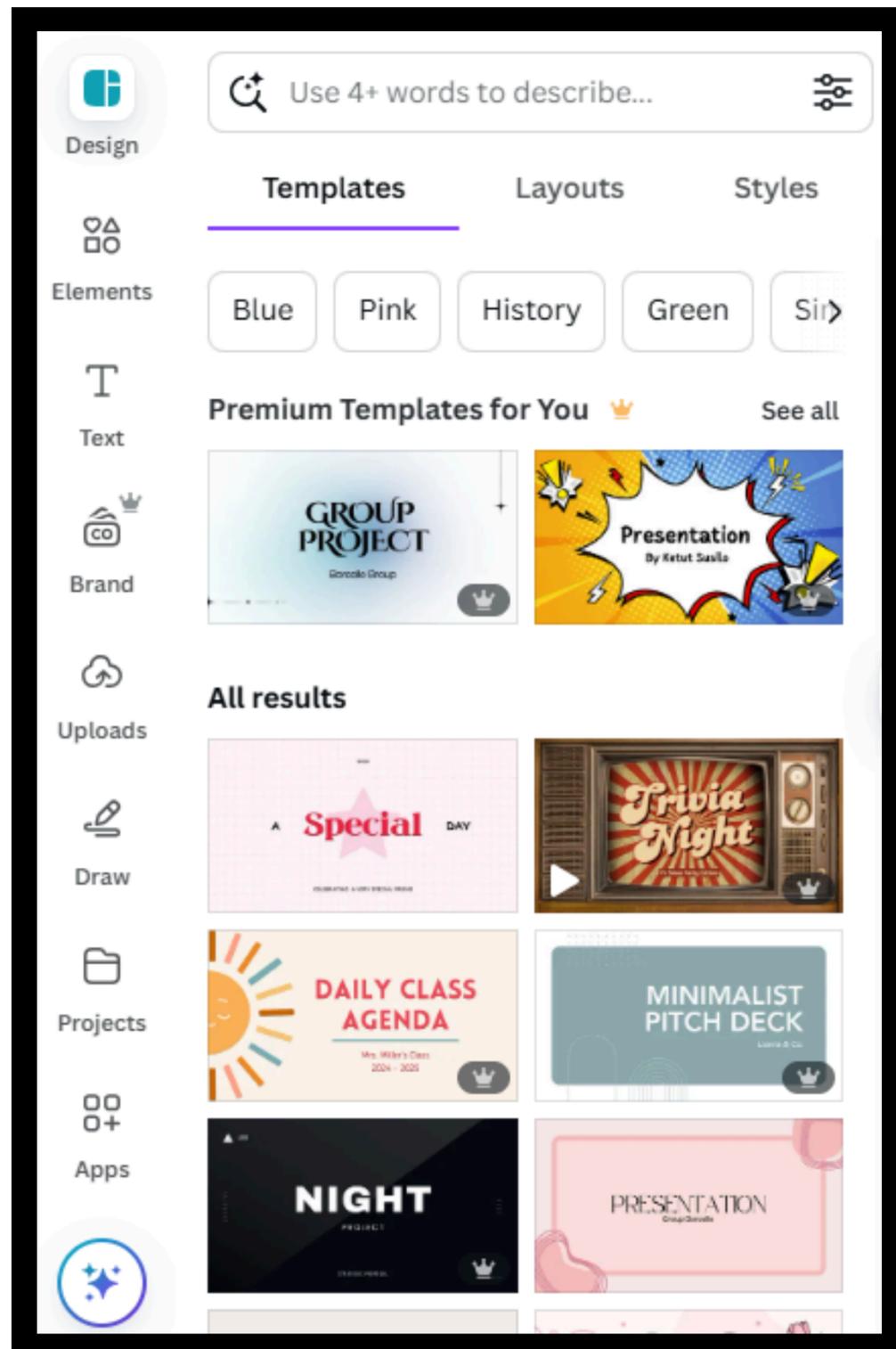
From here you can choose what kind of design you are trying to make.

If you know what size you would like, use the **Custom size** option in the left column

Design Page



Tools: Design

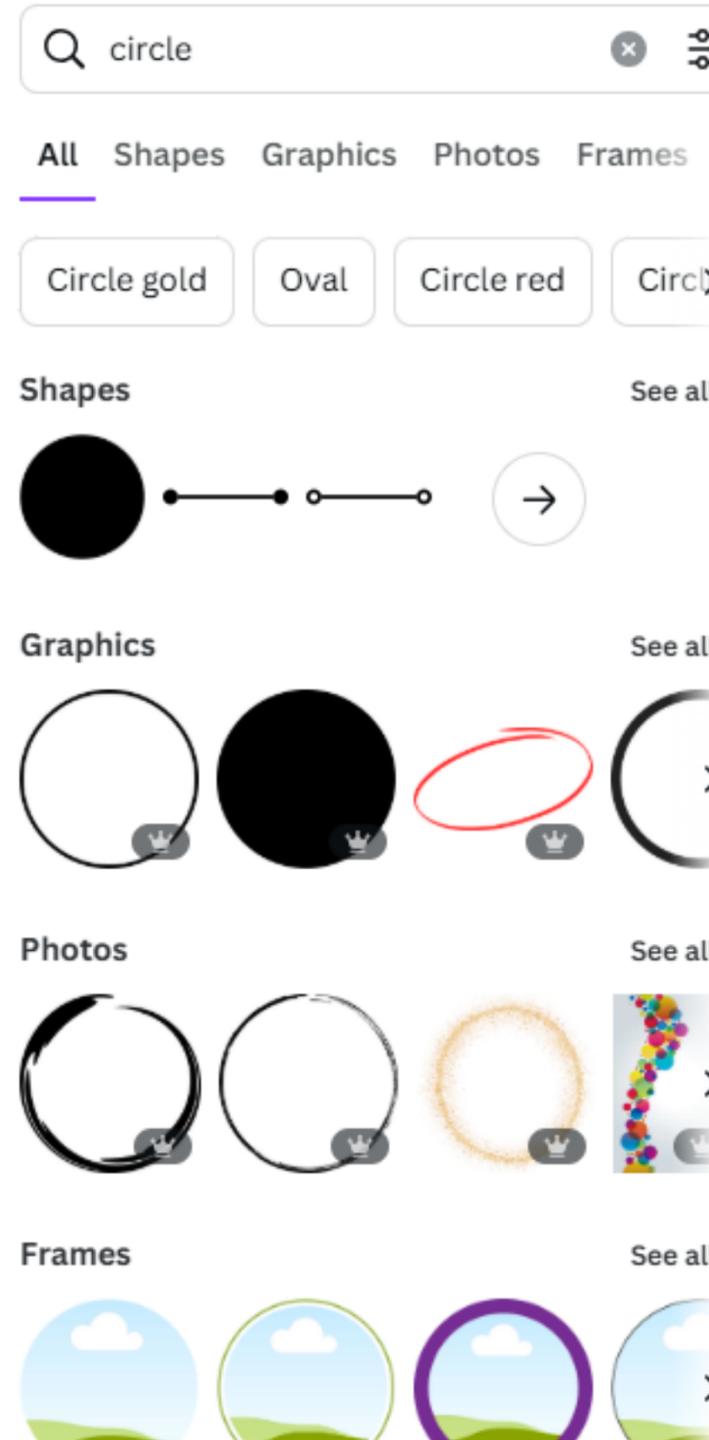
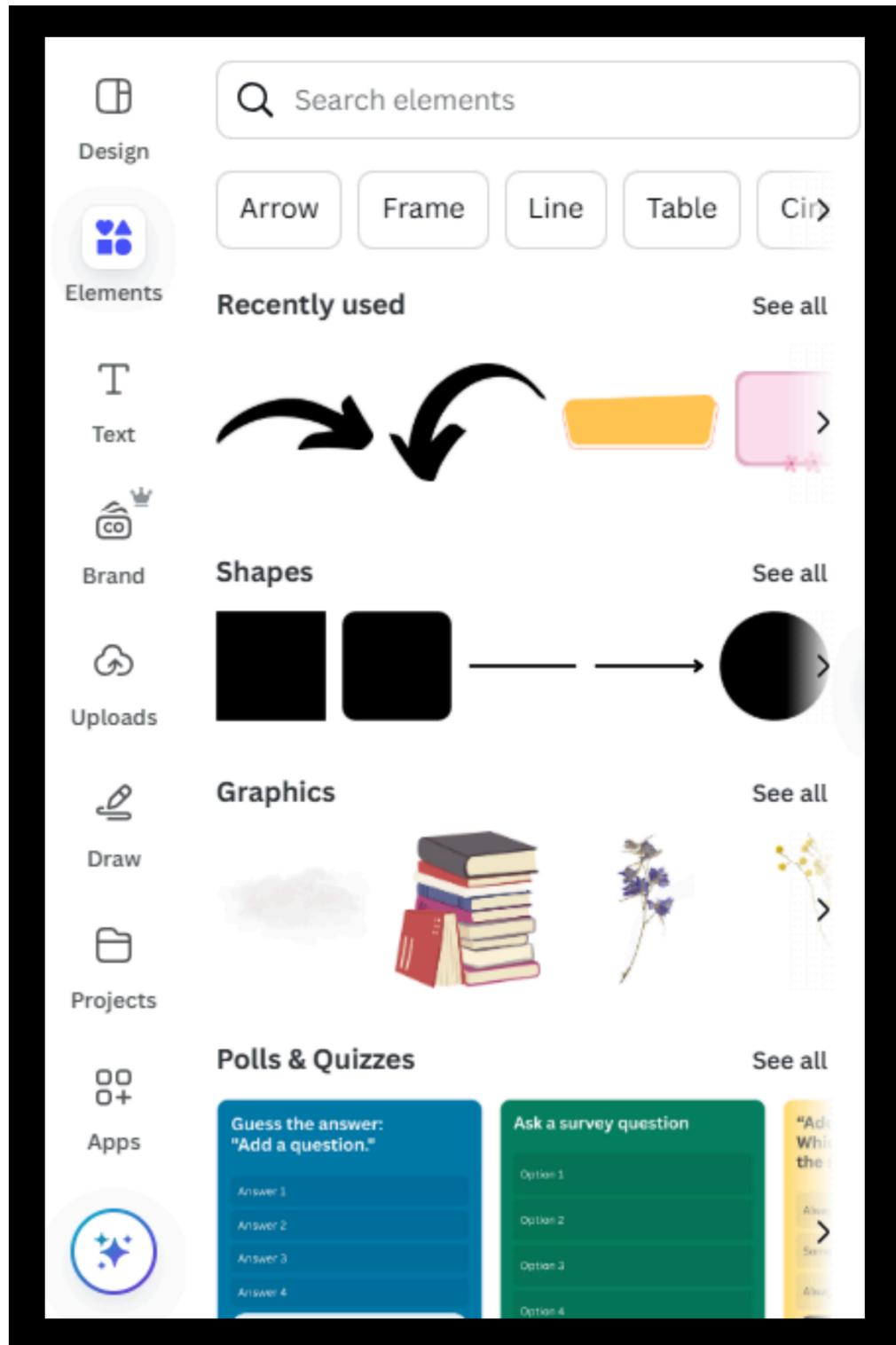


Design is a space that has premade templates that you can use with your Canva Pro account.

These are customizable so that you can start with a template and make it your own.

Use the search bar to type in the type of document you want to create such as a flyer, social media banner, calendar, etc.

Tools: Elements

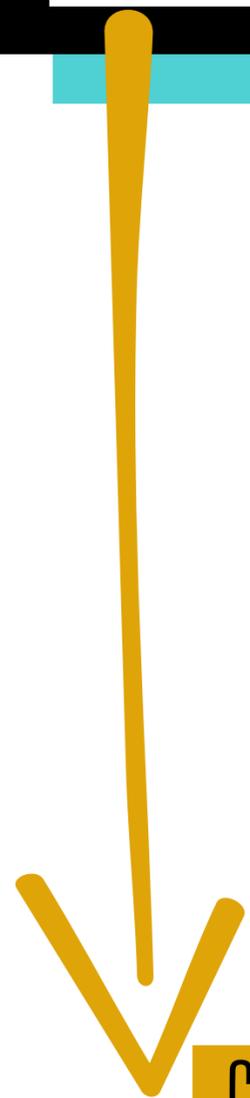
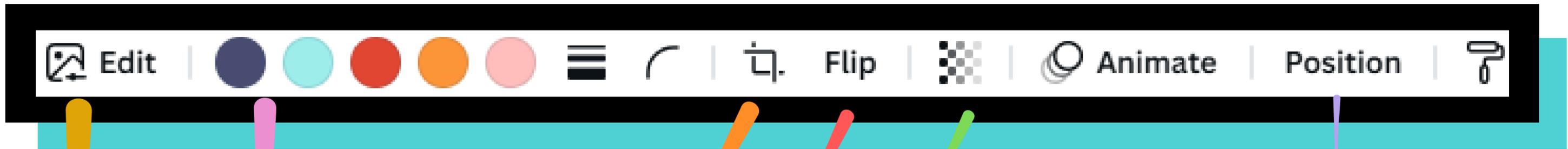


Elements is where you will find all kinds of items that you can add to your document.

You can find graphics, shapes, photos, frames (to insert photos into) and more!

Tools: Top Bar Options

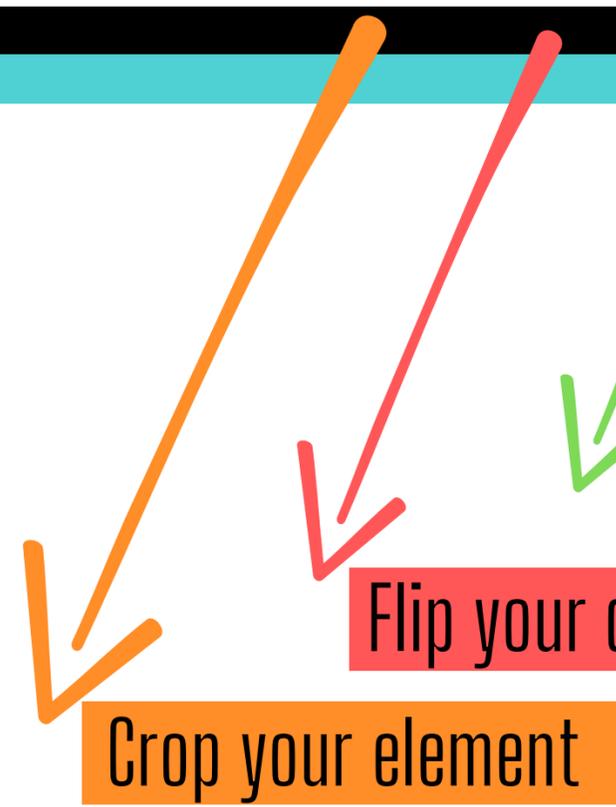
Elements Top Bar:



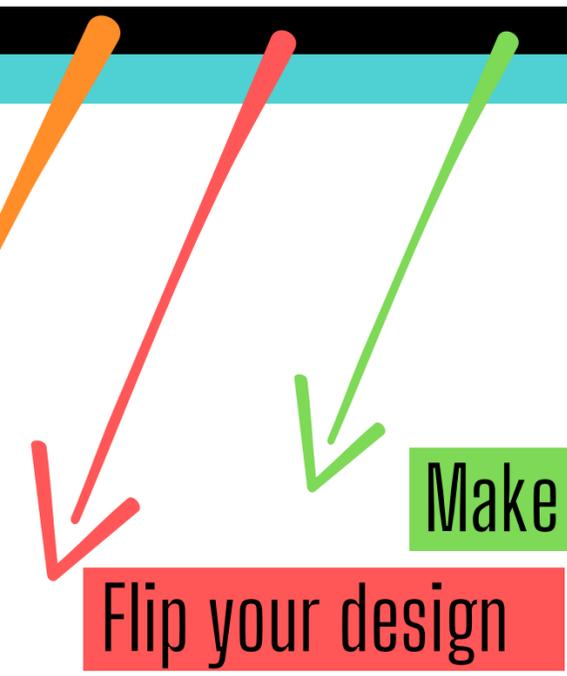
Click this to edit the look of your element from filters to effects



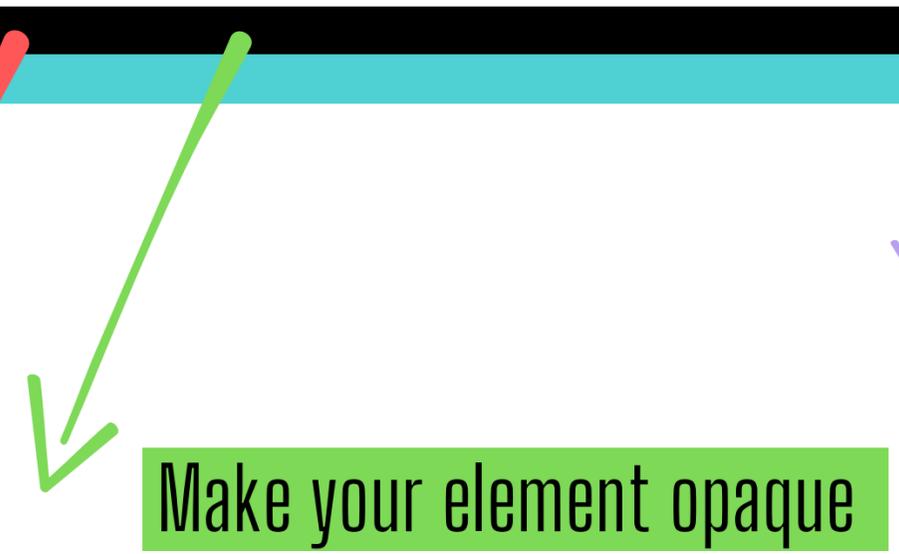
Change the color of your element



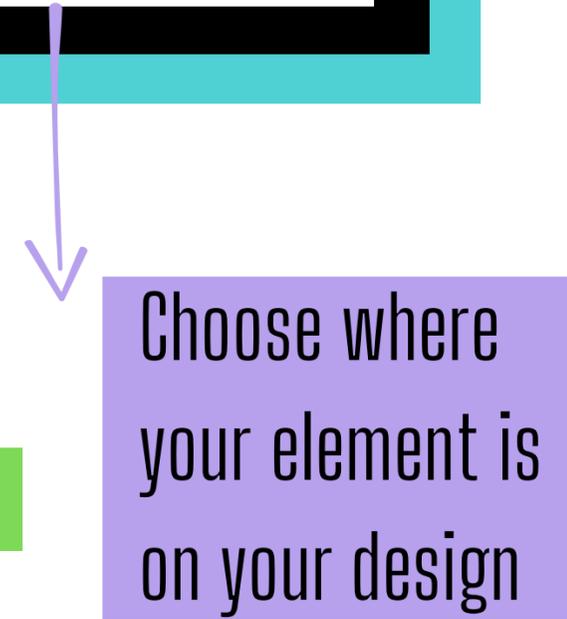
Crop your element



Flip your design

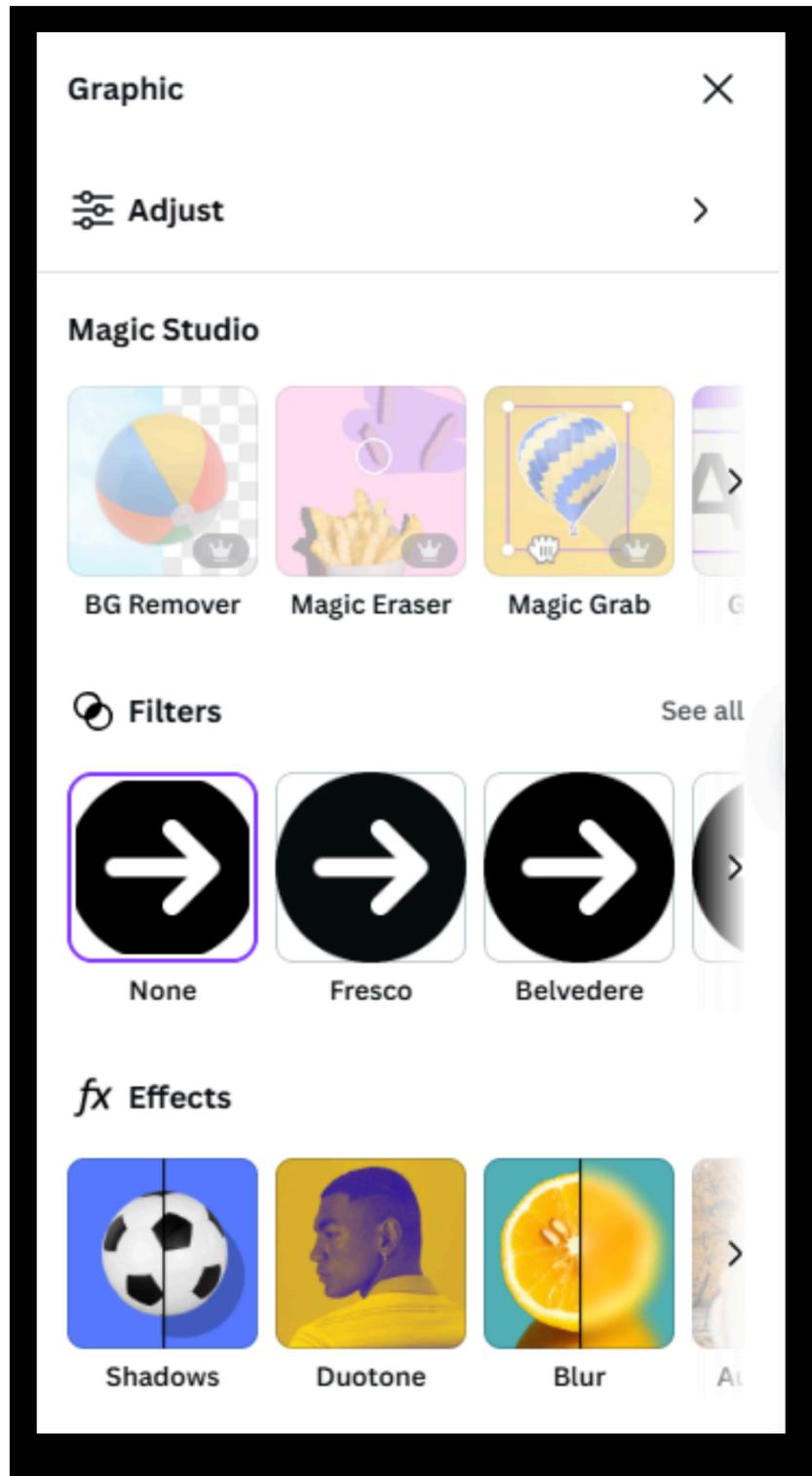


Make your element opaque



Choose where your element is on your design

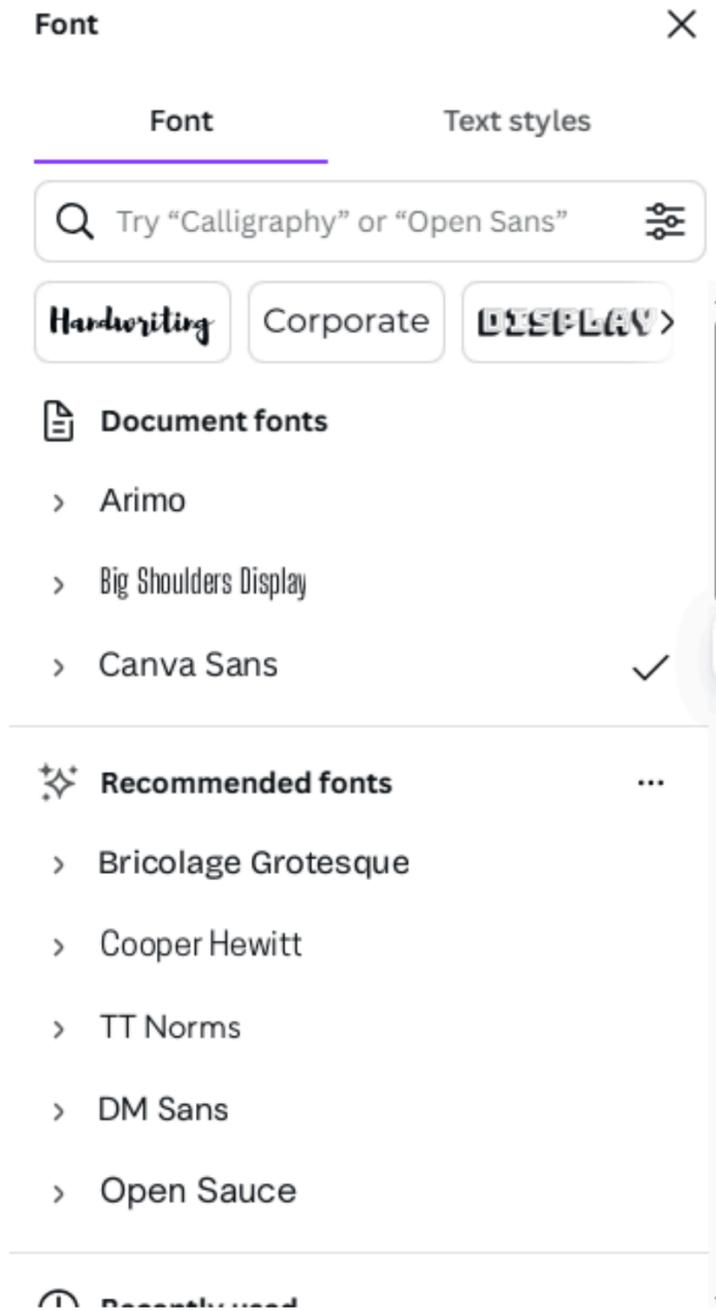
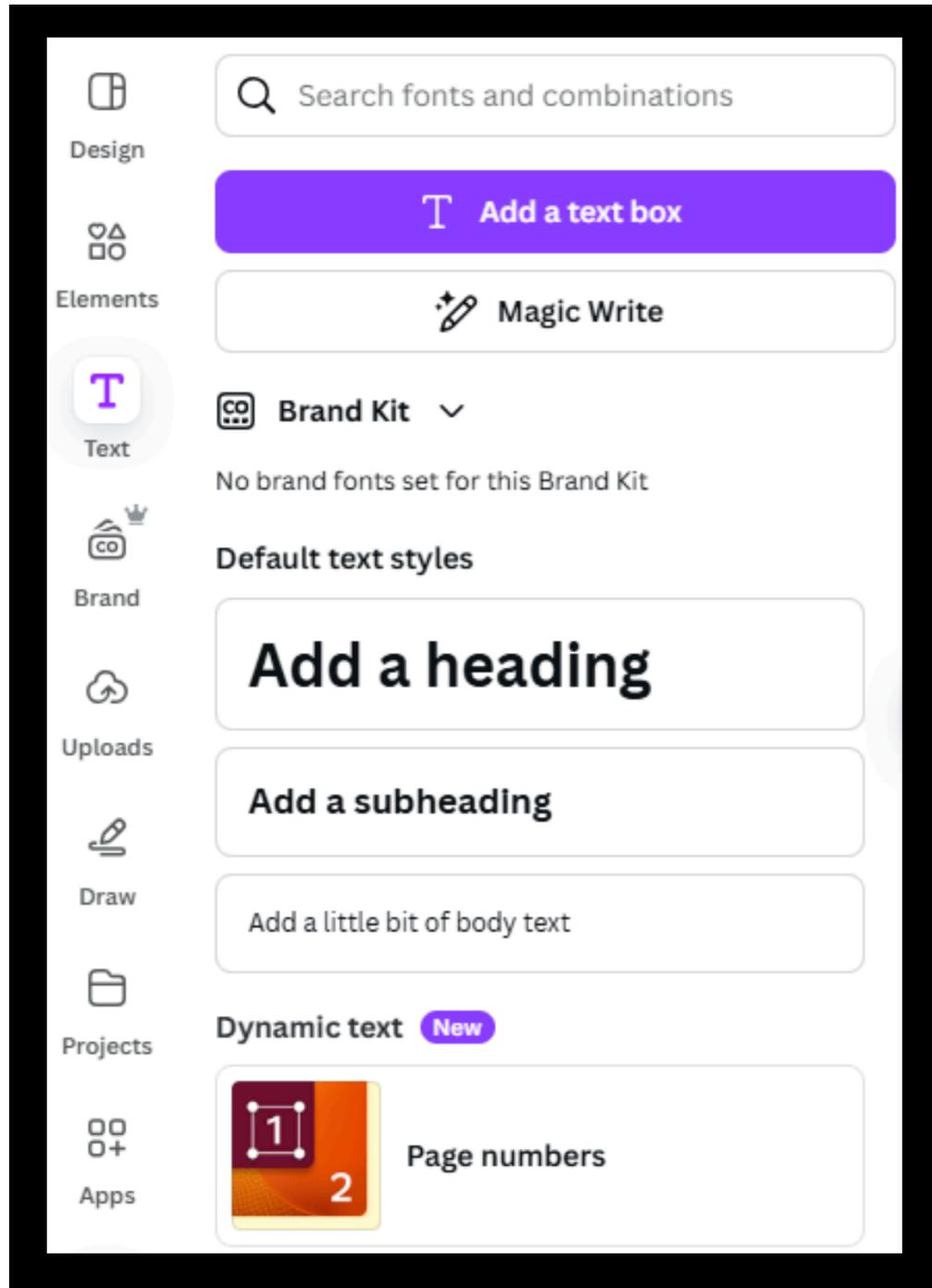
Tools: Top Bar Options



Graphic Effects is where you can make adjustments to your graphic elements.

The best way to figure out what each one does is to experiment!

Tools: Text

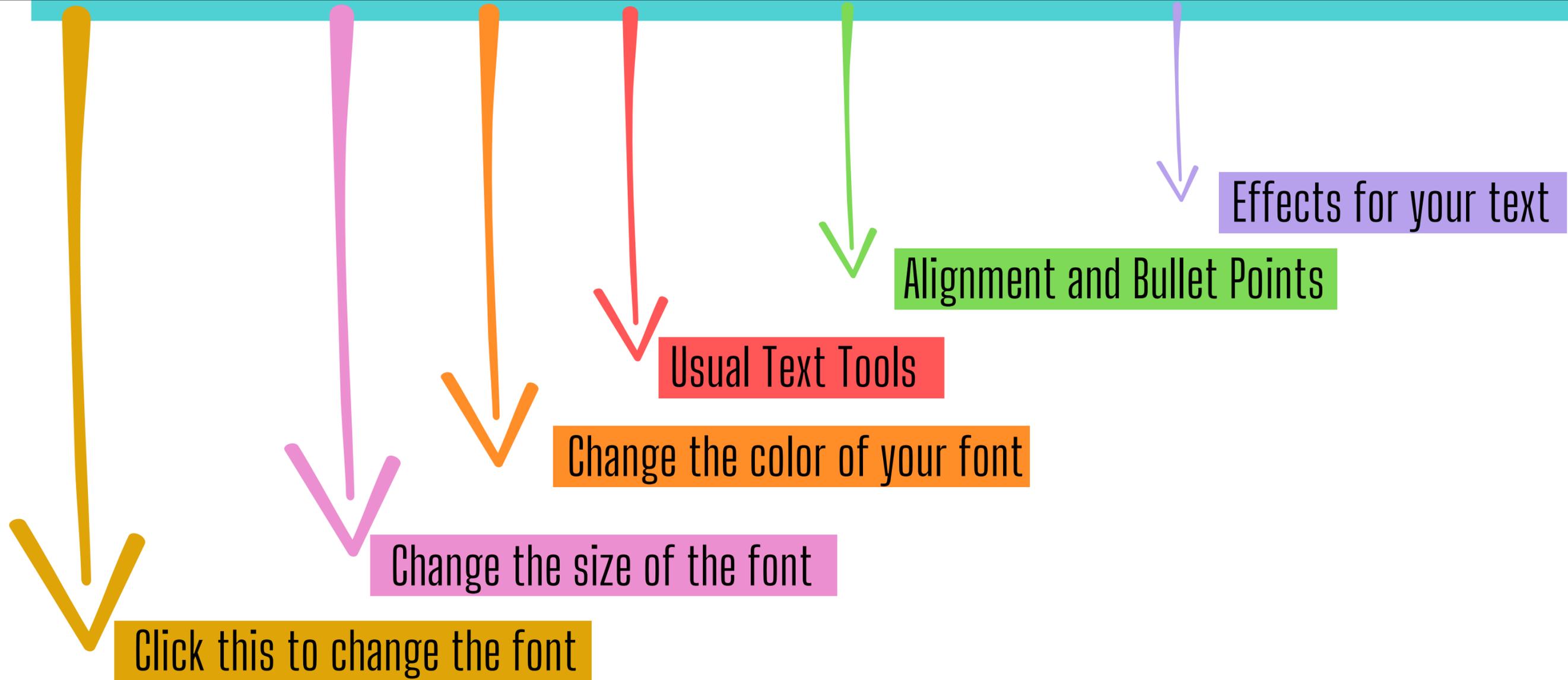


Text is where you can add and find custom text options.

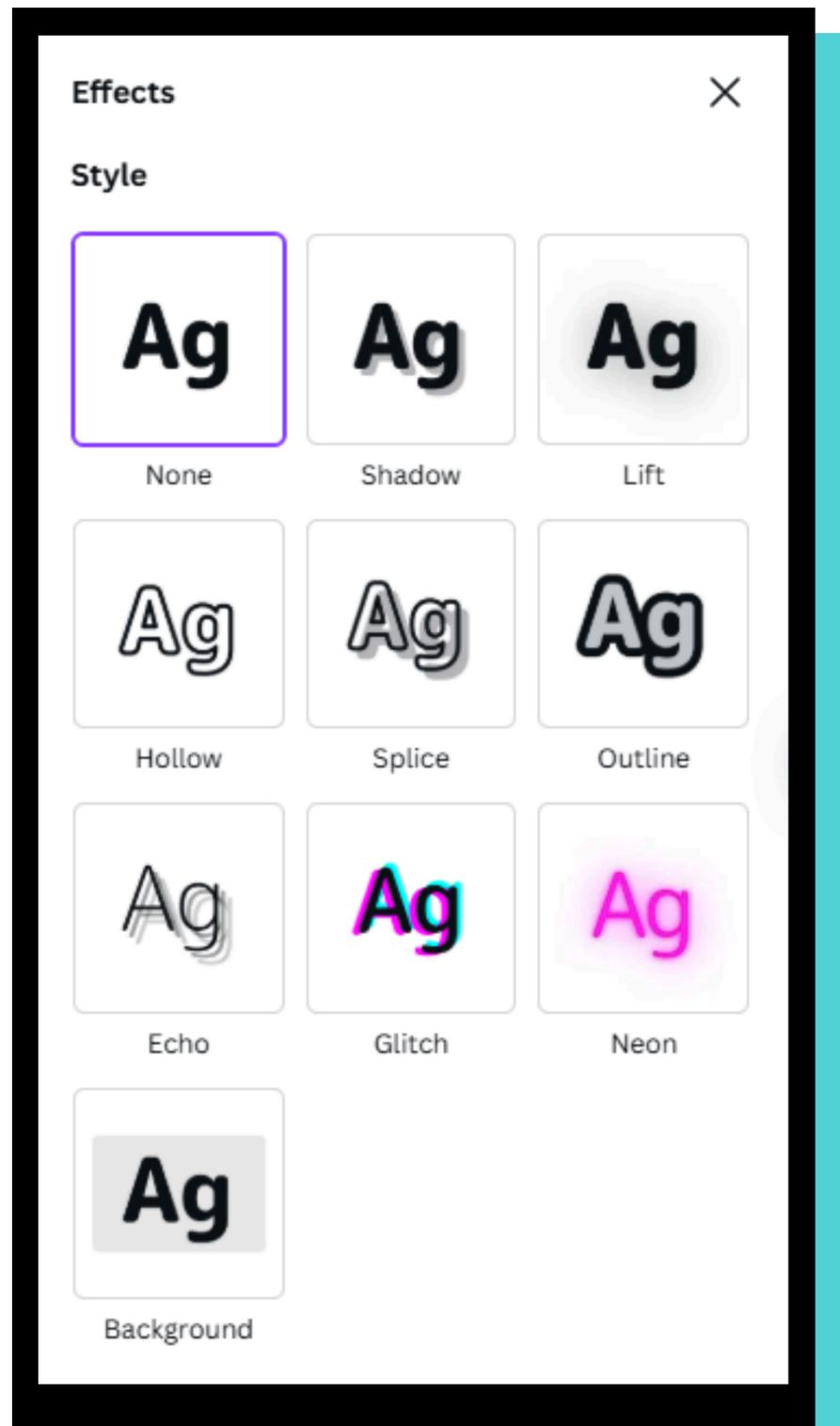
There are all types of fonts and effects that you can use to customize the words on your design!

Tools: Top Bar Options

Text Top Bar:



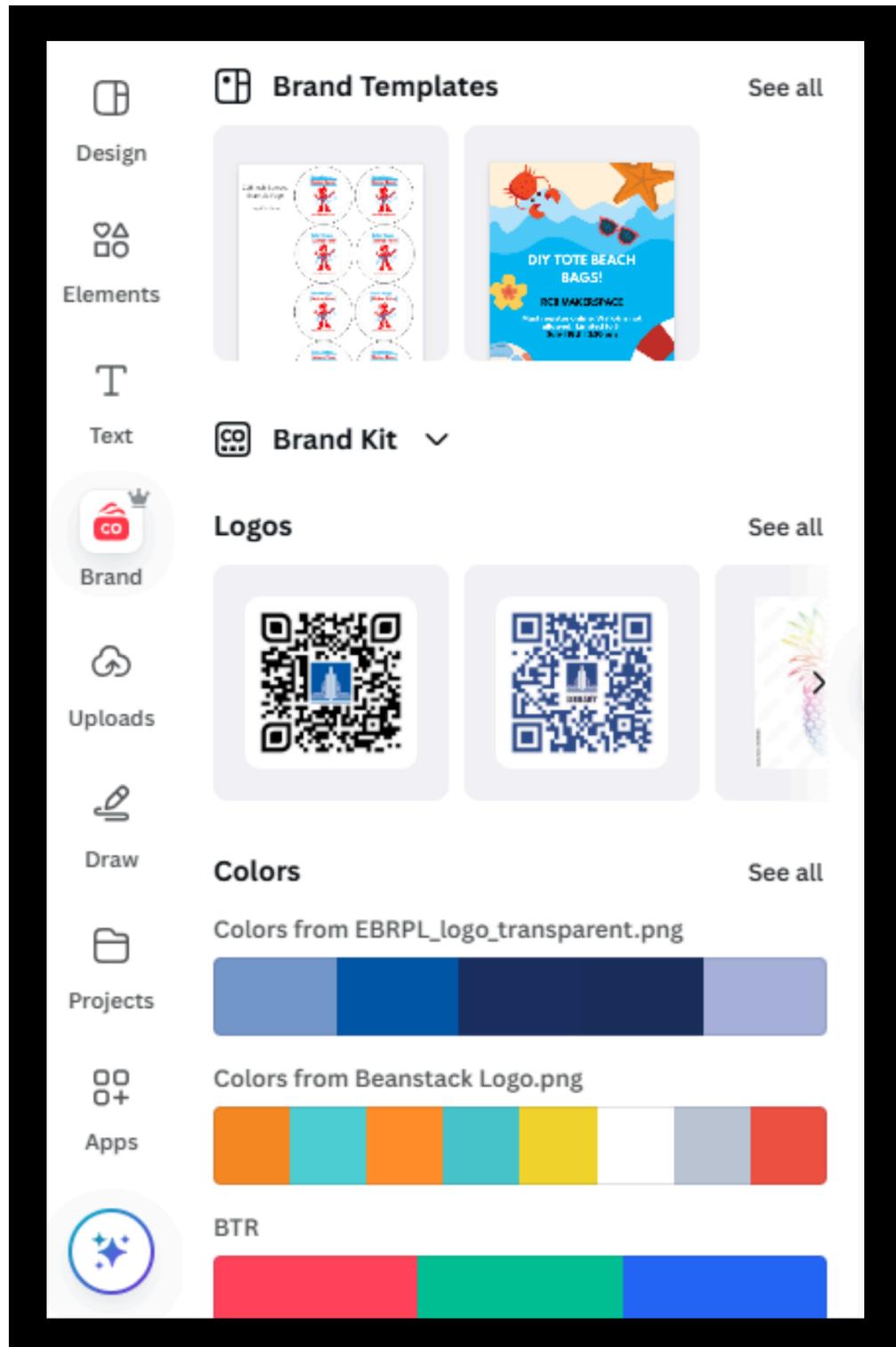
Tools: Top Bar Options



Text Effects is where you can edit your text and make it stand out.

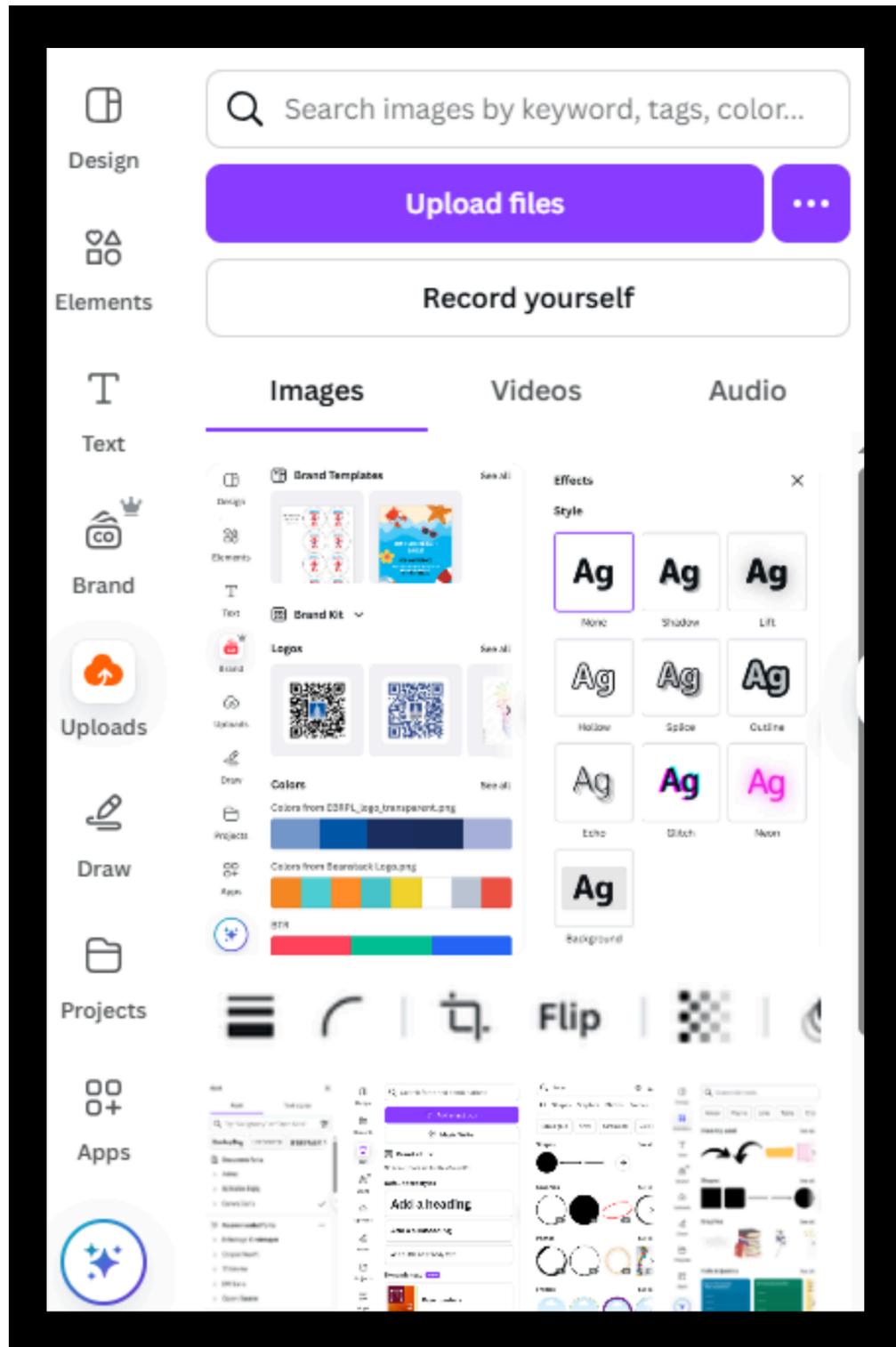
When you click on each of the buttons to the right, adjustment slides and a color wheel will show up. You can move these to make your text look different.

Tools: Brand



Brand is where all of our East Baton Rouge Parish official logos, colors, and more are stored! Please make sure to read through the branding rules to make sure you are using these correctly.

Tools: Uploads and Images



Uploads is where all of the pictures you upload to Canva are stored.

Once you are finished with a design, make sure to delete the uploads in that file to save storage space on your branch's Canva.

To upload a .jpeg or .png; simply drag the file onto your design or click the "Upload files" button.

Tricks

Keyboard Shortcuts (Your new BFF)

 +  Copy an element or text

 +  Cut an element or text

 +  Paste an element or text

 +  Undo last action

 +  Redo last action

 +  Group elements together

 +  Select all elements

 Add Text

For more Canva shortcuts, visit:
www.canva.com/help/keyboard-shortcuts/

Rules

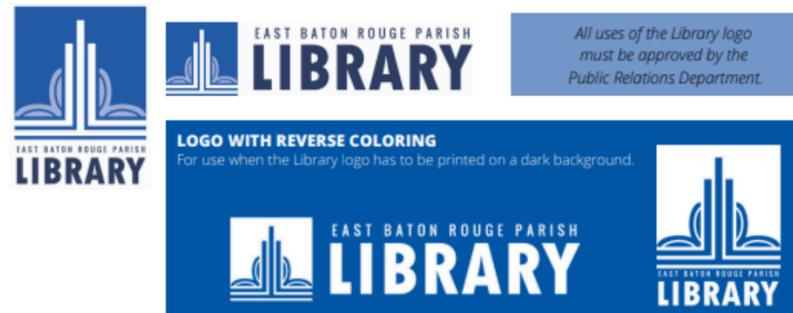
East Baton Rouge Parish Library requires certain things to be used or regulated while making your designs!

East Baton Rouge Parish Library **BRAND STYLE GUIDE**

Library Logo

Vertical/Square & Horizontal

Full color Library logo in vertical/square and horizontal format. This should be the primary logo used in all external-facing documents (i.e. fliers, posters, program post cards, etc.). The logo can be used in either vertical/square or horizontal orientation. Please do not cut the words off of the vertical/square logo.



Library Logo Misuses

Do Not Manipulate the Logo



The Library logo should not be placed on a slant, condensed, elongated or altered in any way that diminishes its original format. Do not add elements to the logo. When resizing the logo to fit within your design, check to make sure it is proportionate. Finally, to prevent a blurry or pixelated appearance, refrain from using logo files that are not the official versions found in the HUB.

Can be found under the Hub -> Training & Development -> Handbooks and Manuals -> EBRPL Brand Style Guide

Rules

Library Logo

Vertical/Square & Horizontal

Full color Library logo in vertical/square and horizontal format. This should be the primary logo used in all external-facing documents (i.e. fliers, posters, program post cards, etc.). The logo can be used in either vertical/square or horizontal orientation. Please do not cut the words off of the vertical/square logo.



All uses of the Library logo must be approved by the Public Relations Department.

LOGO WITH REVERSE COLORING

For use when the Library logo has to be printed on a dark background.



Make sure to use the correct logos on your designs!
[These should be located under the Brand Tool]

Library Logo Misuses

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Rules

Typography

Primary Font Types

The official, primary typefaces of the Library are Calibri (sans serif), and Times New Roman (serif).

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

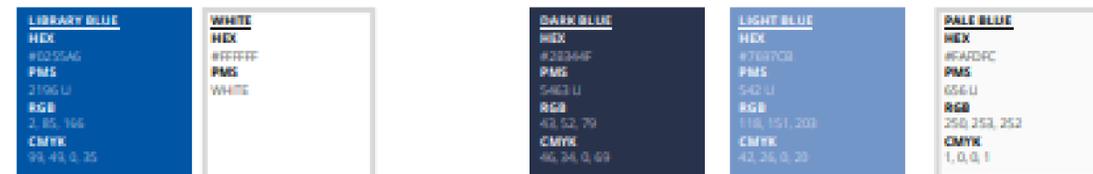
Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Library Brand Colors

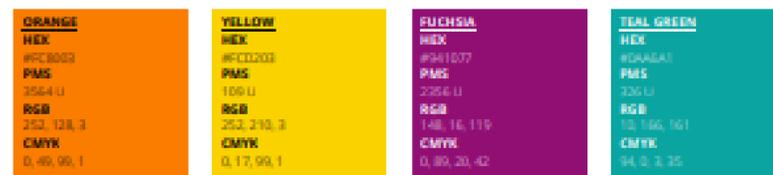


Primary Brand Colors

Library blue (Pantone 2196 U), and white are our primary colors.

Secondary Brand Colors

This color palette is provided to enhance the design of communications that reflect the Library's brand in tone and style through consistent use of color.



Tertiary Brand Colors

This color palette is provided to vibrantly complement the primary and secondary brand colors, by adding depth and breadth to the Library's overall look and feel.

Have fun with your designs but if you need help, use these guidelines to start you off!

- You can use different fonts in your designs for in house use! **Make sure to check with your department for rules regarding specific fonts allowed on calendars, social media posts, etc.**
- **Hex Colors** are the main color codes used on Canva. If you are looking for a specific color, Google “[insert color name] hex code” and it should come up in the search results.

Rules

Written Style & Format

The Library adheres to Associated Press (AP) Style and format for all its written communication, including press releases, *The Source* newsletter, program fliers and posters, brochures and handouts, etc.

When submitting information to be included in the Library's newsletter, the details should appear on the required Program Information Sheet (PIS) in the following format:

Time | Day, Month Date, Location

EXAMPLE:

2 p.m. Monday, January 4, 2021 Main Library at Goodwood
1:30 p.m. Monday, January 4, 2021 Main Library at Goodwood

Guidelines for Start Times

Start times that occur on the hour do not need to include the :00 portion; simply writing the start time as 1 p.m., or 3 p.m. will suffice.

✘ 1:00 p.m.

✔ 1 p.m.

A space should appear between the time, and the abbreviations of Ante meridiem and Post meridiem; the two elements should not run together.

✘ 3:30p.m.

✔ 3:30 p.m.

Periods should always be included when identifying the program's time of day using the Ante meridiem and Post meridiem abbreviations, so that they read a.m. OR p.m.

✘ 9 am

✔ 9 a.m.



Here are the **ABSOLUTES** of the rules!

Every branch should use these guidelines for writing so that all of our communications are uniform to our patrons! Take a chance to read through them and highlight the ones that you use most!



Rules

ALL CAPS:

The title of your program is a perfect place to employ ALL CAPS, but please limit your use throughout the rest of your document. Words consisting of capital letters become difficult to read if there are too many covering several dense lines.

BOLD FONT:

Once you have drafted your document, please print it out to make sure that the use of bold fonts helps draw the eye to the appropriate text rather than blur the words together.

BOOK TITLES:

Please *Capitalize* the first letter of each word and *Italicize* the entire title of books or movies, instead of underlining them.

COMPOUND TITLES:

If the subtitle will not fit on the top line, directly following the primary title, please place it on the line underneath.

WEBSITE:

Please include the Library's web address on all created documents, www.ebrpl.com.

DIGITAL LIBRARY WEB ADDRESS:

When including the Digital Library, please capitalize the first letter of each word to make it easier to read, www.ebrpl.com/DigitalLibrary. Do not underline the web addresses.

EMAIL ADDRESSES:

Please remove the hyperlink so that email addresses are not underlined.

PHONE NUMBERS:

Please use this preferred format with the parentheses (225) ### - ####. A tighter format using periods, 225.###.#### is also permitted.

SHELF LABELS:

Please use the four C's: Clean, Clear, Consistent, and Current for your shelf labels.

CENTERING vs. LEFT INDENT:

Whether or not you center text, or use a Left Indent will depend on your overall design. It is best not to alternate between formats within one document. Stay consistent.

WHITE SPACE:

White space is important, it allows the text to be seen clearly.

TEXT BOXES:

If you are rotating text boxes, please rotate them to mimic standard book spine labels.

BOOK JACKETS:

It is permitted to copy and paste book jackets from our OPAC's Syndetics.

DARK BACKGROUNDS:

Please avoid whole-page, overly dark backgrounds; they will drain your toner as you print multiple copies.

SPECIAL NOTES:

Remember to review your text, and note when there are hyphenated words. Note when sentences wrap and leave small "orphans" on the following line. If this occurs, try to re-work the text to avoid such breaks and awkward spacing.

Date bookmarks and stock brochures in the bottom right corner.

Rules

Lastly, always remember...



**HAVE
FUN**



and don't share your passwords with patrons!