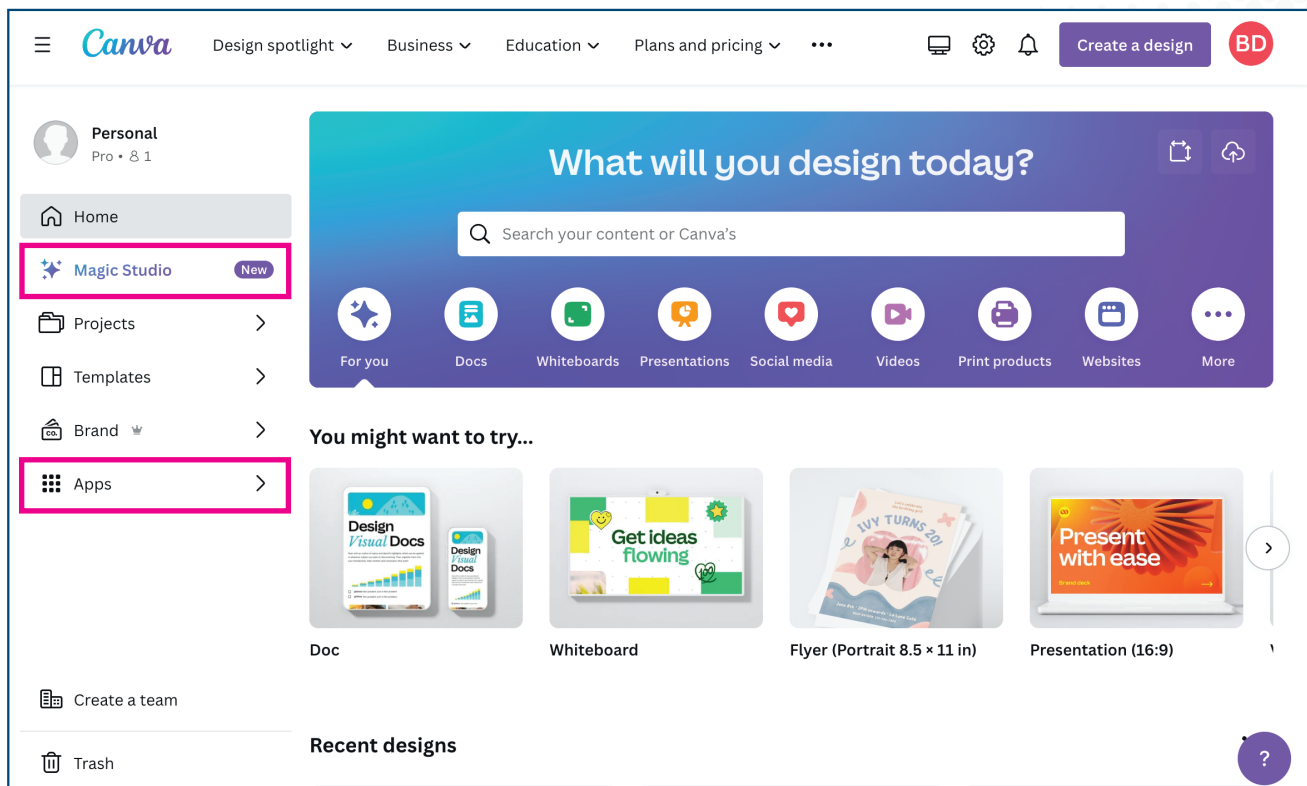## CREATING BRAND ACCURATE PRODUCTION PDF FROM CANVA

Some of the features outline in this document, require paid version of Canva Pro. If using the free version, additional processes and costs may be needed to conform the PDF to print production level.

When designing for print, follow traditional print production rules to get best results:
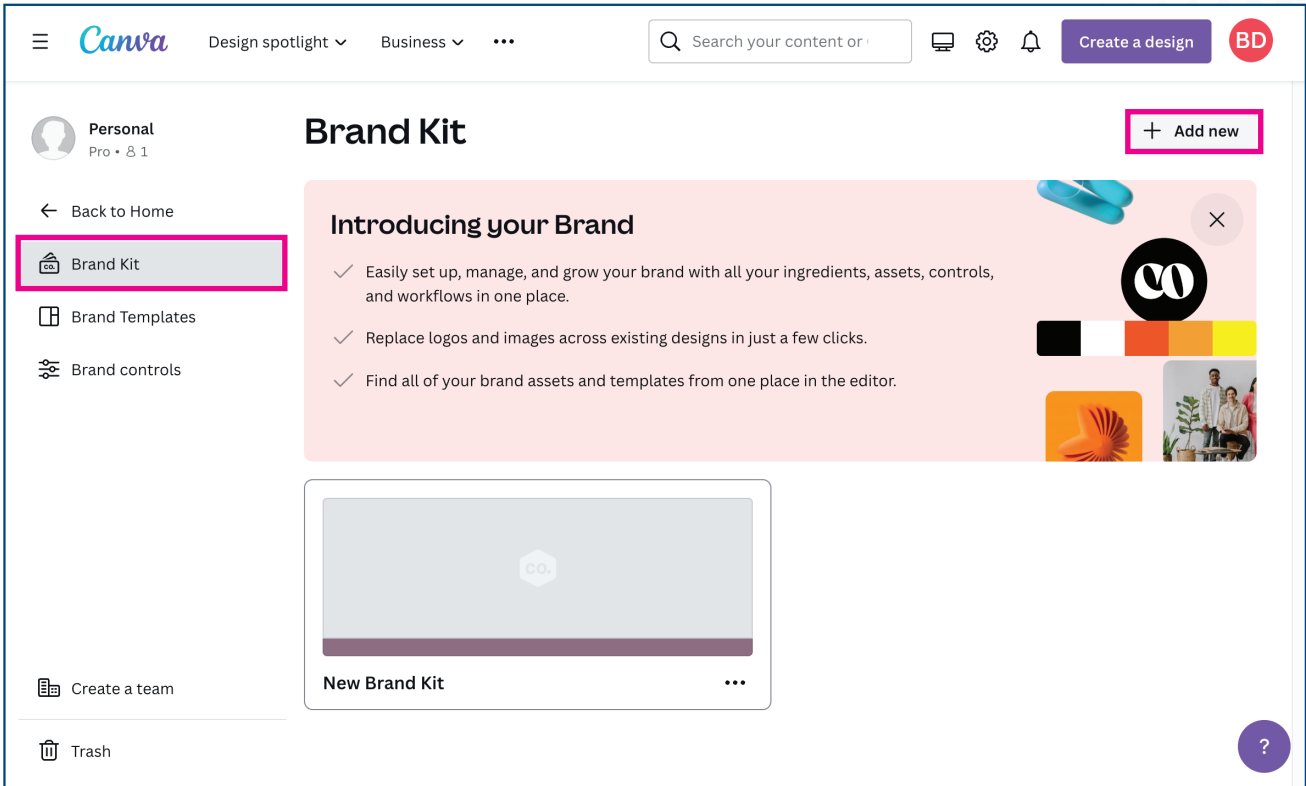
- use good resolution imagery

- establish brand colors in CMYK to ensure consistency of final print

- include bleeds for production purposes

- download a print ready production pdf when ready to send off for printing, or share a link to native canva file if needed.
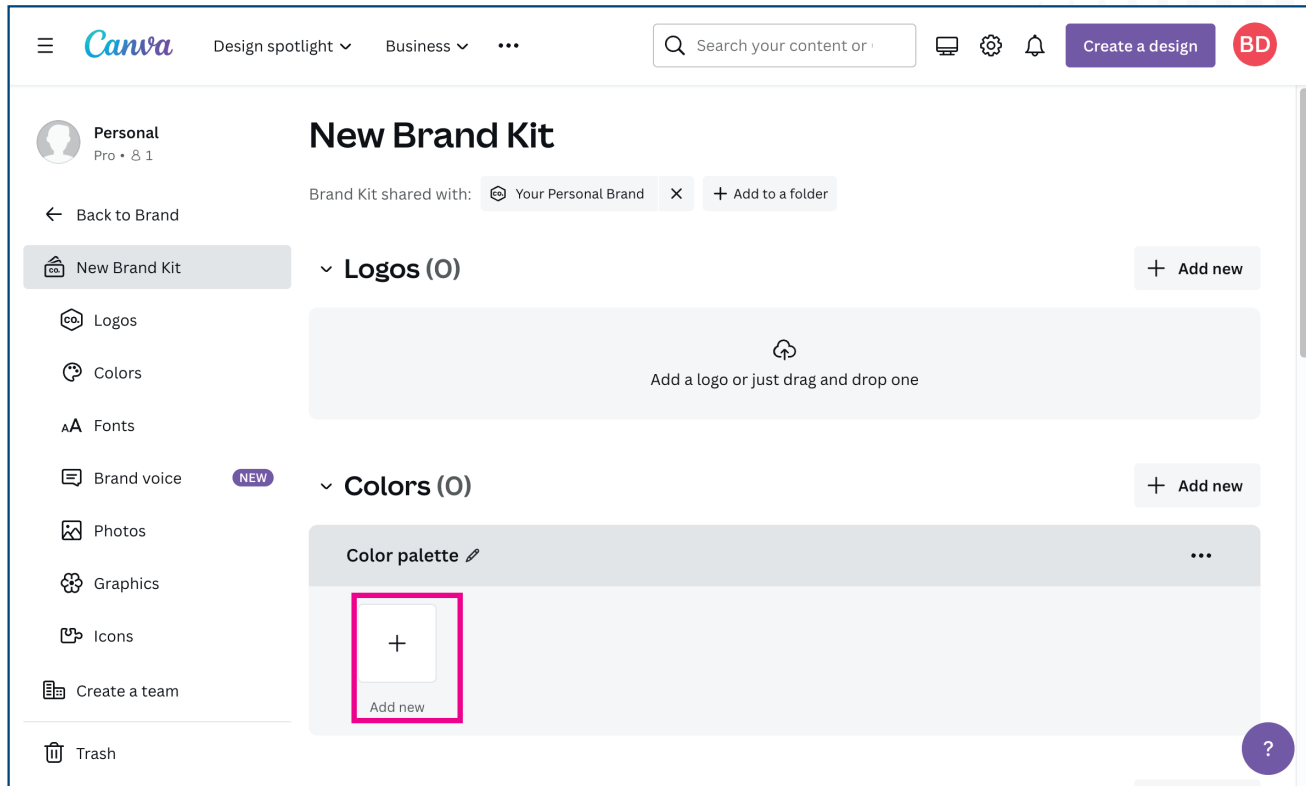
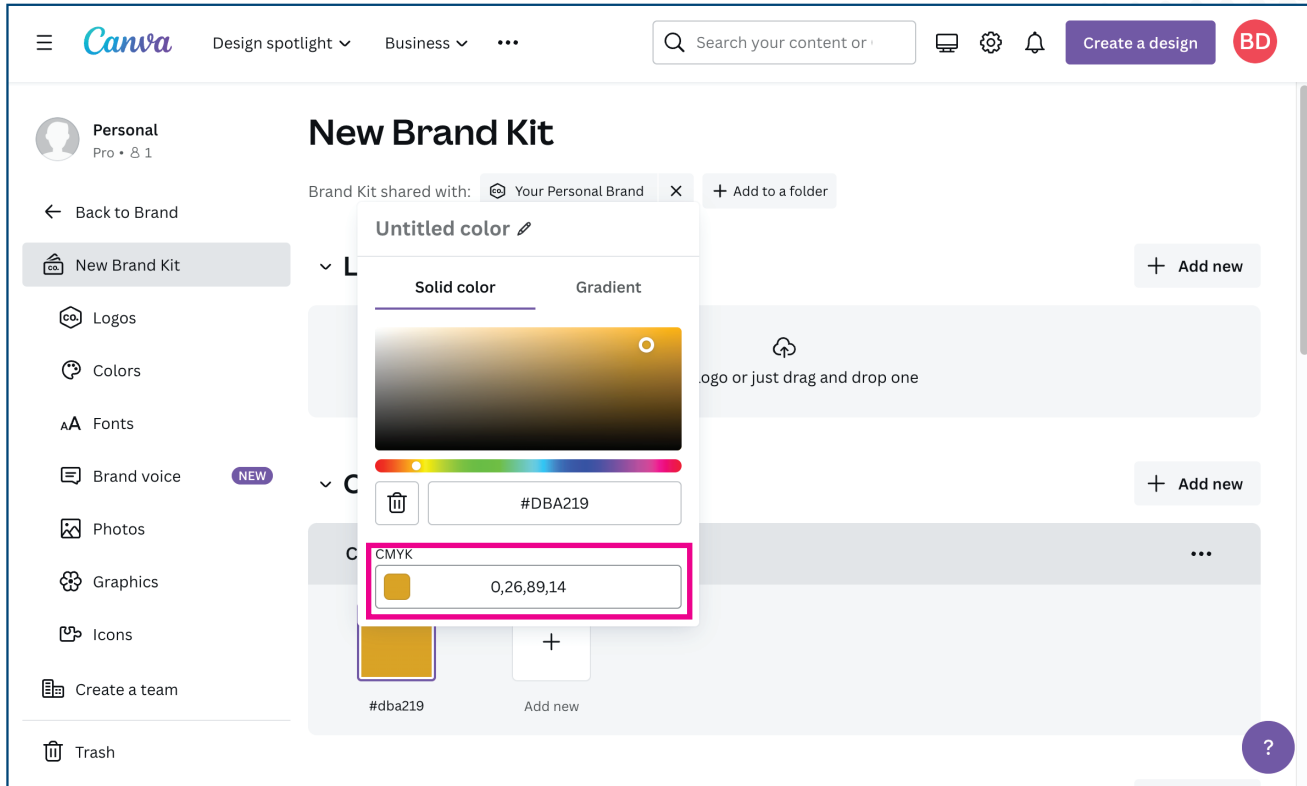### Establishing CMYK branded colors

- go to home and select Brand

- select brand kit and add new; give your new brand kit a name
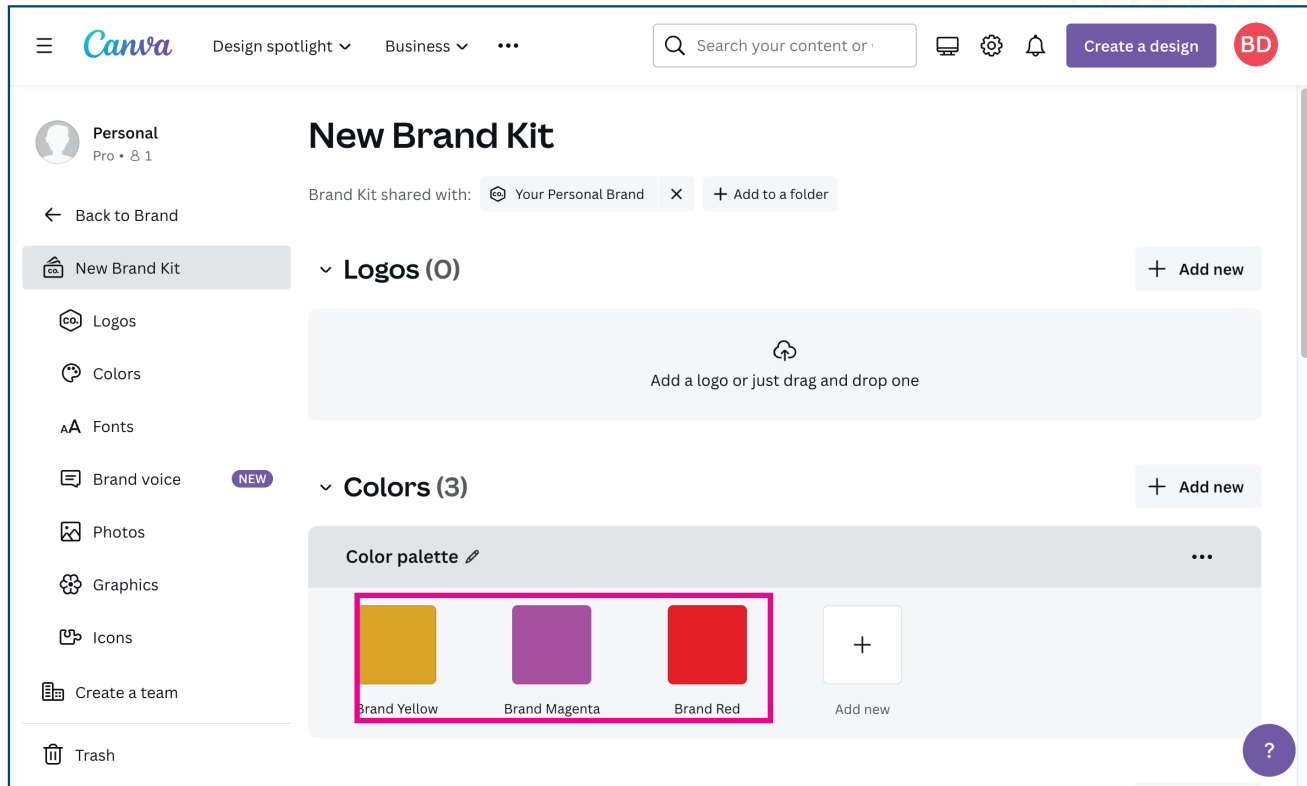

- to add a new color, locate colors section and Add new
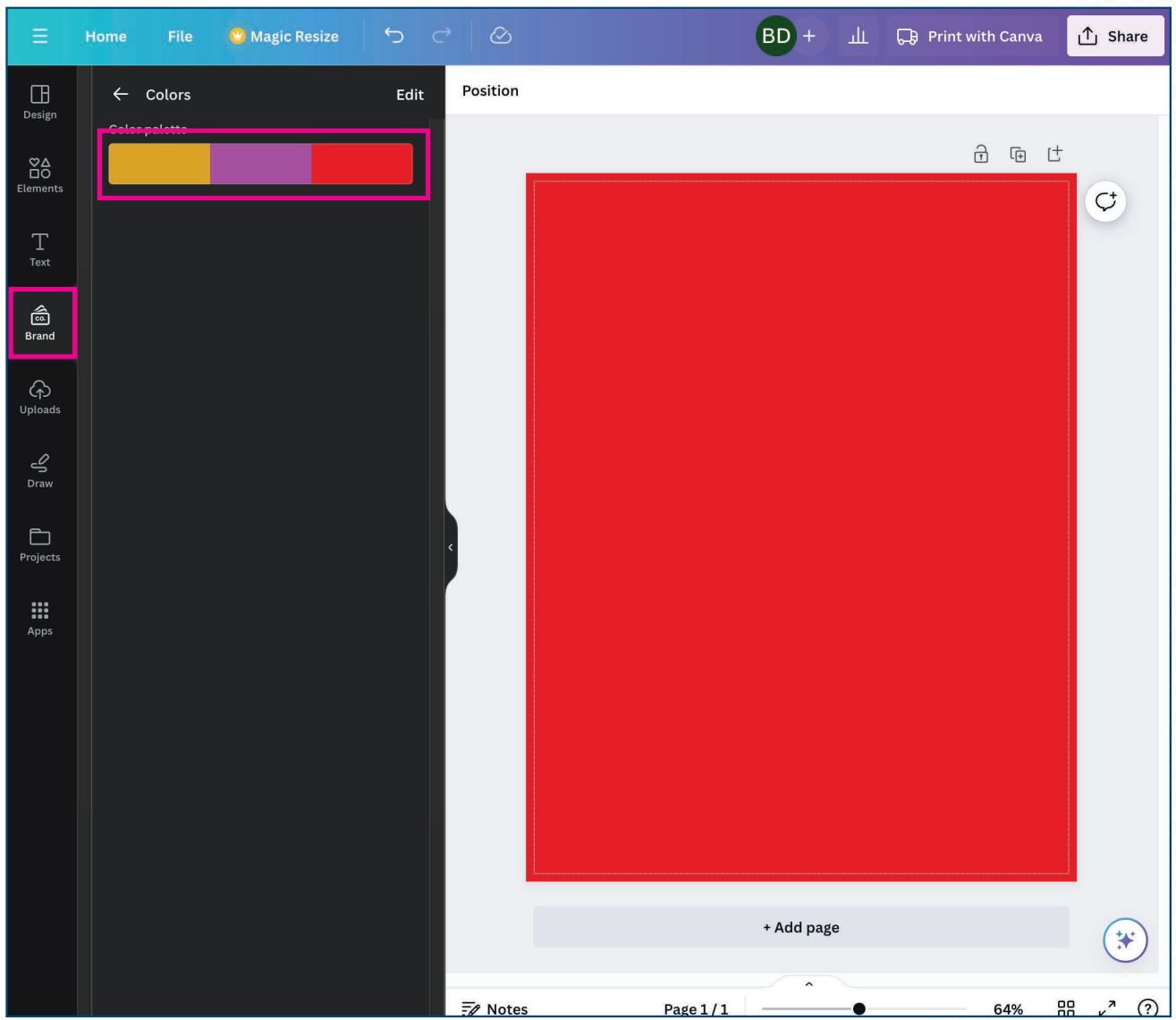
- set your CMYK values to your brand values; create as many colors as needed

- select name below and edit to what you want (brand yellow, for example)

• you can now access these branded colors in your design by selecting Brand and applying to your text or shape
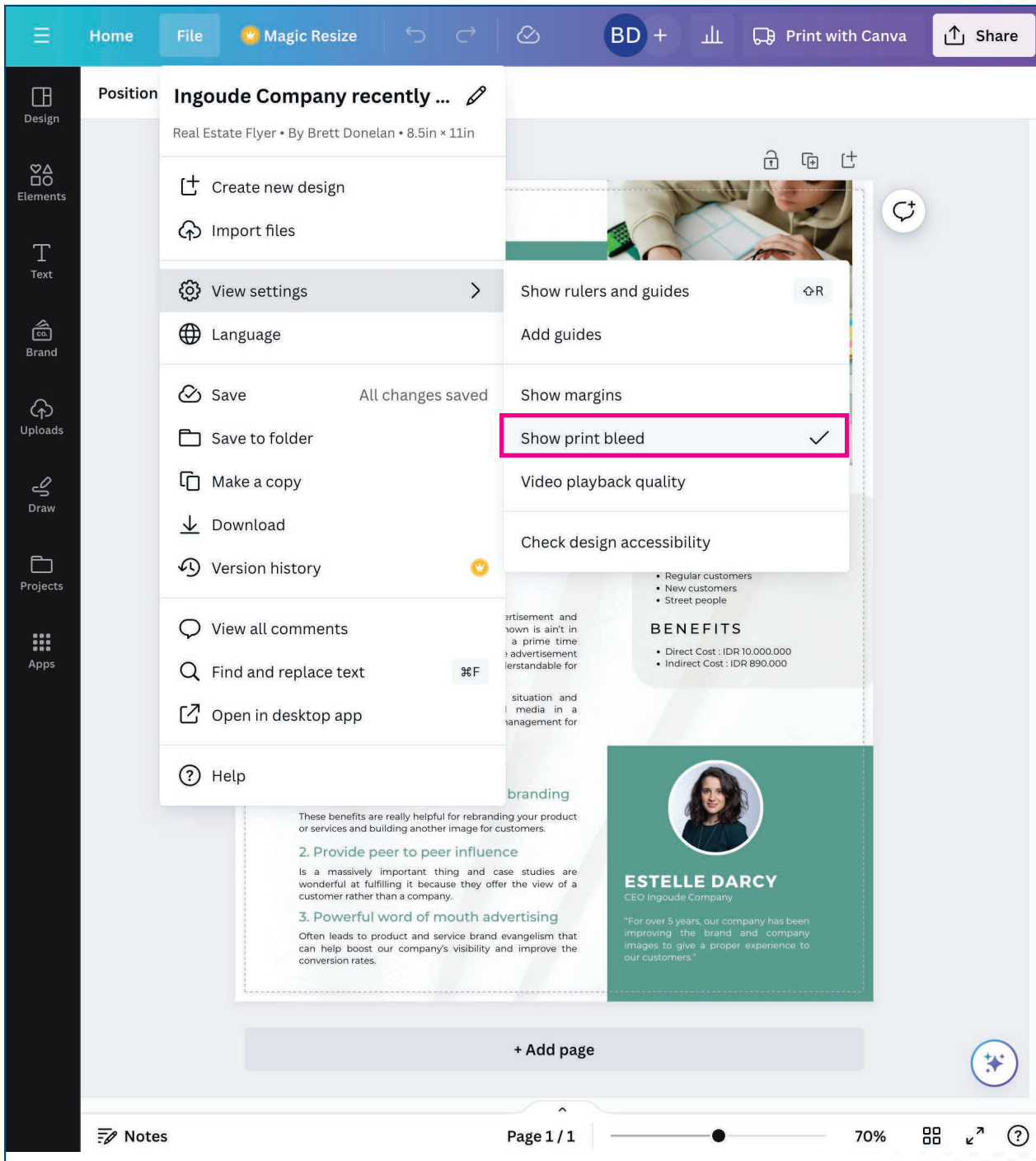
Add Bleeds

- if you intend to print elements to the page edge (images or shapes), these objects should extend at least 1/8th of an inch beyond the trim.

- to visually show bleeds, go under file menu to view settings and select Show print bleed

- bleeds will now be visible for inspection; scan the 4 sides and extend images or shapes as needed

Download Print Production PDF

- when you are ready to send to Printer, select Share and then Download

- select file type of PDF Print; check Crop marks and bleed; set color profile to CMYK

- download; you can opt to save these download settings so they will be more readily available next time

Share your native Canva file

- if you need to share your native canva file, go to share option in upper right; then template link

- copy and email this link to your contact

- that person will receive and invite to open a copy of your original; they would be able to add to their library and edit independent of that original file.

Regardless of pdf or native file submission, additional work may be required by Suttle-Straus to transfer/translate canva designs to customizable brand portal or variable data templates.