

SUTTLE STRAUS HOW-TO

CREATING BRAND ACCURATE PRODUCTION PDF FROM CANVA

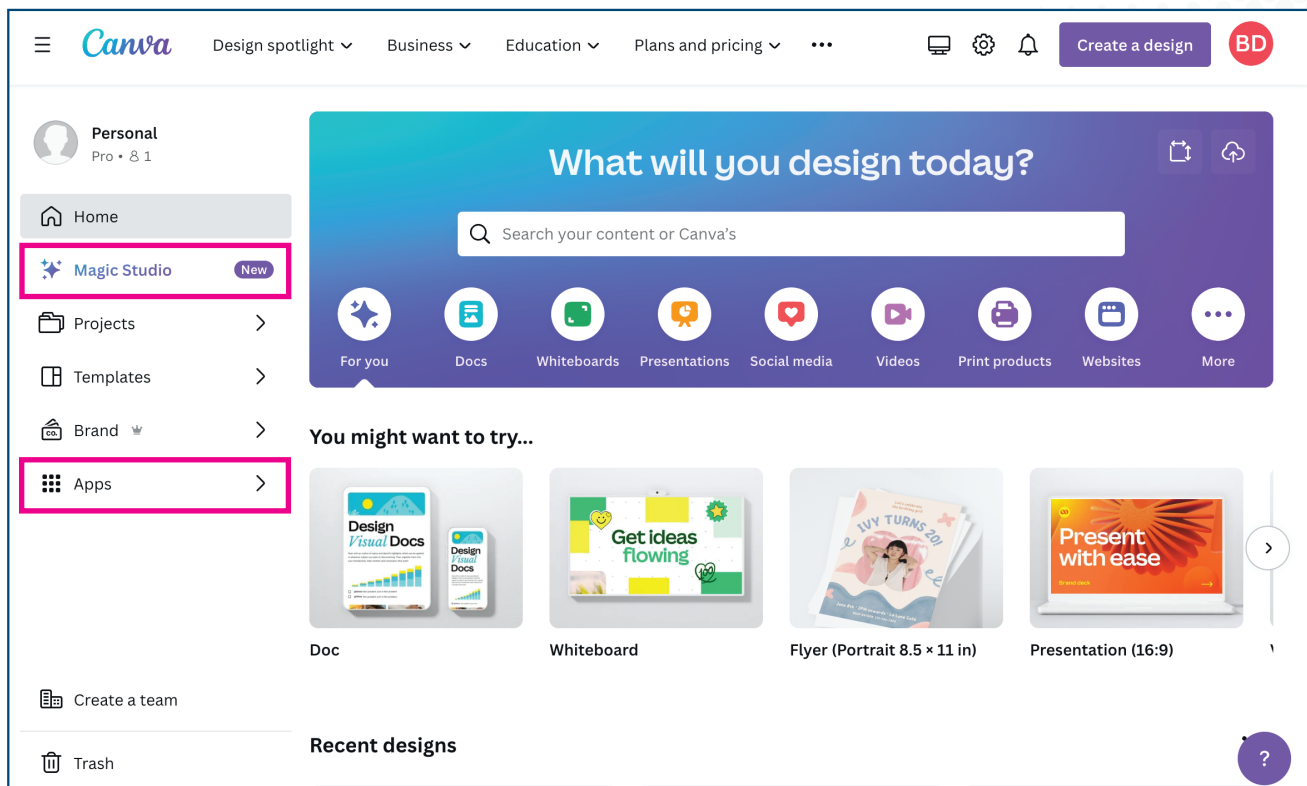
Some of the features outlined in this document, require paid version of Canva Pro. If using the free version, additional processes and costs may be needed to conform the PDF to print production level.

When designing for print, follow traditional print production rules to get best results:

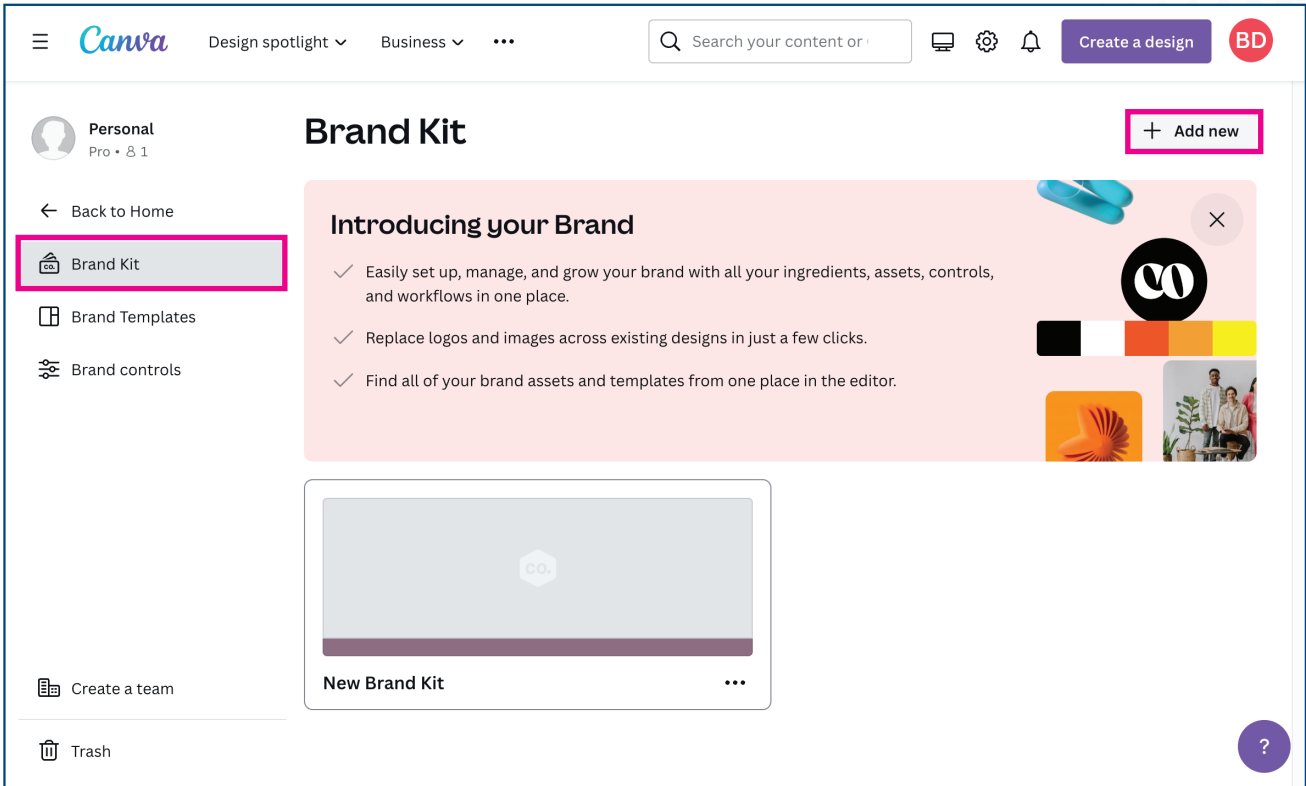
- use good resolution imagery
- establish brand colors in CMYK to ensure consistency of final print
- include bleeds for production purposes
- download a print ready production pdf when ready to send off for printing, or share a link to native canva file if needed.

Establishing CMYK branded colors

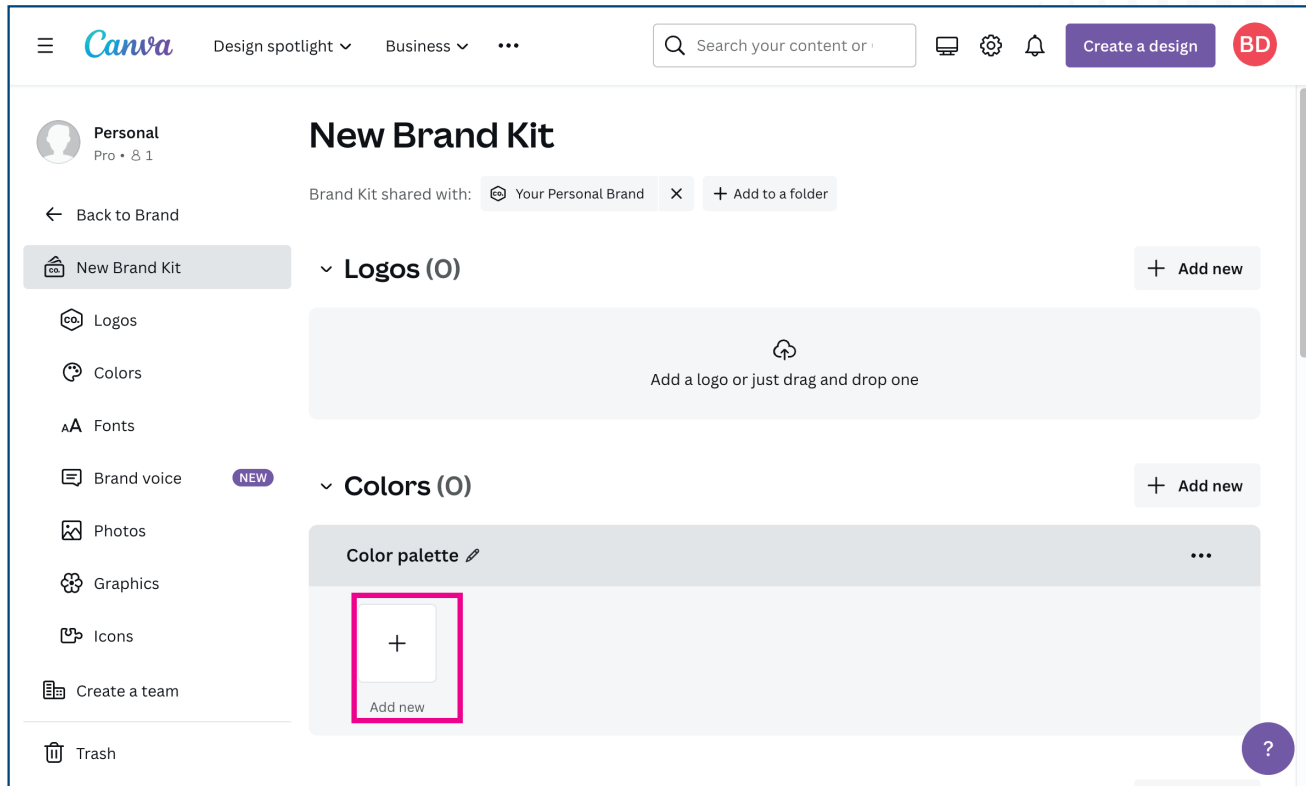
- go to home and select Brand



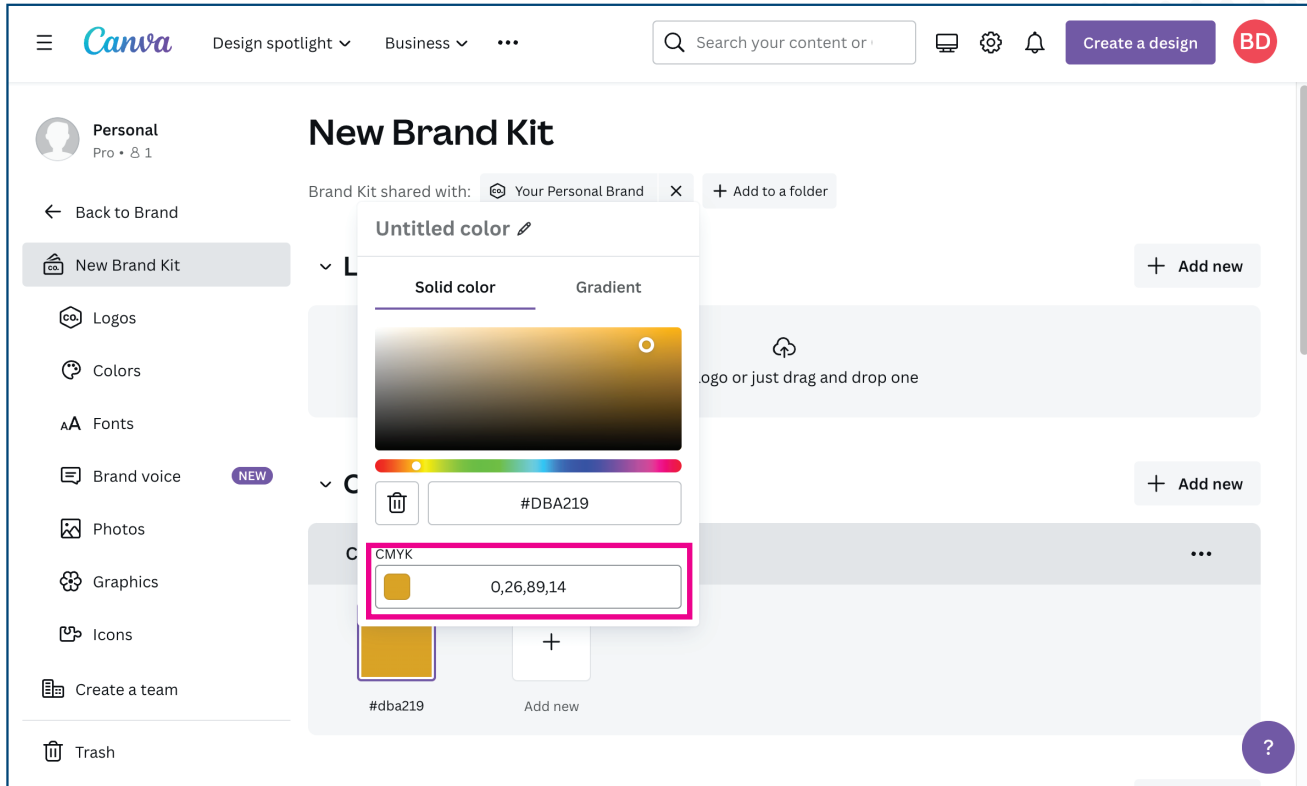
- select brand kit and add new; give your new brand kit a name



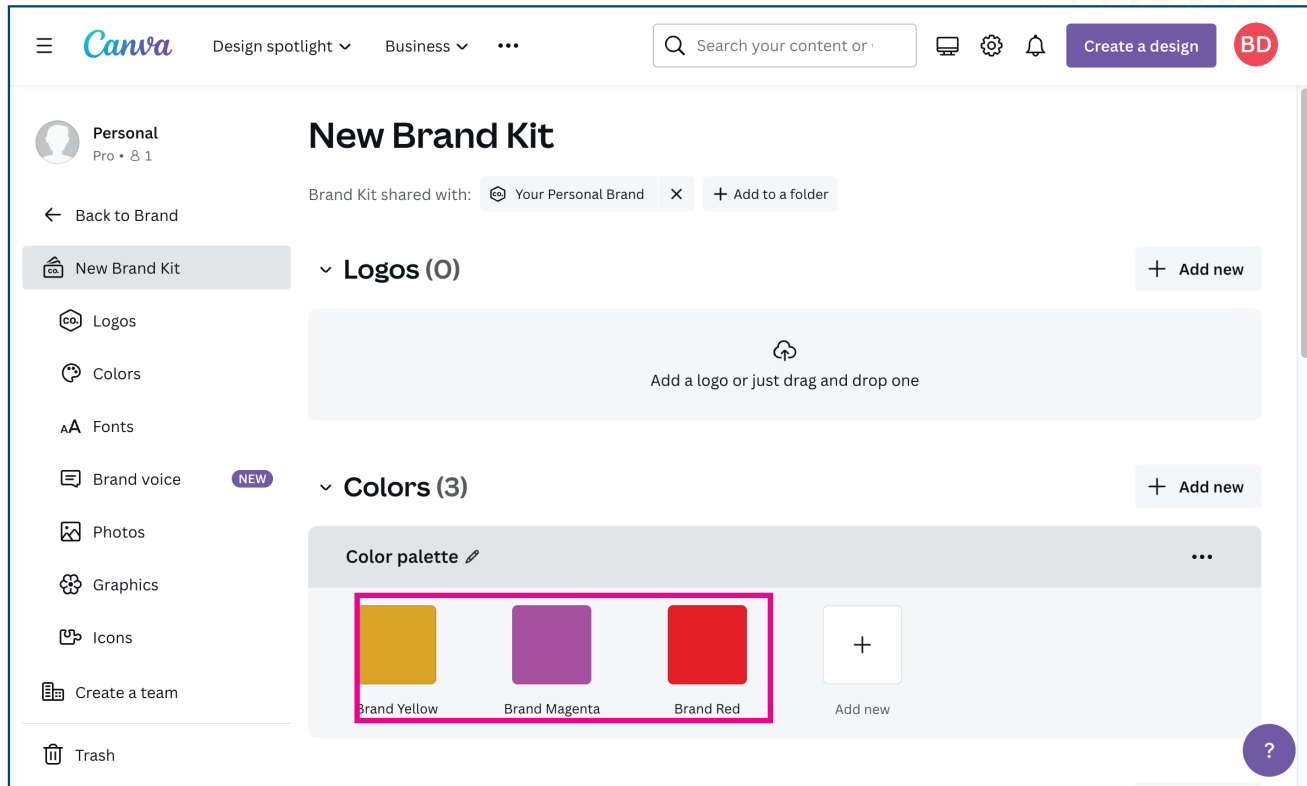
- to add a new color, locate colors section and Add new



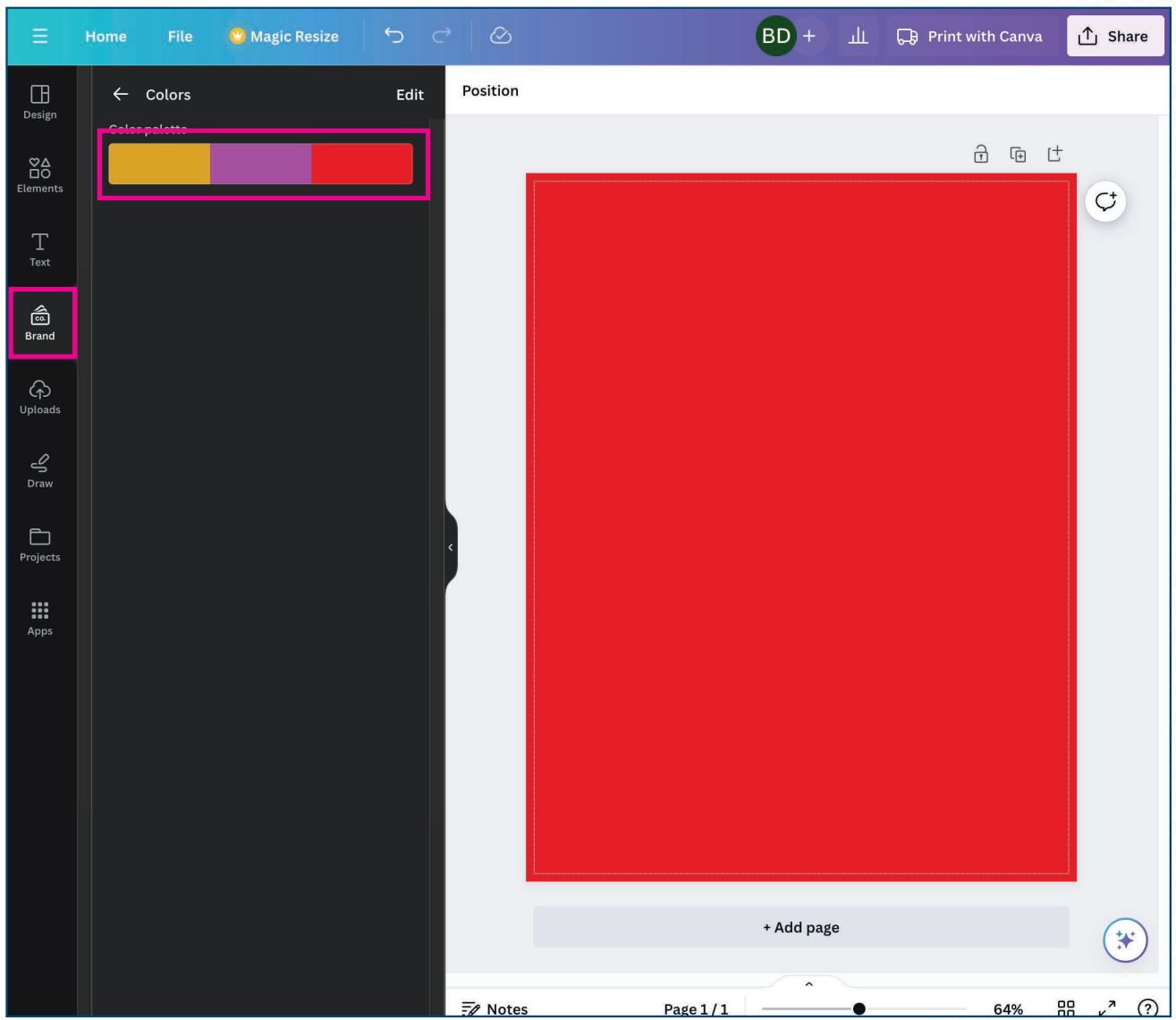
- set your CMYK values to your brand values; create as many colors as needed



- 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

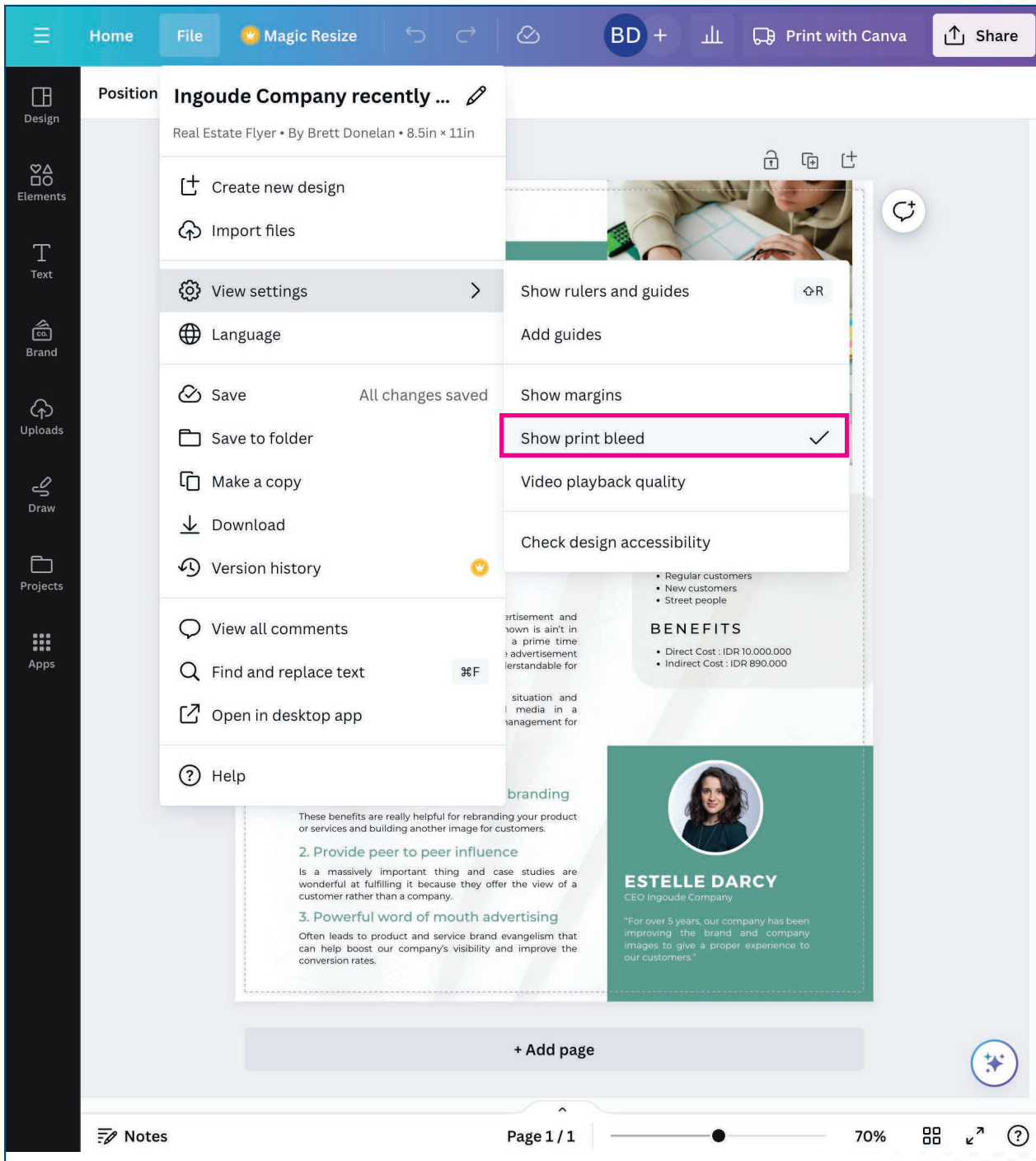


Add Bleeds

- 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.

The screenshot displays the Canva design tool interface. At the top, there is a navigation bar with options: Home, File, Magic Resize, undo/redo, a 'BD +' button, a ruler icon, a 'Print with Canva' button, and a 'Share' button. On the left, a vertical sidebar contains icons for Design, Elements, Text, Brand, Uploads, Draw, Projects, and Apps. The main workspace shows a design for a 'COMPANY CASE STUDY' for 'INGOUDE'. The design is divided into several sections: a header with the company logo and title, a paragraph of introductory text, and three main columns of content. The first column contains sections for 'OBJECTIVES', 'SOLUTION', and 'BENEFITS'. The second column features an 'AT A GLANCE' section with 'CHALLENGES' and 'BENEFITS' listed. The third column includes a portrait of 'ESTELLE DARCY', CEO of Ingoude Company, and a testimonial. At the bottom of the design, there is a '+ Add page' button. The bottom of the interface shows a 'Notes' field, 'Page 1 / 1', a zoom level of '72%', and various utility icons.

- 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

The screenshot displays the Canva design editor interface. At the top, there is a navigation bar with options like Home, File, Magic Resize, and a Share button. On the left, a vertical sidebar contains icons for Design, Elements, Text, Brand, Uploads, Draw, Projects, and Apps. The main workspace shows a design titled 'COMPANY CASE STUDY' for 'INGOUDE'. The design is divided into several sections: a header with the company name and logo, an 'OBJECTIVES' section with a paragraph of text, a 'SOLUTION' section with a paragraph, and a 'BENEFITS' section with three numbered points. To the right of the text is a 'CHALLENGES' section with a bulleted list and a 'BENEFITS' section with another bulleted list. Below the text is a testimonial box for 'ESTELLE DARCY', CEO of Ingoude Company, featuring a circular profile picture and a quote. The design is overlaid on a background image of a person working at a desk. Three pink arrows point to the top, right, and bottom-right corners of the design, indicating bleed areas. At the bottom of the workspace, there is a '+ Add page' button and a zoom level of 70%. The footer of the editor shows 'Page 1 / 1', a zoom slider, and a help icon.

Download Print Production PDF

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

The screenshot shows the Canva design tool interface. At the top, there is a navigation bar with options like Home, File, Magic Resize, and a Share button highlighted with a red box. The main workspace displays a design for 'INGOUDE' titled 'COMPANY CASE STUDY'. The design includes sections for Objectives, Solution, and Benefits. A 'Share this design' menu is open on the right side, with the 'Download' option highlighted by a red box. Other options in the menu include 'Share on social', 'Print with Canva', and 'More'. The bottom of the interface shows a status bar with 'Page 1 / 1', a zoom level of 70%, and other utility icons.

- 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

The screenshot displays the Canva design tool interface. At the top, there is a navigation bar with options like Home, File, Magic Resize, and a Share button. A sidebar on the left contains various design tools such as Design, Elements, Text, Brand, Uploads, Draw, Projects, and Apps. The main workspace shows a design for a 'COMPANY CASE STUDY' flyer. The flyer includes the Ingoode logo, a title, a paragraph of text, and sections for 'OBJECTIVES', 'SOLUTION', 'BENEFITS', and a testimonial from 'ESTELLE DARCY'. A 'Download' dialog box is open on the right side, with a red border highlighting its content. The dialog box has a 'File type' dropdown set to 'PDF Print', a checked 'Crop marks and bleed' option, and a 'Color Profile' dropdown set to 'CMYK (best for professional printing)'. There is also a 'Save download settings' checkbox and a 'Download' button. Below the dialog box, there is a promotional banner for 'Print your designs on quality Flyers' and a small thumbnail of the design. At the bottom of the interface, there is a '+ Add page' button, a 'Notes' icon, and a status bar showing 'Page 1 / 1', a zoom level of '70%', and other navigation icons.

Share your native Canva file

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

The screenshot displays the Canva interface with a design titled 'Position'. The design content includes the 'INGOUDE' logo, a 'COMPANY CASE STUDY' header, and sections for 'OBJECTIVES', 'SOLUTION', and 'BENEFITS'. The 'Share this design' panel is open on the right, with the 'Template link' option highlighted. The panel includes options for 'People with access', 'Collaboration link', and 'Copy link'. The 'Template link' option is marked with a 'Live' indicator.

- copy and email this link to your contact

The screenshot shows the Canva design editor interface. On the left is a vertical sidebar with icons for Design, Elements, Text, Brand, Uploads, Draw, Projects, and Apps. The main workspace displays a design template for a 'COMPANY CASE STUDY' for 'INGOUDE'. The design includes a green header with the company logo and title, followed by a paragraph of text, a 'OBJECTIVES' section with a paragraph, a 'SOLUTION' section with a paragraph, and a 'BENEFITS' section with three numbered points. A 'Delete template link' dialog box is open in the foreground, showing the URL 'https://www.canva.com/design/DAF6WkshB8k,' and a 'Copy' button. The dialog box also contains the text: 'The design is shared publicly. Anyone with the link can use this design as a template. [Learn more.](#)'

- 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.

A template created by Brett Donelan was shared with you, start designing now

Our company is driving you to a regular and common people needs by the services

www.reallygreatsite.com

OBJECTIVES

Ingoude Company recently had a problem with a promotion and advertisement about our clients and customers services. The engagement of our social media promotion decreased and stop bring a traffic through our social media engagement. The algorithm of these social media is changed every time without unknown and credible purposes and meanings. This situation might give a demand income and people statement negatively to our services.


SOLUTION

This situation happened because the advertisement and promotion that have been scheduled for shown is ain't in the right time. Companies need to follow a prime time society. The correction for the contents of the advertisement and promotion are meaningless and misunderstandable for customers to pack them. .

Companies have a solution through this situation and condition with managing all the social media in a professional methode and rearranging the management for our digital marketing plans.

BENEFITS

1. Rebuild product images and branding
These benefits are really helpful for rebranding your product or services and building another image for customers.
2. Provide near to near influence




AT A GLANCE

CHALLENGES

- Regular customers
- New customers
- Street people

BENEFITS

- Direct Cost : IDR 10.000.000
- Indirect Cost : IDR 890.000



8.5 × 11 in

Use template for new design

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.