

SUBMITTING CANVA FILES FOR TEMPLATE CONVERSION

Although, the preferred process for artwork submission is using Adobe software (Illustrator, Photoshop, InDesign or Acrobat). This document will assist in prepping your Canva document for eventual placement on your brand portal. Some of the features outlined in this document, require the paid version of Canva Pro.

Regardless of whether you're using the free or paid version of Canva, and whether you submit a print-ready PDF or a shared template link, additional processing is required by Suttle-Straus to convert Canva designs into brand portal variable data templates.

The following are some important considerations when using Canva for artwork submission:

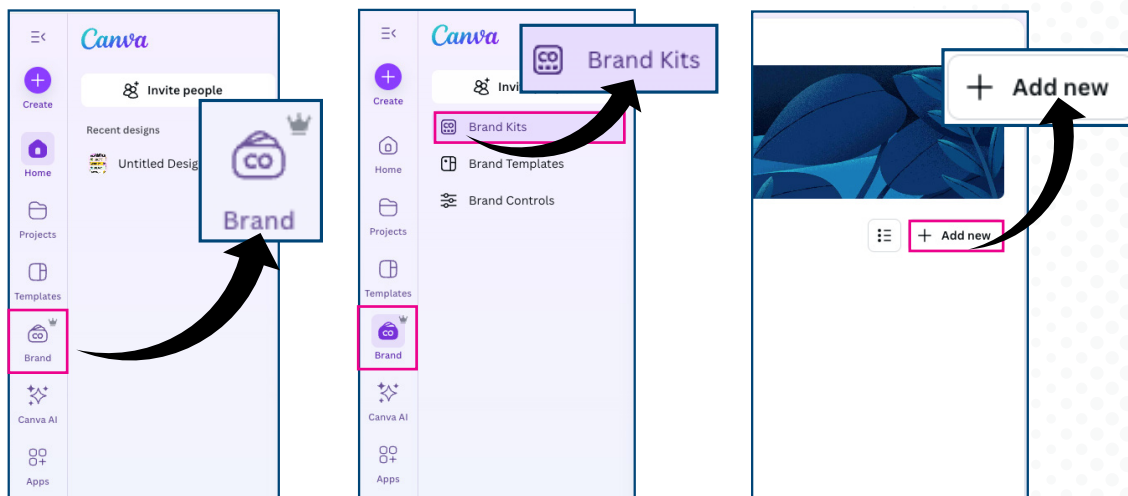
- Canva often flattens design elements during export. As a result, we may request individual design assets and fonts separately to ensure full document usability.
- A template link is preferred when the design is complex—particularly if it includes more than 5 variable elements, like a menu or brochure. This allows easier access to editable components.
- A print PDF may be sufficient for simpler designs. However, note that Canva PDF's often contain extensive layering and clipping paths, which require additional effort to extract or disable embedded variable content.
- Color selection from Canva will not generate the same visual color in print.
- Canva uses a web color profile called “Hexadecimal”. Hexadecimal is a base-16 numbering system, typically in a six-digit format where each two-digit pair represents the intensity of red, green, and blue. When exporting as a CMYK PDF, Canva converts HEX to CMYK, which can lead to noticeable color shifts.

For Best Practice, submit both the template link and the print PDF to ensure the most efficient and accurate template conversion. When designing for print, follow these traditional print production rules to get best results:

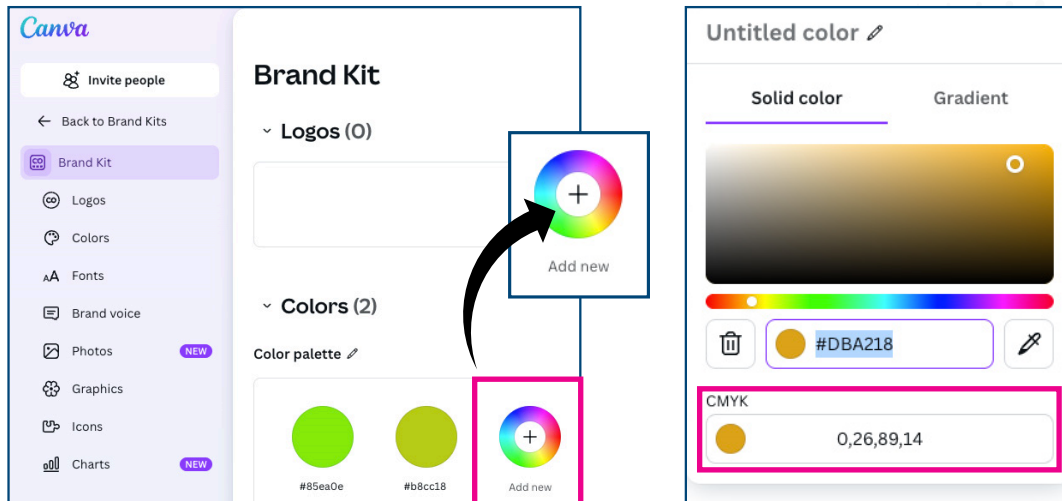
- use good resolution imagery (images with dpi of 300 or more)
- include bleeds for production purposes
- establish brand colors in CMYK to ensure consistency of final print

The following will illustrate how to Catalog your CMYK branded colors in Canva and prepare your file document for hand-off:

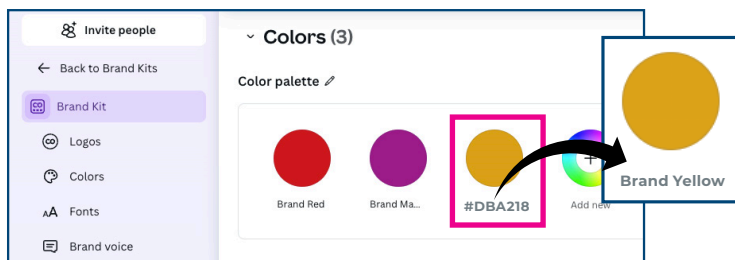
- on the Home Page in the far left panel, select Brand, select brand kit and on the right click add new



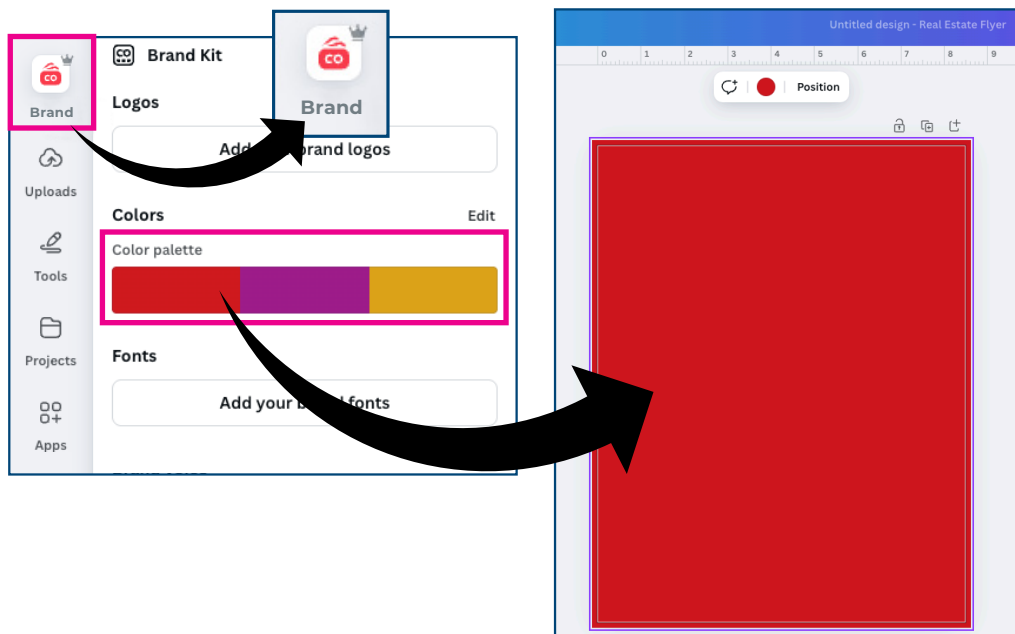
- to add a new color, locate colors section and Add new
- select the new color, click “Add CMYK” set your CMYK values to your brand values; create as many colors as needed



- 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



Note: This is your best option for the final export to match close to your brand color for print. As stated previously the export process will convert the Hex color to the final CMYK values in your PDF. Although the PDF may not match your actual defined CMYK color breaks, the color will render as a strong visual match.

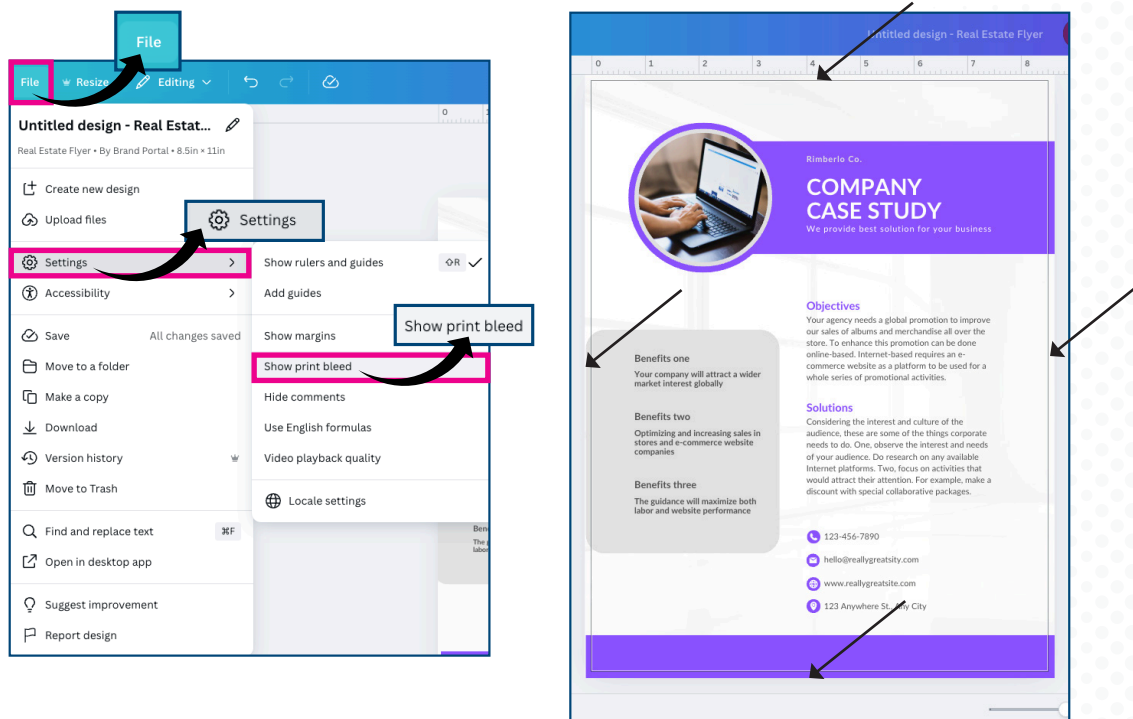
SUTTLESTRAUS

1000 Uniek Drive | Waunakee, Wisconsin 53597 | 608 849 1000 | suttle-strauss.com

ADD BLEEDS

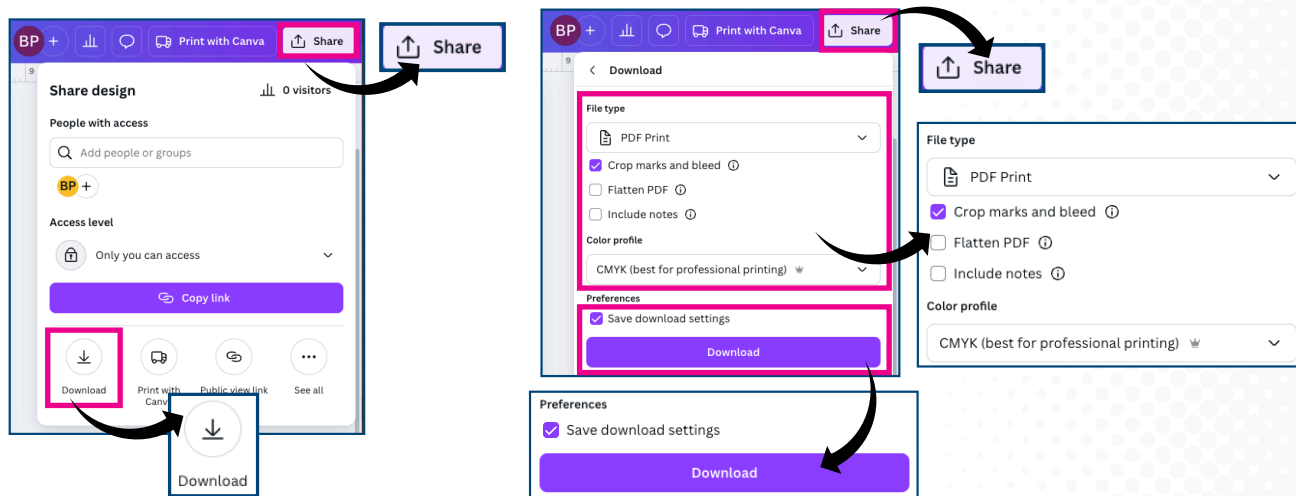
If you intend to print elements to the page edge (images or shapes), these objects should extend at least 1/8th of an inch beyond the trim.

- to visually show bleeds, under file, click 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 the Printer, select Share and then Download
- select the file type 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



Note: The PDF Print export with CMYK color profile setting is only available with the paid subscription

SUTTLESTRAUS

1000 Uniek Drive | Waunakee, Wisconsin 53597 | 608 849 1000 | suttle-strauss.com

SHARE YOUR NATIVE CANVA FILE

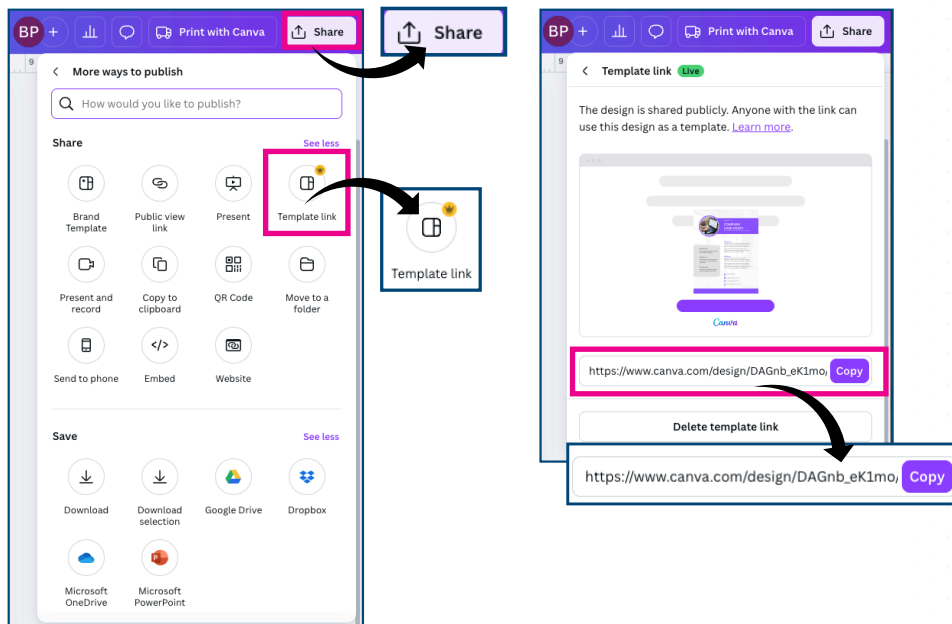
As mention above on page 1, there are particular instances when a Canva file will need to be provided as a share template link. These designs may include some of the following:

- any complex design with heavy layering
- any layout of 5 or more variable elements
- any design that uses Canva fonts or fonts not native to Adobe

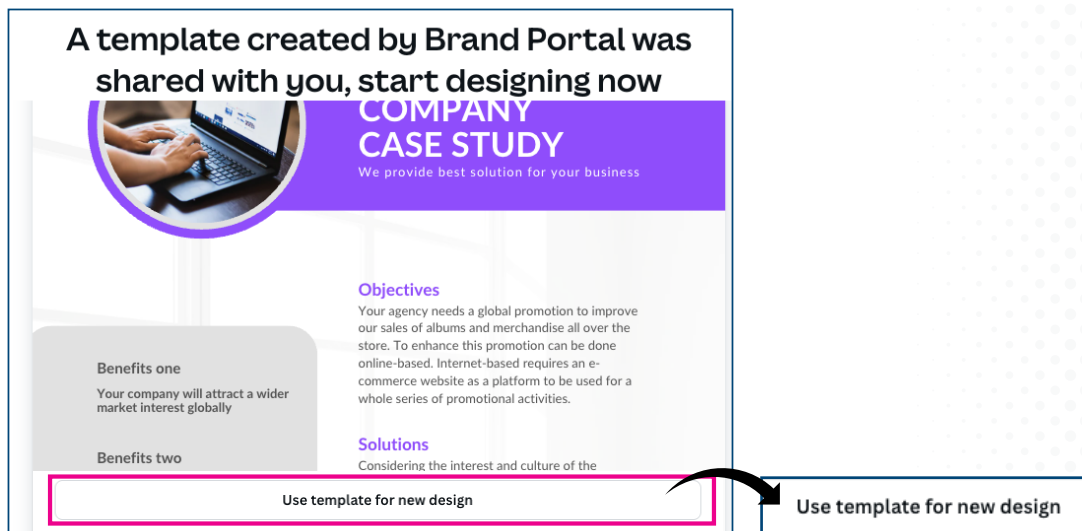
Note: This includes, but not exhausted to menus, brochures, flyers, books and social media posts.

The following will illustrate how to share your Canva file as a Canva template link.

- when you are ready to send to Printer, click the Share button in the upper right; click “See all” and then template link
- copy and email this link to your Printer contact



- they will receive an invite to open a copy of your original; the link will add to their library and allow edits independent of your original file.



Note: The Template Link sharing is only available with the paid subscription.

SUTTLESTRAUS

1000 Uniek Drive | Waunakee, Wisconsin 53597 | 608 849 1000 | suttle-strauss.com