



EMORY  
UNIVERSITY

# Emory's Brand Hub in Canva

## UCMC March Meeting

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# Introducing Emory's Brand Hub in Canva

## Agenda

- C&M Updates
- Introductions
- Why Canva for Emory?
- Brand Kit
- Brand Templates
- Resources

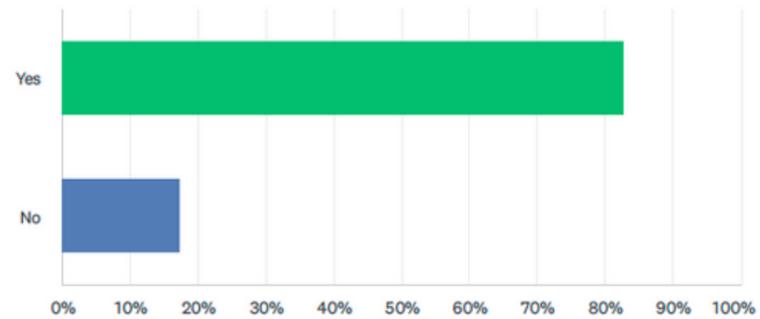
# Why Canva for Emory?



# 2022 Communicator Survey Results

Q33 Would a brand toolkit that includes templates you can customize for your department/unit be helpful to you?

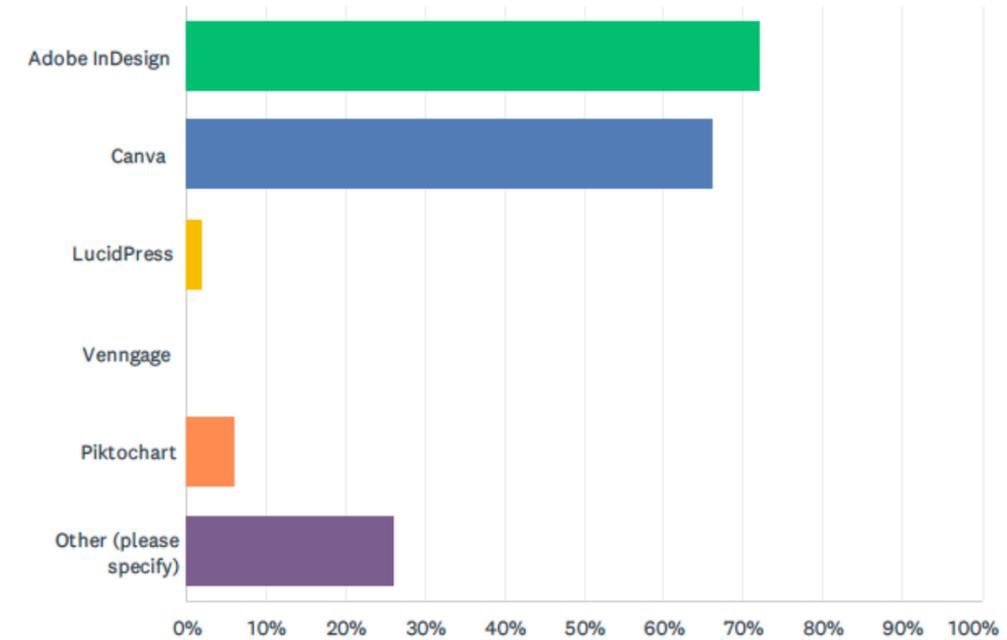
Answered: 52 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	82.69%	43
No	17.31%	9
<b>TOTAL</b>		<b>52</b>

Q35 What design tools do you use in your unit/department?

Answered: 50 Skipped: 16

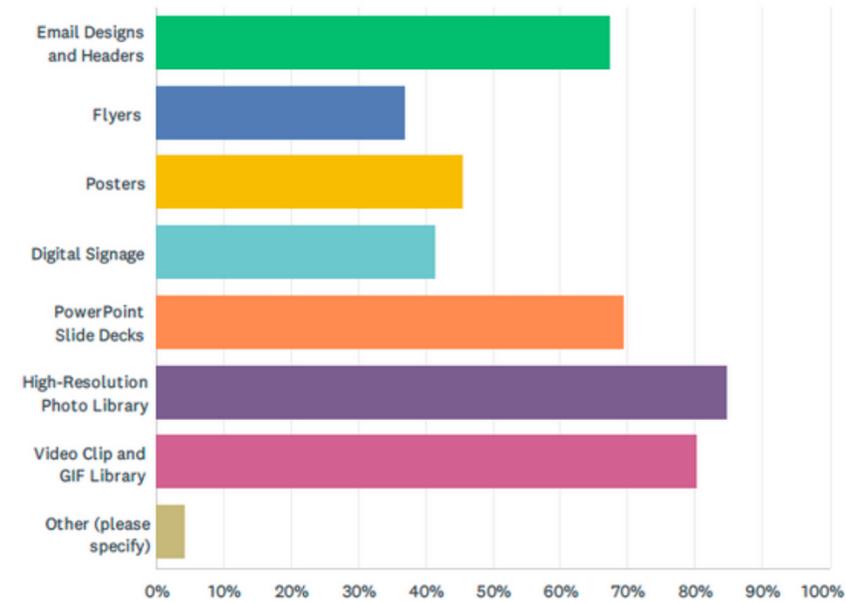


ANSWER CHOICES	RESPONSES	
Adobe InDesign	72.00%	36
Canva	66.00%	33
LucidPress	2.00%	1
Venngage	0.00%	0
Piktochart	6.00%	3
Other (please specify)	26.00%	13
<b>Total Respondents: 50</b>		

# 2022 Communicator Survey Results

Q34 If yes, what templates would be most helpful to you? (Select all that apply.)

Answered: 46 Skipped: 20



ANSWER CHOICES	RESPONSES	
Email Designs and Headers	67.39%	31
Flyers	36.96%	17
Posters	45.65%	21
Digital Signage	41.30%	19
PowerPoint Slide Decks	69.57%	32
High-Resolution Photo Library	84.78%	39
Video Clip and GIF Library	80.43%	37
Other (please specify)	4.35%	2
Total Respondents: 46		

# Brand Kit



# The Emory Brand Kit on Canva

## Getting started!

- Log in to [Canva.com](https://www.canva.com)
- Click on Brand on left navigation
- Click on Emory C&M Brand Kit



# Brand Templates

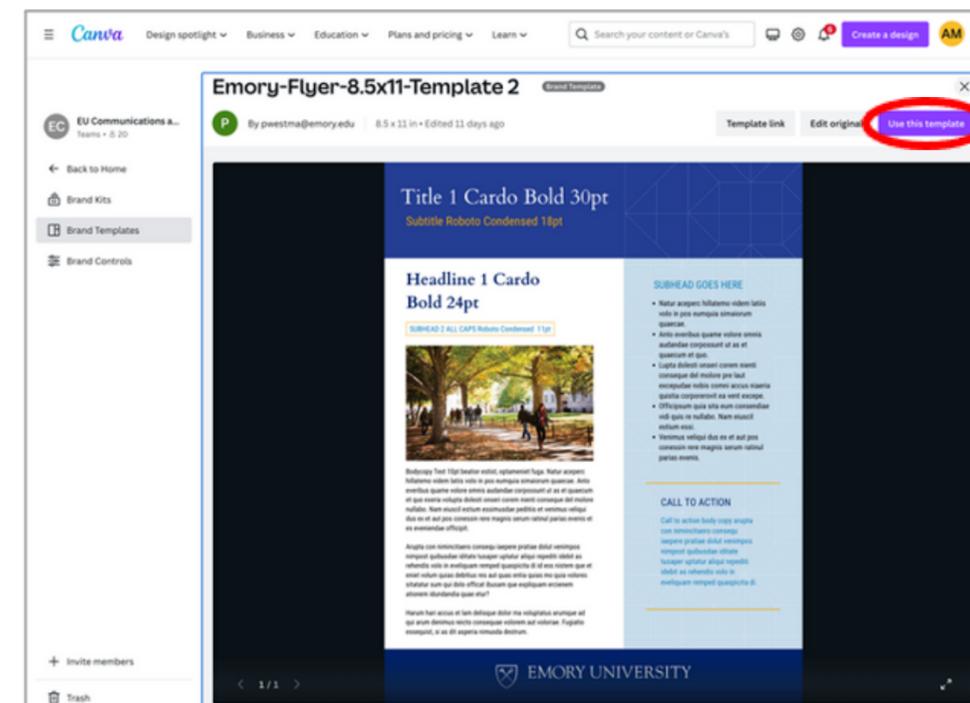
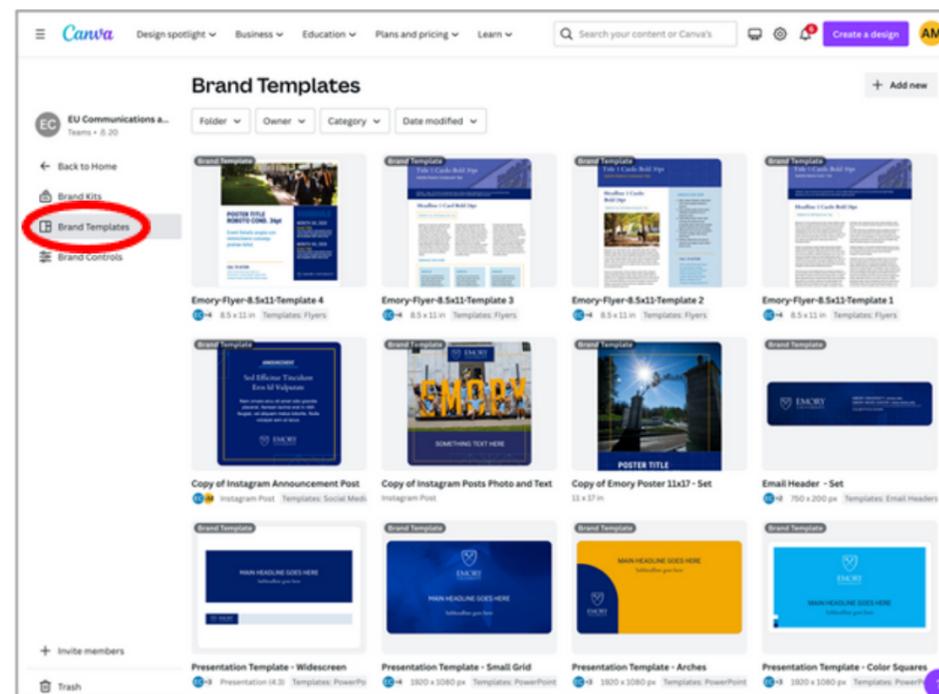


# Brand Templates

- There are 2 ways to access templates:

## 1. Brand > Brand Templates

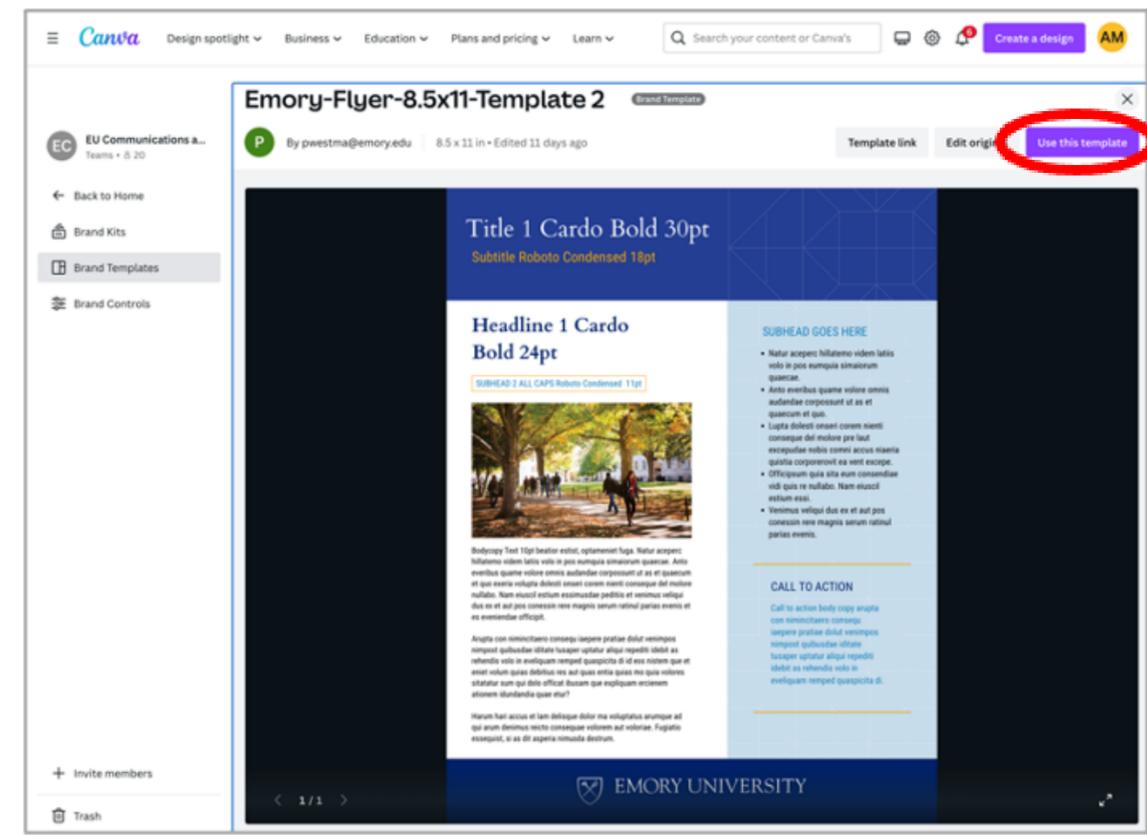
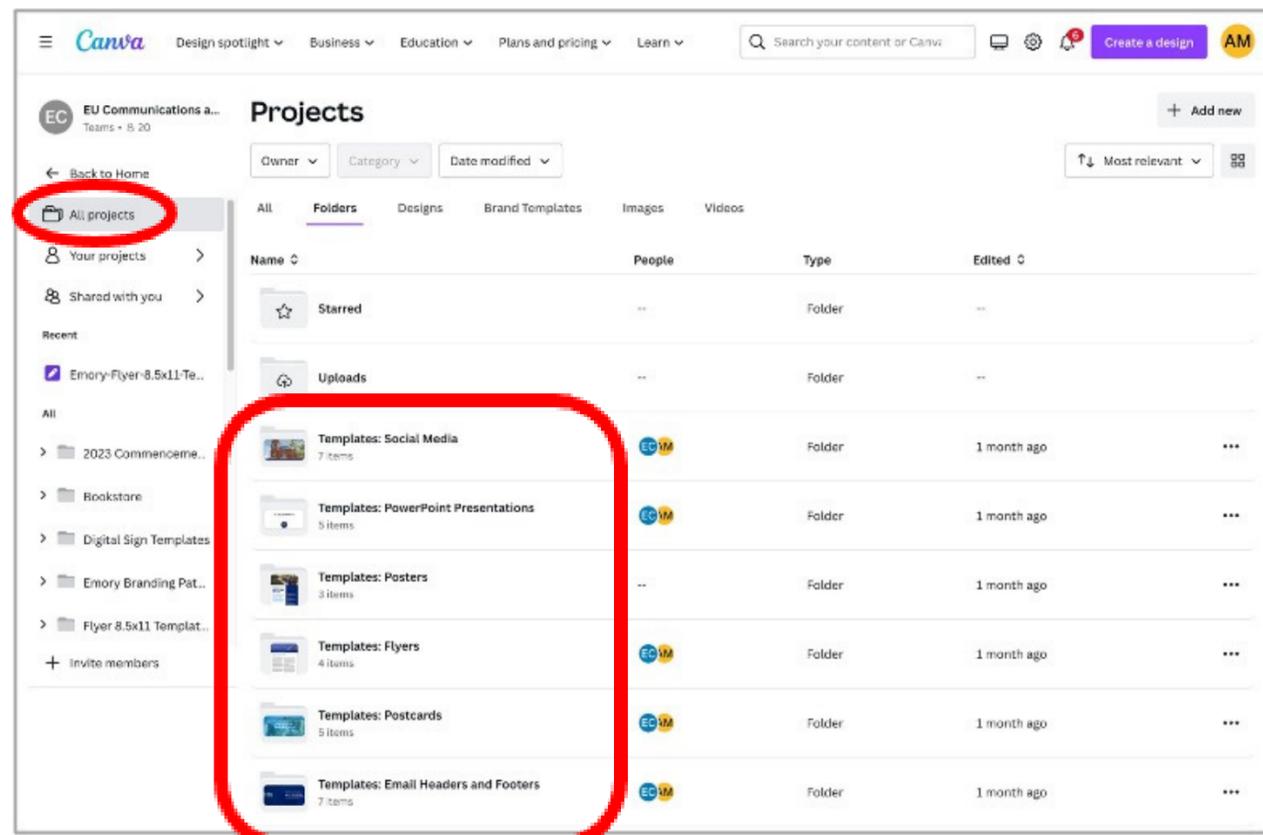
- Click on the template you want to use, then click “Use this template”



# Brand Templates

## 2. Projects > Folders

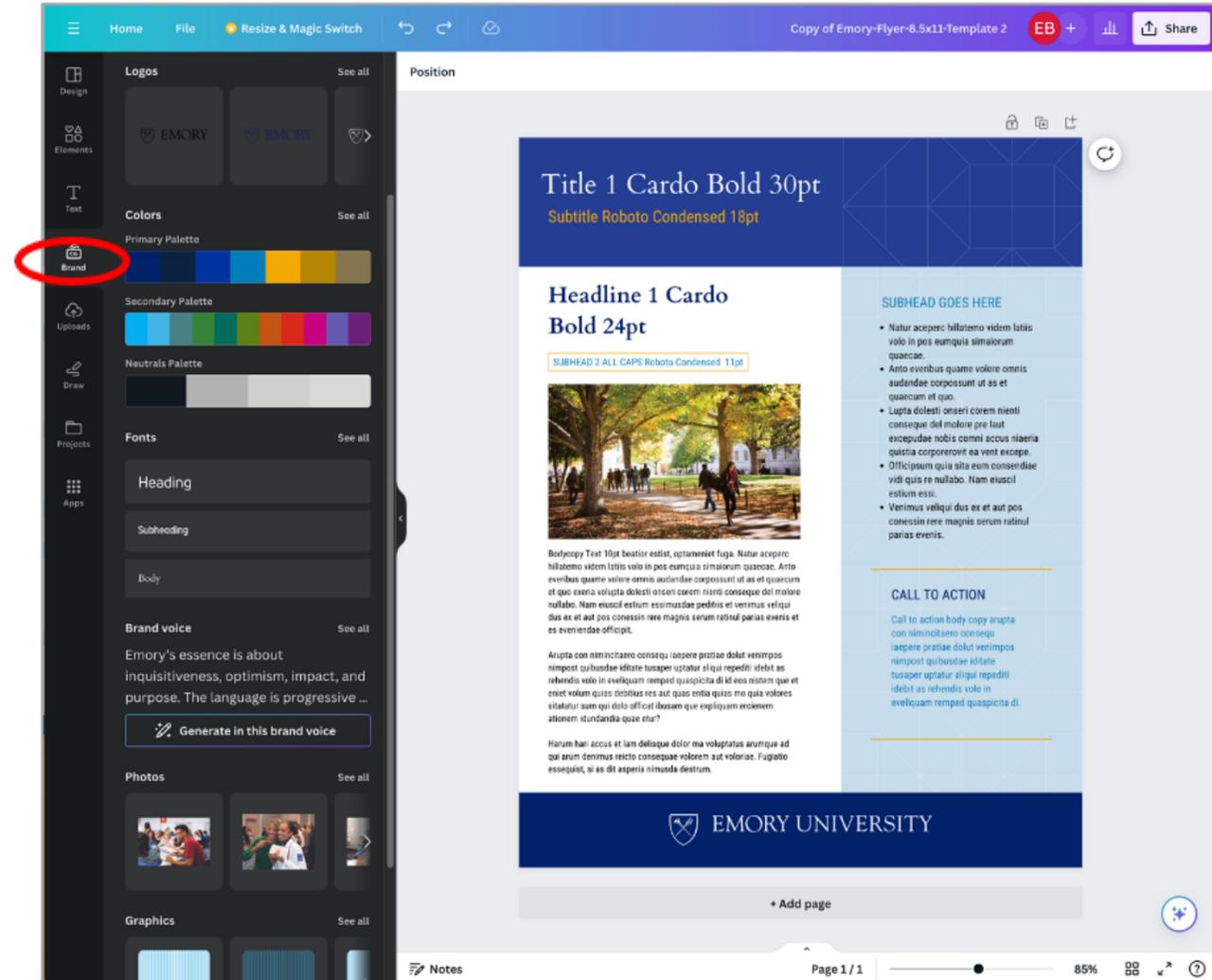
- Select a Templates folder, then select a template & click “Use this template”



# Brand Templates

Using the template, you can make edits to the type and replace images.

You can also add brand elements, like logos, by clicking on the “Brand” icon on the menu bar.

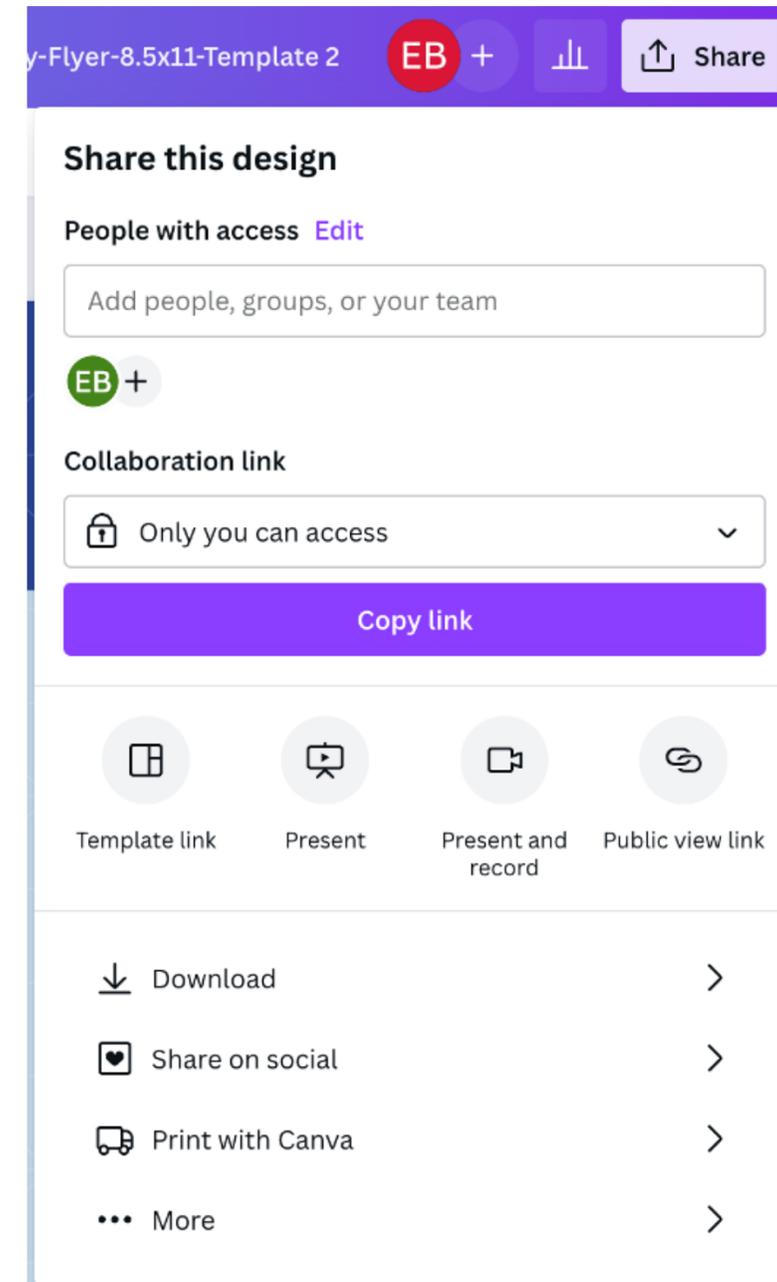


# Brand Templates

When you are done with your edits, save it to your team folder.

You can also click the “Share” button to give others access, share a link to the file, download it, or present it.

**Let's take a look!**





# Resources

Quick links and FAQs

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# Easy links to templates and resources

- **Emory Templates on the brand toolkit**  
<https://communications.emory.edu/resources/templates-collateral/index.html>
- **Abbreviated Guide to the brand on Canva**  
<https://www.canva.com/brand/kAFLqyTZ0V8>
- **Link to Canva tutorials**  
<https://www.canva.com/designschool/tutorials/>
- **Language Guide and Brand Toolkit on the Emory brand website**  
<https://communications.emory.edu/resources/index.html>
- **Emory University logos** ([download](#)).
- **School logos** ([download](#)).

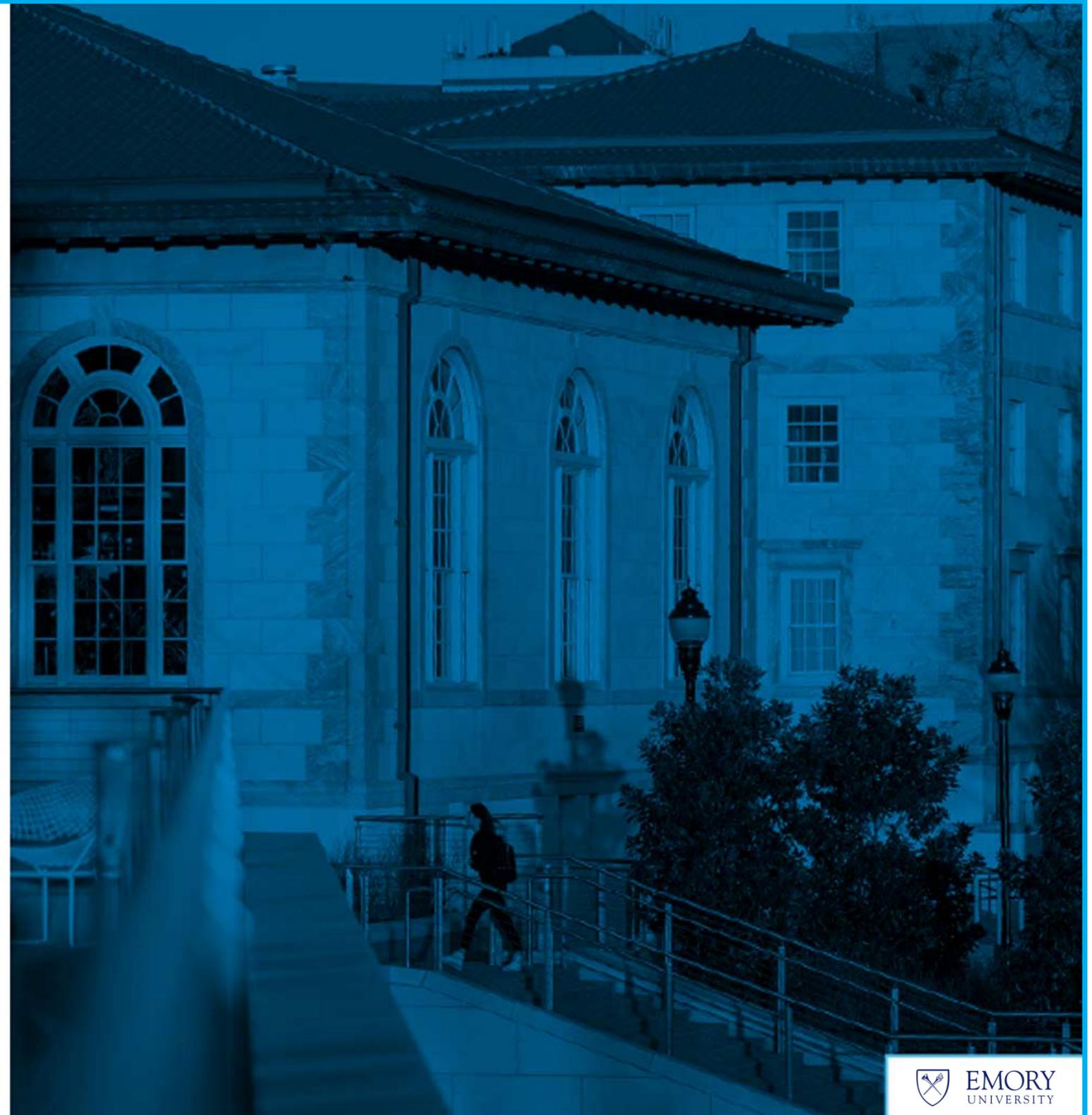
As you design your projects, please pay attention to voice and tone, typography, color, design, and photography. These all combine to communicate Emory stories with consistency and strength.



# PhotoShelter Access

1. Create a free [PhotoShelter account](#).
2. Once you've created an account, email [Hallie Edwards](#). Send her the email address used to create account. She will then give you access and permissions to download visuals.
3. Bookmark the PhotoShelter link to have continued access.

Here you will find different stock photography folders to use in your collateral.





## Reference Document

- A step-by-step guide (PDF) and a copy of this presentation will be in your emails for you to refer to when creating your collateral in Canva.



# How to join the Brand Hub on C&M's Canva

- **Request a seat through [emory.branding@emory.edu](mailto:emory.branding@emory.edu)**
  - Provide a preferred email address for Canva seat
  - An invite will be sent through Canva (check your spam/junk folder)
  - School or Unit folder will be created by our team
  - Only work in your assigned folder
  - Only people you invite to the folder will be able to see your work
- **Canva is a subscription-based service**
  - The cost is \$122 per seat per year
  - Canva will invoice C&M for each new seat
  - Billing will be on a September to August cycle
  - Bill will be prorated for this fiscal year
  - Speed type will be billed

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Any Questions?





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