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?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62.09%</td>
</tr>
<tr>
<td>No</td>
<td>17.31%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>52</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>DESIGN TOOLS</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe InDesign</td>
<td>72.00%</td>
</tr>
<tr>
<td>Canva</td>
<td>66.00%</td>
</tr>
<tr>
<td>LucidPress</td>
<td>2.00%</td>
</tr>
<tr>
<td>Vennage</td>
<td>0.00%</td>
</tr>
<tr>
<td>Piktochart</td>
<td>6.00%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>26.00%</td>
</tr>
<tr>
<td>TOTAL Respondents:</td>
<td>50</td>
</tr>
</tbody>
</table>
Q34 If yes, what templates would be most helpful to you? (Select all that apply)

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Designs and Headers</td>
<td>67.39%</td>
</tr>
<tr>
<td>Flyers</td>
<td>36.96%</td>
</tr>
<tr>
<td>Posters</td>
<td>45.65%</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>41.30%</td>
</tr>
<tr>
<td>PowerPoint Slide Decks</td>
<td>69.57%</td>
</tr>
<tr>
<td>High-Resolution Photo Library</td>
<td>84.78%</td>
</tr>
<tr>
<td>Video Clip and GIF Library</td>
<td>80.43%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>4.36%</td>
</tr>
<tr>
<td>Total Respondents: 46</td>
<td></td>
</tr>
</tbody>
</table>
Brand Kit
The Emory Brand Kit on Canva

Getting started!

- Log in to 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!
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**
  - 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
Any Questions?
CONTACT US

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