



Best Practices for Canva

Various units at Rutgers School of Social Work have paid subscriptions to Canva or similar online assisted design tools. These design tools should supplement the use of SSW-specific templates for custom pieces like infographics or custom social media posts. This guide is meant to simplify and explain functions specific to Canva, and further a unified brand design outside of the use of SSW-specific templates.

Should you have further questions or need additional assistance, contact lzazenski@ssw.rutgers.edu and mmolner@ssw.rutgers.edu.

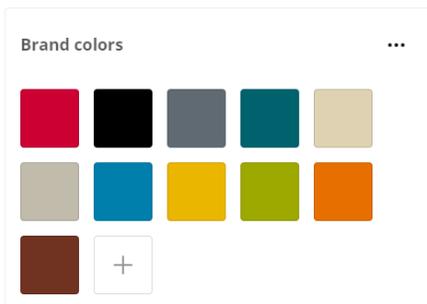
Setting Up Your Brand Kit Canva Pro accounts have a customized brand kit tool, which allows you to enter Rutgers-specific colors, fonts, and logos to have at your quick disposal whenever you're creating a piece.

Brand Kit

Brand logos

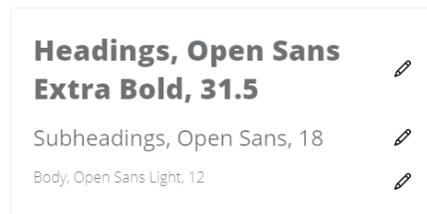


Brand colors



+ Add new palette

Brand fonts



Upload a font

HEX/HTML Color Values

- Rutgers Scarlet: #cc0033
- Rutgers Black: #000000
- Rutgers Grey: #5f6a72
- Bright Palette:
 - Green: #9ea900
 - Yellow: #ebb600
 - Orange: #e76f00
 - Blue: #007fac
- Muted Palette:
 - Beige: #dfd2b3
 - Teal: #00626d
 - Brown: #703221
 - Taupe: #c1bbab

Do

- Get creative by using different Rutgers color palettes. Rutgers Scarlet and Black can be paired with both the bright and muted alternative color palettes and those colors can have custom opacity.
- If designing for a center, upload your custom tertiary logo signature along with the primary SSW-logo and shield.

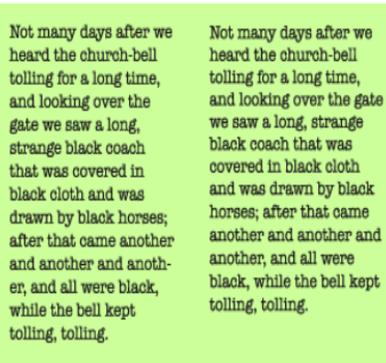
Don't

- Use off-brand coloring (ok occasionally)
- Use overly-stylized text
- Forget to include the SSW or center-specific tertiary logo and shield
- Stretch or shrink the proportions of the logo

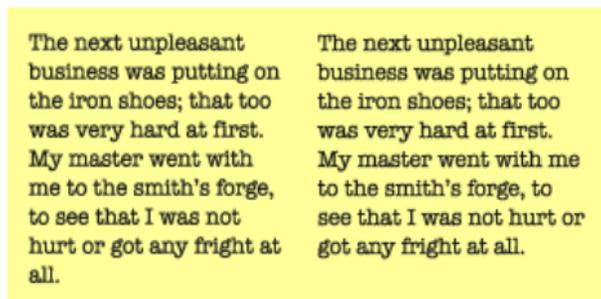
Best Practices for Canva

General Design Principles Understanding Canva has a wide selection of templates, you may need to create a design from scratch or heavily alter the template you're working in. Below are some universal design principles to help guide your creativity:

- Use high-quality pictures
- Limit paragraphs to 40 words
- Use 3 or less different fonts per design (Heading, Subheading, and Body text)
- Utilize different colors. Understanding you'll generally be designing Rutgers materials, not every piece you create needs to have Rutgers Scarlet.
- When designing digital pieces it's recommended to use sans serif fonts, and for print, use serif fonts.
- Use consistent alignment. If your piece is left aligned, try to stay left aligned throughout; if your piece is centered, use center alignment throughout.
- When formatting text, stay away from rags and widows.
 - Rag refers to the irregular or uneven vertical margin of a block type.
 - Widow is a very short line (usually one word) at the end of a paragraph or column.



A poor rag (left) creates distracting shapes in the white space of the margin. Correct this by making manual line breaks (right).



The word "all" in the last line is a widow (left). This can be fixed easily by making a minor adjustment in the line length (right).

7 PRINCIPLES OF DESIGN

1. **Movement:** The way the eye travels over the design; should start at the most important information and flow down in importance hierarchy.
2. **Unity:** Visual relationship between elements; helps to create cohesion through similar colors, concepts, and fonts.
3. **Contrast:** Light against dark, or warm against cool coloring.
4. **Emphasis:** Centers of interest in an image through color, spacing, or texture.
5. **Pattern:** Creates sense of visual regularity; repetition of elements in design.
6. **Rhythm:** Dictates the recurring or organized/disorganized distribution of visual elements throughout an image.
7. **Balance:** Illustrates the visual weight of an image. Achieved three ways: symmetry (mirrored); asymmetry (contrasting); or radial balance symmetry (spaced around a central point [spokes on a wheel]).