Canva Onboarding Guidelines

NAPA VALLEY COLLEGE

Presented by the Office of Public Affairs and Communications

Canva Onboarding Guide

Welcome to the Napa Valley College Canva Team! This guide outlines how to use Canva as part of our campus-wide rollout and brand alignment efforts. Canva is a collaborative design platform that empowers departments and programs to create professional, branded materials that reflect NVC's values and identity.

Why Canva?

Canva is an easy-to-use design platform built for collaboration. Through our institution-wide pilot program, we aim to streamline visual communication at NVC, reduce design inconsistencies, and make high-quality branding tools more accessible to all departments and programs.

Purpose of the NVC Canva Team:

- Equip faculty and staff with access to Canva Pro
- Standardize branding across departments
- Provide access to templates, logos, and brand tools
- Encourage collaboration and creativity

Access includes:

- Canva Pro account
- Shared NVC Brand Kit (colors, fonts, logos)
- Pre-built templates for flyers, social media, presentations, and more
- Collaborative tools for shared editing and feedback

01 Design Expectations

All designs created for public-facing use should:
- Use NVC-approved logos and color palette
- Be created within or duplicated from existing templates
- Be clear, accessible, and aligned with NVC values

Avoid uploading external logos or using fonts and colors outside the brand kit unless approved by the Office of Public Affairs and Communications. If there are missing logos that need to be added to the brand kit logos, please email them to communications@napavalley.edu

The NVC Brand Canva is meant to be used for all materials used on the Napa Valley College Campus. If design material is being sent out to an external audience, the design must be made and approved in collaboration with the Office of Public Affairs and Communications.

Link to Napa Valley College Brand Guidelines

NVC Photo Asset Library

Participants in the Canva brand team will have access to the NVC Marketing and Communications photo library, which includes photos of campus images and student-centered content from the past two years. These assets are available to help ensure designs are consistent, high quality, and representative of the NVC community.

2024 Photo Asset Library

2025 Photo Asset Library

02 Best Practices for Canva Designs

Keep Text Clear and Concise
- Use short, direct headlines. Limit text on graphics to what is essential, especially on social media. Aim for clarity over complexity, and break up long content into smaller pieces or use links for full details.

Use High-Quality Visuals
- Ensure all images are clear and high-resolution. Avoid pixelation, low-light photos, or text-heavy graphics. Stick to imagery that aligns with NVC's professional and welcoming tone.

Format Designs to Fit the Platform
- Choosing the right dimensions and layout is key:
  - Always preview your design in Canva before downloading. Check for alignment, readability, and cut-off text. For social posts, test how the design appears in your feed or story layout to ensure nothing is obscured.

Export with the Correct File Type
Use the format that matches how and where your design will be shared:
- PDF (Print) – For physical flyers and posters; include crop marks and bleed if sending to a printer
- PDF (Standard) – For email attachments or general document sharing
- PNG – Best for crisp digital graphics or transparency needs
- JPG – Best for quick-loading web images or social posts
- MP4 – For videos or animated content, such as reels or animated presentations

Use Canva on Web Browser
As part of our campuswide Canva rollout, all users are expected to use the web browser version of Canva (www.canva.com) rather than downloading the desktop app. This approach helps us:
- Ensure consistency across users and departments
- Avoid unnecessary downloads or software installations
- Minimize the impact on IT support and system maintenance

Learning and Support Tools

Canva Design School
Canva offers a free, self-paced learning platform with tutorials and short courses:
- Getting Started with Canva – learn the basics in under 30 minutes
- Branding Basics – explore how to use logos, fonts, and colors consistently
- Social Media Mastery – tips for creating high-impact posts across platforms

👉 Visit: https://www.canva.com/learn/design-school/

Canva YouTube Tutorials/Canva for Beginners
Canva has a dedicate page for beginners on the platform along with a YouTube channel that features tutorials, walkthroughs, and design tips for all skill levels. Check out how-to videos on building flyers, using templates, creating animated posts, and more.

👉 Visit: https://www.canva.com/learn/how-to-canva-beginners-guide/

Napa Valley College Specific Support

The Office of Public Affairs & Communications is here to support your success using Canva. In addition to formal training, several team members across campus have also offered to provide peer support as needed. If you are comfortable using Canva and would like to support others during this rollout, let us know — we'd love to include you as a campus contact.

NVC Canva Super Users:

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Canva Onboarding Summary

The Canva Pro Rollout at Napa Valley College is part of a larger effort to support departments in producing consistent, polished, and branded content. By participating, you help strengthen our college's public image and ensure students, staff, and the campus community experience cohesive communication. We appreciate your engagement and look forward to seeing the creativity you bring to your designs!

Start Designing

- Use the NVC Brand Kit and templates in Canva to create flyers, social posts, and more that reflect the NVC brand identity.

Collaborate and Stay Aligned

- Share designs with your team and refer to the NVC Branding Guidelines to ensure consistency.

Give Feedback

- As part of this pilot, your feedback is key. Let us know what works, what you need, and how Canva supports your work.

Questions?

If you need assistance or have questions, please reach out to communications@napavalley.edu.

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