



Using Canva at Stetson Law

The Stetson Law Communications Department produces marketing materials that uphold the College's brand and standards. If you are faculty, staff, or a student assistant creating your own materials, you must ensure that your designs maintain the required visual identity and quality standards. This primer provides guidance for producing print-ready, brand-compliant pieces in Canva and addresses common setup and export challenges.

For complete visual standards...

[Stetson Connect](#) > [Communications and Marketing](#)

Document Setup

Size

Start with the correct document size (ex., 8.5x11, 11x17). Use the Resize tool at the top to apply preset or custom dimensions.

Bleeds & Trim (for print)

A **bleed** ensures that color or images extend beyond the page trim, avoiding white borders. Add 0.125 in. bleed on all sides.

Trim marks are small lines or guides that show where the printer will cut the paper after printing to achieve the final size.

Canva Tip:

- Go to File > Settings > Show Print Bleed (automatically adds 0.125 in.)
- When exporting, select PDF Print and check crop marks and bleed.

Image Resolution

A pixel is the smallest block of color in a photographic image. Multiple pixels form images in their native RGB mode. Your smartphone photos are made up of pixels.

DPI (dots per inch) refers to the density of pixels in an image. The more pixels per inch, the higher the DPI (resolution) and the better the image's quality.

Print at 300 DPI for best results. Low-resolution images (72 DPI) will appear blurry.

Canva Tip:

Canva exports PDF Print files at 300 DPI. Avoid using JPG or PNG files for full-page print projects, as they default to 96 DPI and may look blurry.

Windows DPI Check: Right-click > Properties > Details tab > Look for Horizontal/Vertical resolution.

300 DPI = Print-ready | **72-96 DPI** = Web/screen use only

Color Modes

Colors designed in RGB may shift when printed, depending on the printer and paper.

Canva Tip:

- Free Canva: Exports in RGB only
- Canva Pro: Allows CMYK export for better print accuracy.

Poster size is 18x24 inches



Correct size with bleeds showing.



Incorrect size. The image does not meet the desired print size and contains no bleeds.



REMEMBER

Set your document to its final print size before designing. Print requires 300 dpi for best results.

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Brand Identity: Fonts, Colors & Logos

Consistency builds recognition and professionalism.

Fonts

Use official College fonts when possible.

- Canva Pro users: Upload approved fonts.
- Free Canva: Use Helvetica World, which closely matches official typography.

Colors

Go to [Communications](#), then click on [Logos and Branding](#), under Stetson Law Brand Standards click on Brand Guidelines to access the PDF.

Use approved brand colors with the following values for consistency:

Provided HEX codes (a six-digit alphanumeric color code used in digital design) or CMYK values for accuracy.

Use RGB or HEX values in Canva for convenience.

Official Licensed Color	Red/Green/Blue values	HEX codes
Pantone® 363 C (Green)	51,153, 51	339933
Pantone® 424 C (Gray)	102,102,102	666666
Pantone® 579 C (Light Green)	204, 204,153	cccc99
Pantone® 572 C (Purple)	153, 51,153	993399

*Note: RGB and HEX both describe the same on-screen colors. HEX codes are just a shorthand version of RGB values, created to make color matching easier in design tools and web applications.

Logos

Use only approved logo versions (horizontal, vertical, wordmark, or seal).

Do not stretch, recolor, or add outlines, shadows, or effects.

Always maintain a clear space and follow the minimum size rules.

In free Canva, a high-resolution PNG (300 ppi, transparent background), PDF or JPG file may be used.

Free Canva does not support EPS files.

Horizontal Logo: For wide layouts such as letterheads, website headers, email banners, and flyers with landscape orientation.

Vertical (Stacked) Logo: For posters, social media graphics, or square layouts with limited space.



Always ensure the logo appears sharp, correctly colored, and proportionate before export. Use official fonts, colors, and logos to maintain brand consistency in all forms of graphic design including department logos, t-shirt design, buttons and flyers.

File Formats

For Free Canva users, file type options are limited — but you can still achieve print-ready results by following these guidelines:

For Digital Use:

PNG (.png) – Preferred for on-screen graphics.

- Supports transparency and keeps crisp edges.

JPG (.jpg) – Acceptable for graphics without transparency.

- It may appear with a white background.

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File Formats cont.

For Print Materials:

PDF Print (.pdf) – Best choice for printing in Canva Free.

- This maintains correct dimensions and an approximate resolution of 300 dpi.
- Free Canva exports in RGB color mode (not CMYK).
- Always check “Crop marks and bleed” before downloading.

SVG (.svg) - an RGB file like PNG and JPG, but vector-based. This means it uses mathematical algorithms and scales infinitely for both web and print applications.

- **Commonly preferred for merchandise production** — such as hats, T-shirts, and embroidered items — because it preserves sharp edges and clean detail when logos are resized or stitched by vendors.
- Primarily used for web purposes, though many printers now accept them for print due to their scalability.
- Best suited for sharp, flat graphics rather than complex, photorealistic images that rely on dense pixel grids.
- Allows the Communications Team to make edits if needed.
- *Only available with a Canva Pro subscription.*

EPS (.eps) - A professional, print-ready vector format used for graphics that must stay sharp at any size.

- Built from mathematical paths rather than pixels—similar to an SVG—so logos and illustrations scale cleanly without losing quality.
- Preferred by printers and designers for high-resolution output, color accuracy, and consistent results across different software.
- **Best used for logos, icons, and brand elements in print materials, signage, merchandise, and vendor-supplied artwork.**
- Not supported for upload in Canva Free.
- *Communications Department will create a version for you.*

PDF in Free Canva:

Share button at top right > Download > File type > PDF Print (check crop marks and bleed)

Color Profile: RGB (default in Canva Free) > Download your PDF Print file

SVG in Canva Pro:

Share button at top right > Download > File type > SVG (check Transparent background if needed) > Download your SVG file

Note: Free Canva exports only in RGB, so printed colors may appear slightly duller.

For visual standards and official downloads visit:

[Communications Office](#) - or - [Stetson Law Brand Standards](#)

Canva Quick Export Guide

Before submitting, make sure to:

- Turn on *Show Print Bleed*
- Export as *PDF Print*
- Check Crop marks and bleed
- Include an editable Canva link (when possible)

Pre-Submission Checklist

Confirm each item before sending it to Communications:

- Document size matches final print size
- 0.125 in. bleed included
- Confirm images are 300 dpi (Right-click > Properties > Details tab)
- Official HEX or CMYK colors used
- Approved fonts and logos applied
- File exported as *PDF Print* with crop marks/bleeds.
- All hyperlinks tested (if applicable)

Submitting for Review

Use official fonts, colors, and logos to maintain brand consistency.

Submit your project through the *Work With US* form.

Allow at least 3–5 business days prior to print or distribution.

Communications will review your materials for brand compliance and print readiness, then return consolidated feedback.

If unsure, contact us before printing.

communications@law.stetson.edu

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Accessibility & Readability

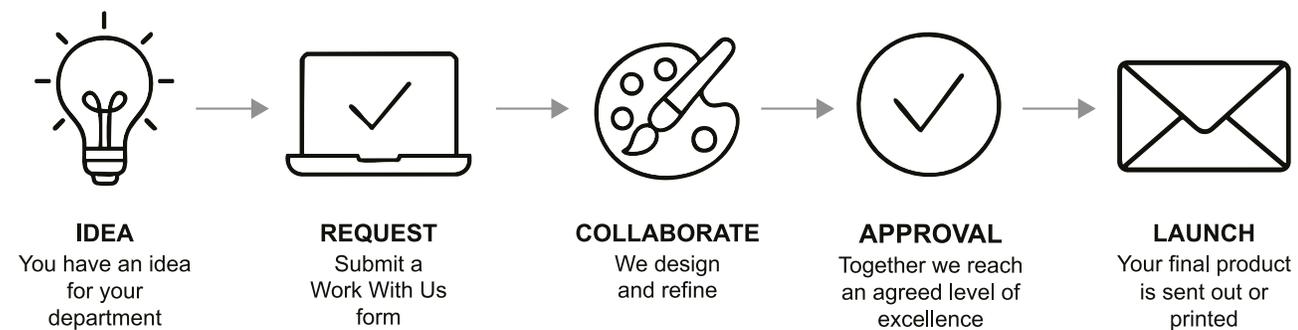
Design for clear communication and inclusion.

- Use a minimum 12 pt font for body text.
- Maintain high contrast (black text on white works best).
- Don't use light text on busy backgrounds.
- Avoid using all-caps for long blocks of text — it reduces legibility.
- When possible, test-print your design to verify text readability before final submission.

Monitor Graphics

If your department needs a monitor graphic the Communications Department will create one for you to ensure that best practices are followed and to ensure that the advice within this primer are applied.

How To Work With The Communications Department



No job is too big or too small. If you need a graphic, brochure, email, or help with wording, we're here to support you.

From **StetsonConnect**, go to **Quick Links**, then to **Communications**, then click **Work With Us** to submit your request.

On the **Communications** page, you'll also find:

- Logos and official colors
- Business card request form
- Other helpful resources

If you're ever unsure where to start, submitting a **Work With Us** request is always a good first step. It helps us route your project correctly and respond as efficiently as possible.

Thanks for helping us keep communications across the College clear, consistent, and well coordinated.

Questions? communications@law.stetson.edu