

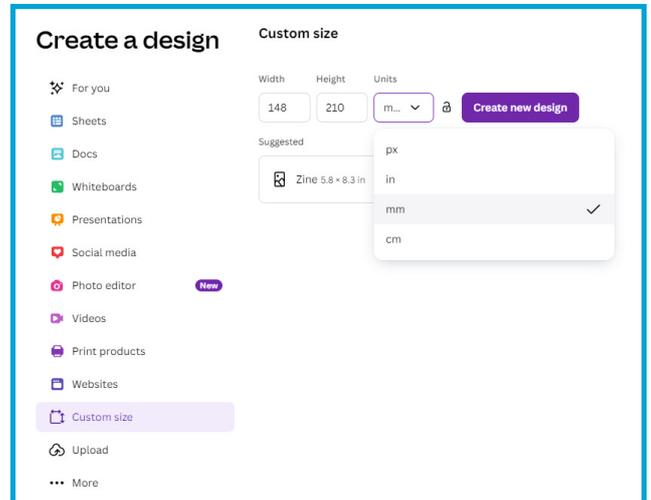
Canva Artwork Supply Guide

Canva's simple tools make it easy to craft professional-looking print materials. However, in order to get the best results, and not to incur any extra charges, we need it supplying to certain guidelines.

Choose the right dimensions for your design

The biggest problem we encounter with designs supplied from Canva is incorrect sizing. Canva's default templates often follow American sizes, so setting up custom dimensions is essential for accuracy, especially if you're designing a standard A-size document.

Click on "Create" at the top left of the Canva homepage. Choose "custom size" and enter the exact dimensions you need and click "Create New Design". If you're using Canva's free version, bear in mind that you won't be able to resize your design later, so it's crucial to start with the correct size from the beginning.



The most common sizes used in print are:

Business Cards	1/3 A4	A6	A5	A4	A3	A2	A1	A0
85mm x 55mm	99mm x 210mm	105mm x 148mm	148mm x 210mm	210mm x 297mm	297mm x 420mm	420mm x 594mm	594mm x 841mm	841mm x 1189mm

Adding bleed to your design

Bleed is an essential part of creating artwork for print. Professional designers will always extend (or 'bleed') background elements and images beyond the edges of the document by an additional 3mm or so. This gives us something to cut through when trimming your printed items, and prevents unwanted white borders around the edges of a printed document.

To view and add bleed in Canva, go to "File" in the menu above the editor, then select "View settings" and choose "Show print bleed". Your design will now display a little extra area around the edges. In Canva, this bleed margin is fixed at 1/8 inch and cannot be adjusted, but that is fine for us to work with.

You should ensure any elements that you want to go to the edge of the finished print are extended into the bleed area. This includes any backgrounds, photos or decorative elements. Bear in mind the bleed area will be trimmed off, so don't put anything critical in there!



Understanding Safety Zones

Safe zones, also known as margins, are areas within your design where important content should be placed to avoid risking being clipped when trimming. Please don't put text or any other essential elements right up to the edge of the page. We recommend a 3mm safe zone inside the trim line of your design.

To view the safe zone in Canva, click on "File", then "Settings" and then "Add guides". Choose "Custom" then Set both the columns and rows to zero, and enter 3 mm in both boxes for the margin, then click "Add Guides". These guides will help you visually ensure that your important elements are placed within the safe zone.

Using high-resolution images

For the best results, we recommend images over 300dpi (or 150dpi for large format items). Canva has no simple way of seeing what the image resolution is in your design, but if you use good quality images to start with (as opposed to small thumbnail images or screenshots), the results should be come out well. You can always zoom in on your design to see how images look close up. Canva offers tools to enhance image quality, such as the AI image enhancer, which can dramatically improve your pictures and increase resolution.

Working with colours for print

Colour selection is crucial for print-ready artwork. To ensure your design is printer-friendly, it is best to use CMYK colours. RGB colours are made up using light, whereas printing is done using CMYK (cyan, magenta, yellow and black) inks. Most RGB colours convert to CMYK pretty accurately, but some colours, particularly very bright shades, cannot be represented well.

While Canva uses RGB colours by default, you can convert your design to CMYK when exporting if you have the Pro version. Remember that colours may appear differently on screen than print, so checking you exported files before final printing is essential. A PDF exported in CMYK should display the colours much more like the final prints will.

If you don't have the Pro version of Canva, you can only export in RGB. Bear in mind there may be colour shift when printing.

Laying Up Designs

Laying up images is simply when you put more than one copy of your design on a sheet ready for printing. For example, you might want an A6 leaflet, which is a quarter of the size of an A4 leaflet. Please don't supply your artwork as an A4 document with 4 A6 leaflets on it. We know you're just trying to be helpful, but please supply artwork 1-up. 1-up is the same as saying 'please just create a single version of your artwork the right size and let us worry about laying it up'.

Exporting your print-ready file

Please supply all files as PDF. When you're ready to export your design, go to "Share" and select "Download." Choose "PDF Print" from the drop-down menu as the file type, and make sure to check the "Crop marks and bleed" box to include these essential elements in your final file. Avoid choosing the "Flatten" option on PDF export as it turns your design into a raster image, losing vector quality and reducing all resolution to 225dpi. If you have Pro, choose "CMYK" under colour profile.

