

CANVA FOR CHAPTERS

A quickstart guide



What is Canva?

[Canva](#) is a user-friendly graphic design platform that can be used to create and share social media graphics, presentations, posters, newsletter headers, documents (like this one!) and other visual content. With its drag-and-drop features, users can access more than 65,000 editable templates, including EO's standard branded templates made available to all chapters, or create designs from scratch. Canva also makes it easy for users to access millions of stock images, illustrations, icons, and custom fonts inside the app.

Users can also:

- Store, organize and edit designs quickly
- Customize templates and share with their team to edit
- Publish designs anywhere to reach target audiences

Subscription options

Canva Free

US\$0.00/month

Anyone can sign up for a free version of Canva. With this option, users can access and use existing templates (including EO's standard branded templates made available to all chapters on the Communications Resources page of EO Network), 100+ design types, hundreds of thousands of free photos and graphics, invite members to your team, collaborate and comment in real-time, and access up to 5GB of cloud storage.

Canva Pro - Recommended!

US\$12.95/month for up to five persons

In addition to the features that the free version of Canva offers, subscribers of the Pro version have the ability to upload and use their brand's visual identity including logos, colors, and fonts across multiple Brand Kits. Users have access to even more free templates and premium stock photos, videos, audio and graphics and can also save custom designs as templates for your entire team to use.

Canva for Nonprofits

US\$0.00/month

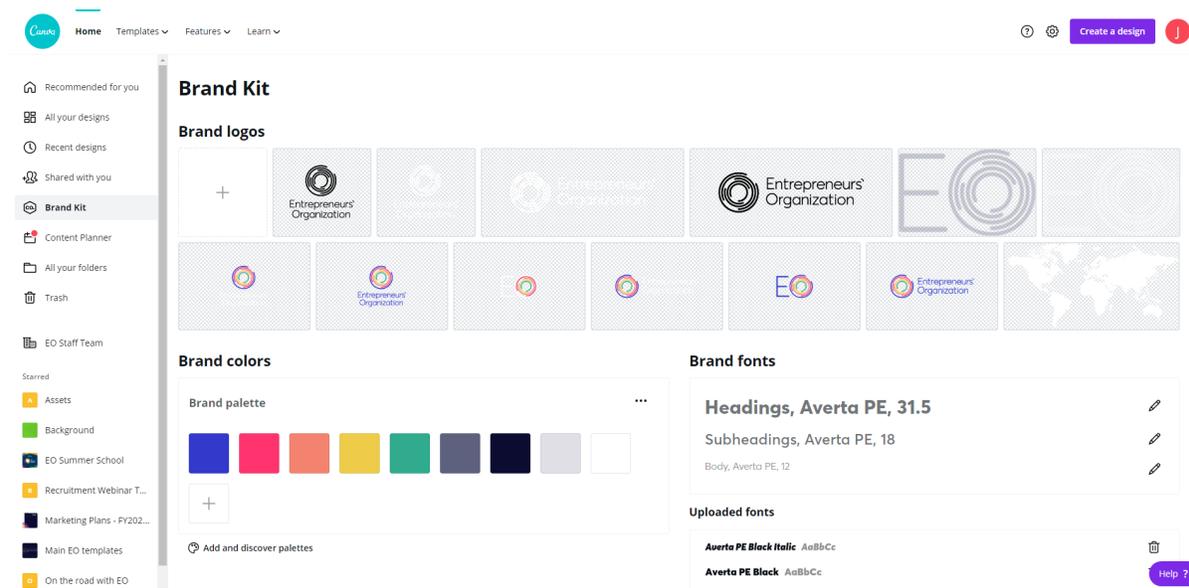
Some chapters may be eligible for a free version of Canva Pro by applying for Canva's [nonprofit program](#). First, see if your [chapter is eligible for the free Pro version here](#). Different countries have different eligibility requirements. If it looks like your chapter will be eligible for the free version, [apply online here](#).

[See which subscription option is right for your chapter.](#)

Optimizing Canva Pro

Customize your Canva account with EO's brand elements

If you sign up for Canva Pro, which we recommend, take advantage of this subscription option's custom Brand Kit features, which will allow you to upload and use all of EO's brand elements. Once you are logged into your Canva Pro account, navigate to the Brand Kit tab. There, you can upload your [chapter logos](#) (find your chapter logo package on the Communications Resources page of EO Network), [EO's brand font Averta](#) and save [EO's colour palette](#). You'll then have easy access to these elements anytime you create a new design file. Visit the [Brand Kit section](#) of Canva's Help Center for more detailed instructions.



Standard EO Canva templates

Using the free version of Canva? You can still access EO's standard Canva templates

If your chapter decides to sign up for the free version of Canva, you can still access EO's brand elements by working off of one of EO's standard templates. EO has created a number of standard templates that can be used by all chapters and Canva subscription types:

- [Flyer templates](#)
- [Square social media graphic templates](#) (great for Facebook, LinkedIn, Instagram and WhatsApp feeds)
- [Portrait social media graphic templates](#) (great for Instagram Stories and IGTV covers)
- [Landscape social media graphic templates](#) (great for Facebook event covers and Twitter feeds)

Resources

Canva resources

Interested in learning more about Canva? Visit [Canva's Help Center](#) for how-to guides, support, tips and troubleshooting. Visit [Canva's Design School](#) where you can access [tutorials](#), [design courses](#), and sign up for and watch recordings of Canva's [virtual events](#). Canva's [YouTube page](#) has new educational videos every week, too!

EO resources

Before designing EO branded materials on Canva, be sure to always review and follow EO's brand guidelines at brand.eonetwork.org. Don't forget that you can find other EO materials, resources and brand elements on the [Communications Resources](#) page of EO Network.

Questions? Email us at content@eonetwork.org.