



## **Logos**

### **FINDING YOUR AFFILIATE LOGOS**

- *Tip:* Search your affiliate name in Drive, then you should be able to highlight all of your files and drag them to a new folder, rather than finding your affiliate in each folder. Click to sort them by file type (Kind), and you should easily be able to select the SVGs for importing into your Canva Brand Kit.

### **FILE TYPES**

- **JPG**
  - Best used for photographs on the web. Will NOT allow you to have a transparent background so please do not create a JPG of your logo.
- **PNG**
  - Basic image file with transparent background, but keep in mind that it will lose its quality when its size is changed.
  - Also, if changing its size in a Word document or design program other than Canva, be sure to hold the “shift” key so that it maintains its aspect ratio and doesn’t get stretched or squished.
- **EPS**
  - Vector file so it won’t lose quality when scaled.
  - Use this for importing uploading a logo file to a promotional item site, etc.
- **SVG** (Scalable Vector Graphic)
  - Best used for the web, or web-based design programs, such as Canva.
  - Will not lose quality when size is changed
- **PDF**
  - A PDF is generally a vector file and when high-resolution, this is what you’ll want to send to an outside printer when trying to produce flyers, banners, etc.

### **RESOLUTION**

*(Dots Per Inch)*

Web – 72-100dpi  
Print – 300dpi

You want to keep web-only graphics small so that they will load faster  
A print piece that is below this resolution will be fuzzy

## **Fonts**

Clicking the button on the Resources page will automatically download our font folder.

Here are [instructions on how to install fonts on a PC](#). On a Mac, you’ll simply click on the font and it’ll bring up your Font book. Then click “install font” or you can select all, right click (control/click), and select “install”

## **Brand Guide**

This digital Identity Standards manual is the digital version of the printed Identity Standards manual you received in your gift boxes. It will always be our most up-to-date, but don’t worry. We would definitely announce any additions before they would be added.

## **Design Assets + Templates Section**

In this section, you’ll find all of our new Canva resources, as well as some just added Microsoft Word/Powerpoint templates, Ready to Print Collateral pieces, and details on how to order some of the promotional items in your gift boxes.



### **Videos and Website Templates Section**

These are pretty self-explanatory, but this is where you'll find video and web resources, such as our new promotional videos and new website templates.

### **Ready to Communicate This Change to Your Community Section**

Here you'll find a bunch of different resources for helping you plan your transition and communicate about it to your community. One item we'd specifically like to highlight is the **Sample Launch Strategy**. We'd love if everyone at least looked at this recommended timeline. You really want to go about it strategically to make it the most effective transition for your community and not confuse your audiences.

### **Let's Journey Through this Transformation Together Section**

Looking for training and support? This section contains all of our upcoming trainings and holds the recordings of our past trainings.