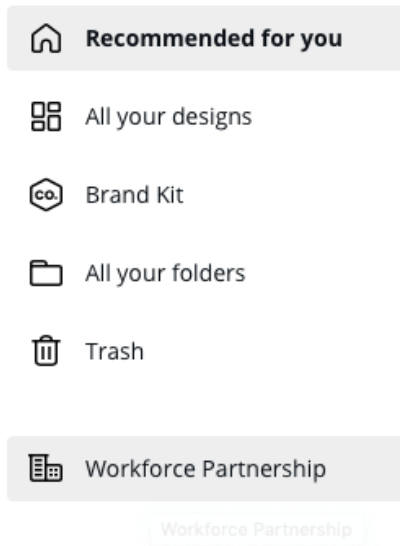
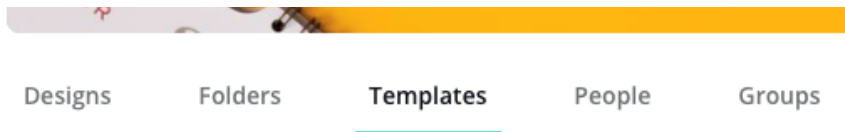


HOW TO USE CANVA TEMPLATES

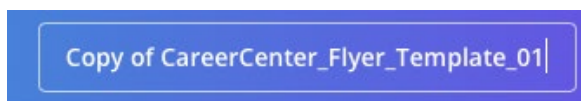
1. Email careercenters@workforce.org to obtain Canva login credentials.
2. Login at Canva.com.
3. Click “Workforce Partnership” on the left-hand sidebar.



4. Select “Templates” from the menu under the search bar.



5. Click on the template you’d like to use then “use this template.”
6. Rename the template by clicking the title at the top of the page and using the following file name structure:
EventType_EmployerORWorkshopName_YYYY-MM-DD



Examples:

HiringEvent_AccentCare_2018-02-23

Workshop_FindingHiddenJobs_2018-08-27

7. Update flyer to reflect details of your event.

Do:

- Change the photo (see PHOTOGRAPHY section)
- Swap out employer/partner logos
- Update copy (text)
- Limit the amount of text used—if a detail is not pertinent, leave it out
- Follow the [Workforce Partnership style guide](#)

Examples:

- Do not add http:// or www. in front of URLs (workforce.org)
- No “th” (or “nd” or “rd”) after date (Friday, August 31, 2018)

Avoid:

- Changing any fonts
- Editing the footer
- Adding extra text/content not included in the template
- Resizing template elements (shapes)
- Using pixelated or fuzzy photos



PHOTOGRAPHY

- Whenever possible, use professional photos from our photography vendor, Bauman Photographers (see both Photo album [1](#), [2](#), [3](#), [4](#)). If you have exhausted these resources and stock imagery is needed, use a free site such as [Pexels.com](#) or [Unsplash.com](#) and attribute as required or recommended by license. (At this time, we do not have a paid subscription to a fee-based stock image site.)

Avoid pulling images from search engines, as copyright laws can be violated when using images found on the internet.

When using stock imagery, the images you select should feel authentic and convey our core values of stewardship, collaboration and excellence. They should be diverse, bright and positive without any artificial filters placed over them.

If you run into issues or have any questions, please contact communications@workforce.org.