Puddle Ducks

Canva User guidelines

Canva

Puddle Ducks Account Logins

We have 4 available logins to use and create your own design folders within.

Team members of Puddle Ducks

canva1294
canva1@puddleducks.com

Password: **Canva1Puddle**

canva2448
canva2@puddleducks.com

Password: **Canva2Puddle**

canva3689
canva3@puddleducks.com

Password: **Canva3Puddle**

PuddleCanva4
canva4@puddleducks.com

Password: **Canva4Puddle**

Puddle Ducks
canvaHQ@puddleducks.com

Canva Terms of Use

Please do not change the login or passwords, this will change the password for all users.

Canva has been set up to allow you to create images and graphics for your website, or social media.

It is not intended for the design of printed collateral and should not be used to create adverts or leaflets.

Please email marketing@puddleducks.com if you require anything for print or press.

Puddle Ducks Brands

Our logos, fonts and colour palettes are already set up and ready for you to use.
You can find them in **Brand** in the side panel.
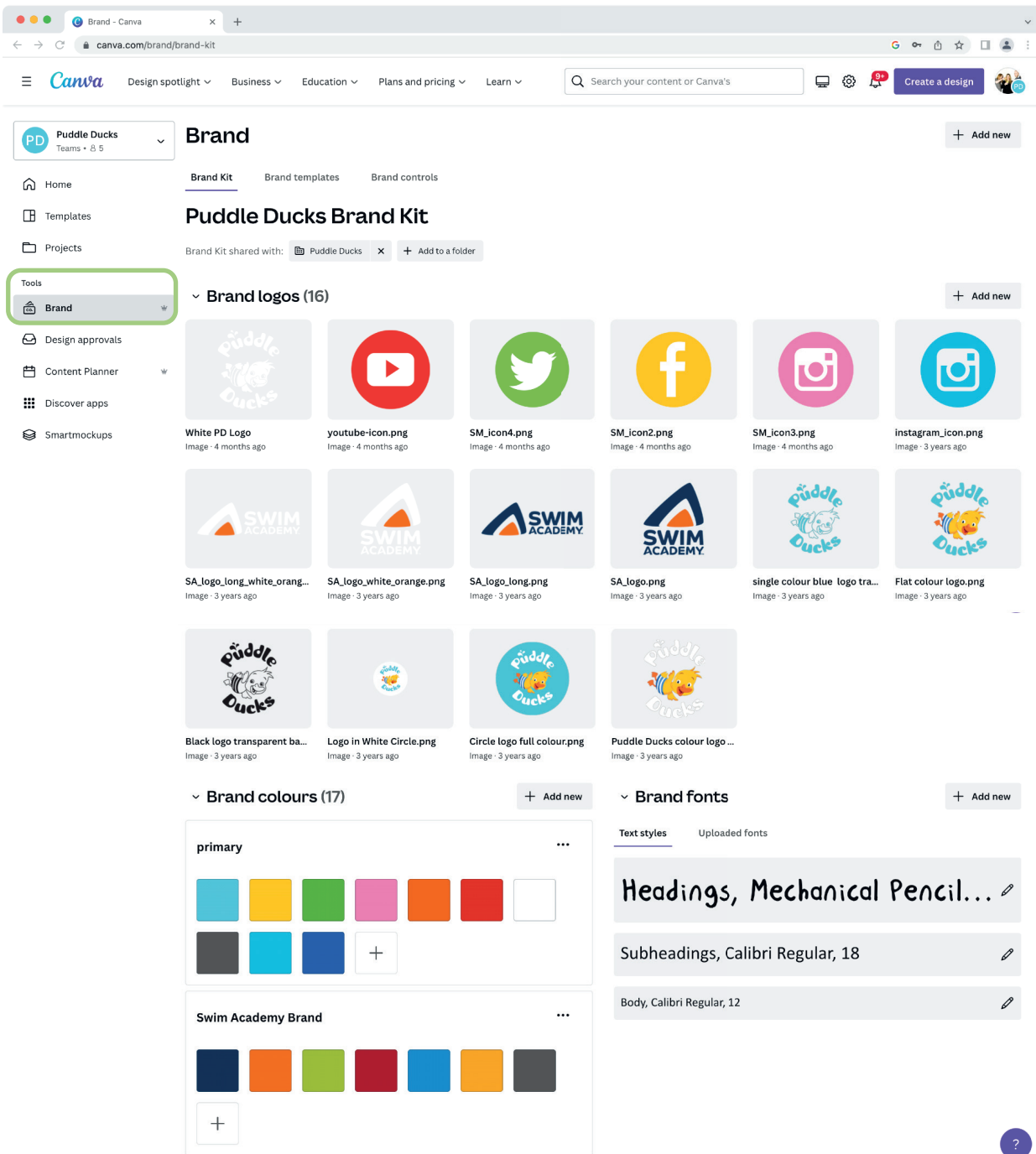
Navigating Canva

When you log into Canva you will arrive on the Home page. This gives you the option to create a new design from the pre-sized designs.

Below this is **Recent designs**. These are designs* that other members have created in the same log in.

*Please note that this does not mean those designs are created from our HQ templates and may not be on brand so don't assume that because they are there means they are okay to replicate.

The best way to create designs is to use the HQ designed templates in the **Projects** folder.
See page 4 for more info.
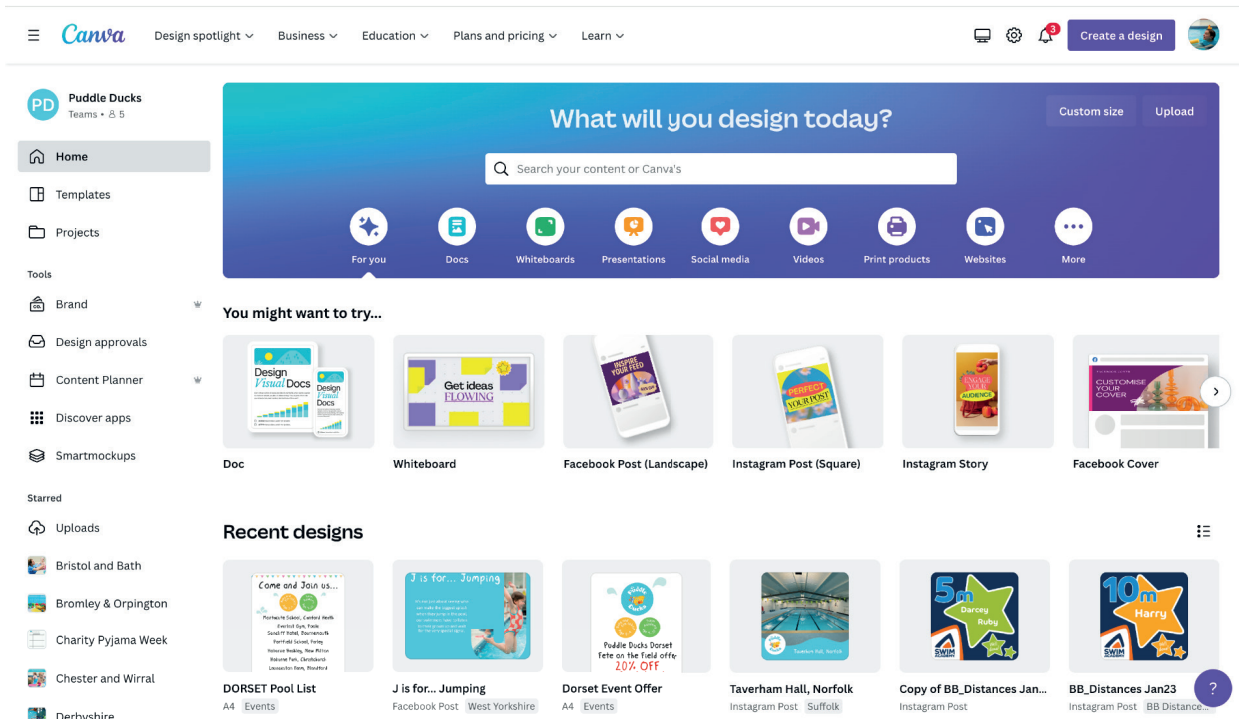
If you do see a **Recent designs** design that you would like to use, hover over the top right corner and click on the 3 dots icon, then click make a copy.
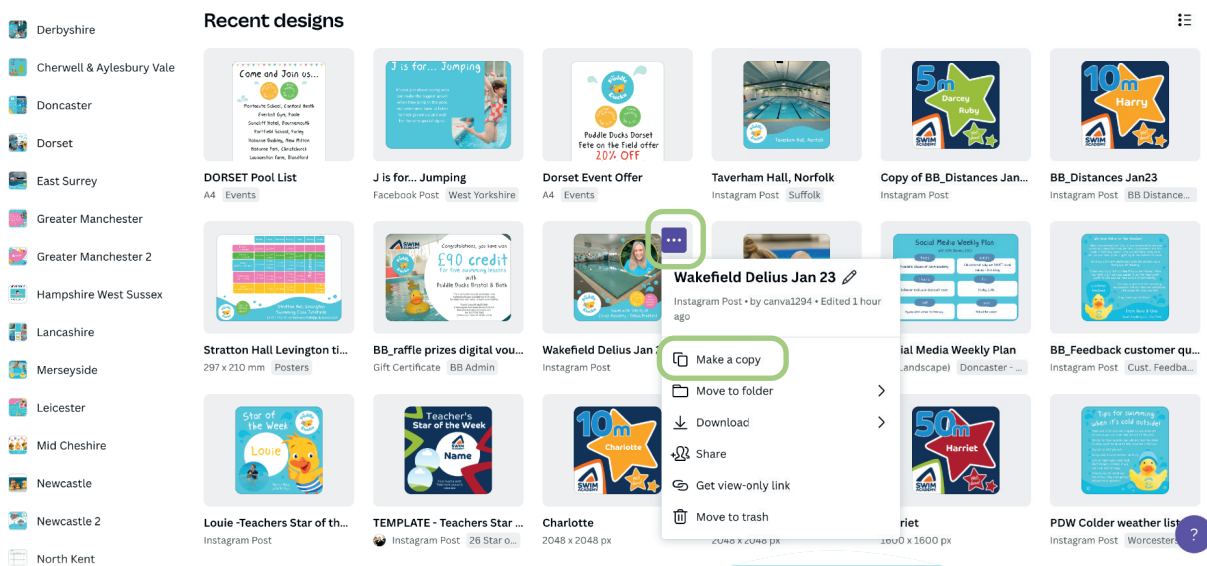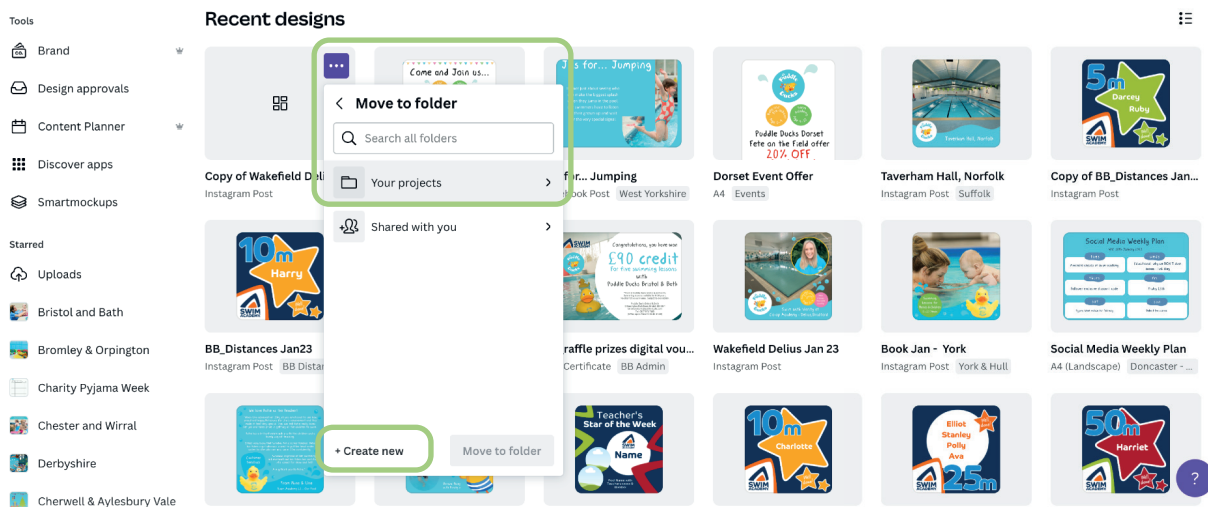
Navigating Canva

The copy will then be the first design in the **Recent designs** section. You then need to rename the design and move it to your Franchise folder. Make sure it is the copy that you click on and rename not the other Team member's design.
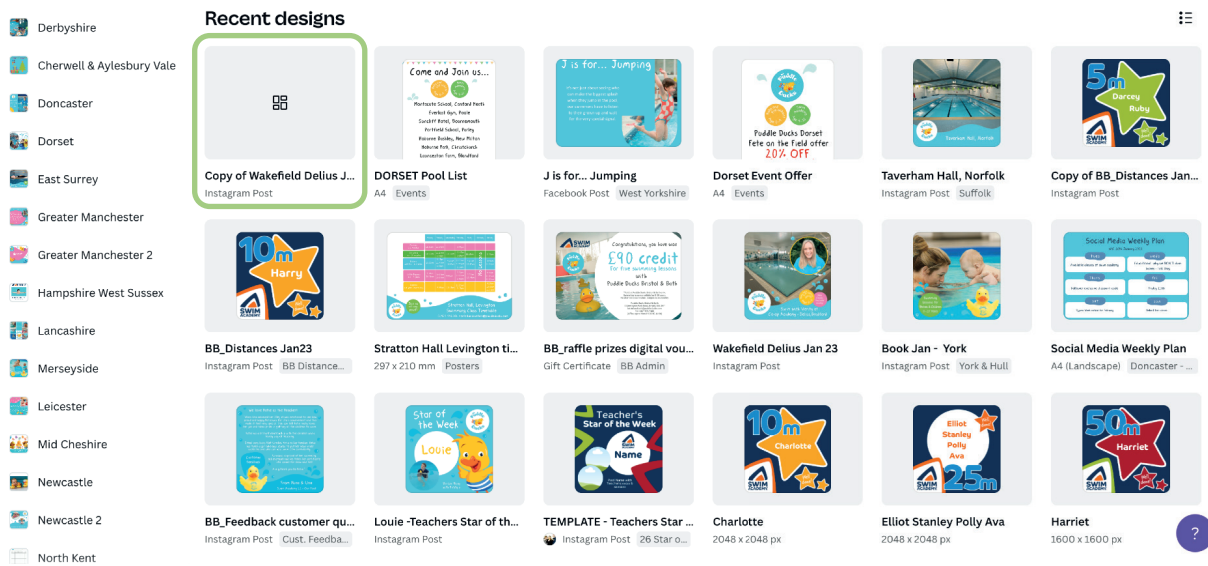

Click on **Move to Folder,** click on **Your Projects** and select your Franchise folder from there. Alternatively you can create a new folder by clicking on **Move to Folder** then click **+ Create new** in the bottom left corner of the tab.
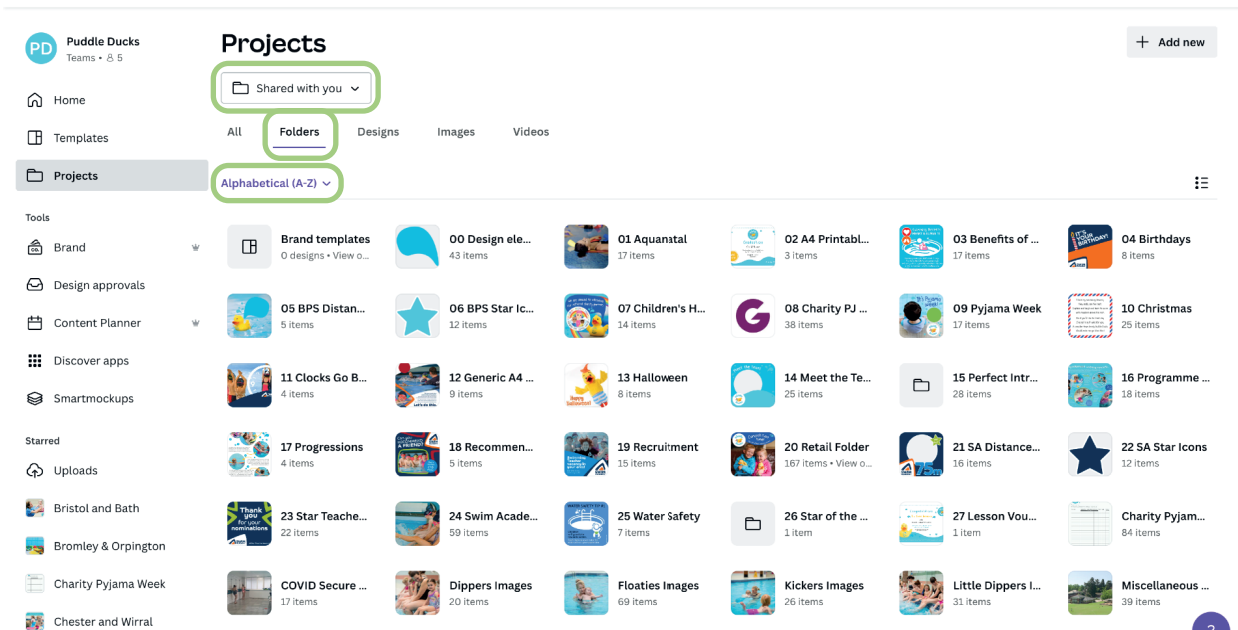
Navigating Canva - Projects

To view all of the folders, designs, images and videos in Canva you need to go to the **Projects** tab in the left hand navigation. From here you can filter what you are looking for using the drop down tabs.
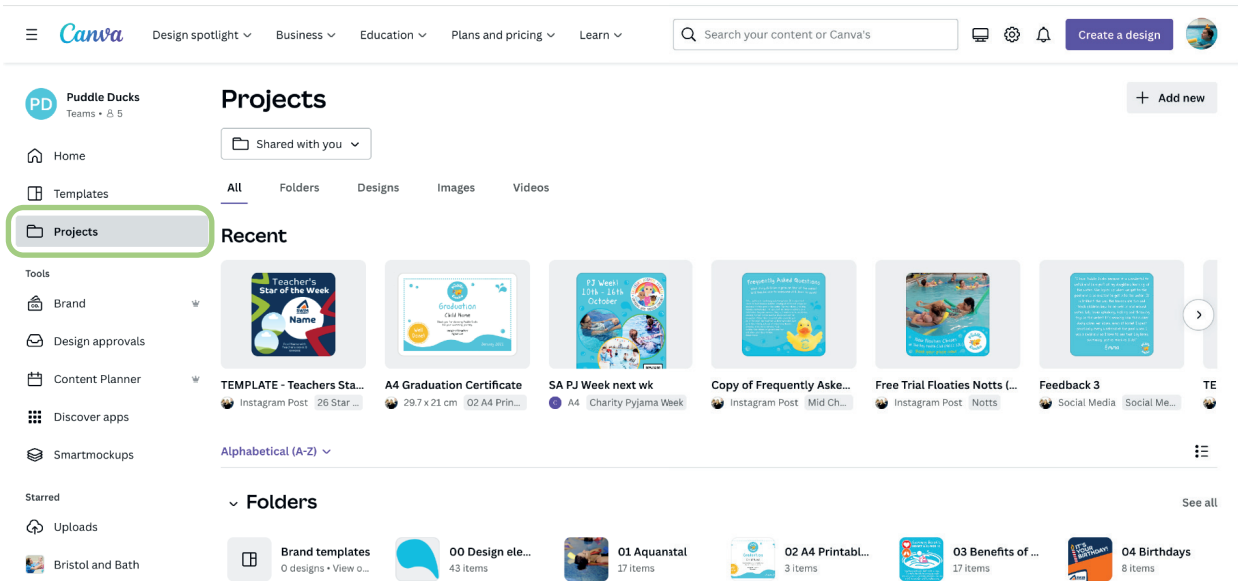
The quickest way to access the HQ folders is to filter the projects by **Shared with you**, Click on **Folders** and order them by **Alphabetical (A-Z)**


Folders titled with a number at the start are HQ folders (class level photography folders are titled with their level eg. Floaties Images).

These folders contain designs and images that have been uploaded by HQ. Please do not upload, move, delete or save your designs and images into these folders.

Navigating Canva - Projects

You can filter the contents of the folder using the tabs below the folders name. Designs in the HQ folders have been designed in Canva so that you can create a copy and edit them for your Franchise. Images can be downloaded for use without editing or can be added to a design.
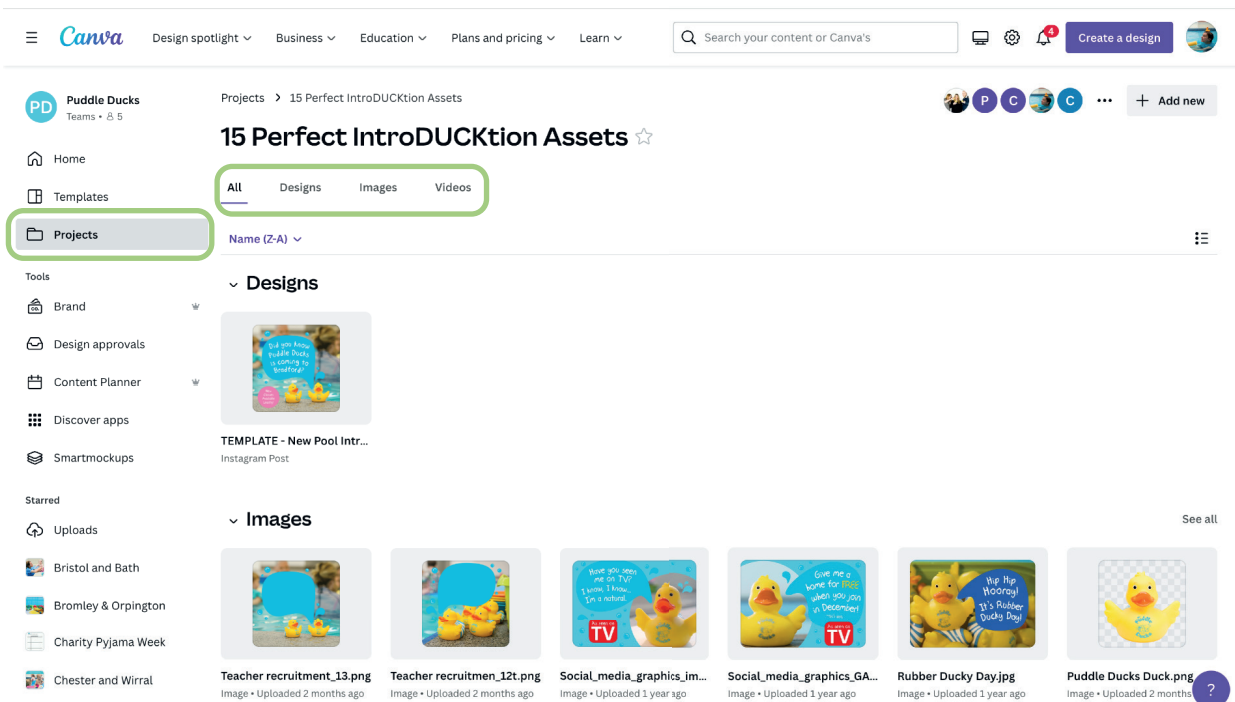
To use a **TEMPLATE Design** click on the Design and it will open a preview window. Here you can view the pages and animation in the design. To use the design click on the **Make a copy** tab. This will open a copy of the design in a new web browser window. Please note single page designs don't always display this preview and will just open the TEMPLATE in a new browser window. If this happens close the new window that has opened the design and return to the previous window and click on the 3 dots in the to right corner of the design preview to make a copy as shown on *Page 3*.
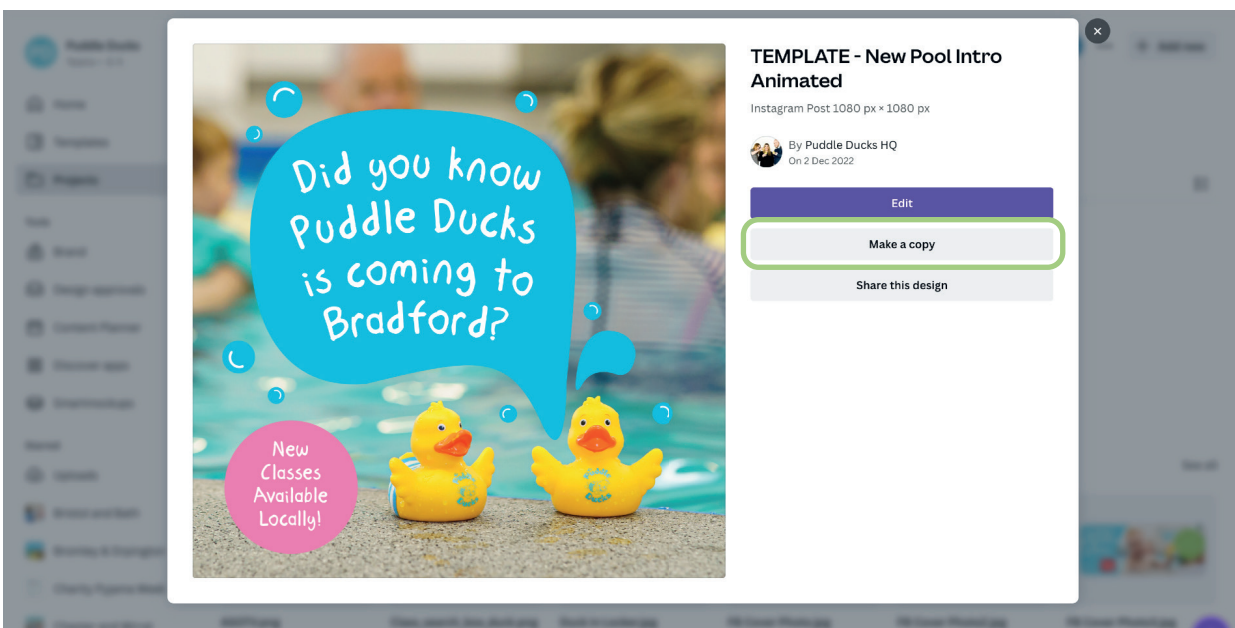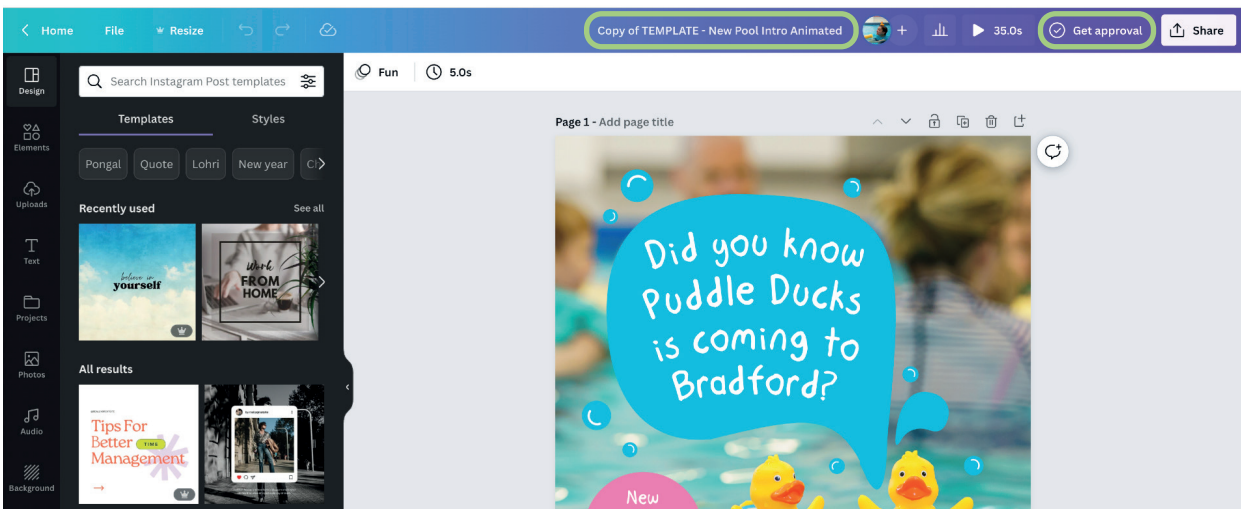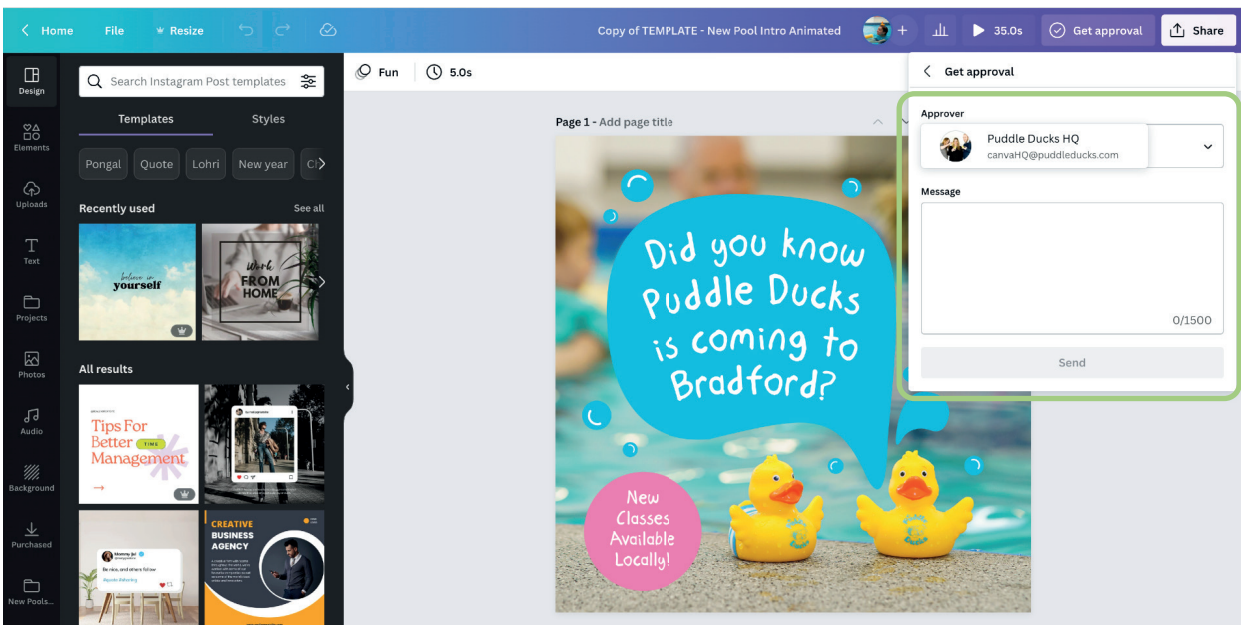
Navigating Canva - Projects

From the new browser window you can change the name of the design and edit the content.

This icon means the design is being saved as you work.

If the Design Approval function is live, once you are happy with the design click **Get approval.**

Select **Puddle Ducks HQ** as the **Approver.** Always include an email address in the message so we can forward the approved design link to you. Include any comments about the design, the more context you can give about the design the easier it is for us to approve the design quickly.

# Navigating Canva - Projects

Once the design has been approved, or if approval isn't required, go to the **Share** button in the top right corner of the window and click the **Download** tab. This will then give you the various file types and settings to download the design.
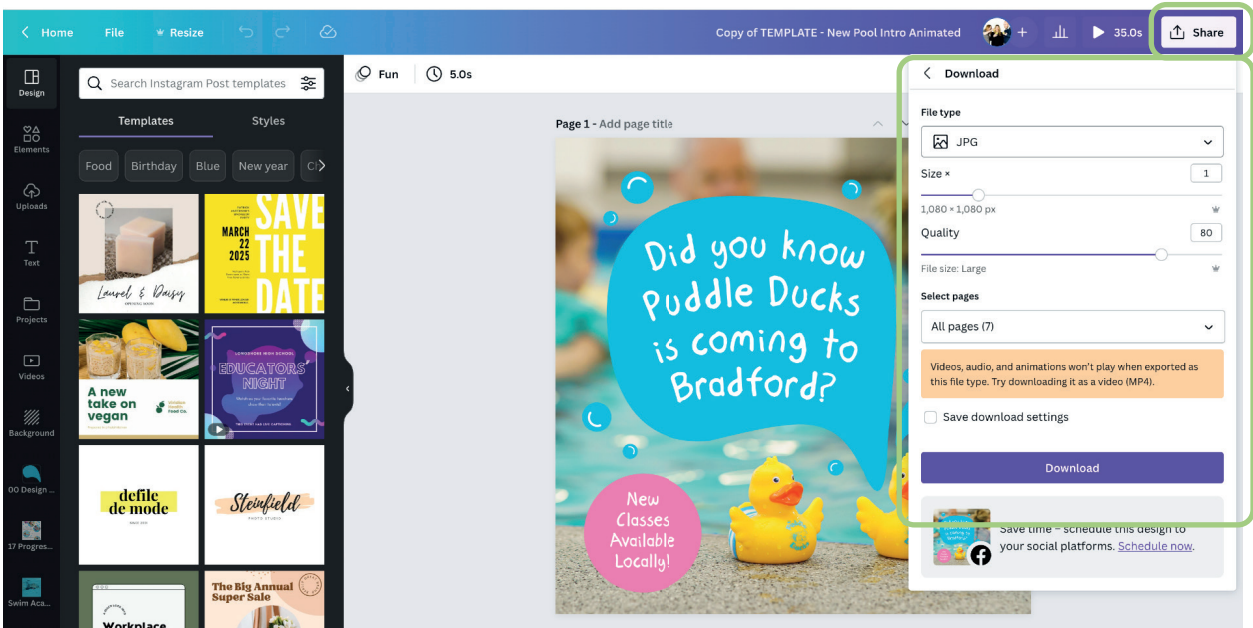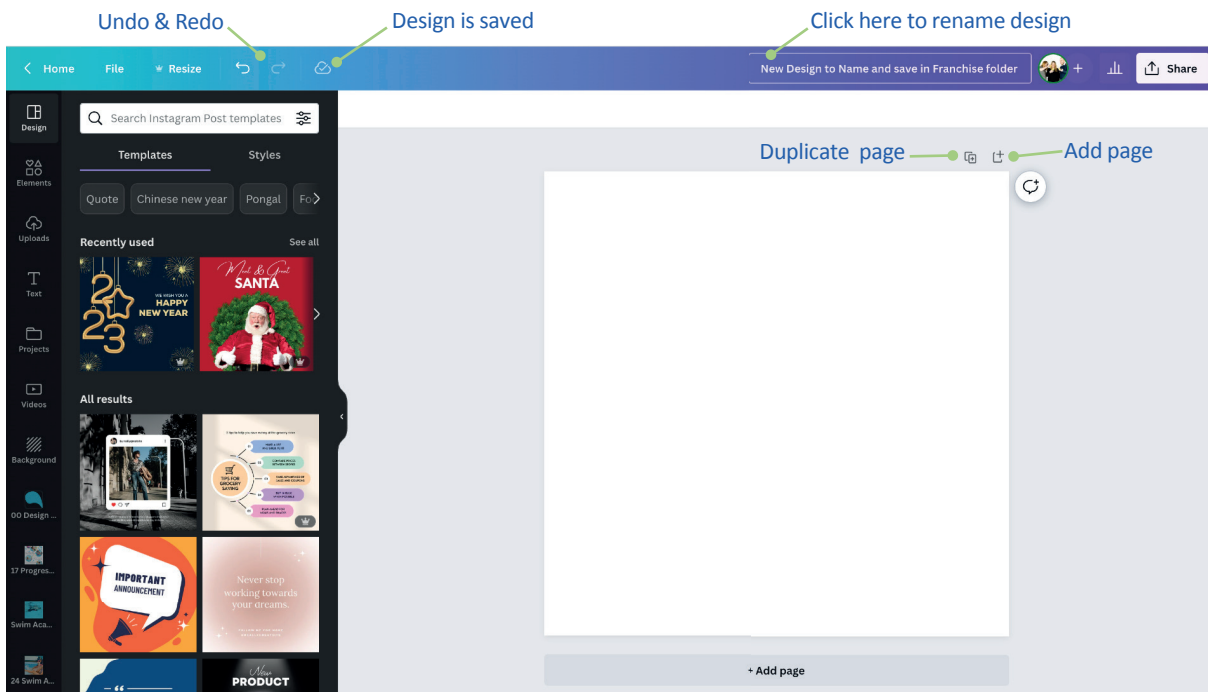
Creating A New Design

Canva have most of the common sizes set up for you, these are displayed when you click on the **Create a design** button in the top right of the screen or you can choose from the **You might want to try...** section below. To create a custom size, click the **Custom size +** icon in the **Create a design** drop down menu. Which ever path you choose it will open the design in a new web browser window.

Once you have your design open please remember to name and file your design in your Franchise folder.
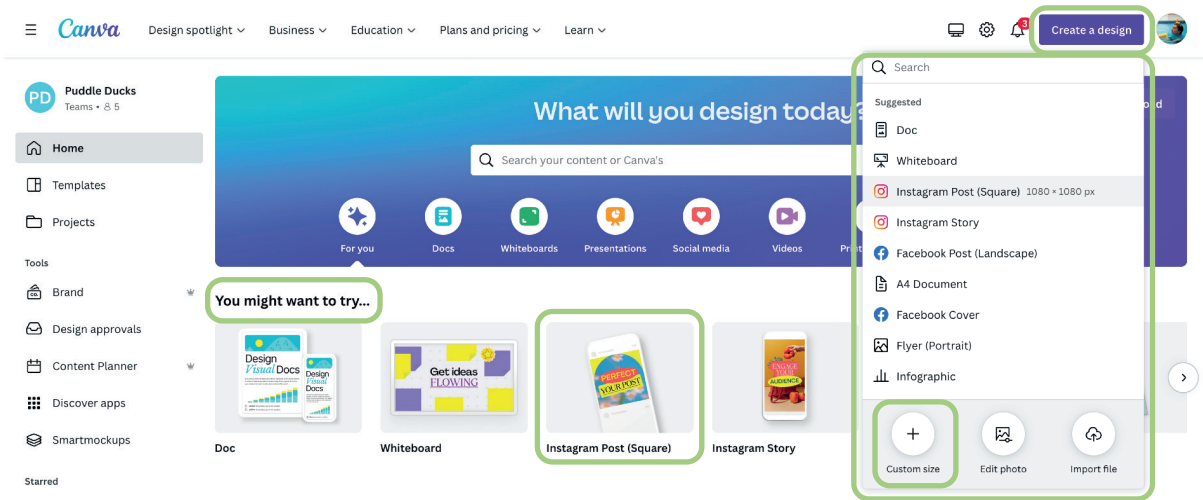

This is how your design will appear.

Creating A New Design

A purple key-line will appear around anything you click on in the design. On a blank design, to change the background colour:

1. Click on the blank design
2. Click the colour icon and the Colour tab will appear showing our brand colours.
Please stick to the Puddle Ducks colour palette for BPS and Swim Academy palette for SA designs.
3. You can then select a colour from the kit.
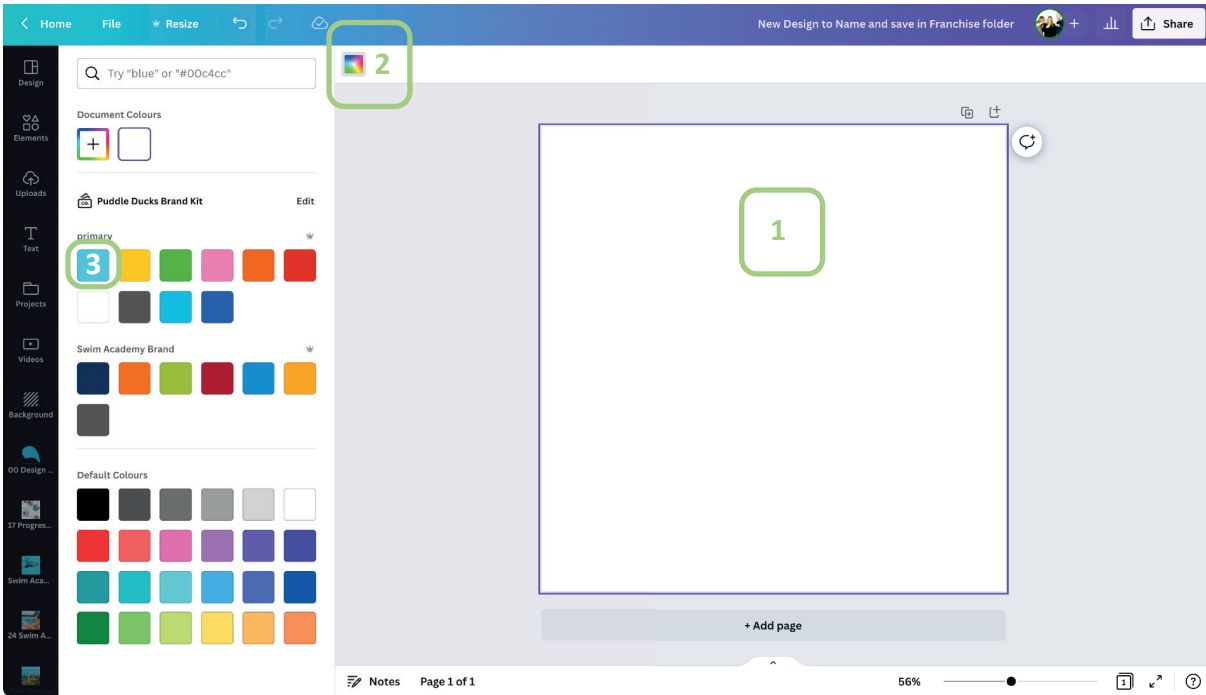
You can then construct your design from the images and design elements found in the dark grey bar running down the left side of the screen.
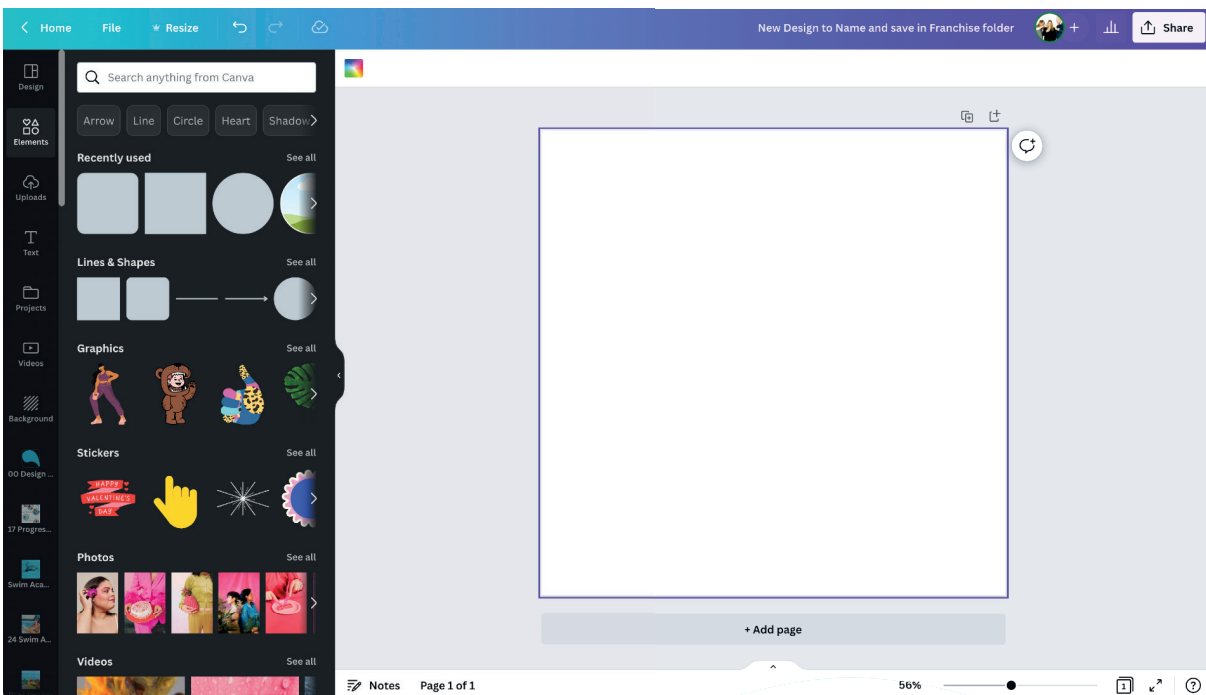
Elements Tab

The **Elements** tab contains Canva's design elements including lines, shapes and frames. Click on an element and it will appear in your design where you can scale and position it.

Following our brand guidelines please use circles and rounded corner shapes. The same applies to frames which can have no frame or a single coloured line frame for the image.

Click **See all** to view more of a category and scroll down in the dark grey area to view more categories.
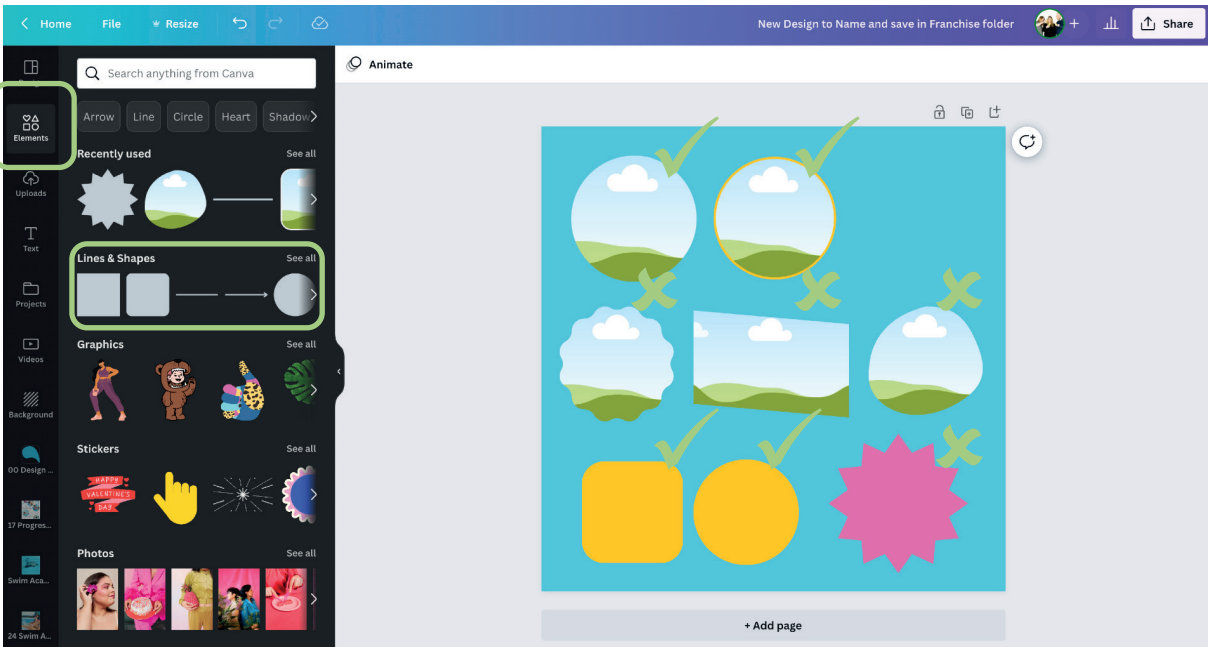
Uploads Tab

The **Uploads** tab contains everything that has been uploaded by team members using that Canva login. Click on an upload and it will appear in your design. You can also upload your own files by clicking the purple **Upload files** button. The Upload function is also available in the Projects folders so you can upload images in to your Franchise folder.

When using images it is best practice to go to the Projects folders and use the HQ Image folders as these are approved for use.
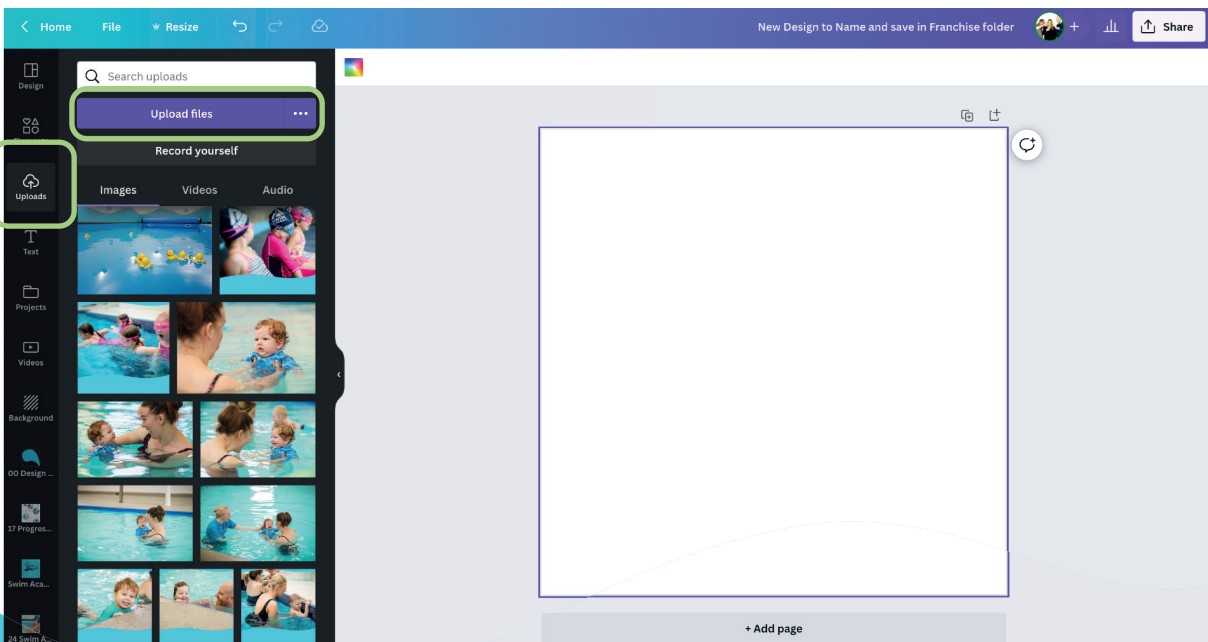
Text Tab

The **Text** tab has a quick link to our brand kit. If you click on Add a heading the text box will appear in the design. The default colour is black but this is not in our brand guidelines so it need changing to a colour from our palette.

You can either change the size of the text by dragging the corners of the purple box around the text or use the drop down menus in the white bar along the top.
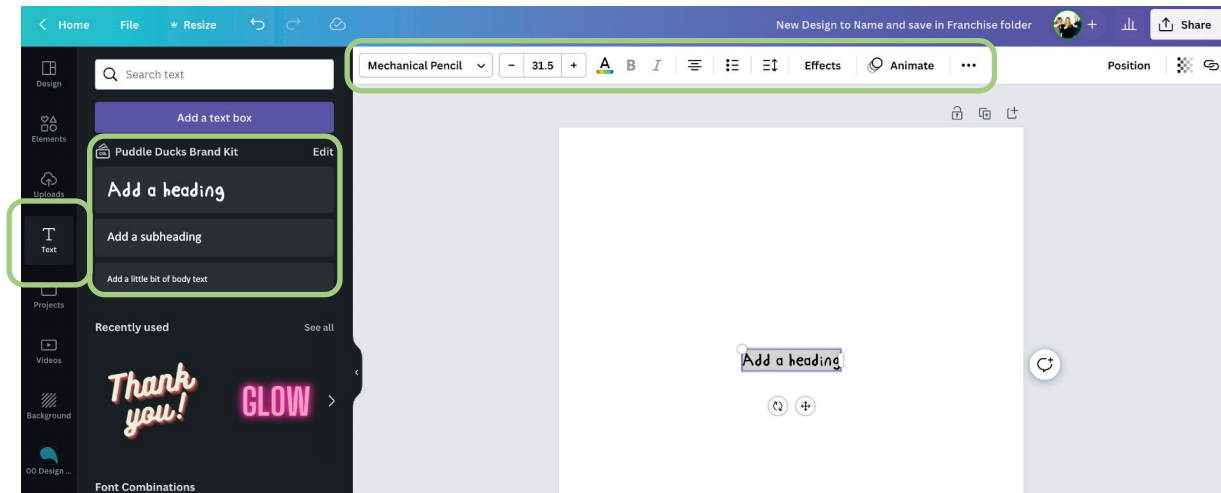
The text in your design should be given as much, if not more consideration than the images.

It is your responsibility to check if the spelling and grammar is correct.

To use the Swim Academy Font: Co, create a text box and highlight the text.
Select Co Headline for Headings and Subheadings and Co Text for body text.
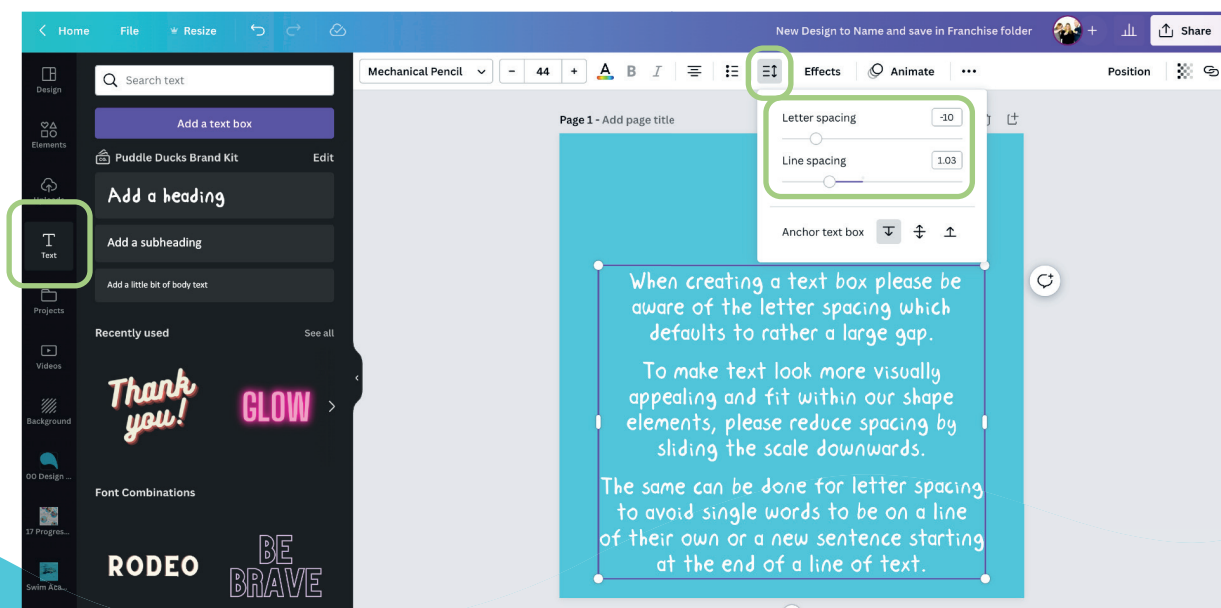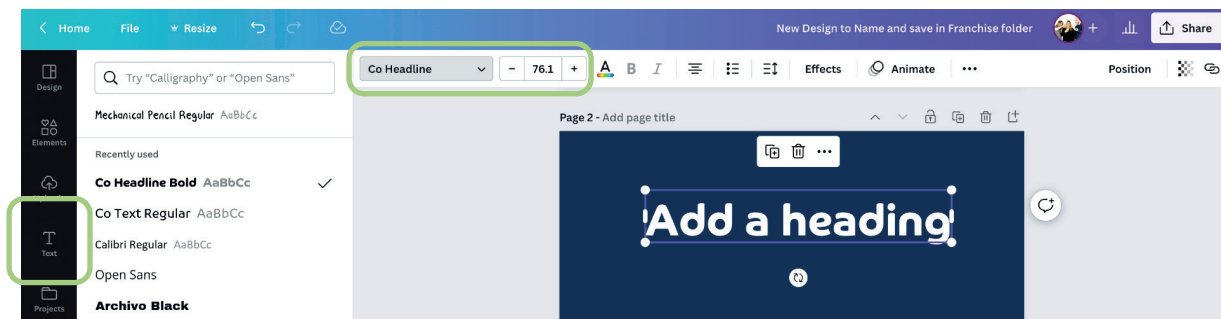
Text Tab

For Puddle Ducks designs the text should mostly be centred in Mechanical Pencil and use a subtle **Curve Shape Effect**. A maximum range of -25 to +25 should be used.

Click on the text box, then the **Effects** button on the white top bar and an **Effects** tab will appear at the side. You can then slide the Curve to suit the design.
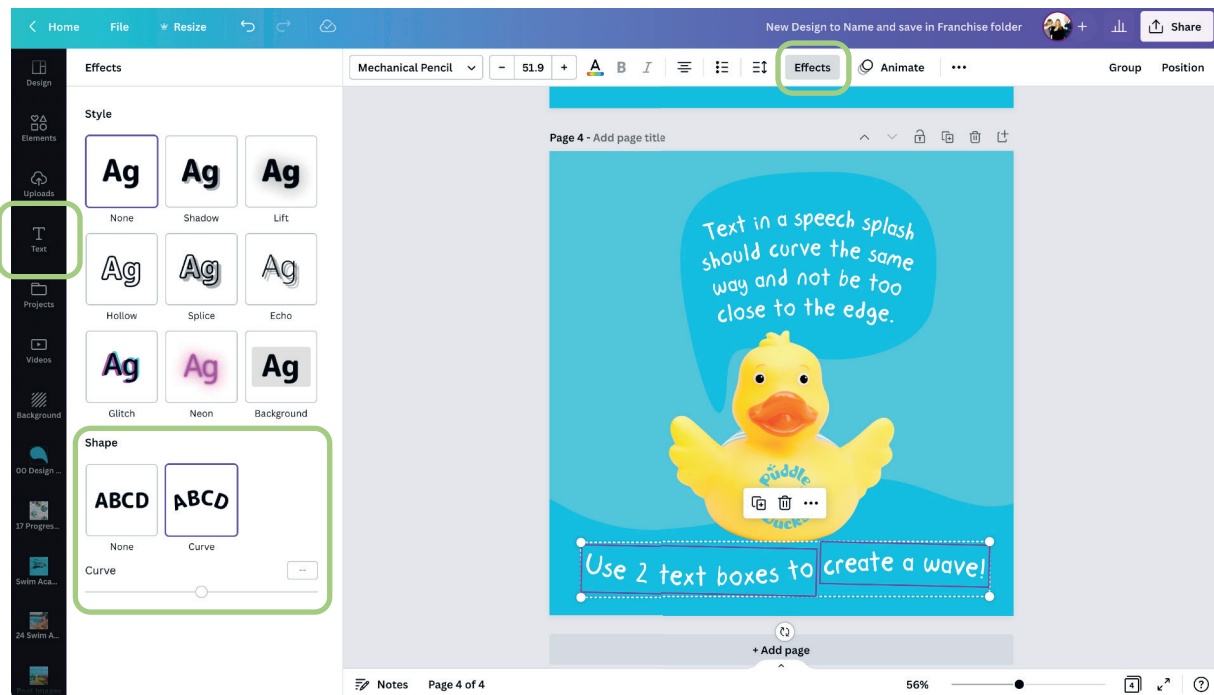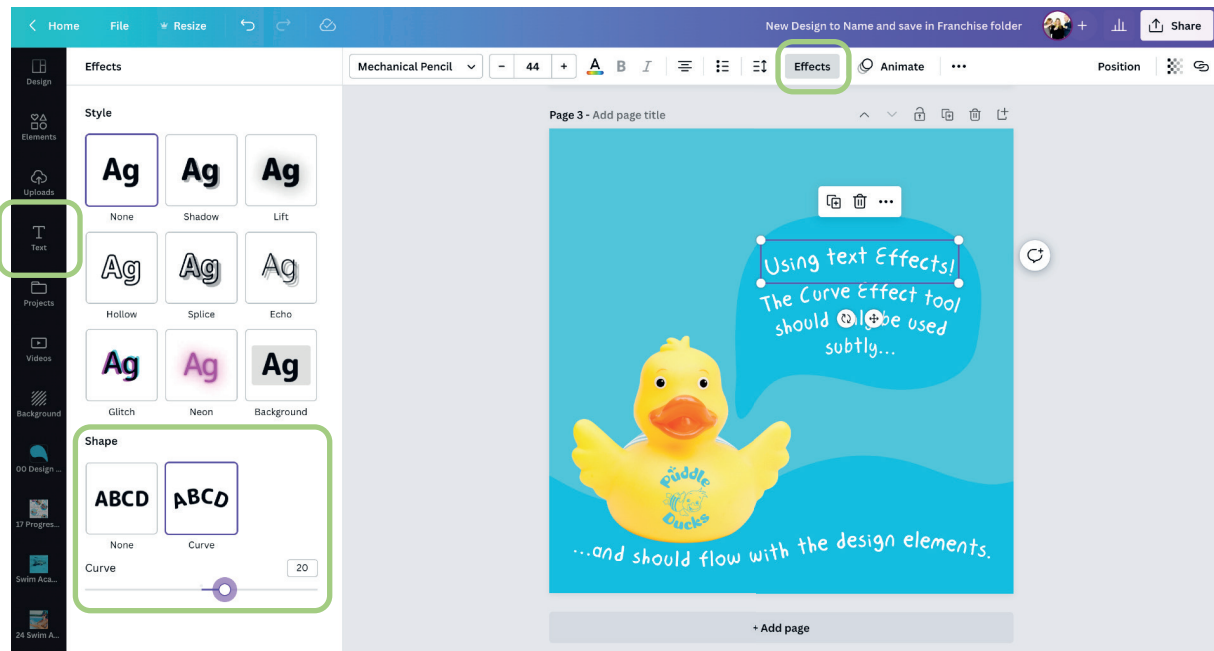
Do not use text over images. _Text can be added in the post copy for social media._

Text Tab

For Swim Academy designs, the Co font should be used. There is Co Headline Bold for titles and Co Text Regular for body copy. Copy for Swim Academy can be bolder and larger than how we treat BPS designs in Mechanical Pencil. Capitals can also be used in titles but less is more

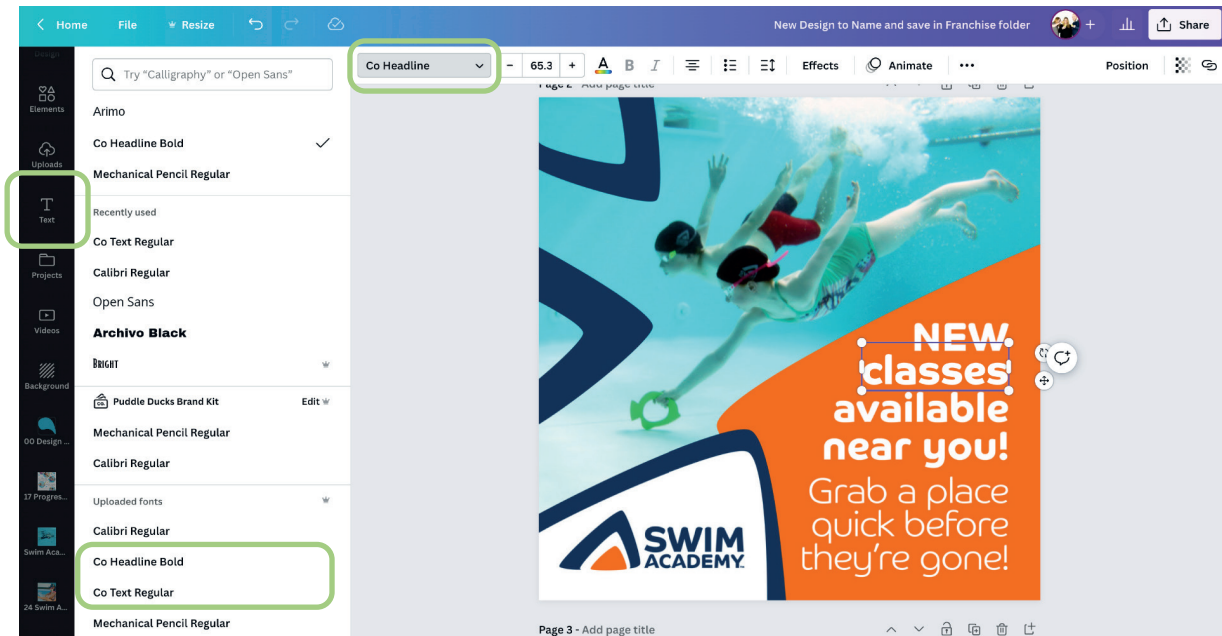Text should either be left or right aligned and can be used on a angle to match the SA design elements. Do not place text over images it should be on a solid colour.
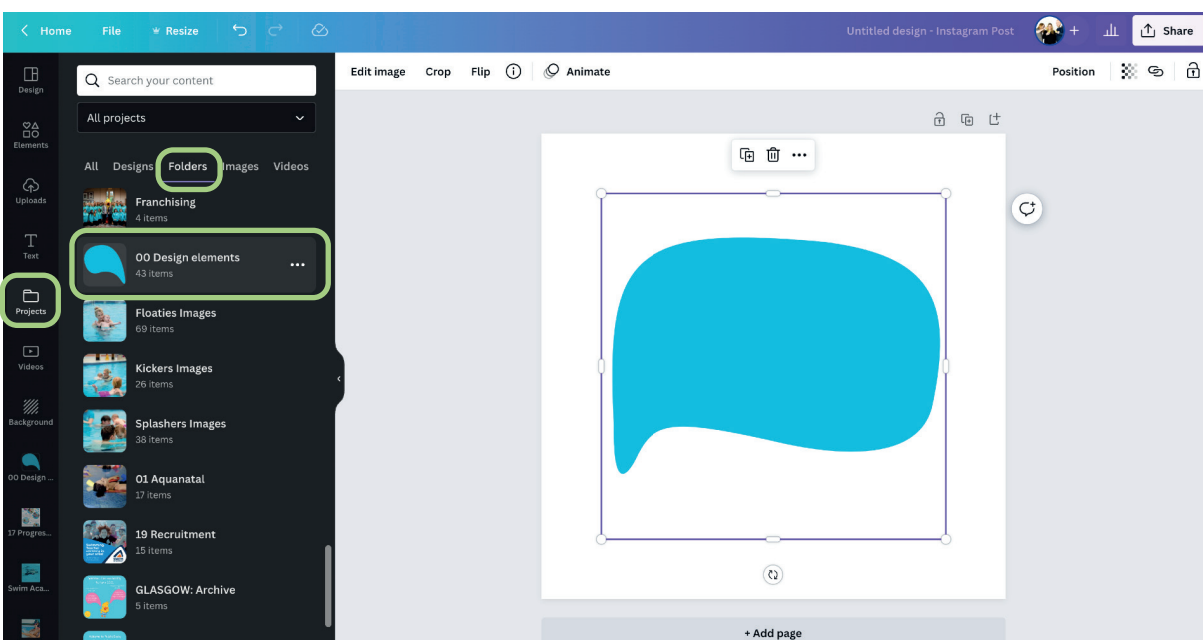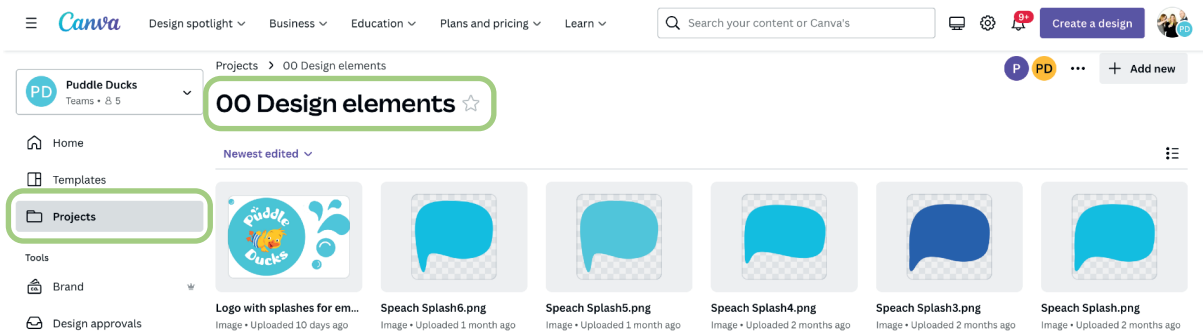

Design Standards

This section deals with guidelines for design, using all the tools at your disposal and the brand guidelines. It is very important to always remember we are a national, premium brand.
Our standards are high and this applies to our design standards too. We are not expecting you to be skilled or qualified designers, this isn't your role, which is why we have tried to template as much as possible for you to use. The best advise we can give you is to use your time wisely.

- Look at your social feeds.

- How much engagement do different types of post get?

- What is the purpose/point of what you are trying to do? Is that a good use of your limited hours?

- Would an image (maybe with a logo on) and the message in the post do the job? (Mostly the answer to this is yes as the image is so often the star of a post anyway.)

We want every output from every franchise to feel premium and on brand and we are here to help and advice. Mainly, we do this by giving you the tools in Canva. We appreciate there is still room for more and where we think something could add value for the network, we will work on templating new content ideas. In the meantime, keep it simple, don't reinvent the wheel, stick rigidly to the guidelines and if you aren't sure, ask.

HQ Design Elements Folder

Our main brand design elements are found in this folder. When working on a design use the **Projects** tab in the dark grey side bar to access them and simply click on the element you choose and this will be placed in to your design.

Swim Academy design elements are found in **24 Swim Academy** Projects Folder.
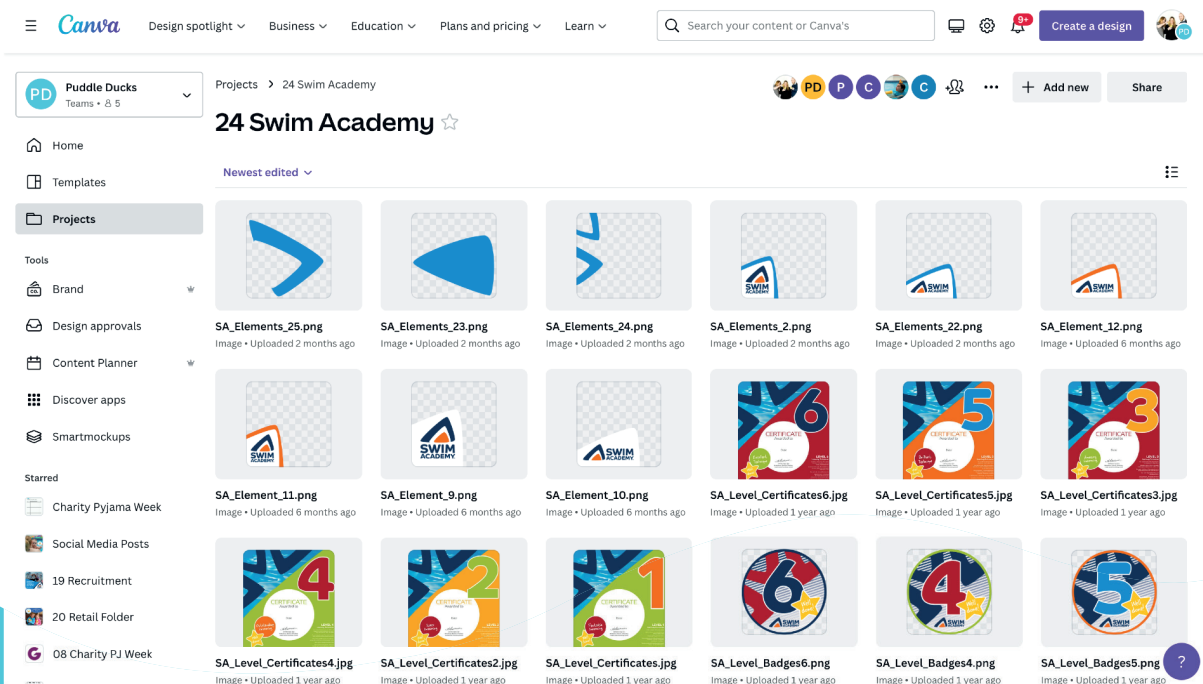
Design Standards

When using a HQ TEMPLATE designs please keep the text and buttons positioning where they are intended. Change the buttons to correct team member role for this design example.

Make sure the photos you use are good quality and high resolution. If they are inserted into a frame or placed behind a graphic make sure they fill the space and go to the edge of the circle or design edge.

The fluid nature of our brand style it great, it keeps our brand unique and adaptable.
This however makes it even more important to keep design consistency throughout the network.

Please look at the following carefully and think about these points with every design you create.
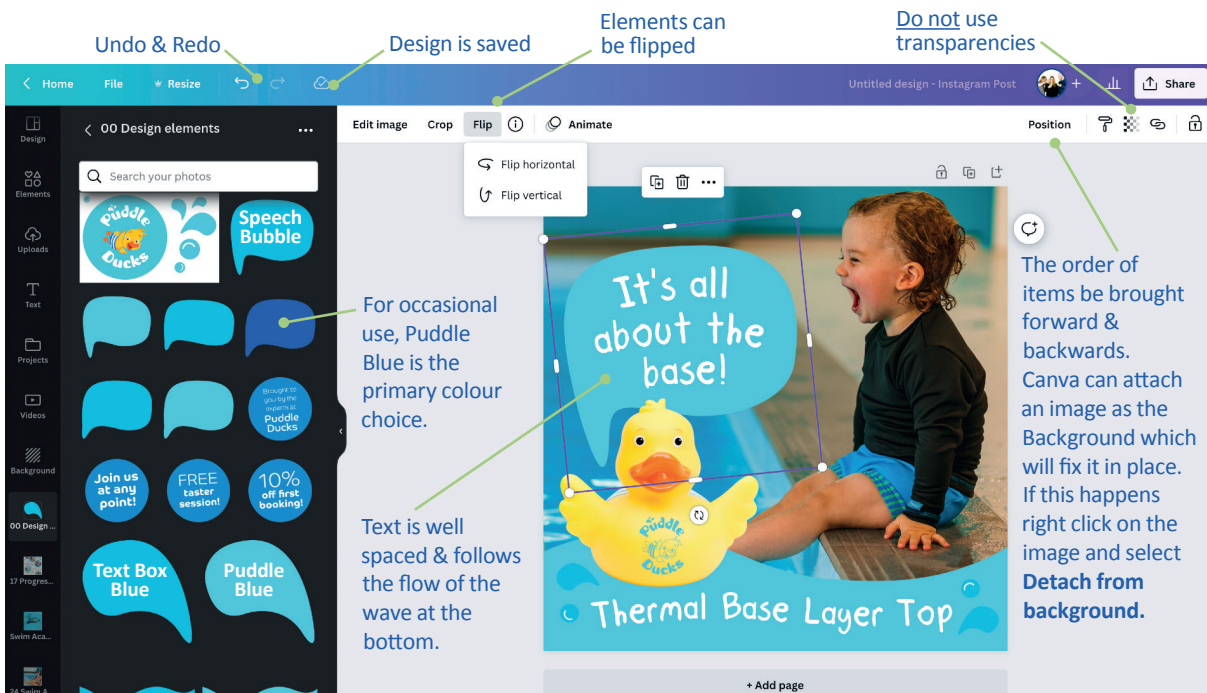
The Duck should sit on a wave, this can either be the Puddle Blue or Text Box Blue.

The Speech Bubble blue should match the wave colour and any splashes and bubble not on the wave.

Splashes and bubbles on the wave should be in the opposite blue.

Speech bubbles should only be used for the Duck.
Ideally use a Speech bubble rather than the Splash element.

The Speech bubble point should be close to the Duck's mouth and either above his head as shown or to either side of his head.

Splashes & Bubbles should be of a consistent size range throughout the design. They should never be bigger than the Logo, Duck or messaging circles.

If used over an image Splashes & Bubbles should all be the same colour blue.

They are designed to be used around other elements. Mirror splashes so the don't all face the same way and vary size slightly. Rotate Bubble and vary size around elements. **Do not have either Splashes or Bubbles layered over other elements they should it on a solid colour or image.**

Design Standards

Example of a good design.

- Logo is a nice size and both the logo and message circle have good space around them.
- Bubbles are the correct colours, vary in size and are rotated. They are placed around other elements.
- The 3 Splash element is nicely placed and in scale (this should ideally only be used once in a design).
- Text is on a gentle curve following the wave with grammar and spellings checked.
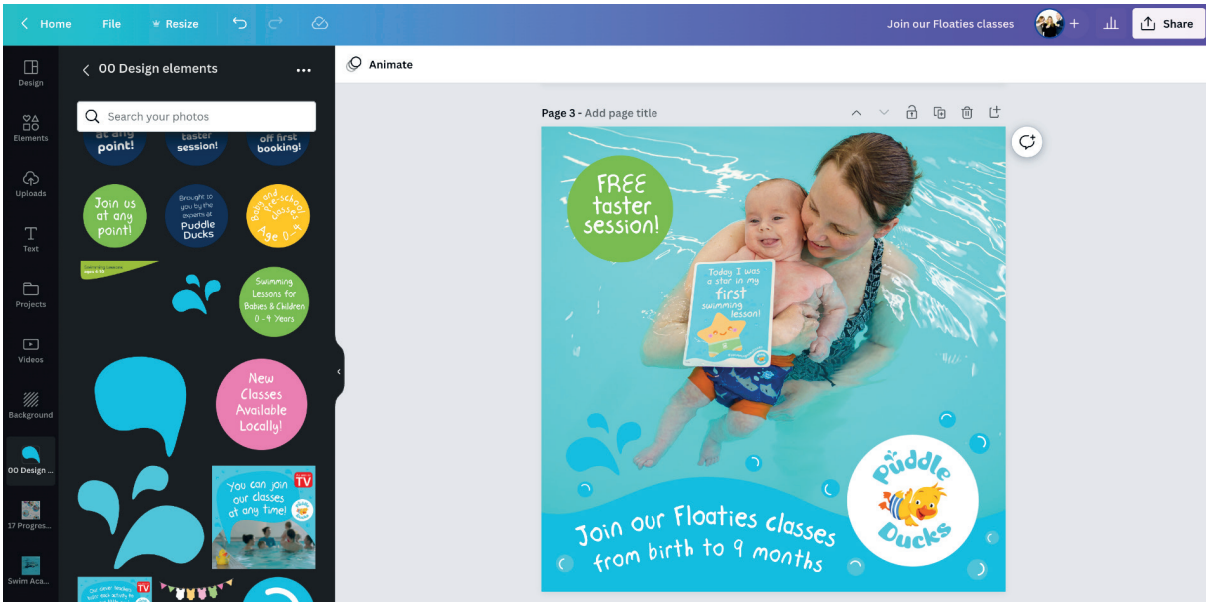
Example of a bad design.

- Logo is small and too close to the edge
- Bubbles are all facing the same way, some are too big, some are using a transparency and overlapping other elements.
- The 3 Splash is used twice with one floating in a space.
- Text curved the wrong way and too close to the edge of the wave
- Too many messages, one circle needs removing and that copy adding to the post text copy.
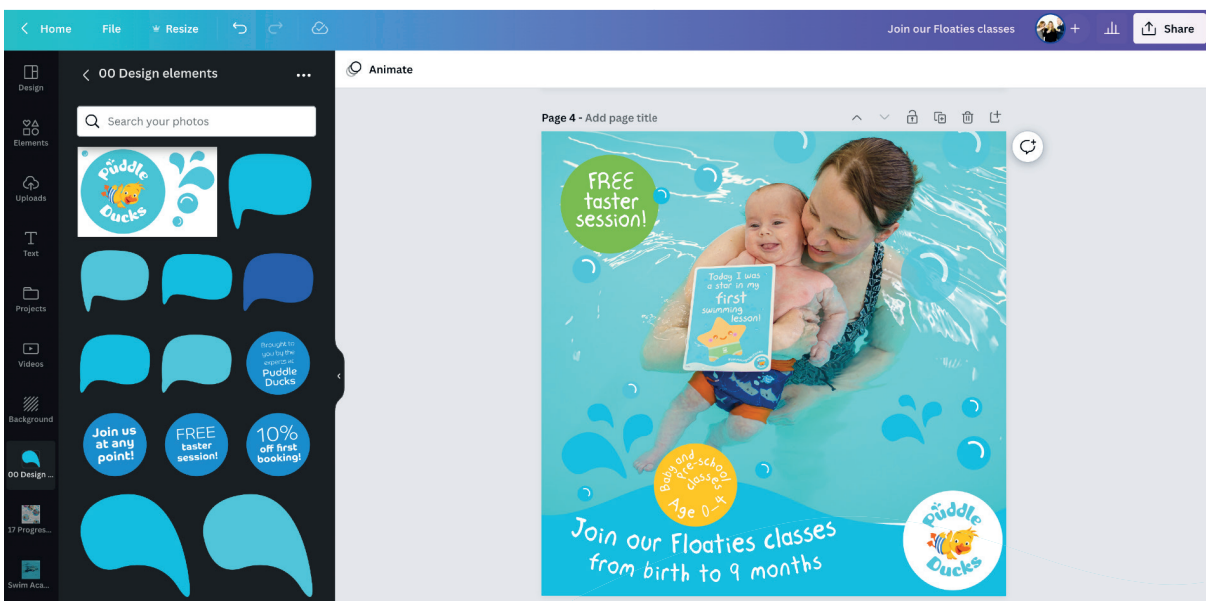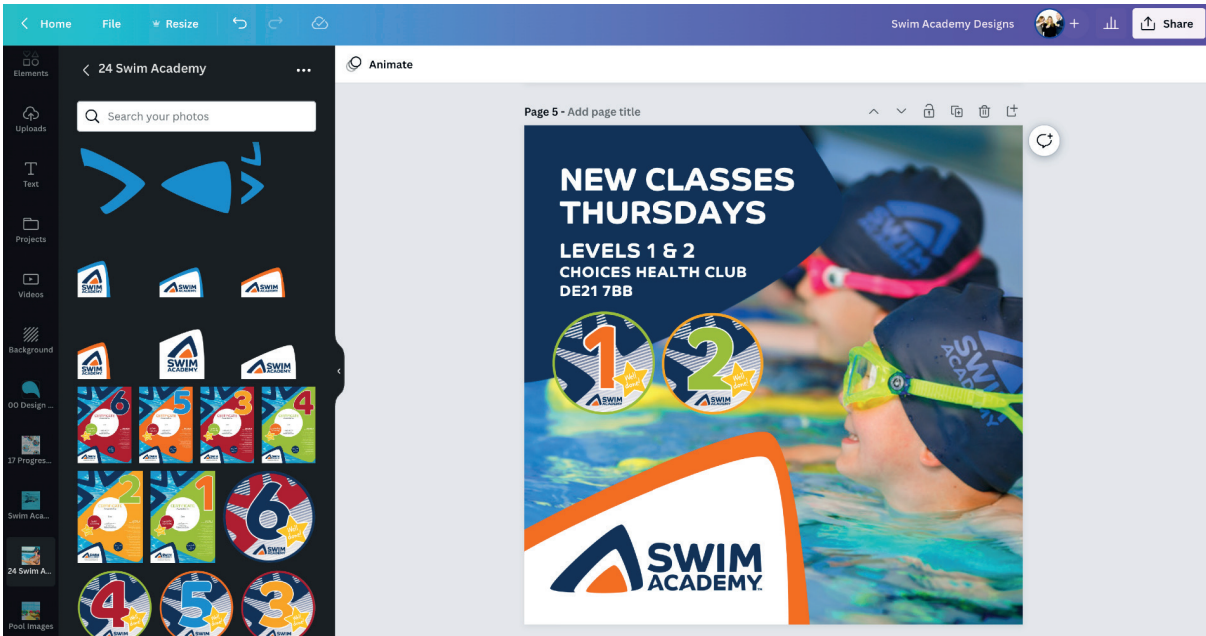
Design Standards

The Swim Academy design concept is bold and dynamic. It has a strong colour pallet and typography plays a big part of the design layouts.

Example of a good design.

- ◗ Logo is a nice size and both the logo and text have good space around them.
- ◗ The text is sized well to differentiate between the title message and further information text.
- ◗ Less is more, the design is eye catching but not busy.

When using the triangle shapes make sure the ends go off the page and are not visible in the design.

Good use of the colour pallet. The Orange is a great accent for the circle image boarder. 3 colours from the pallet is enough in a design.

Text is well spaced in the design frame. It is right aligned and rotated correctly. The line spacing has been reduced.

Great use of a customer image to gain more attention and post interaction.

Design Standards

Example of a Bad design.

- 🌀 Logo is floating in the space and over the image.

- 🌀 The text too close to the edge and is centre aligned. The line spacing is too big.

- 🌀 There are too many triangle shapes and they do not all go off the edge of the page.

- 🌀 Too many colours are used which detracts from the designs message.
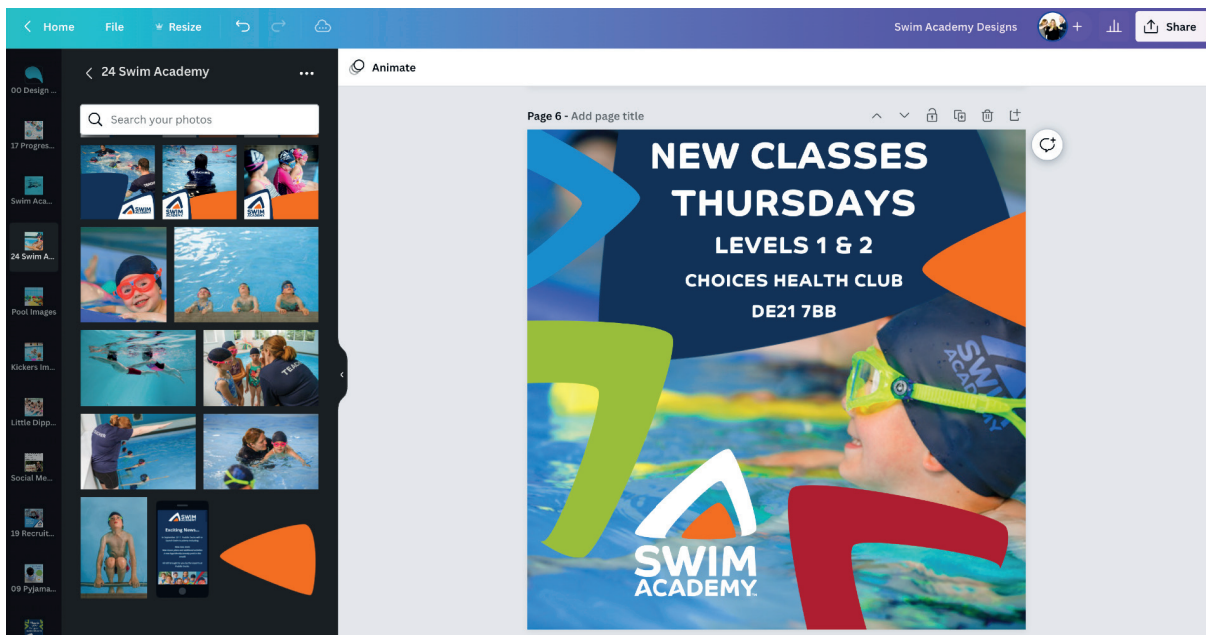
Animation

Animation within Canva is a relatively new feature. Some of the HQ TEMPLATES do have animation and music. Like any design element; image, page and text animation needs to be kept consistent across the network, so we ask that you use limited animation and seek approval via email before posting anything not previously approved.