How to Use Canva Templates for Email Newsletters

Tourism Calgary

Brand Template: https://www.canva.com/brand/brand-templates
See the video guide for further detail
Canva learning centre

Using the Templates
- Open the Canva project where templates are stored.
- Click on a **brand template** to create a new copy.
- Rename the file and edit without affecting the original.

Editing Text
- Double-click to edit text.
- Adjust **text box size** using Canva's alignment guides.
- Highlight to change text colour.
  - (tip: add colours to your **brand kit** for quick access).
- Align text using **locking guides**.
- Use the font to **Poppins Extra Bold.**

Updating Backgrounds
- Upload a new image or select an existing one.
- Click to import.
- **Right-click → Replace Background** to update.
- Adjust cropping by double-clicking and dragging edges.

Working with the starburst icon
- Adjust the **starburst** placement manually and use arrow keys for fine-tuning.
- Select both text and starburst, then **hold Shift** to move or scale together.

Adjusting Text Spacing
- Use **set spacing** (-1.1) to avoid letter overlap.
- For custom line spacing, hit enter before the line you which to move → **highlight the text → adjust spacing**.

Working with GIFs
- GIFs use two+ pages in Canva.
- Click **duration** to view the timeline.
- Hit the icon with the **three dots to duplicate** a page, if needed.
- Click the clock icon to adjust the duration of each page (default: **1.5 sec**).
- Ensure font size is consistent across pages.
  - (tip: Make sure **the first frame of your GIF contains the most important message** in case animation doesn't play on older mail clients.)
- **Drag and drop** to add a new photo to a **frame**.
- Double-click to resize a photo within the frame.

Exporting Images
- Go to **Share → Download**.
- Select **PNG** for static images
- **Increase size (2x) for better quality in** MailChimp
- **Deselect unnecessary pages** before downloading.

Exporting GIFs
- Go to **Share → Download**.
- Select **GIF** for animations.
- Adjust the size as needed, GIFs should export as **10MB or less.**
- **All pages** should be selected before downloading.
- For the Starburst GIF, select **transparent background**.
  - (tip: transparency ensures the GIF works in dark mode without a visible white box).