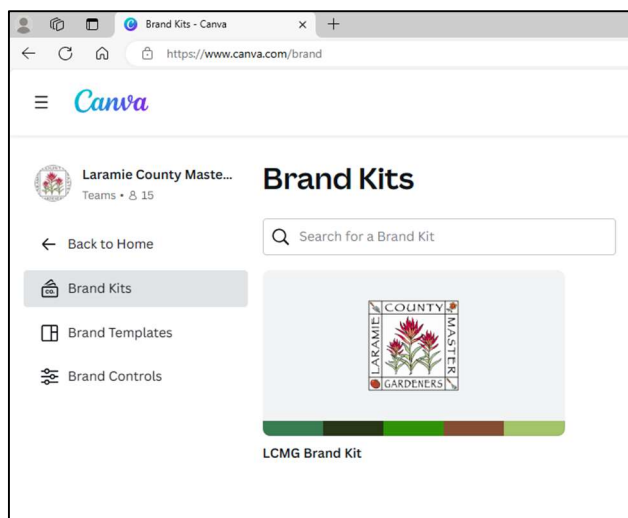Canva - LCMG Brand Kit

Overview:

In 2024, the LCMG PR Committee established a Canva for Nonprofits account allowing up to 50 LCMG Members free access to Canva Pro software. Canva is an online, graphic design software application that provides templates, stock photos, etc., you may use to create LCMG presentations, website or social media content, posters, ads, etc. If you are interested in obtaining access to Canva, please contact the LCMG Public Relations Chairperson (publicrelations@lcmg.org).

Canva software provides an area to upload our nonprofit's branding materials to help creators apply consistency across templates, regardless of who creates them. The PR Committee maintains the LCMG Brand Kit within Canva and this portion of the LCMG Brand Guide covers how to access and use the brand kit within Canva. These instructions assume you already know how to use Canva to create designs.
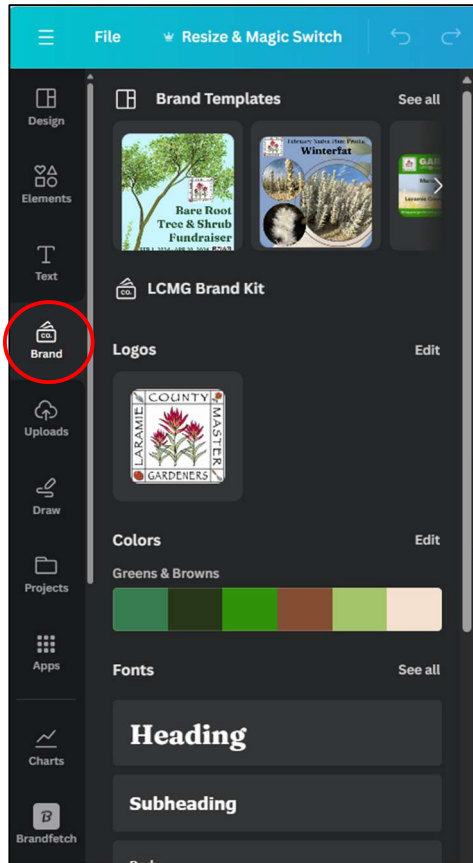
A. The LCMG Brand Kit inside Canva

1. Request and obtain a Canva account from the PR Committee (publicrelations@lcmg.org) > Create your Canva account and login to Canva (https://www.canva.com).

2. The LCMG Brand Kit is viewable by selecting Brand from the left-side menu, then selecting Brand Kits from the next screen. Our brand kit includes a high-resolution copy of our LCMG Logo, our preferred color palette and fonts, our brand voice (more on this later), any frequently-used photos, graphics, or icons that you may want to repeat in your design. Members with "Brand Designer" roles may modify this kit; all other "Member" roles may view it without modification.

B. How to apply the LCMG Brand Kit to your design

When you are designing your graphic product, the LCMG Brand Kit is accessible from the left-side menu of the Editor screen.
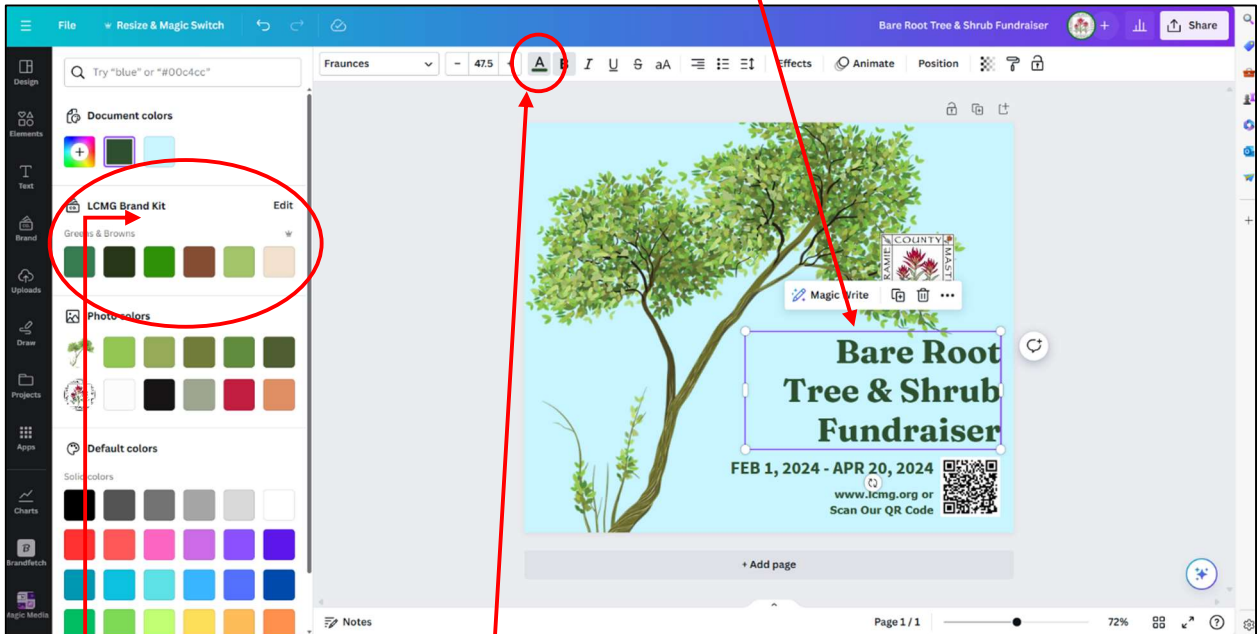
1. Log in to Canva and create or open an existing design.

2. To apply LCMG Branding to your design, select **Brand** from the left-side menu. This opens LCMG Branding elements for your use.

3. To add the LCMG Logo to your design, click on the **LCMG Logo** and it will appear on your design. Resize as necessary.

4. To add in branded headers, subheadings, and paragraph body, click on the **Fonts** style you want and the pre-formatted text box will appear in your design.

5. To apply brand colors to your design, you have several options:

   a. To randomly apply brand colors, simply click on the row of brand colors to shuffle them within your design. Keep clicking on the color bar until the colors appear as you prefer.

b. To target/specify particular elements you want to apply branding colors, select the specific element (graphic, text) and click on it. In the top menu, select the text color icon to change the color. In the example below, we want to change the color of the text reading, "Bare Root Tree & Shrub Fundraiser."

We start by using our mouse to select that text (indicated by the purple text box highlighted around it).
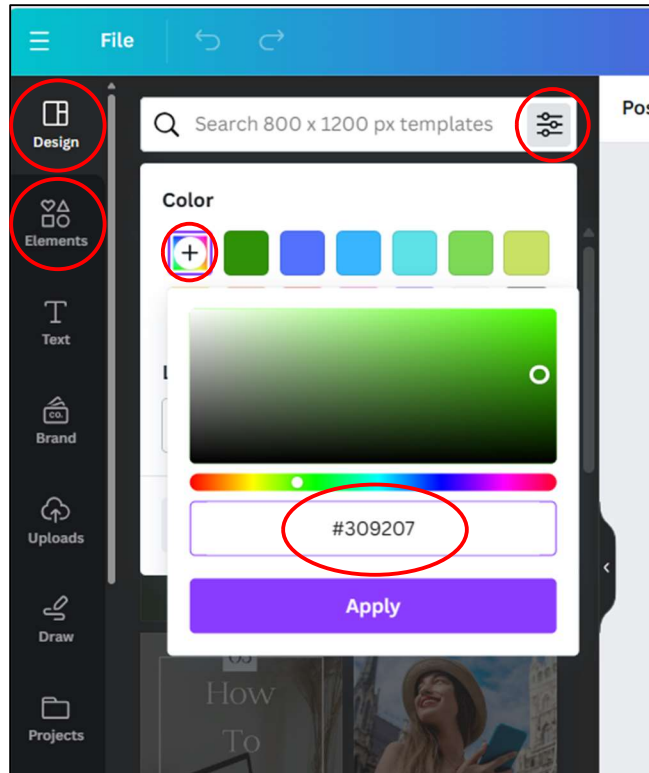

Then, we click on the icon in the top menu to change the text color. This opens our color options in the left-side menu, including the LCMG Brand Kit Colors, and you'll select the specific color option to change it.

Follow the same process for changing colors of other elements, by clicking on the element and selecting the color change icon at the top menu.

C. How to find design elements to match LCMG Brand Colors

1. Log in to Canva and create or open an existing design.

2. Select **Design** or **Elements** from the left-side menu > in the search bar, select the ⚙ icon to open the color option box > click on the first block which displays a **+** symbol on top of a multi-color palette.

3. Type in the six-digit color hex code for any of the LCMG Brand Colors (see below as a reminder) > Click **Apply** to return templates with that color already included. Click the template you want to add it to your design.

#283618   #309207   #834E34   #377C50   #A3C468   #F2E2CD