

Cuesta College CANVA GUIDELINES



Canva provides approved templates, brand assets, and collaboration tools to help you create professional, on-brand communications. This guide outlines the recommended workflow from choosing a template to final approval and publishing.

Getting Started

1. BEFORE YOU START

- Use approved Brand Templates whenever possible.
- Follow the Cuesta College [Brand Guidelines](#).
- Use assets from the Brand Kit.
- Save files using the approved naming convention.

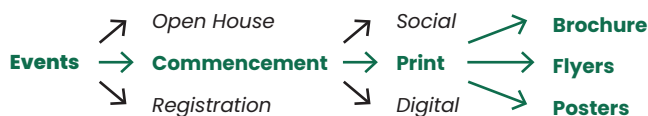
2. CREATE YOUR DESIGN

- Start with an approved template.
- Replace placeholder content.
- Keep approved fonts and colors.
- Upload images and check photo use permissions.
- Save your work in its appropriate folder.

Watch training videos for further details and guidance



File Structure: Organize files by campaigns so everything related to one initiative stays together. Below is a visual demonstration:



3. REVIEW YOUR DESIGN YOURSELF

Self Review Checklist:

- | | |
|--|--|
| ☐ Spelling and grammar | ☐ Brand fonts |
| ☐ Dates and contact information | ☐ Images are high quality and connected to Cuesta College |
| ☐ Correct logo | ☐ Alignment and spacing |
| ☐ Brand colors | ☐ Accessibility
(contrast, readable text) |

4. REQUEST A REVIEW

Canva Enterprise allows users to:

- Share designs for review
- Leave comments
- Request approval from designated reviewers
- Track approval status within the design

CLICK OR SCAN TO ACCESS TRAINING VIDEOS:

- General Canva overview



- Brand Template overview
- Choosing a template
- File naming convention



- Brand Kit overview
- Brand guidelines



- Designing with a brand template



- File structure



Design Review and Approval Guide

Canva Enterprise includes built-in review and approval tools that help teams collaborate while maintaining brand consistency. For projects representing Cuesta College, all marketing and public-facing materials should be reviewed before being shared externally. Canva supports this through comments, approval requests, and role-based permissions, though organizations should also establish an internal review process.

LIMITATIONS TO CONSIDER

Canva's approval tools help facilitate reviews but are not intended to replace a full approval workflow. For instance, Canva doesn't manage complex multi-stage approvals nor is it a project management system.

Help Keep Things On Track and Organized By:

- Use the approved naming convention for all files:
year_semester_deptname_event (e.g., 2026_fall_marcom_canvatraining)
- Avoid duplicating files unless needed, and if so, add a version number to the end of the name (V1, V2, etc.).
- Organize your projects by folders.
- Allow three business days for Reviewers to give feedback and/or give approval.

ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITY
Designer	Creates and revises designs
Reviewer	Checks content, formatting, branding
Canva Administrator	Manages templates, Brand Kit, permissions, and user access

Training Acknowledgement



Please verify that you have read the guidelines and watched the training videos.

For questions, please reach out to marketing@cuesta.edu

CUESTA COLLEGE'S DESIGN WORKFLOW

Navigate to Your Appropriate Brand Kit



Choose a Brand Template



Rename Your Document per Cuesta College's Naming Convention



Customize Your Design



Self-Review

(Check spelling, images, accessibility, branding)



Request Approval in Canva



Reviewer Receives Email Notification and Provides Comments as Needed

(Feedback should be given within three business days)



Designer Makes any Necessary Revisions



Approval Granted

(Major edits after approval should be reviewed again)



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