

Canva Design Guide for WDM Staff

Welcome to designing in Canva! This guide will help you use Canva to make professional designs for Museum programs and events.

1. Brand and Visual Identity Standards & Editorial Style Guide

Before you start with Canva, get familiar with the WDM Brand Book.

wdm.ca/wp-content/uploads/2026/01/wdm-brand-book.pdf

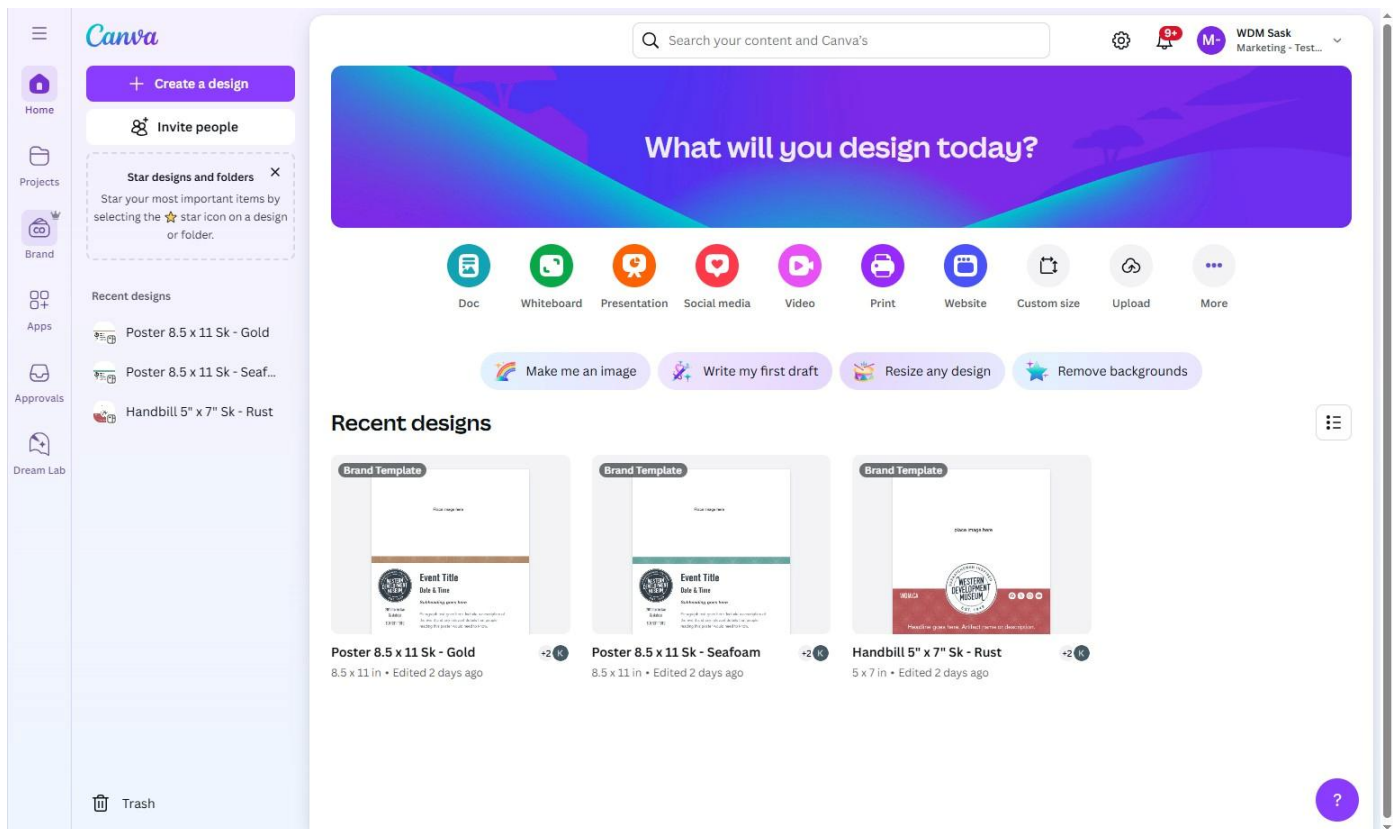
You'll also want to refer to the WDM Editorial Style Guide when writing copy and formatting dates, times, phone numbers, etc. Hint: use CTRL + F to look for specific rules.

wdm.ca/wp-content/uploads/2026/01/wdm-style-guide-20-december24.pdf

2. Logging Into Canva

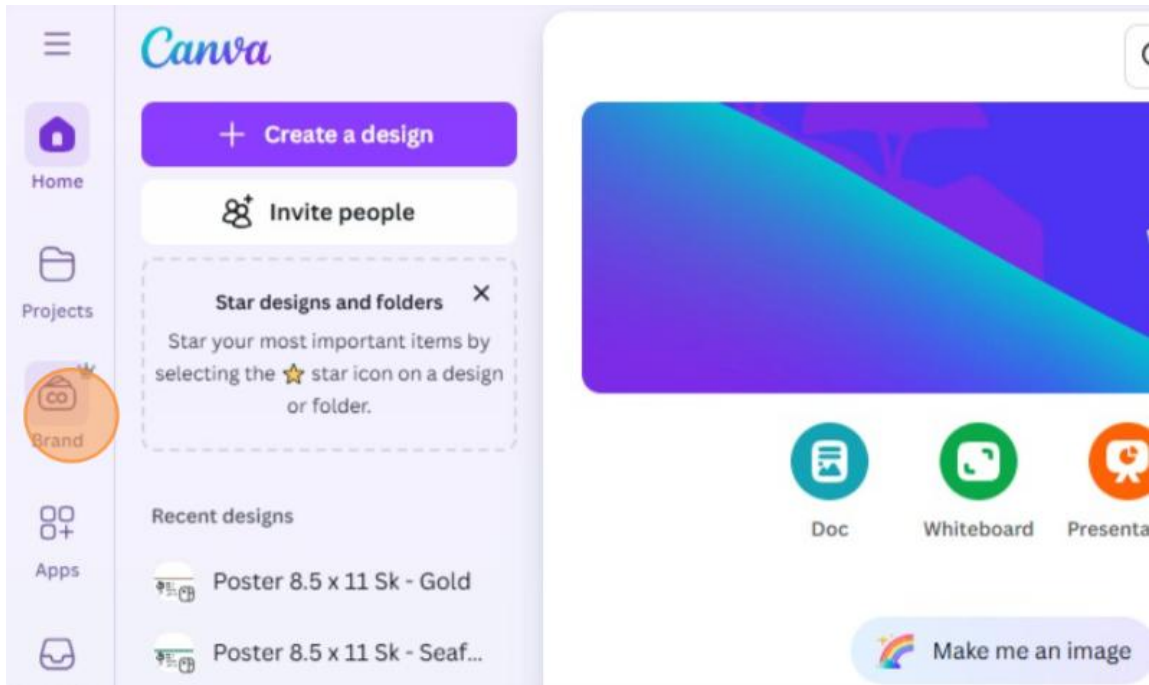
To use Canva for the WDM, you first need an invite. Ask us at engagement@wdm.ca, and you'll receive an email invitation to create your Canva account under the WDM Sask team.

Once you've made an account, your home page will look similar to this:

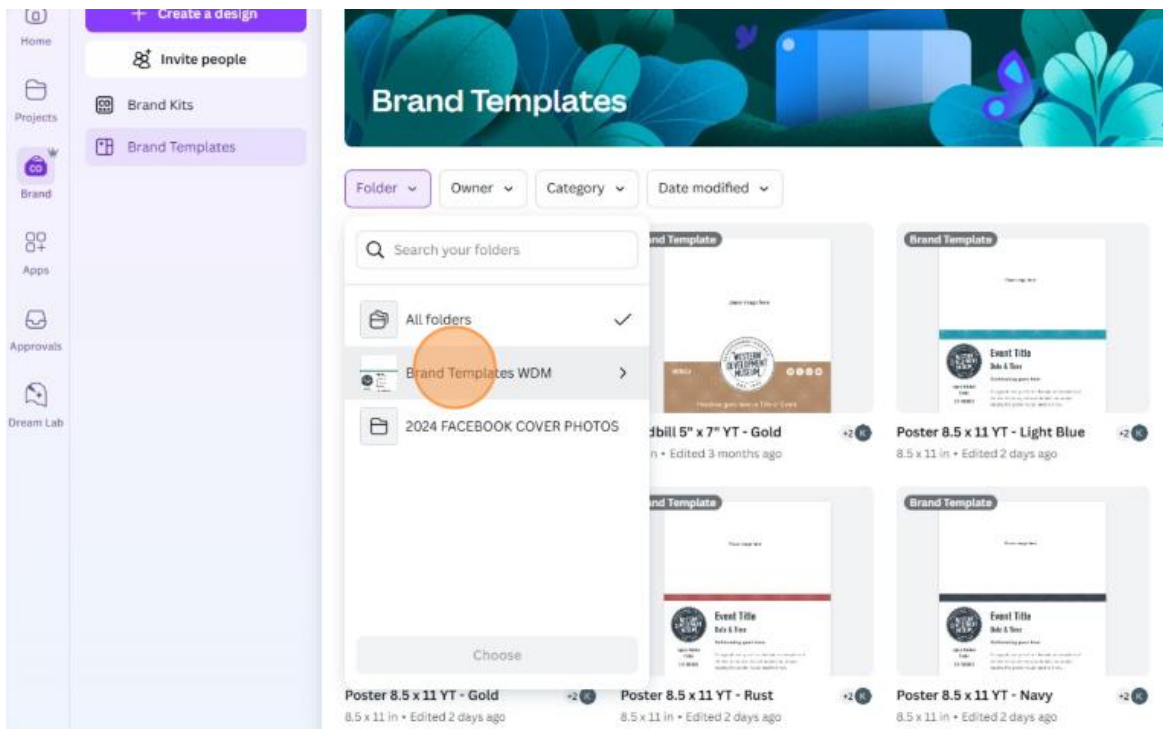


3. Getting Started with Templates

All WDM marketing materials should be created with our brand-aligned templates. Click the “Brand” icon on the left-side menu:

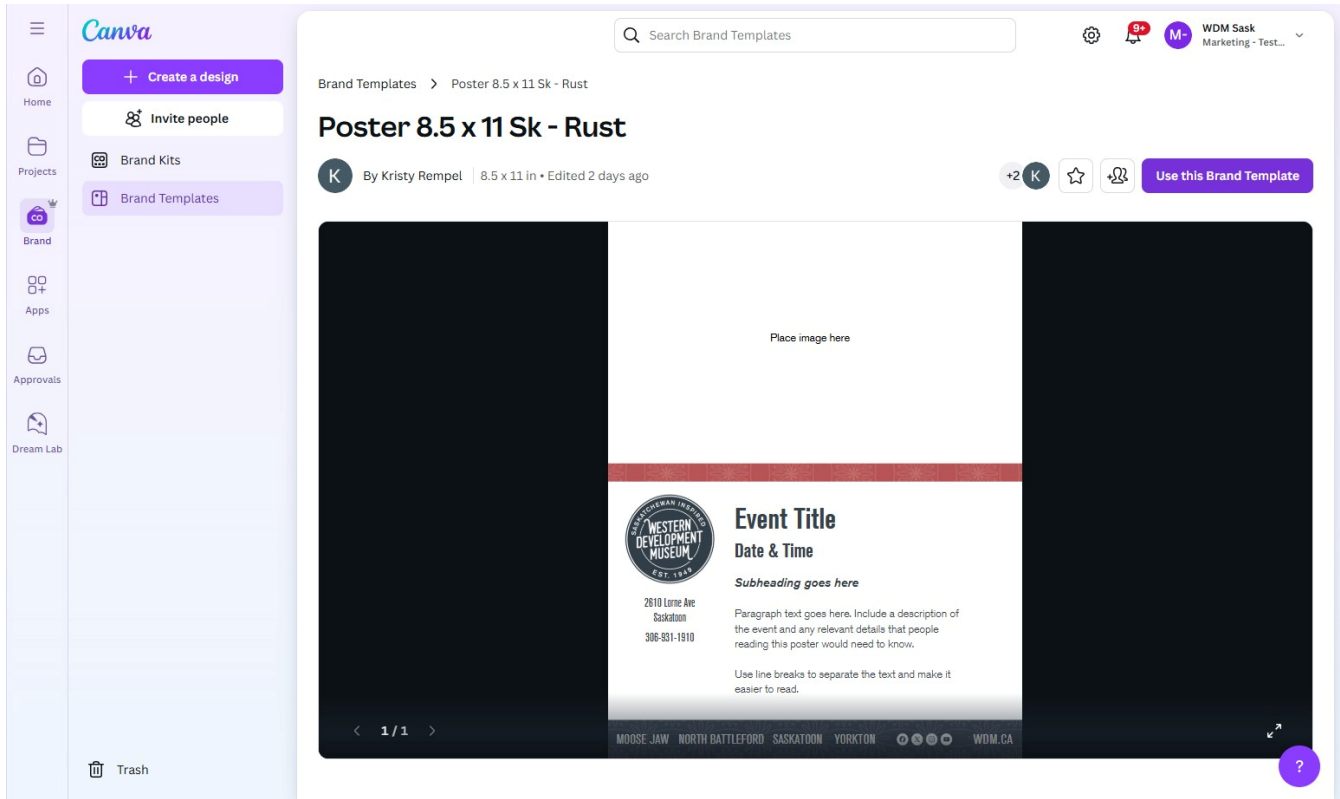


Then click “Folder”, “Brand Templates WDM”, and your Museum location.

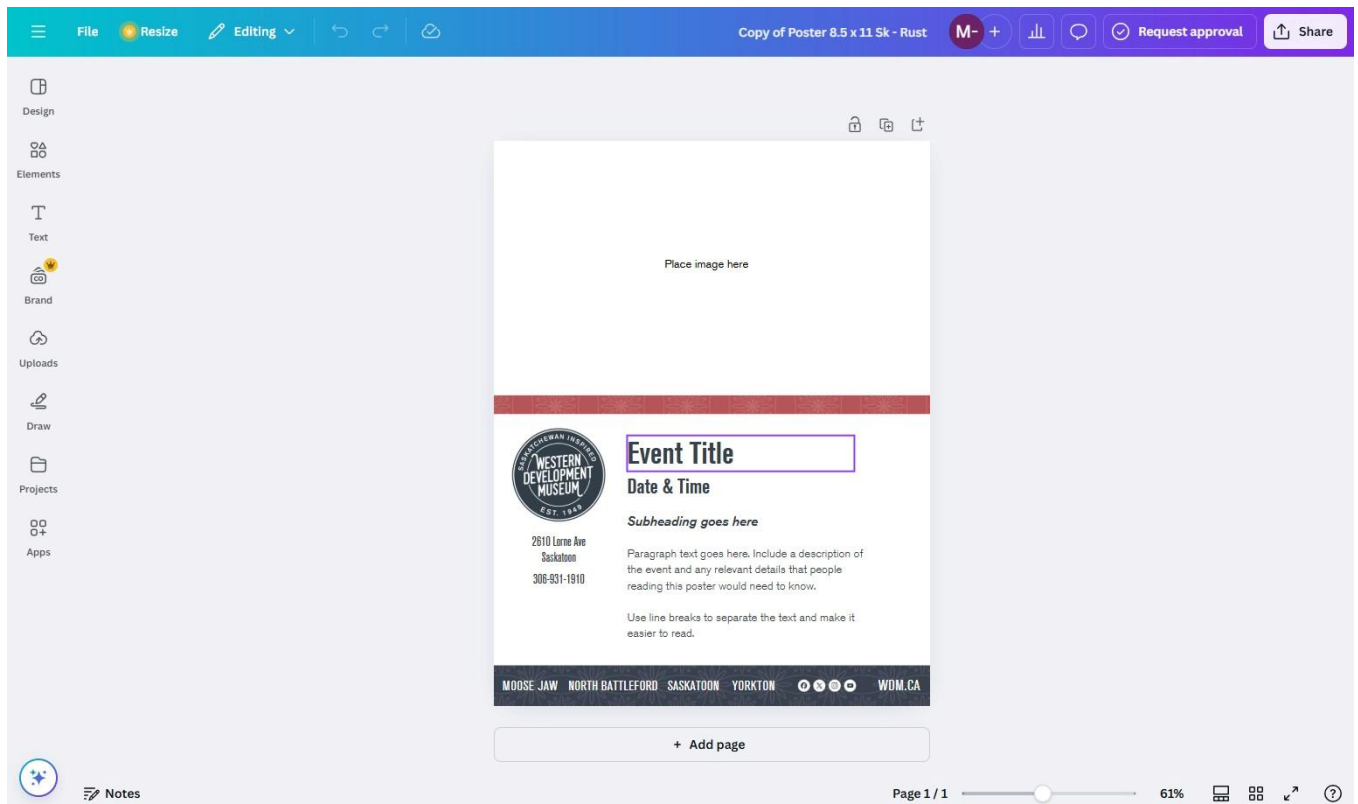


Current templates include 8.5” x 11” and 24” x 36” posters, and a 5” x 7” handbill in all brand colours.

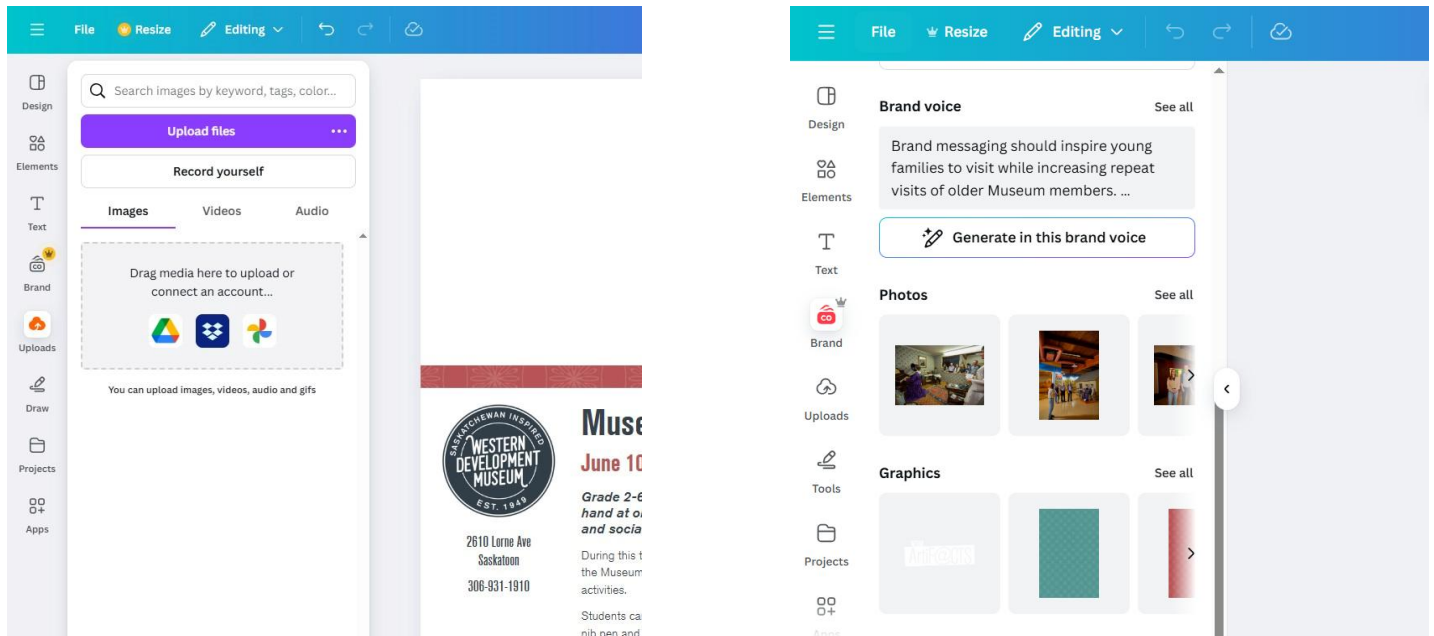
Select your preferred template and click “Use this Brand Template” in the top right. This creates your own project file, while the original template remains intact.



You're ready to go! Add your text and image while maintaining the general look of the template. You may need to adjust text size, image size, and spacing depending on how much information you're including.



When adding an image, you can use a photo of your choice by clicking “Uploads” on the left-side menu. Need a photo? Click on “Brand” and select one from the photo options there.



You'll likely need to crop your photo or position it below other design elements. Click on the photo to see a pop-up menu bar with these options.



Whenever possible, use a WDM photo instead of a stock image. It's your responsibility to ensure that photos of people have consent forms, but you can ask engagement@wdm.ca if you need help verifying that. The “Uploads” tab can also be used for adding QR codes for program registrations.

4. Checking for Brand Compliance

All marketing materials should be double-checked for typos, brand compliance, and alignment with the style guide. Click the “Request approval” button in the top right, and select engagement@wdm.ca as the approver. You can add a due date or notes if needed.

The screenshot shows the Canva design tool interface. The main canvas displays a poster for 'Museum Days' at the Western Development Museum. The poster features a photograph of children at a museum activity, the museum's logo, and text including the dates 'June 10 & 11', the address '2610 Lorne Ave, Saskatoon, 306-931-1910', and a 'Register now!' button with a QR code. The footer of the poster lists locations: 'MOOSE JAW NORTH BATTLEFORD SASKATOON YORKTON' and the website 'WDM.CA'. On the right side, a 'Request approval' dialog box is open, containing a 'Select approver' dropdown menu, a 'Set due date (optional)' field with a calendar icon, and an 'Add notes (optional)' text area. The top of the Canva interface shows a blue toolbar with options like 'File', 'Resize', 'Editing', and 'Request approval'.

5. Final Notes

1. **DO** use different brand fonts and colours to distinguish headings, subheadings and body text
 2. **DO** use white space and line breaks to ensure text is easy to read
 3. **DO** add QR codes for registration links or partner logos when necessary
 4. **DO** message engagement@wdm.ca for assistance with out-of-scope design needs like print ads
-
1. **DON'T** use Canva templates for WDM projects – select from our Brand Templates only
 2. **DON'T** use clipart or other illustrative assets that aren't part of the WDM brand
 3. **DON'T** remove the WDM logo or other necessary parts of the brand template

Have fun designing!

Do you have a special design request or need extra assistance? Want to share feedback on using Canva?

Send any inquiries or concerns to engagement@wdm.ca.