Everyone's GAME

GRAPHIC DESIGN GUIDANCE:

Canva

SCOTTISH RUGBY

About Canva

Canva is a graphic design platform, used to create social media graphics, videos, presentations, posters, documents and other visual content.

The app includes templates for users to use, which can be personalised and changed to suit your needs.

The platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality.

Canva can be accessed on **WEB BROWSER** (eg. Google Chrome) and can also be downloaded to mobile via the **IOS** or **ANDROID** app store, making designing graphics on the go really easy.

This guide will take you through some of the basic ins and outs of Canva, and hopefully will leave you and your club with lots of ideas to help promote your Everyone's Game activities, and other important announcements for the season ahead.

Creating your own Everyone's Game graphics

We have created Everyone's Game templates for you to use on Canva to create social media graphics which will to help your club showcase rugby as a game for everyone!

You can simply place our templates over your own images and photos to share on social media.

To learn more about how to do this, **CLICK HERE** for our mobile app and desktop video tutorial and for information on how to download our templates.

Photography tips for Everyone's Game graphics

Your club photos should reflect your club's personality – fun, inclusive and welcoming.

Try to capture a moment that would inspire and ignite passion amongst those that see it.

Here are some tips and other things to consider when using photos on graphics including those for social media, posters or other marketing tools.

Avoid shots that lack emotion – celebrations and photos of people having a good time are much more engaging!

Avoid photography where sponsors branding or kit are clearly out of date unless it's for a #ThrowBackThursday!

Avoid using shots that are poorly composed or which lack a focal point.

DO NOT use unlicensed photography. Source images from legitimate libraries, not from Google searches – you could be in breach of copyright law and subject to legal action.

Try to avoid disproportionate scale or otherwise distort photography.

Always make sure you have permission! Whether it's a photo taken by another photographer, or if it includes an individual you're not sure has consented – please double check permissions for use.

Avoid using shots that show a player executing a move incorrectly, or executing a dangerous move – it's important we can show rugby as a safe sport at your club.

What else could my club use Canva for?

- SOCIAL MEDIA CONTENT
    - Facebook/Twitter cover photos
    - Team sheets
    - Announce fixtures
    - Promote events
    - Try/highlight of the week video
    - Player/volunteer profiles
- POSTERS
    - Promote events
    - Covid-19 safety information
- BOOKLETS
    - Match day programme
    - Club welcome pack

And much, much more...

Why should my club consider using Canva for other design use?

In order to differentiate yourself from the competition, your club needs something to set it apart — something unique. By using Canva, you can create a strong and professional looking brand image.

Canva has a range of tools to help you create your brand, and remain consistent with it using your chosen colours and fonts every single time you create something new.

A strong, unique brand image is an essential part of building a good relationship with members and the local community. If they feel that you both share the same values, they'll be attracted to your club's brand and will likely feel comfortable choosing to play or volunteer with you.

Are there costs involved with Canva?

Canva has a number of price plans, so depending on what your club can afford, it is still accessible.

The Basic plan is free to use and includes:

- 250,000+ free templates

- 100+ design types (social media posts, presentations, letters, and more)

- Hundreds of thousands of free photos and graphics

- 5GB of cloud storage

The Pro plan costs £10 per month and provides access to the following:

- 420,000+ free templates with new designs daily

- 100+ design types (social media posts, presentations, letters, and more)

- 75+ million premium stock photos, videos, audio and graphics (all copyright free)

- Create 1 Brand Kit and upload your own fonts and logos

- Unlimited use of Background Remover

- Resize designs infinitely with Magic Resize

- Save designs as templates to reuse

- 100GB of cloud storage

- Schedule social media content to 8 platforms

Is your club a registered charity? Then apply for a FREE Canva Pro account today. You can access all the premium features without paying a penny! **Click here for more information**

Looking for more support with Canva?

View all the different features on Canva **here**

There are lots of different 'how to videos' to teach you how to use Canva **here**

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