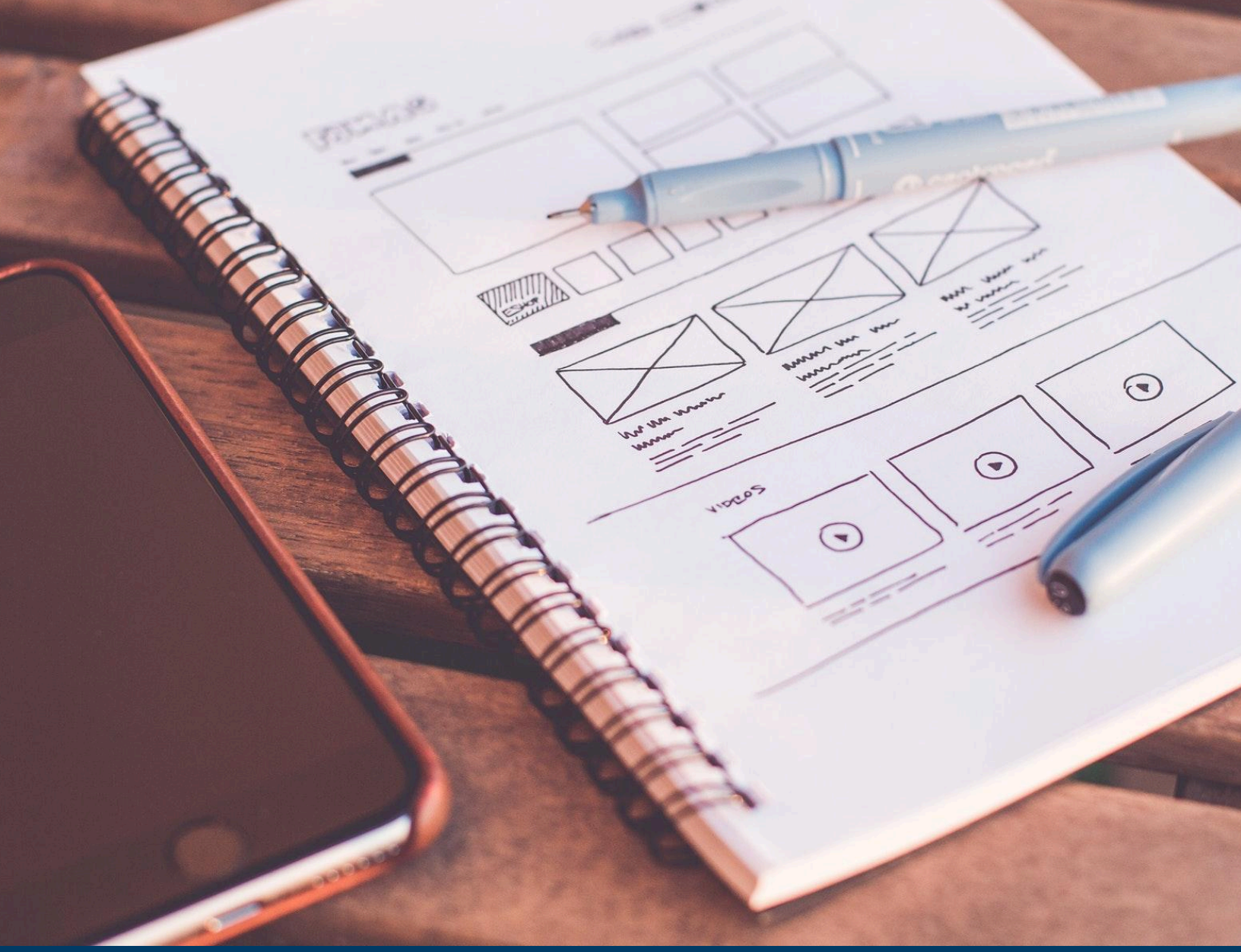

JULY 2024, V1.2

CANVA GUIDELINES

THRIVE

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Resources

Here is a list of resources referred to in this guide. If something is missing, or needs to be updated, you are welcome to change it in the living document.
Otherwise, let the #wiki Slack channel know.

Resources
THRIVE Blog: https://thrivabilitymatters.org/blog/
THRIVE Platform Information: https://thrivabilitymatters.org//how-it-works/
THRIVE Logos: https://thrivabilitymatters.org/2024/wp-content/uploads/2023/12/THRIVE-logos.zip
Canva Template: https://www.canva.com/en_in/login/?redirect=%2Fdesign%2FDAFE2ogU6BY%2F3V7raRd858mpep6VWKXfVA%2Fedit
Youtube : https://www.youtube.com/channel/UCtODBnu4U-l0QzvR2lsQRUg
Meta Business Suite: https://business.facebook.com/creatorstudio/instagram_content_posts
Social Media Guidelines: https://wiki3.strive2thrive.earth/wp-content/uploads/2023/09/THRIVE-Social-Media-Guidelines.pdf

Graphic Guidelines:

We create graphics for a range of digital applications, particularly for social media. This section aims to ensure that all our social media graphics are consistent with the THRIVE brand.

We have several social media platforms.

LinkedIn: The Thrive Project.

Facebook: ThrivabilityMatters.

Instagram: ThrivabilityMatters.

Twitter: thrivability_m.

Reddit: r/thrivability.

YouTube: Thrivability Matters.

Each uses images in different ways.

Through Canva (accessible in this link), we have created templates for each. THRIVE members that require access may contact our #social-media channel on the THRIVE Slack. Otherwise, use your desired program to create graphics.

Colours	Fonts (for Canva)	Images
Use the primary colours from the Our Colours section (Page 6 of Brand Guidelines) You may use the secondary colours, but only in little bits.	Canva lacks access to Gotham, so only use these: HEADINGS • BEBAS NEUE • **Or Glacial Indifference Bold** Body Text • **Glacial Indifference Bold** • Or Glacial Indifference Regular	You may download images from stock image sites, including: • Pexels.com • Pixabay.com • Unsplash.com • Stocksnap.io Canva also provides images that you can use within their web app.

How to make appealing graphics with Canva:

Graphics look best when there are:

- **A limited set of colours:** Aim to use 2-3 colours in your graphics (not including pictures). More colours distracts from your message.
- **1 or 2 fonts:** Use as few fonts as possible. If you want to draw attention to words or images, try using different colours, sizes or backgrounds.
- **No more than 2-3 sentences of text:** Less text makes information easier to absorb.

Follow the instructions below to create social media images for each platform:

Instagram

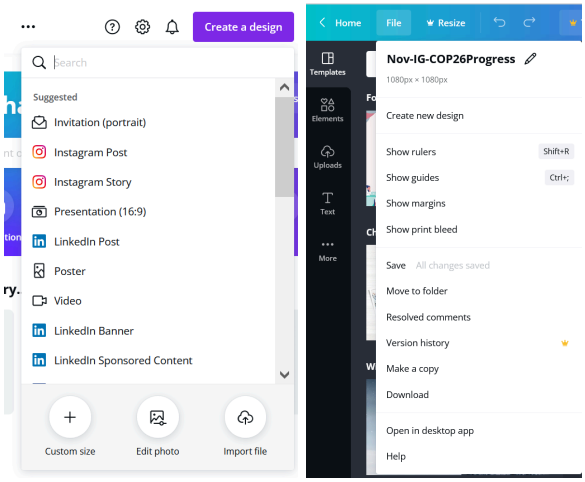


Instagram graphics are the most important parts of posts.
Hence, these must contain all important information. Unlike other platforms, you can add more than one graphic to a post. Do this to spread out your information.

1. **Make a 1080 x 1080 sized image.** Name this (Month)-IG-(Topic), for example: *Aug-IG-ClimatePovertyBlog*

   You may either:

   1. Click “Create a design” in the top menu, and click “Instagram Post”, or open an existing Instagram (square) design and click File > Make a Copy in the top menu.



2. What post are you making the graphics for? Add the most important parts of the content in the graphics, and draw attention to it. this changes depending on your content:
    - **Inspirational quotes:** Show the quote and who said it.
    - **Memes:** Show the meme.
    - **Links to THRIVE Blogs:** Show the important points as short bullet points over multiple images. Encourage viewers to read the blog at the end.
    - **Discussion posts about issues or events**: Show the issue/event you are discussing, key facts, and what they mean for the audience.
    - **Shoutout posts:** Show what the other organisation/individual is doing.
    - **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
    - **Our YouTube Videos:** At least two images. A picture of our video in one image, and a call to action encouraging people to watch it in the other. You may add images showing dot points about the video between them**.**
    - **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.
3. Spread out information over multiple graphics if needed (such as for explaining events or details). Make sure the last graphic has a call to action that tells people to do something based on the post (except for quotes and memes).
4. Download your graphics and save them as .png files.
5. Add them to posts as you create them through Meta Business Suite.

LinkedIn/Facebook/Twitter







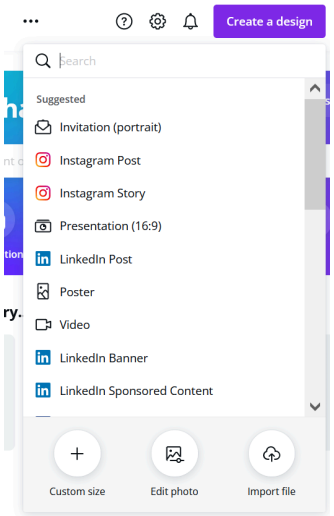


For these platforms, images should support posts. Therefore, only place the most important points on these. To create these:

1. **Create a new custom design.** Click “Custom Size” in the “Create a design” menu, and type the following values based on which platform you are using:

LinkedIn/Facebook: 1200 x 627 pixels (or copy a rectangular LinkedIn graphic).
Twitter: 1200 x 628 pixels (or use LinkedIn graphics).
Other: Google search “[name of social media platform] image guidelines”.

Name this (Month)-(Platform)-(Topic), for example: *Aug-LinkedIn-ClimatePovertyBlog*



2. Show the most important part of the content here, this changes depending on your content:
    - **Inspirational quotes:** Show the quote and who said it.
    - **Memes:** Show the meme.
    - **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
    - **Discussion/tip posts**: Show the issue/event/tip you are discussing.
    - **Shoutout posts:** Show what the other organisation/individual is doing.
    - **Sharing other organisations' posts:** Summarise the other post's content and show the most important thing about it.
    - **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
    - **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.

    Make sure the graphic has a call to action (except for quotes and memes).

3. Download your graphics and save them as .png files.
4. Add them to posts as you create them in the desired social media site - use the Social Media Guidelines for further details.

YouTube







You can make YouTube thumbnails using our Canva template. To do this, open the file, and:

1. Click File > Make a Copy in the top menu to make a new copy.
2. Replace the small text with the playlist that your video will go in to (i.e, About, Did You Know?, THRIVE Talks…)
    - For THRIVE Talks, add the episode number, for instance: *THRIVE Talks: Episode 01.*
3. Replace the big text with the title of your video. Resize the coloured bars so they wrap around the text.
4. Replace the picture with something related to your video.
5. Download your graphics and save them as .png files.
6. Add them to videos once you upload them to our YouTube channel.

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Justin	**v1.0**	First version of the guide	Guide on how to use Canva for creating graphics	**08/05/2024**
@Justin	**v1.1**	Formatting changes	n/a	**27/05/2024**
@Thandie	**v1.2**	Added Resources and Version Control tabs	Consistency with updated document template.	**02/07/2024**