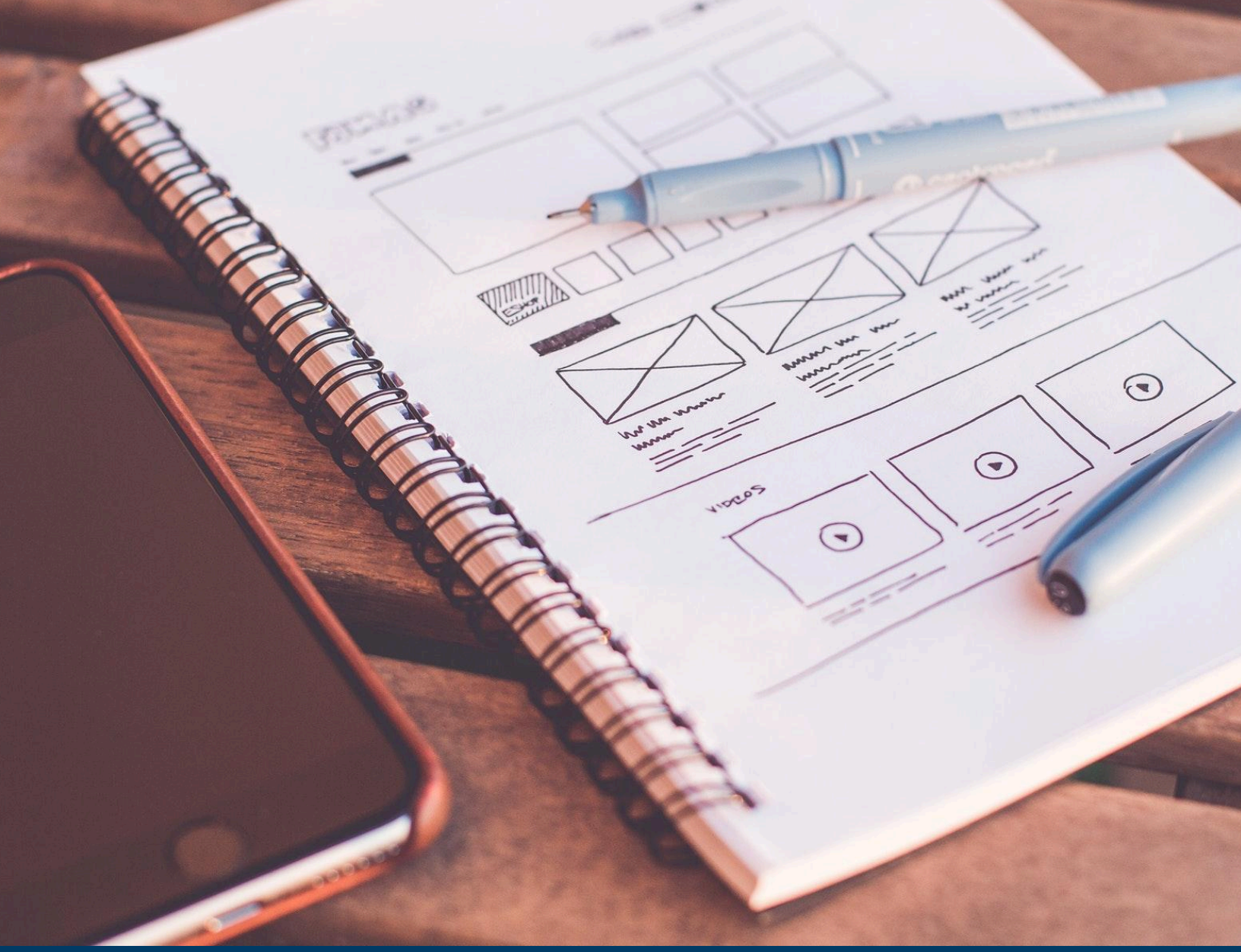


JULY 2025, V1.3

CANVA GUIDELINES

THRIVE

Contents

Resources **3**
Graphics **4**
How to Create a Graphic 4
How to make appealing graphics with Canva 8
Adding QR Codes - Do this for social media links 9
Instagram 9
LinkedIn/Facebook/Twitter 11
Videos **12**
How to Create a Video 12
YouTube Thumbnails **14**
Version Control Information **15**

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 - Social Media
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
Thrivability Matters Youtube Channel: https://www.youtube.com/channel/UCtODBnu4U-l0QzvR2lsQRUg
Meta Business Suite: https://business.facebook.com/creatorstudio/instagram_content_posts
Social Media Guidelines: https://docs.google.com/document/d/1aBMKmQi6pGW_QAEGfdXMEDhuUQj8S-vja5ud7jnroVk/edit?tab=t.0

Resources - Creating Graphics and Videos
THRIVE Logos: https://thrivabilitymatters.org/2024/wp-content/uploads/2023/12/THRIVE-logos.zip
QR Code Generator: https://new.express.adobe.com/tools/generate-qr-code
Free-to-use Images (no attribution needed): https://www.pexels.com/
Free-to-use Video Footage (no attribution needed): https://pixabay.com/videos/
Free-to-use Music Tracks (no attribution needed): https://pixabay.com/music/
AI Voiceover Generator: https://elevenlabs.io/app/speech-synthesis/text-to-speech
Canva YouTube Thumbnail Template: https://www.canva.com/en_in/login/?redirect=%2Fdesign%2FDAFE2ogU6BY%2F3V7raRd858mpep6VWKXfVA%2Fedit

Graphics

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 that use images.

LinkedIn: The Thrive Project.

Facebook: ThrivabilityMatters.

Instagram: ThrivabilityMatters.

Twitter: thrivability_m.

Reddit: r/thrivability.

YouTube: Thrivability Matters.

Each uses images in different ways.

How to Create a Graphic

Through Canva, we have created templates for each. If you lack access to the THRIVE Canva, ask the #it-support Slack channel for them by copying and pasting the below into the channel.

Hi #it-support,

I require access to our *Canva* account, so that I may create images and videos as part of the #social-media *(or other team you need to create content for)* **team** *(You may go into details on what kinds of items you are tasked with creating if needed.)*

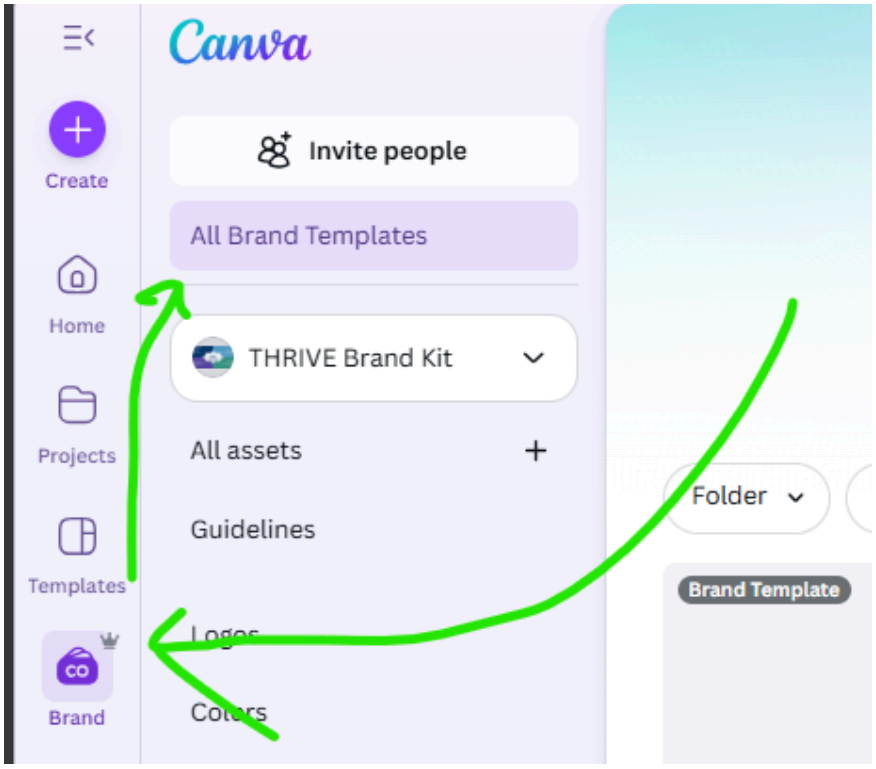
Access type: Editing

Account: *(Your THRIVE Email address)*

Endorsed by*: (ask someone in the #social-media channel to endorse before you post, if not, write: Needs endorsement.)*

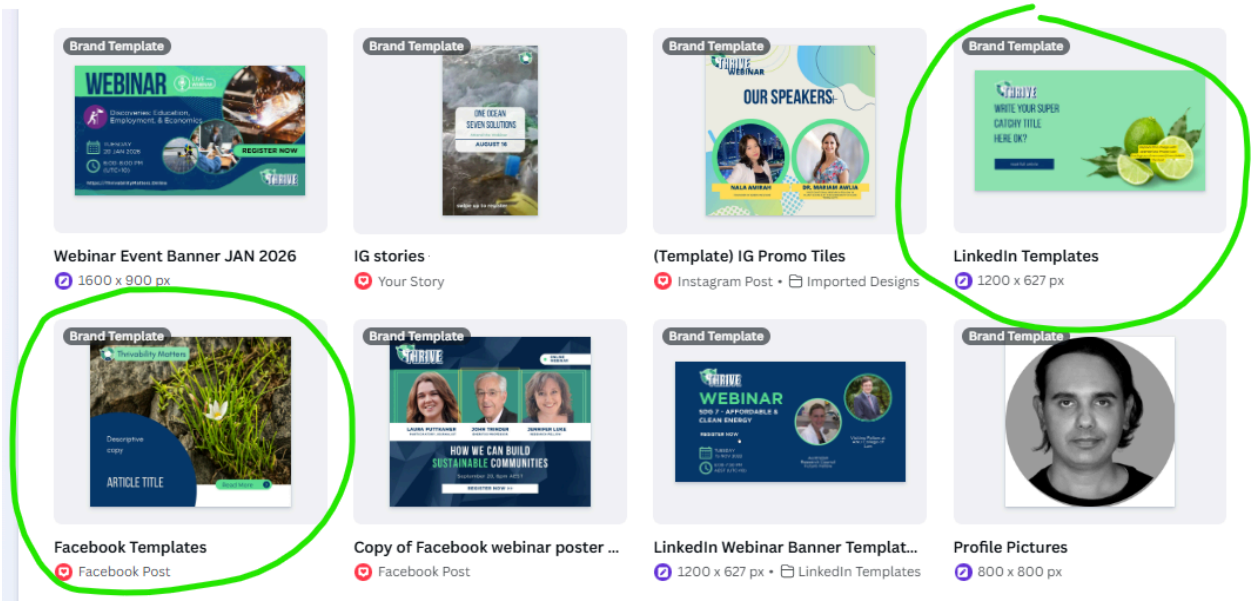
To create a new graphic, do the following:

1. Once you log in to Canva, you should see a sidebar to the left. Click “Brand” in the left sidebar of the browser window, and select “All Brand Templates”.



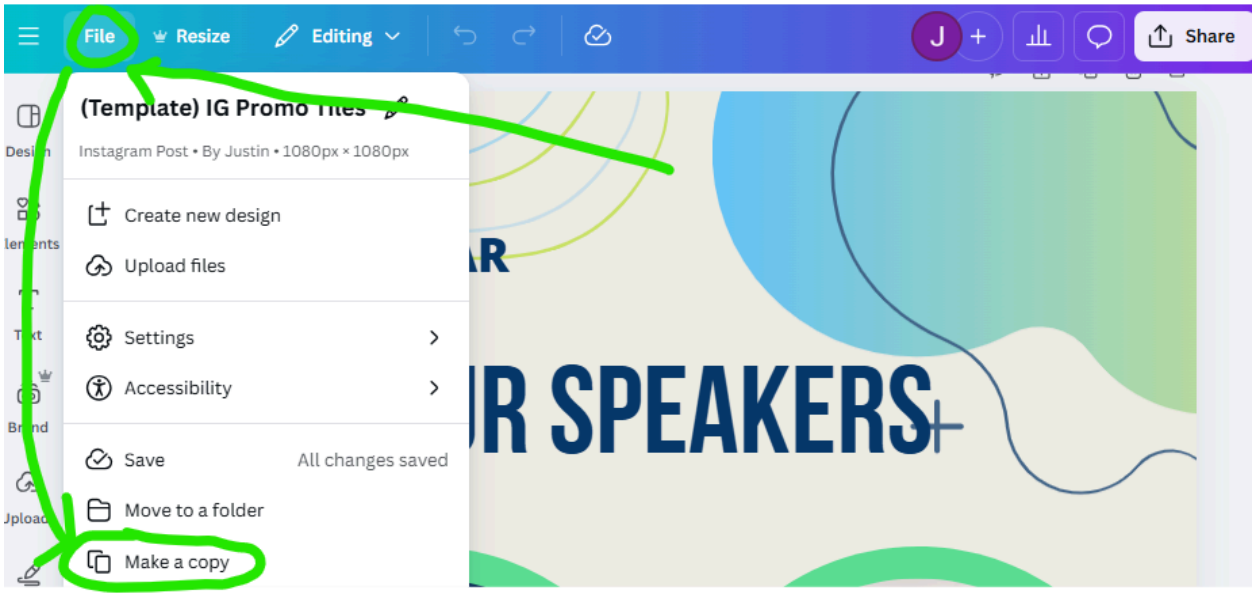
2. After this, click the desired template. For multiple templates, open up a duplicate tab by right-clicking on the current tab in the browser window, and clicking “Duplicate Tab”.

   For most posts, you should open “Facebook Templates” and “LinkedIn Templates”, unless told otherwise.



3. This will open up the template for editing. You will need to create a copy before you start editing it, as failing to do this will edit the template, replacing it with your changes and preventing others from using it.

   To make a copy, go to File > Make a Copy.



4. Edit the file as desired. If there are multiple images, you may scroll down to view the others.

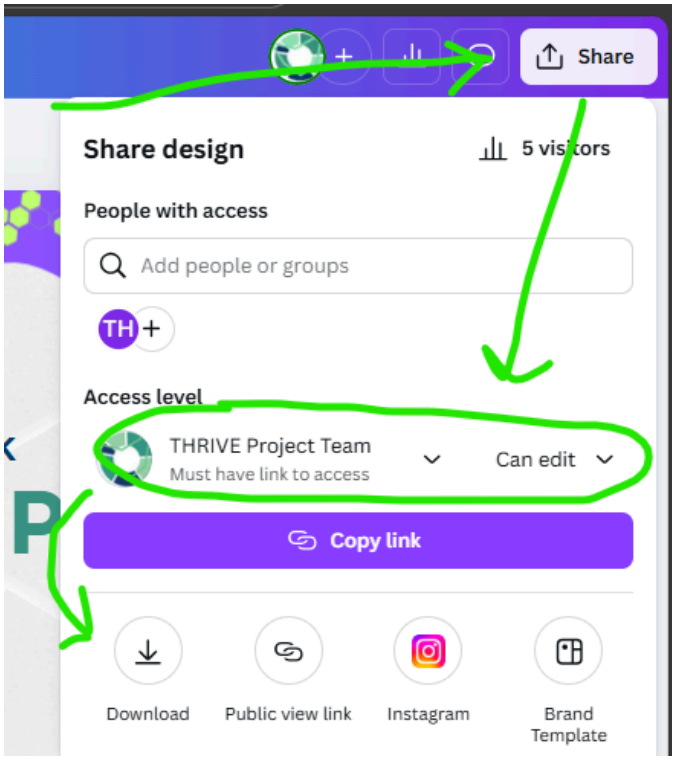
   NOTE: If only one of the images is needed, you may edit that and ignore / remove the rest.

5. Rename the file by clicking the name in the top-right of the Canva window, next to the profile pictures.

6. Once finished, click “Share” in the top-right of the Canva window, then.

7. Under Access Level, change the dropdown at “Only you can access” to “THRIVE Project Team”.

8. In the dropdown next to it, select “Can edit”. This will ensure anyone else within THRIVE can make changes as needed.



9. Click “Download”, then select the appropriate file type - for social media images, we recommend .png files.
    a. After this, click “Download”.
    b. Then, upload to your desired social media site.

THRIVE members that require access may contact our #it-support channel on the THRIVE Slack. Otherwise, use your desired program to create graphics.

How to make appealing graphics with Canva

The below table shows the requirements for Canva graphics. You may use other colours and fonts sparingly, but make sure that you mainly use the below colours and fonts, unless you have a good reason for doing so.

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.

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:

Adding QR Codes - Do this for social media links

If you wish to add a link, add it as a QR code to your image. To do this, go to this site, then type in the desired link, click the “Download” button at the bottom, then upload the resulting image to Canva.

Make sure the QR code is prominent and visible on the page.

Instagram

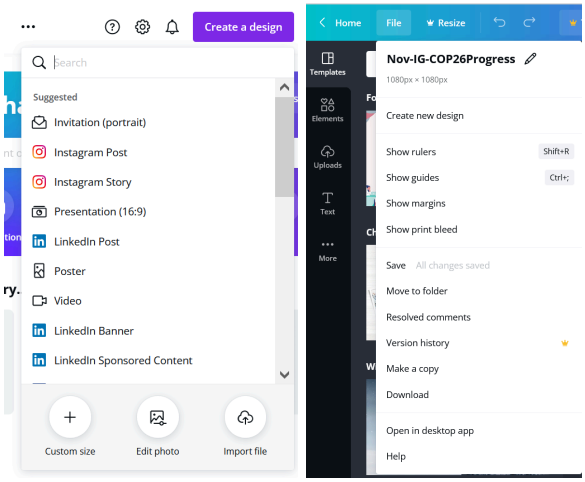


Instagram graphics are the most important parts of posts.
Hence, these must contain all important information. Unlike other platforms, you can add more than one graphic to a post. Do this to spread out your information.

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







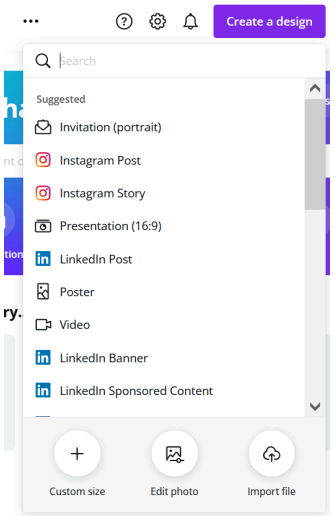


For these platforms, images should support posts. Therefore, only place the most important points on these. To create these:

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.

Videos

Canva can also be used to create videos for our social media platforms, especially for:

TikTok: Thrivability_Matters.

Facebook: ThrivabilityMatters.

Instagram: ThrivabilityMatters.

LinkedIn: The Thrive Project.

This can be used to create YouTube videos, though we prefer to use specialised video creation programs whenever possible.

If you need a YouTube video, ask the Multimedia Designers Slack channel to create it.

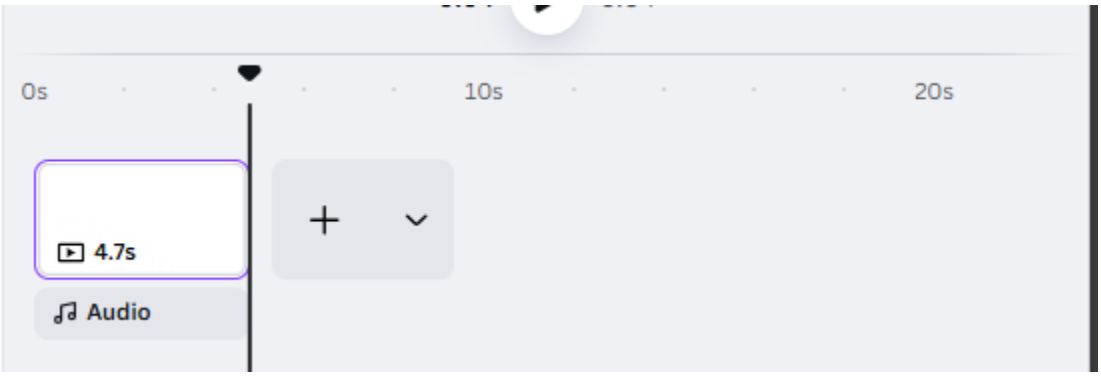
How to Create a Video

To create a new video, do the following:

1. Click "Create" in the top-left of the browser window, and select "Videos".
2. After this, go to the "Videos" section, and select a suitable template. If you are creating a social media video for multiple platforms, select "Portrait Video".

3. Drag desired footage into the video.
    a. To add footage, click “Elements”, and select them by dragging them onto the video.
    b. To add text, click “Text”, and drag the desired font from the “THRIVE Brand Kit” section into the video.
        i. You may also add your own text by clicking “Add a Text Box”.
    c. To upload **footage, images, videos or audio** from somewhere else, you may click “Uploads” > “Upload Files”.
        i. You may gain footage from https://www.pexels.com/ (images), https://pixabay.com/videos/ (video footage), or https://pixabay.com/music/ (music) These sites have free-to-use footage which does not require attribution.
        ii. You may create a voiceover with AI, using Elevenlabs.

            Download the voiceover and upload it to Canva - check for pronunciation errors and weird sound first.
    d. To add shots / scenes, go to the timeline at the bottom of the Canva window, and click the + symbol.
    e. To edit any shots, or change their order, drag them around in the timeline. Dragging the ends changes how long they remain on screen for.
    f. To add music, click Audio in the timeline.



4. Once finished, click “Share”, then select the appropriate file type - for social media images, we recommend .png files.
    c. After this, click “Download”.
    d. Then, upload to your desired social media site.

YouTube Thumbnails







You can make YouTube thumbnails using our Canva Youtube Thumbnail template. To do this, open the template, 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**
@Justin	**v1.3**	Added information on how to create graphics and videos, plus QR codes.	Missing information	**27/07/2025**
@Justin	**v1.4**	Minor clarification on Canva video creation, and link added to Designers Slack channel.	Missing information	**27/07/2025**
@Justin	**v1.5**	Expanded information on how to create graphics, and made changes to account for new Canva UI.	Missing information / updates to UI	**3/12/2025**