

# Mekanic<sup>®</sup>

## Collaborating Through Canva: A Client Guide

Canva is a free and user-friendly tool to help you produce polished marketing materials easily. By using the customizable templates we've created, you can quickly build on-brand content without needing advanced design skills. These templates not only save time but also ensure consistency across your materials. Most importantly, they allow us to deliver creative assets more efficiently and collaboratively—so you get high-quality, ready-to-use content faster and with less back-and-forth.

### How To Use Canva

#### Step 1 | Create a free Canva account

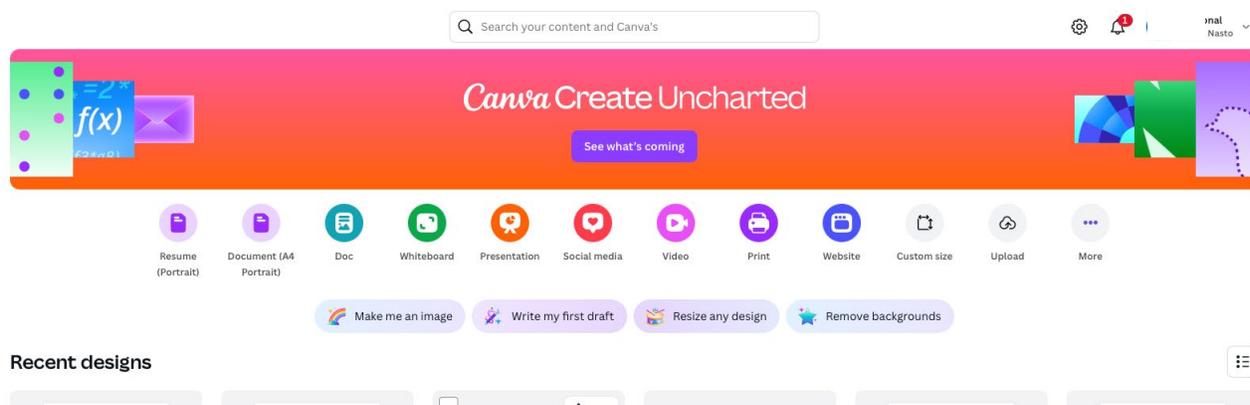
If you haven't already, create a free Canva account on [canva.com](https://www.canva.com).

For help setting up your account, visit <https://www.canva.com/help/sign-up-log-in/>.

- When setting up, Canva will ask what you will be using the tool for. Select one of the provided options (small business, non-profit, large company...)
- There will be an option to upgrade to Canva Pro. You do not need to upgrade to upload your own imagery, but if you foresee yourself using Canva as a business marketing tool, this is something to consider. Click “Maybe Later” to ignore for now.

#### Step 2 | Start designing

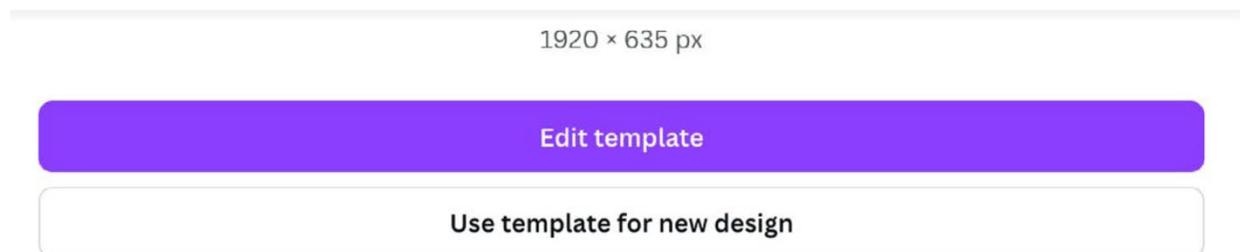
Once you're logged in, you can begin creating! Choose to customize one of our pre-designed templates for a quick, on-brand start, use one of Canva's built-in templates for inspiration, or design from scratch using their easy-to-use tools.



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## Step 3 | Customize your Mekanic template

Select one of the templates we've provided for ready-to-use, branded content. Choose **“Use template for new design” only**. This creates a copy and saves the original file to go back to. From here, you can edit the text fields and add images to any drag-and-drop image spaces.



If the image isn't formatted the way you want (not centered, image is too small, etc.), you can go to the crop feature in the toolbar to adjust.



## Step 5 | Share or download your graphic

Once your design is ready, Canva offers several download options to suit your needs. Click the **Share** button in the top-right corner, then choose your preferred file type. Here's a quick overview of the most commonly used formats:

- **PNG** – Ideal for high-quality web graphics and social media posts. Supports transparent backgrounds.
- **JPG** – Great for smaller file sizes and simple web use, like email banners or blog images.
- **PDF (Standard)** – Best for sharing documents digitally, such as presentations or flyers.
- **PDF (Print)** – Use this for high-resolution files prepared for professional printing.
- **PPTX** – Download as a PowerPoint file if you need to present your design or make further edits in Microsoft PowerPoint.

### For Print Projects:

If your graphic is intended for print, always choose **PDF (Print)** and ensure that crop marks



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and bleed are checked for accurate trimming. Double-check that images and text are within the safe zone to avoid cut-off edges.

