

# BENTLEY CANVA GUIDE



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# INTRODUCTION

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This guide is designed to help Bentley University staff and students confidently create professional, on-brand designs using Canva.

Through Bentley's Canva Enterprise platform, you have access to approved templates, brand assets and tools that make it easy to create presentations, flyers, social media graphics and more – while maintaining a consistent visual identity.

## **THIS GUIDE IS FOR:**

- Staff
- Faculty
- Student Workers

# QUICK-START CHECKLIST

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## **New to Canva? Start Here**

- Request access to Bentley's Canva account by contacting the IT Help Desk
- Log in using Bentley's SSO (your Bentley email and password)
- Review [Bentley's Brand Guidelines](#)
- Explore branded templates
- Download approved photos from Bentley's image database, [WebDam](#)
- Create your first design

**Tip:** *Try to start with an official Bentley template when possible so you don't need to manually add in the brand colors and fonts from the Brand Kit after you pick the template.*

# ACCOUNT INFORMATION

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- A limited number of seats are provided for Bentley staff and faculty and are assigned at the Help Desk's discretion.
- Each account is tied to an individual email. Shared email addresses are not permitted.
- All enrolled students receive free access to Canva Pro. It is not necessary to request seats for your student workers.
- If you already have a personal Canva account, you may toggle between accounts and/or transfer designs.

# FINDING THE BENTLEY OFFICIAL BRAND KIT AND BRANDED TEMPLATES

## Find the Bentley Official Brand Kit

Click on Brand Hub. There you will find the Bentley Brand Kit and Bentley project templates. See fig. A + B

**Tip:** Pin this kit to your Canva homepage for easy access.

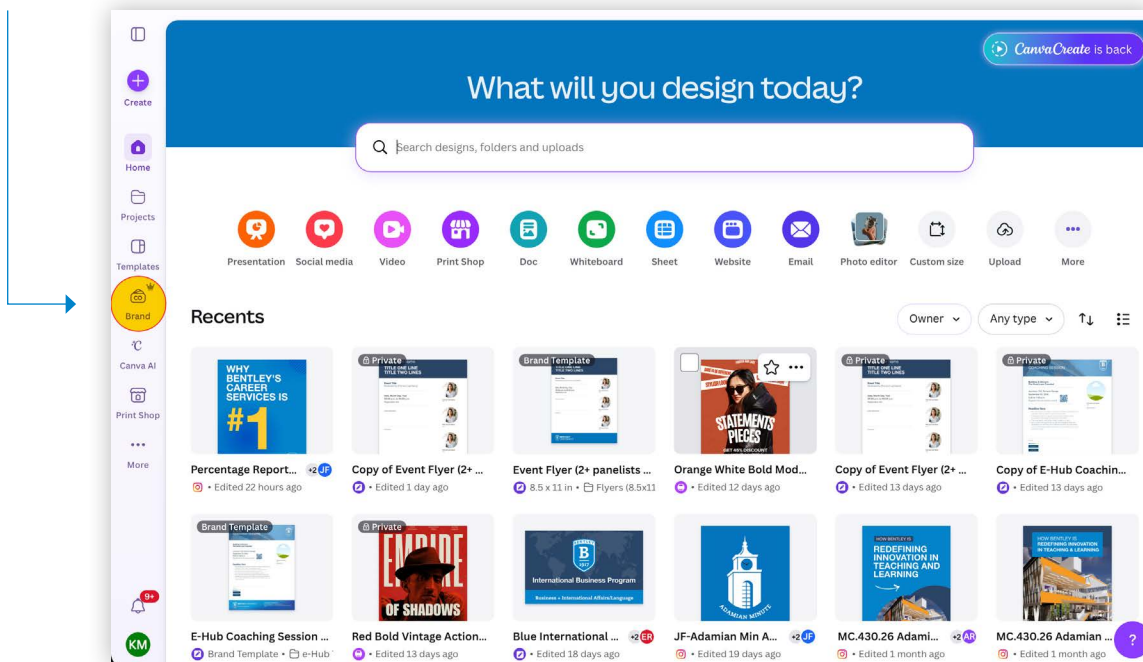


Figure A

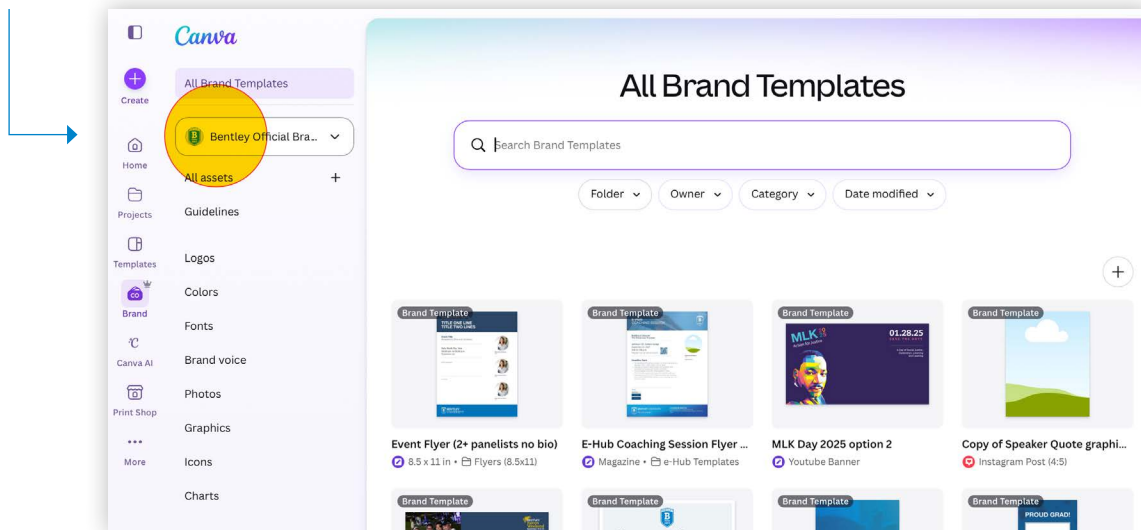


Figure B

## Locate Bentley Project Templates

Templates can be found in the shared folder: Projects → Scroll down to folders Folders and find Bentley Branded Templates. See fig. C.

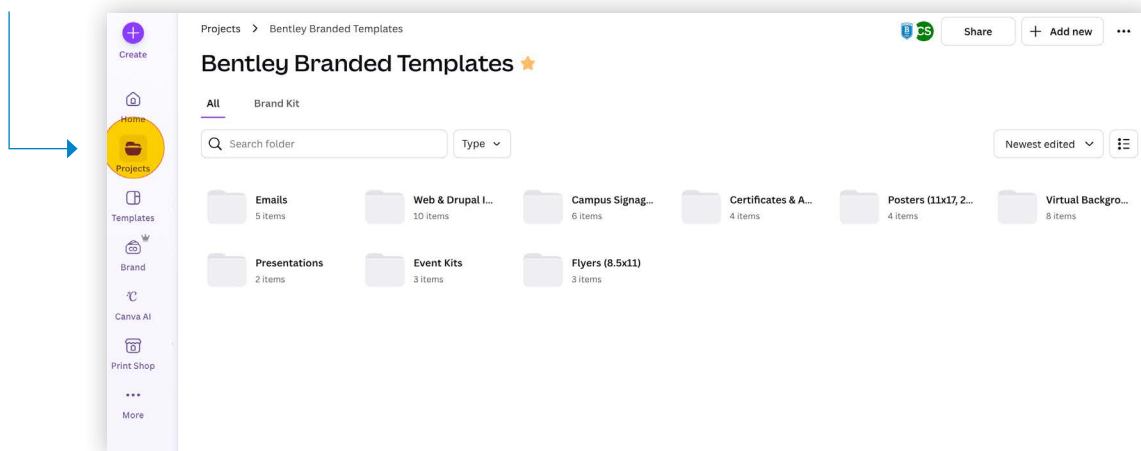


Figure C

## Folder Overview:

Folder	Use For
Presentations	Slides and decks
Flyers (8.5 × 11")	Print-ready flyers
Posters (11 × 17" and 24 x 36")	Campus posters
Event Collateral Kits	Event templates (photo/no photo/social)
Campus Signage	Wayfinding and event signage
Email and Web Graphics	Headers and web banners
Certificates and Awards	Recognition materials
Web and Drupal Image Resizing	Homepage and news uploads
Virtual Backgrounds (Zoom and Teams)	Zoom and Teams backgrounds

## Using Canva's Generic (Non-Bentley) Templates with Bentley Brand

You may also use Canva's templates and apply Bentley branding.

To apply the Brand Kit:

1. Open the Canva template of your choice
2. In the left toolbar, select Styles (paint palette icon)
3. Select the Bentley Official Brand Kit under "Your Brand Kits"
4. Click "Apply all"
5. Replace images with approved photos from [photography.bentley.edu](http://photography.bentley.edu)

This allows flexibility while maintaining Bentley's brand visuals.

# CUSTOMIZING YOUR DESIGNS

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## You may edit:

- ✓ Text (headlines, details, dates)
- ✓ Photos (replace with images)
- ✓ Layout within reason

## Do not edit:

- ✗ **Fonts** — use Bentley's brand fonts (Helvetica as the primary and Caecilia as secondary fonts).
- ✗ **Colors** — keep official palette using primary and secondary colors.
- ✗ **Logos** — you can use approved department/team lockup or logo but never stretch, recolor or replace them

## Use Approved Photography

- Browse and download from WebDam
- Upload via the Uploads tab in Canva when in the design editor
- Choose bright, authentic images of campus and community life

# BRAND VOICE AND WRITING STYLE

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## How to Sound Like Bentley

When creating content, aim to:

- Use natural, conversational language
- Avoid jargon
- Communicate optimism
- Promote collaboration
- Acknowledge diverse perspectives
- Use active, engaging language
- Your writing should feel professional, welcoming and unified

# COLLABORATION AND SHARING

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## **Working with Staff and Faculty**

- All designs are private until shared
- Share early with team members to gather feedback
- Share files and folders within Bentley's Canva group

Collaboration works similar to SharePoint or Google Drive.

## **Working with Students**

- Staff and student accounts are separate systems that can share a file with one another, but not be added to the same groups or folders
- Use the collaboration link within specific designs, similar to Google Docs
- Students cannot be added to the staff and faculty team, even if they are student workers

# DOWNLOADING AND APPROVAL

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## Downloading Files

- **Print materials:** Download → PDF Print (High Quality)
- **Digital use:** Download → PNG or JPG
- Use clear file names:

**ProjectName\_Date\_Type\_Version**

**Example:** CareerFair\_Apr2025\_Poster\_v2

## Requesting Approval

Design approval is optional but encouraged when you are unsure.

1. Open design
2. Click “Get Approval”
3. Select reviewer
4. Add message with any questions
5. Submit

Make edits and resubmit if needed.

# HELPFUL DESIGN RESOURCES

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## **Canva Learning Tools:**

- [Canva Essentials Handbook](#)
- [Canva's Design School](#)
- [Webinars](#)

## **Bentley Resources:**

- [Brand Guidelines](#)
- [Social Media Guidelines](#)
- [Event Marketing Guidelines](#)

# SUPPORT AND CONTACTS

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## Need help?

- For branding and templates, email [brand@bentley.edu](mailto:brand@bentley.edu)
- For custom template requests: [Bentley.edu/project\\_request](https://Bentley.edu/project_request)
- For Canva help: [canva.com/help/contact-us](https://canva.com/help/contact-us)



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