

Canva can easily be used to make eye catching marketing pieces, but a few guidelines must be followed to ensure that your product will be formatted correctly for Mail Shark product specifications.

Please follow the below guidelines when creating your document:

- ▶ **Step 1:** Upon opening Canva, navigate to the **Create a Design** button in the top left corner of the Canva interface.
- ▶ **Step 2:** In the dialogue box that appears, choose the **Upload** option.
- ▶ **Step 3:** **Drag** the appropriate template PDF for the product into the dialogue box. Our template PDFs are housed in the provided templates folder. Please select the PDF that corresponds with the mailing type in your contract (*Direct Mail, EDDM, or Print Only*).

By using the **Upload** option, Canva will automatically create a template that is the correct sizing for Mail Shark products. This will lessen additional edits to the art and ensure a smooth process from artwork creation to mail hitting homes.

Exporting Product Art:

- ▶ Select the **Share** button in the upper right corner of the screen
- ▶ Select **Download**
- ▶ Under the File Type dropdown, Select **PDF Print**
- ▶ Under Color Profile select **CMYK**
(Available to Canva Pro members only, if you are using the free version of Canva our designers will handle converting your design to CMYK)
- ▶ **Download** the art and **upload** the PDF to send to your Client Success Manager. [Click here](#) to upload your artwork to be reviewed by our teams.

DO NOT select the checkboxes for Flatten PDF or Crop Marks and Bleeds. By using the above method of importing the template, your art will already have the appropriate bleed amount and our designers will add the crop marks needed for printing when finalizing the provided product art.

See below for additional key factors that should be included in product art:

- ☐ **Images included have a resolution of 300 DPI or higher**
A 300 DPI (dots per inch) image will appear clear (not blurry or have visible pixelation) when zoomed in on. Using full resolution images will make certain that when printed the images will be high quality and easily viewed. [Click here](#) for a free online resource to check image resolution!
- ☐ **0.125 Type Margin at Edges** (includes product edges, fold lines, or scratch-off box if applicable)
Included in our template files are 3 areas of blue, ranging from light to dark blue. Please keep all text within the lightest blue box, by doing so we eliminate the risk of any text mistakenly getting cut off of the design during the cutting and finishing process that our products go through.
- ☐ **Mailing Label/Indicia Location**
The USPS has strict rules about the size and location of mailing labels and indicias. Please do not modify the size or placement of any mailing necessities included in templates.
- ☐ **CMYK Colorspace**
Offset printing presses operate using a CMYK (Cyan, Magenta, Yellow, Black) colorspace. RGB and Spot colors are not compatible with the printing process. If you are a Canva Pro member, when exporting the product design PDF please change the **Color Settings** dropdown during the download stage to CMYK. If you are not a Canva Pro member, our designers will handle converting the product from RGB to CMYK. *Note - CMYK colors appear slightly darker than RGB colors viewed on screens.
- ☐ **Magnet Area** (if applicable)
The magnet area should not contain any written content. The template includes an area that delineates where the magnet will be adhered to the product after printing and should remain free of content.

*** If additional assistance is required, please reach out to your Client Success Manager for further direction. ***