

MARCH 28, 2017

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# RUN FOR SOMETHING / CANVA

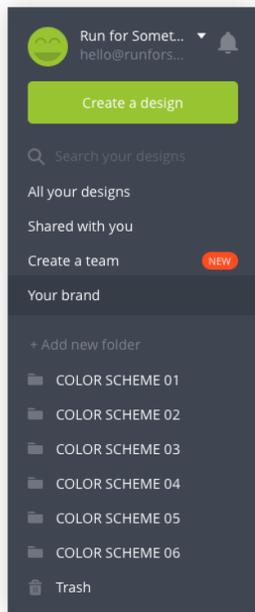
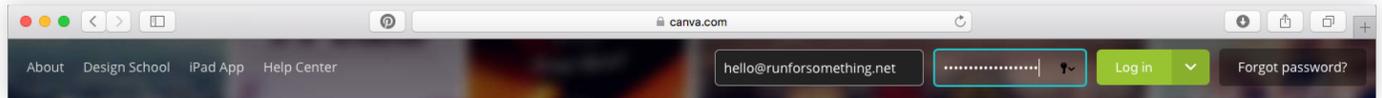
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HOW CAN  
I MAKE  
SOMETHING  
LOOK GOOD  
FAST?

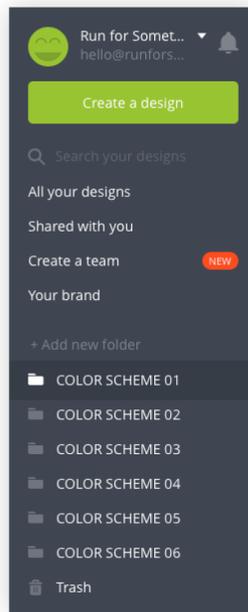
# LOGIN & SELECT YOUR BRAND

To get started, visit Canva.com and login with RUN FOR SOMETHING's email and password.

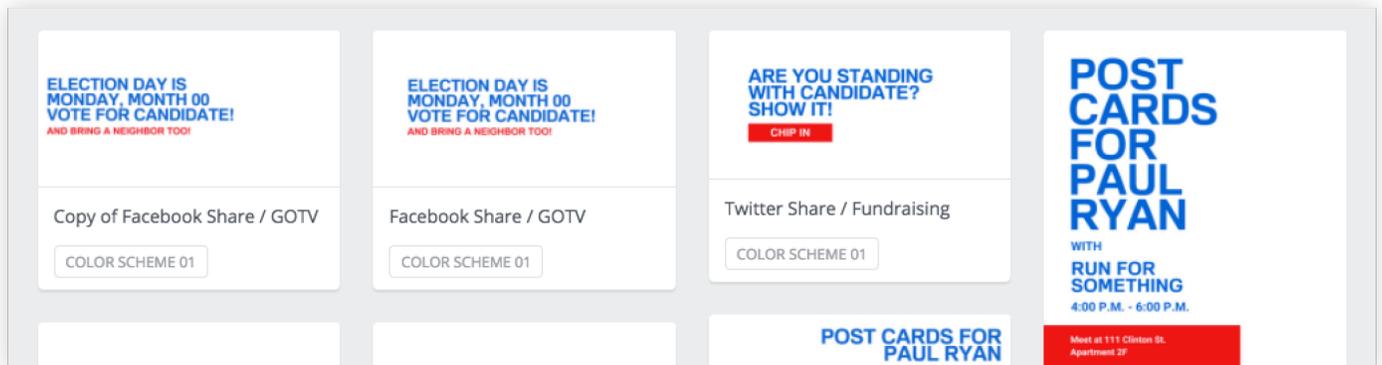
email: hello@runforsomething.net  
pass: RunForSomething2020!



Using the gray sidebar, select "Your brand" to look through the color schemes. An overview of the color schemes can be found on Page 6 of this document.



When you find a color scheme you like, select the corresponding COLOR SCHEME folder in the gray sidepanel.



To get started editing, click on an asset you would like to customize for your campaign.

# CUSTOMIZE YOUR TEXT

ARE YOU STANDING  
WITH CANDIDATE?  
SHOW IT!

CHIP IN

To edit the text, click on the area you would like to change, delete the words and type your own.

Familiar Pro B... 42 B I AA Spacing

Copy Arrange   

Use the toolbar to select a font from our list of uploaded fonts. Page 5 of this document outlines suggested font choices.

Twitter Share / Fundraising

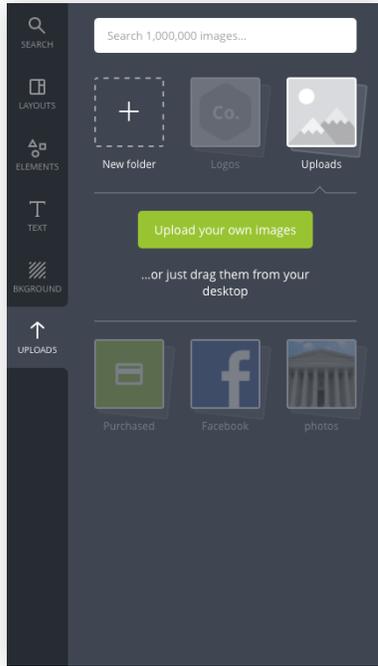
Share

Download

Templated

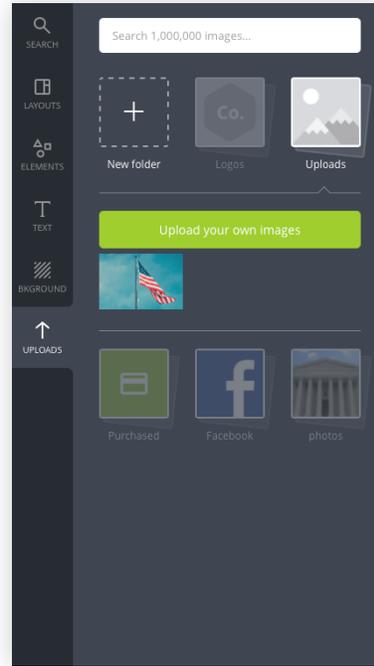
Once you are finished editing the text, select the 'Download' option from the top toolbar. For web use save the image as PNG — for print use select PDF.

# ADD PHOTOS



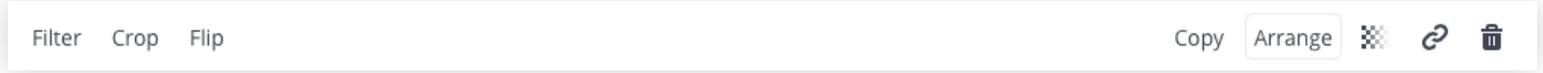
Select the UPLOADS tab on the toolbar to the right.

Now click on the 'Upload your own images' button.

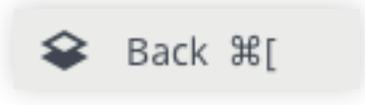


Once you select a photo from your computer it will appear under the green button.

Click the image to add it to your asset.



Move the photo behind your text by clicking the 'Arrange' button on the top toolbar and click 'Back' until the text appears in front of the image.



With the image still selected, click and hold one of the corners and drag until the desired size. Active corners will turn blue. Click and hold the photo to move it in a desired location.

# CHOOSE YOUR FONT

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## Friendly

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### Roboto

<https://fonts.google.com/specimen/Roboto>

### Montserrat

<https://fonts.google.com/specimen/Montserrat>

### Fabrica

<http://studiofaculty.com/archive/fabrica/>

### Familiar

<https://www.fontsquirrel.com/fonts/familiar-pro>

### Palanquin

<https://fonts.google.com/specimen/Palanquin>

All Friendly fonts can be used for headlines. Subheadlines should be the same font in a smaller size.

Friendly fonts cast a wide audience net, but are especially appropriate with a younger audience, or when desiring a light-hearted tone.

Use Friendly fonts for all body copy. They are more readable than those in the Classy and Protest categories.

## Classy

---

### Roboto Slab

<https://fonts.google.com/specimen/Roboto+Slab>

### Chunk

<https://www.theleagueofmoveabletype.com/chunk>

### Linden Hill

<https://www.theleagueofmoveabletype.com/linden-hill>

### Josefin Slab

<https://fonts.google.com/specimen/Josefin+Slab>

### Tenor

<https://fonts.google.com/specimen/Tenor+Sans>

All Classy fonts can be used for headlines. Subheadlines should be the same font in a smaller size.

Classy fonts are great if you're reaching out to an older audience, a business-professional audience, or you're desiring a serious tone.

Use Friendly fonts for all body copy. They are more readable than those in the Classy and Protest categories.

## Protest

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### OSWALD

<https://fonts.google.com/specimen/Oswald>

### LEAGUE GOTHIC

<https://www.theleagueofmoveabletype.com/league-gothic>

### FJALLA

<https://fonts.google.com/specimen/Fjalla>

### ANTON

<https://fonts.google.com/specimen/Anton>

### YANONE KAFFEESATZ

<https://fonts.google.com/specimen/Yanone+Kaffeesatz>

All Protest fonts can be used for headlines. Subheadlines should be the same font in a smaller size.

Protest fonts create a bold, emphatic statement. They should be used when the message needs to be a rallying cry against an injustice.

Use Friendly fonts for all body copy. They are more readable than those in the Classy and Protest categories.

# CHOOSE YOUR COLOR SCHEME

COLOR SCHEME 01



#FFFFFF #0F68D3 #ED1C23  
 R: 255 G: 255 B: 255 R: 15 G: 105 B: 212 R: 237 G: 28 B: 36

Example

COLOR SCHEME 06



#6D2248 #FFFFFF #F4A3BF  
 R: 109 G: 34 B: 72 R: 255 G: 255 B: 255 R: 245 G: 163 B: 191

Example

COLOR SCHEME 02



#7CD7FC #0F68D3 #ED1C23  
 R: 125 G: 214 B: 252 R: 15 G: 105 B: 212 R: 237 G: 28 B: 36

Example

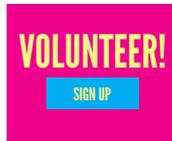
COLOR SCHEME 07



#06285B #00ADEF #ED1C23  
 R: 5 G: 41 B: 92 R: 0 G: 173 B: 240 R: 237 G: 28 B: 36

Example

COLOR SCHEME 03



#EC008B #FFF200 #00ADF0  
 R: 0 G: 100 B: 0 R: 255 G: 242 B: 0 R: 0 G: 173 B: 240

Example

COLOR SCHEME 08



#271055 #867DE2 #7CD6FC  
 R: 39 G: 16 B: 85 R: 134 G: 125 B: 226 R: 125 G: 214 B: 252

Example

COLOR SCHEME 04



#FFE21A #000000 #FFFFFF  
 R: 255 G: 226 B: 26 R: 0 G: 0 B: 0 R: 255 G: 255 B: 255

Example

COLOR SCHEME 09



#F4F0E1 #FF751D #E12E16  
 R: 244 G: 240 B: 255 R: 255 G: 117 B: 29 R: 225 G: 46 B: 22

Example

COLOR SCHEME 05



#000000 #FFFFFF #ED1C24  
 R: 0 G: 0 B: 0 R: 255 G: 255 B: 255 R: 237 G: 28 B: 36

Example

COLOR SCHEME 10



#67D37B #FFFFFF #05285B  
 R: 103 G: 211 B: 123 R: 255 G: 255 B: 255 R: 5 G: 41 B: 92

Example

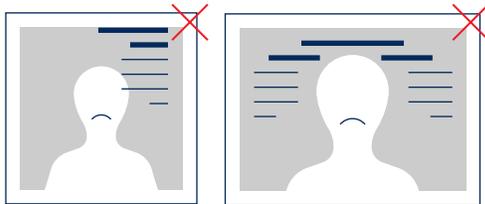
# TAKE A SMART PHOTO

## Orientation

Square and Horizontal are preferred. Leave space for text on one side over the background.

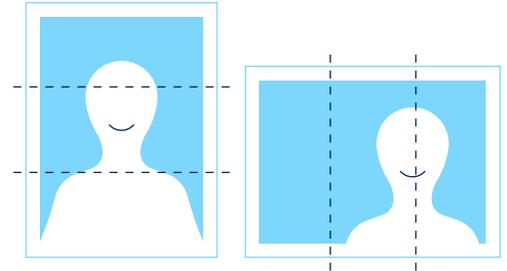


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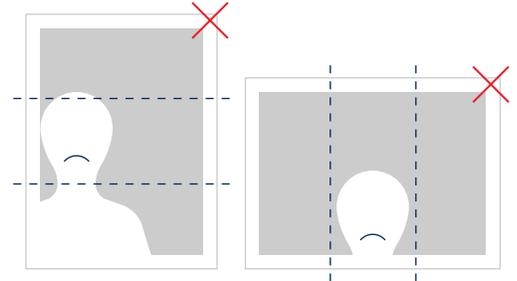


## Rule of 3<sup>rd</sup>s

Frame subject toward the top or side of the photo about 1/3 away from the edge of the photograph.

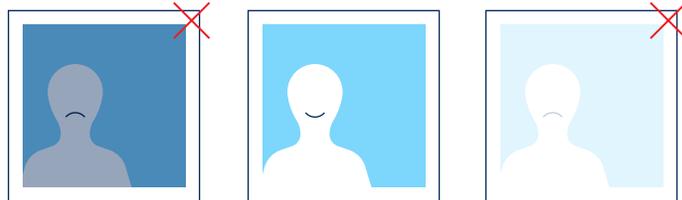


Avoid being too close or cut off from the edge.



## Brightness

Adds or takes away light.



Adjust each to distinguish subject from the background



## Contrast

Balances the light with the dark.



# TAKE A BETTER PHOTO

## BEST PRACTICES

- Document successful filters/settings to keep campaign photos consistent.
- Best times of day for natural lighting are mid-morning or early evening.
- When focusing on a specific subject, shoot against simple background.
- Avoid clutter in background where you intend to place text.
- If shooting on phone, don't use zoom as this degrades the image.
- Always shoot various angles of a shot, then choose best result.
- Don't overuse filters that utilize unnecessary contrast & saturation.
- Photo edits should be applied to photo prior to applying text or logos.

BONUS TIP: For good, royalty-free photos, use [www.unsplash.com](http://www.unsplash.com)

## PHOTO EDITING APPS

- iPhone Photo  
Best Filters: Tonal, Transfer, Instant
- Google Photos (Android Phones)  
Best Filters: West, Metro, Reel
- VSCO  
Best (Free) Filters: M5, A10, A4

All above apps are equipped with more complex editing options such as exposure, contrast, brightness, saturation, etc.

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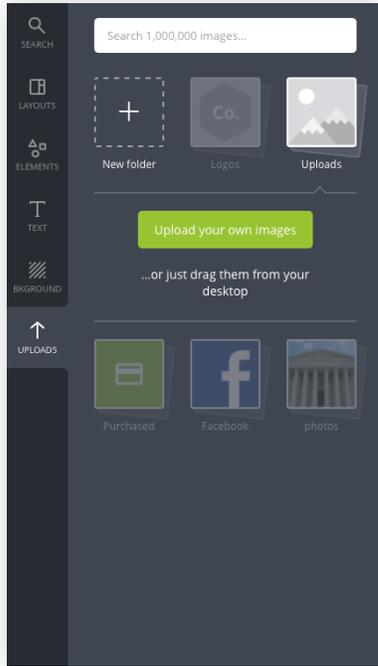
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Templated 

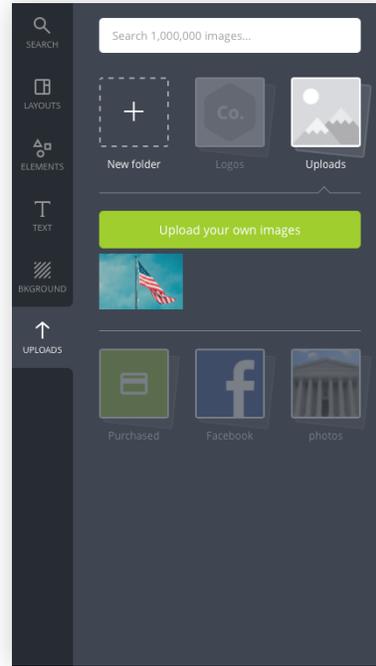
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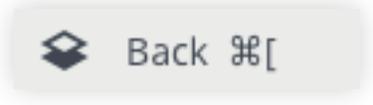


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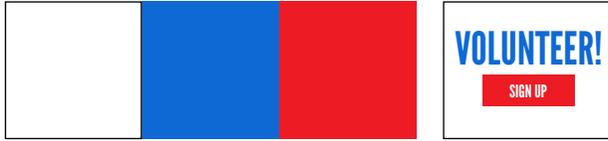
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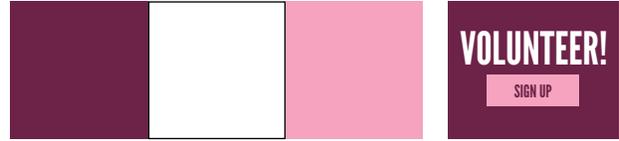
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COLOR SCHEME 06



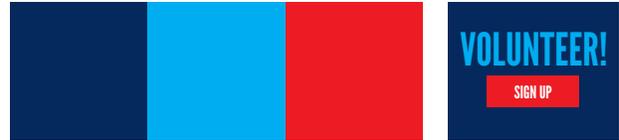
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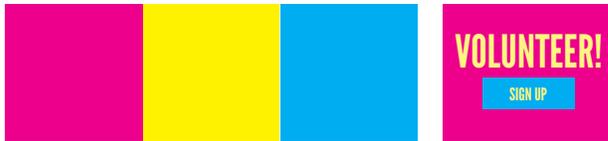
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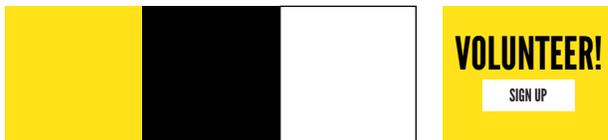
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COLOR SCHEME 08



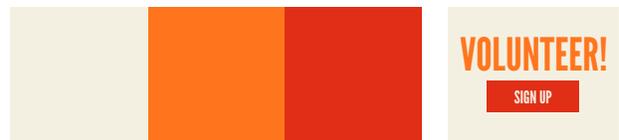
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COLOR SCHEME 04



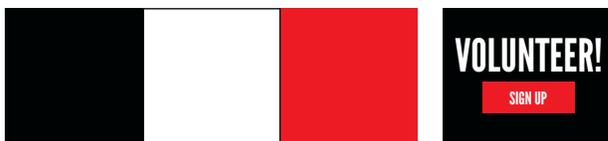
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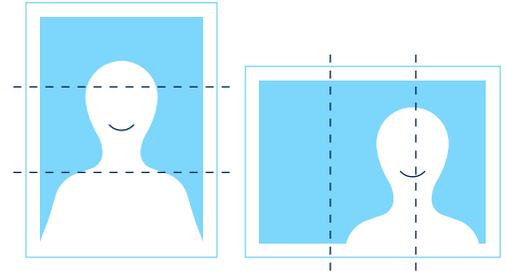


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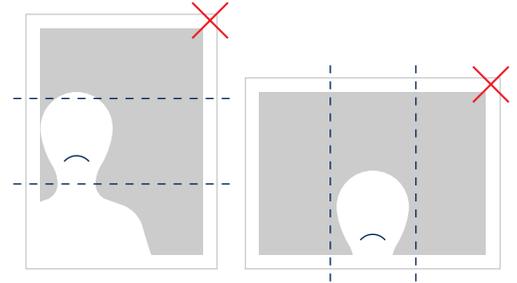


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