

This guide is intended for Student Affairs staff who frequently create communications materials (social media, flyers, presentations, etc.) and it serves as a companion to the official William & Mary brand hub.

Starting Your Own Brand Kit ... within the W&M Brand Hub

If you have familiarized yourself with the Student Affairs Toolkit, you will know that we have emphasized maintaining a consistent theme within your department or organization, particularly for social media.

Ideally, the W&M Brand contains broad colors, gradients and textures to encourage creativity within the brand. While we want you to be inspired by this freedom, there are a few guidelines to abide by:

- Prioritize official greens and gold in all designs to allow for immediate visual identification with the university. If you are unable to look at a design and instantly know it is associated with W&M, adjust the colors!
- Follow the theories of the kit, such as curves, gradients and dashes.
- Utilize the standard fonts.

Staying within the lines of the kit may feel daunting at first. Start small!

- When you choose a Canva template, change the primary color to official greens or gold.
- Does a template you chose contain a single-color background? Consider changing it to an official gradient.
- A quick brand win is to update your department's logos. Download the new versions on Canto.

Want to take it further? Sit down with your department or organization and determine a true brand for yourselves. Consider selecting two colors besides green and gold to emphasize, pick a pattern or gradient. Maybe even choose an overall style like retro, art deco, minimalist or abstract as suggested in the Social Media section of the Toolkit.

To Do or Not To Do ...

- DO be sure to include W&M Green or Gold on all designs.
- DO alter the transparency of the brand hub's shapes and patterns to use them in a subtle way.
- DO crop or zoom into the shapes and patterns proportionally when necessary.
- DON'T mix W&M Gold and Spirit Gold in the same design.
- DON'T use any color from the Tertiary Color Palette as a primary color – use them for accents only.

- DON'T allow tertiary colors to make up more than 10-15% of the overall design.

Using Logos

Some organizations or departments have a different logo than the shared lockups. These logos may be used in informal situations, such as a student t-shirt or a fun poster. The official lockup should be used in formal situations, such as a presentation slide deck, staff polos and letterheads.

Please note: these unique logos are pre-existing and were created by University Marketing. No net-new, personally-created logos may be used in replacement of the official lockup.

Adding Your Brand Kit to Canva

For both ease of use and commitment to your overall brand, take advantage of the Brand Kit section of Canva. You can upload logos, colors, fonts, graphics and even photos to round out your aesthetics.

You may want to add the full scope of the options found in the W&M Brand, or you may choose to only upload those select colors, graphics and logo versions that you have selected to comprise your department's/organization's personal kit.

Creating Templates in Canva

You can even create templates for Instagram posts, presentations and documents in Canva. This will especially be useful if you have student employees who consistently upload a series of posts with similar messaging or graphics to Instagram, for example.

- Log in to Canva. On the left-hand side, select Brand.
- Under All Brand Templates, select Create Brand Template.
- Next, select which type of design you are creating.
- Create your template, place it into a Template folder (optional), and click Publish and Close.

To use your template, go to Brand, then All Brand Templates. Select the three dots in the top right corner of the design preview and choose Use Brand Template. This creates a copy of the design – the template will not show any edits you make to the new design.

If you return to the home screen of Canva, you can distinguish between the Brand Template, as it will be labeled in the top left corner of the design preview, and the copied design you are actively working on.

Need to make changes to the original template? Go to Brand, then All Brand Templates. Select the three dots in the top right corner of the design preview and choose Edit Original.