

# The Rescue Effect

## Canva Template Guide

### What is Canva?\*

Canva is a graphic design platform that enables users to create and share social media graphics, presentations, posters and other visual content. We developed a library of templates in Canva that can be used as-is or customized for your shelter or rescue.





### How to Use This Guide:

If your shelter already has a Canva Pro account, just **click on the template links** throughout this guide. Templates are organized by their type of resource, and you'll find a variety of design options within each template. While Canva has a basic, free version, these templates only work with Pro accounts\* or Canva's ["Free for Nonprofit" version](#). If you prefer not to use Canva, there are several downloadable templates in our [Shelter Toolkit](#) that do not require any editing or can be edited with other platforms.

QUESTIONS ABOUT THIS GUIDE?  
Email [rescue.effect@aspca.org](mailto:rescue.effect@aspca.org)

### Tips for Using Canva Templates:

- **COPY:** These templates include sample language from #TheRescueEffect campaign. Most templates have dedicated spaces where you can personalize the content. Please refer to [The Rescue Effect Messaging Guide](#) for additional guidance.
- **IMAGERY:**
  - **FRAMES:** Canva placeholder frames [  ] are where you can upload, drag and place your images.
  - **BACKGROUND REMOVER:** One of the key visual elements of #TheRescueEffect is showcasing a hero animal on top of a grid of smaller photos. This emphasizes how helping one pet impacts others. [Try the Canva background remover](#) to replace our examples with adoptable pets from your shelter or rescue!
  - **ADD YOUR LOGO:** The red box [  ] on some designs serves as a placeholder for your logo. Simply delete the red box and upload your logo.
- **DOWNLOADING YOUR DESIGNS:** Canva allows you to download your design in variety of different file types and formats, including PDFs, JPEGs and PNGs.

Use the following Canva templates to share your adoptable pets, upcoming events and participation in #TheRescueEffect.

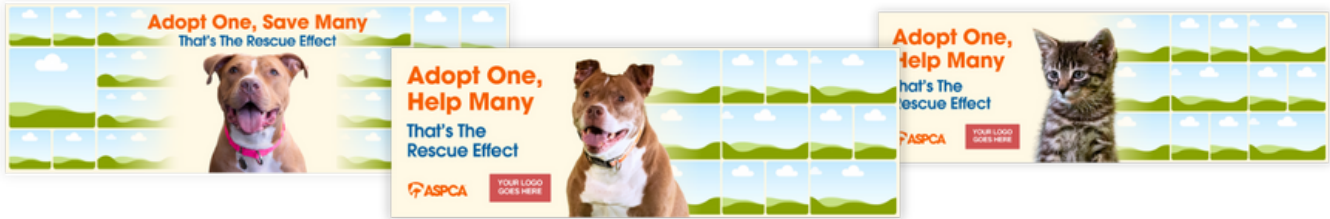
Let's Design! >

*\*The ASPCA is not affiliated with Canva. Use of Canva is completely voluntary and does not imply an endorsement of this product by the ASPCA.*



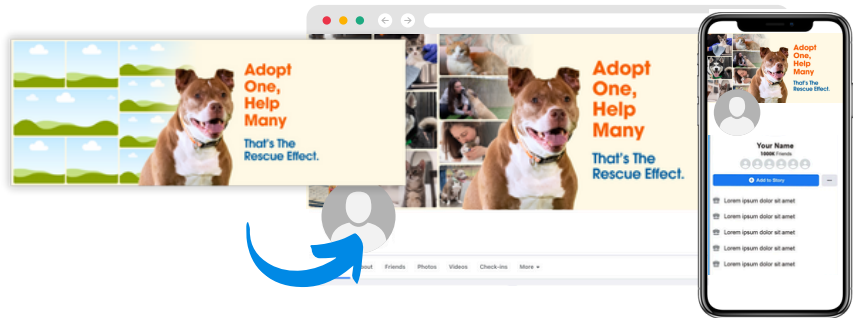
## Digital Marketing Templates

- **Email Banner (600 x 200px):** Use these templates to create and embed an email banner.



- Social Media – Facebook Banner:

Upload this template to your Facebook page. Keep key information within the boundaries we've provided, and test this graphic to make sure it resizes correctly when viewed on desktop and mobile platforms.



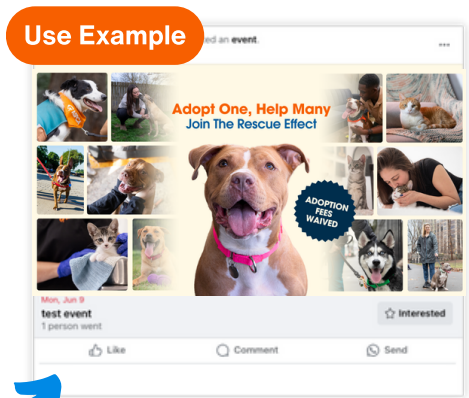
- **Social Media – Story Assets (9:16)**: These templates are designed for Instagram and Facebook stories.



- **Social Media – In-Feed Instagram Assets (4:5)**: These templates are designed for Instagram and Facebook posts.



- **Social Media — Facebook Event Cover:** Create a Facebook Event for your #TheRescueEffect adoption event and upload this template as the event cover. Keep key information within the boundaries we've provided, and test this graphic to make sure it resizes correctly when viewed on desktop and mobile platforms.

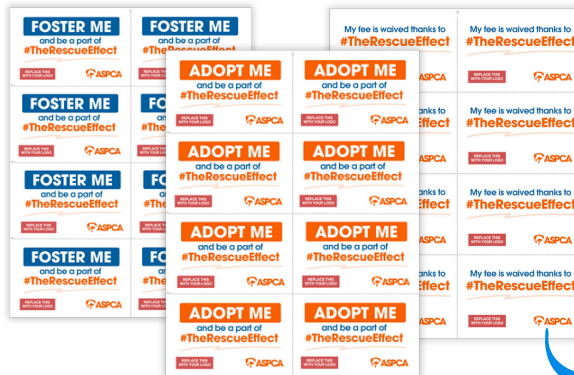


## Printable Asset Templates

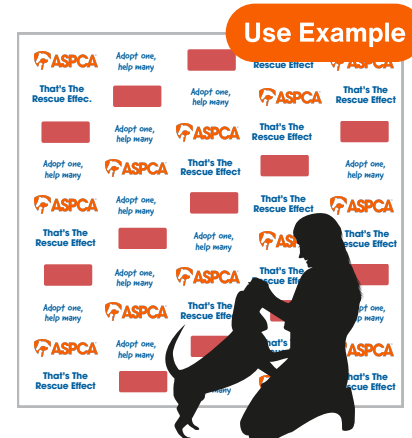
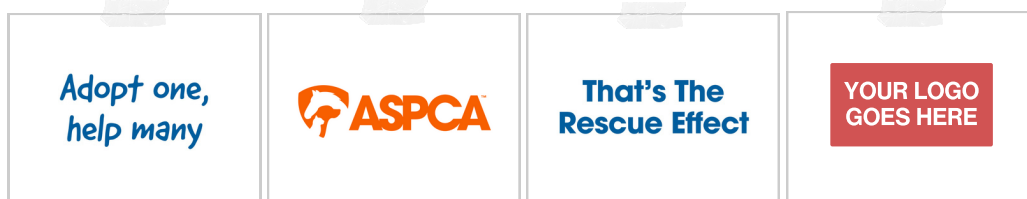
- **Flyer Templates:** These customizable 8.5x11" flyer templates can share upcoming events or promotions and adoptable pets.



- **Kennel Cards:** Add your logo to these Kennel Card templates, which are designed to be printed on 8.5x11" paper. Cut them apart and affix them to kennels and cages.



- **Tiled Step & Repeat:** Download and print this series of PDF's, and tile them on a wall to create a photo backdrop for adopters and special moments. Personalize your backdrop by replacing the red tile with your logo. **Tip:** For a complete backdrop, tile at least five pages across and ten pages vertically.



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