1. Creating the correct size Canva document

From the main screen in Canva click on the "Custom size" button in the new document interface.
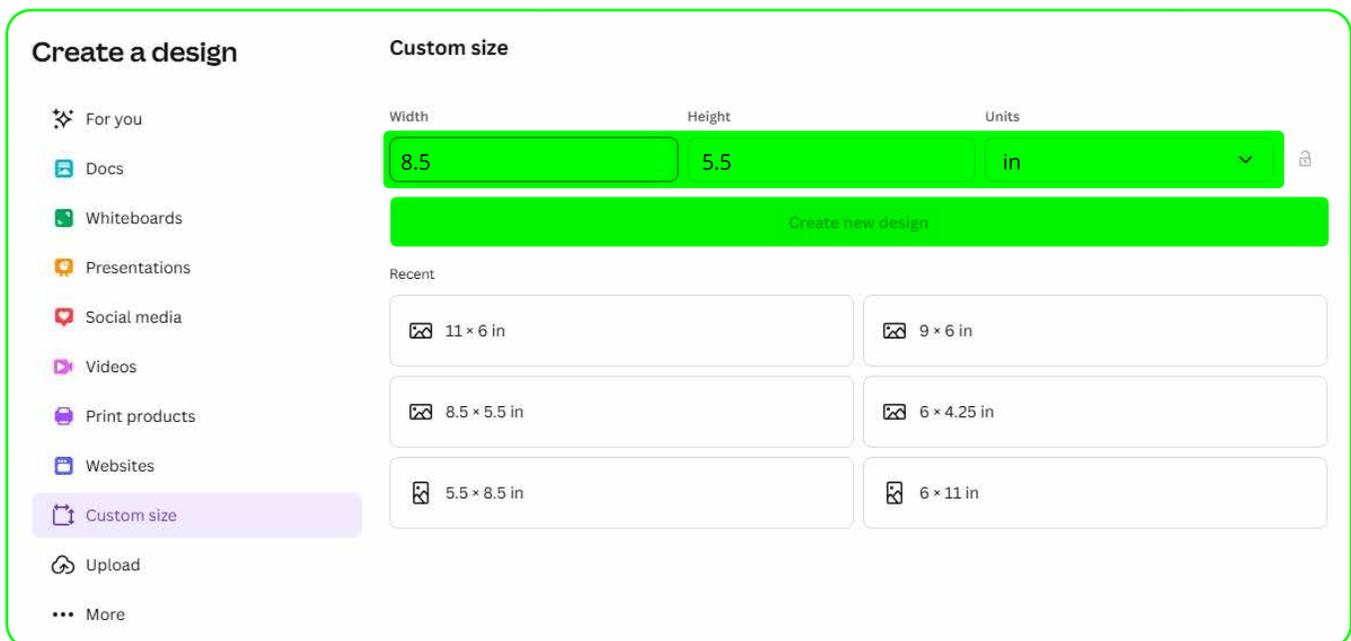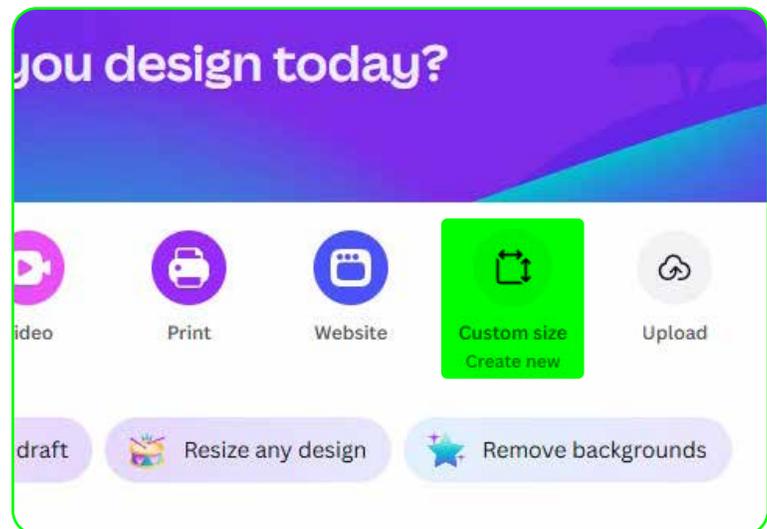
In the pop-up interface set the units in the right drop to "in" then enter the final trim size of your postcard 8.5 w X 5.5 h (do not include the bleed dimensions). Click the "Create new design" button to open a new document.

2. Turning on bleeds, rulers & guides

In the top bar of your Canva editor click on the File menu to open a drop down menu.

In this menu hover on "Settings" then in the pop out menu click on both "Show rulers and guides" & "Show print bleed".

When they are turned on there will be checkmarks to their right.
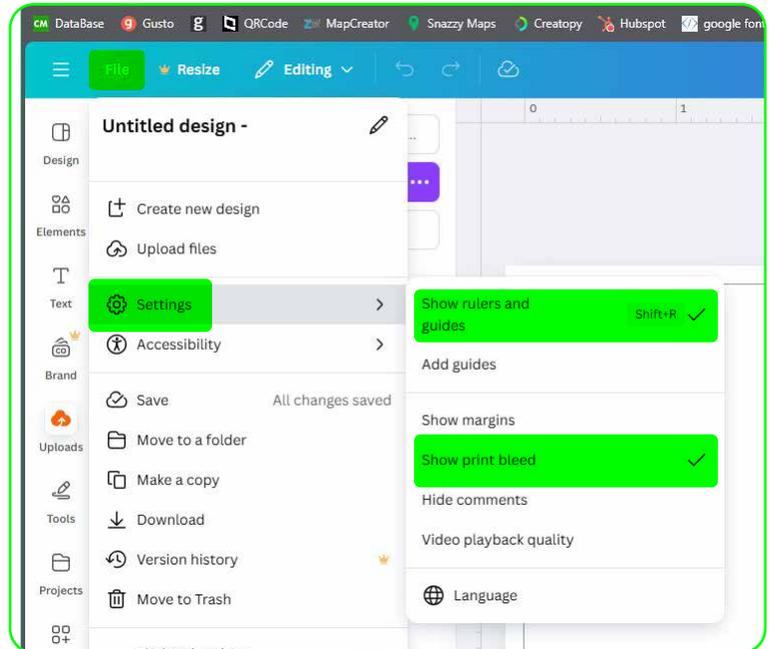
3. Uploading template files

Please download the jpeg template files we emailed to you and note where they are saved.

Click on the uploads tab on the left of the editor screen. Then either drag and drop the jpeg template files into the dashed outline or click on the purple "Upload files" button and select the files to upload.
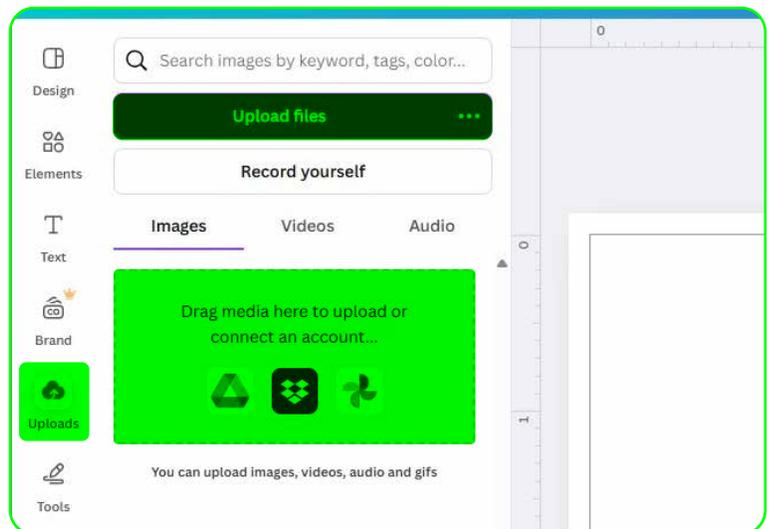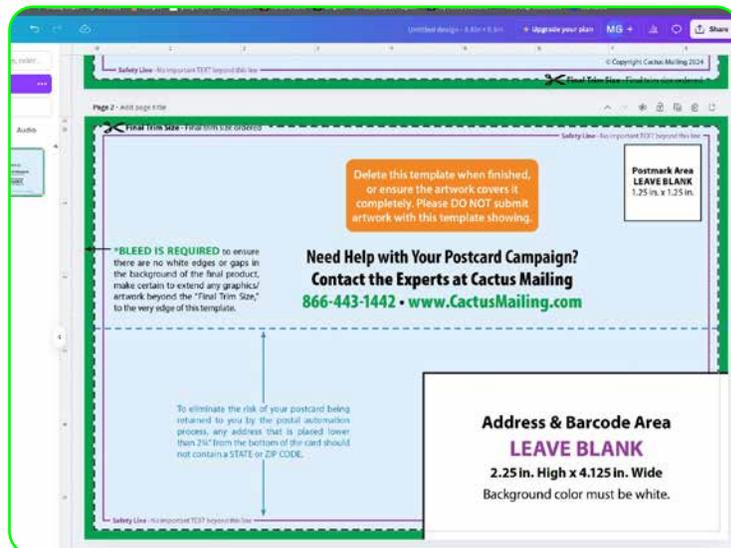
4. Placing and sizing template files

Click on the thumbnail of the front (non-address side) template. It will place the file centered but undersize. Resize the template image by clicking and dragging on the corners until it fills the entire space including the bleed. Click on the lock button 🔒 to prevent it moving.

Click on the "+ Add page" button at the bottom of the screen to add the back.

Then repeat the steps to place and resize the back to fill the space.


Correctly sized back template

5. Adding guides

Click and drag from the ruler at the top to create a purple guideline, release the line when it is aligned with the top purple safety line in the template. Repeat this to add guides to each safety line and the edges of the address block and postage area. Pulling from the side ruler to add vertical guidelines.

Click on the template image to select it and click on the lock 🔒 to unlock it then press the delete or backspace key to delete it from the document. This will leave a blank page with purple guidelines to follow.

Please note the following while designing your postcard:

- Ensure that all images and logos are 300 DPI before uploading to Canva.

- When placing logos and text be sure to keep them inside the safety line area, if content is too close to the trim line (thin black line) it may be cut off in production.

- Ensure that any images or backgrounds that you want to go to the edge of the postcard extend all the way through the bleed (the very edge of the document, outside the thin black line). Any areas missing bleed could print with a thin line along the edge.

- Your entire address block must be 100% white.

- Leave space for the postage that is free of text or any content you do not want covered by the Postal Indicia.

6. Downloading your file

When you are ready to download your postcard artwork click on the "Share" button in the top right corner then click on "Download".
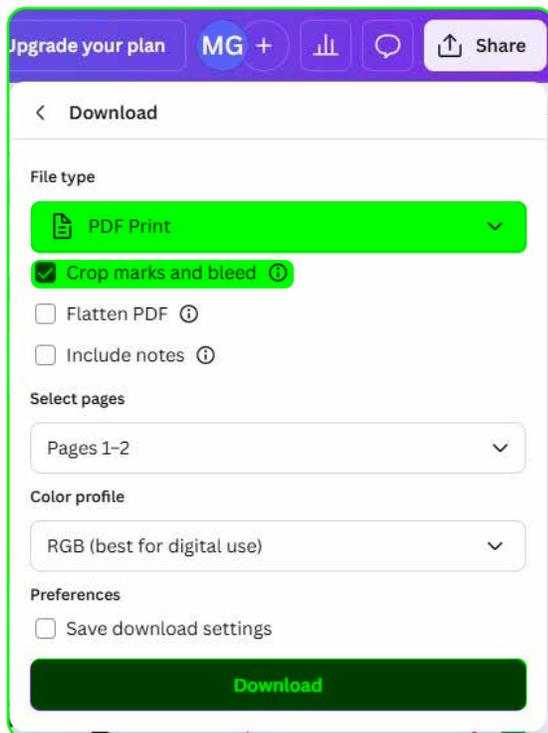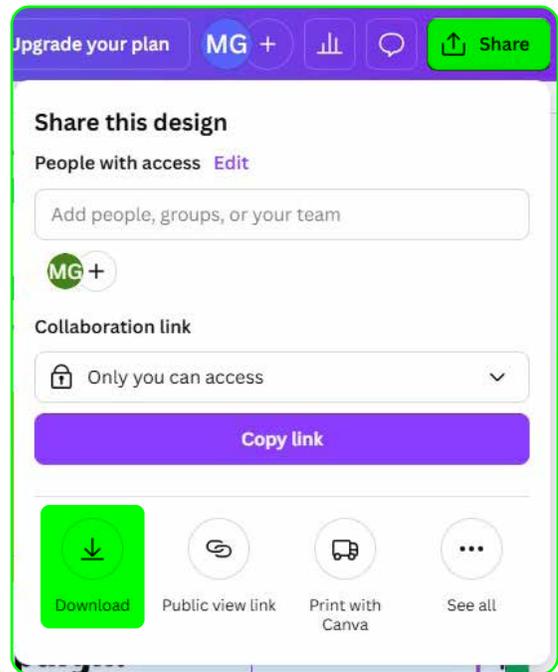
In the Download menu select "PDF Print" and check the box next to "Crop marks and bleed". Finally click the "Download" button and select where to save your file.

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