

RIVERSIDE COUNTY REGIONAL PARK AND OPEN-SPACE DISTRICT

Standard Operating Procedure - District Use of Canva

I. Purpose

This Standard Operating Procedure (SOP) outlines the proper use of Canva by District staff to create promotional materials, including flyers, posters, and digital content for park activities and programs, as an option. The purpose is to ensure brand consistency, clear communication, and alignment with District marketing standards.

II. Scope

This SOP applies to all District staff who create content related to District events, programs, signage, and public communications.

III. Responsibilities

A. Users:

1. Each District location responsible for creating marketing content must maintain one Canva account only, registered using a County email address.
2. Users must create drafts in Canva in accordance with the SOP and submit all materials for Marketing approval prior to publication. A Marketing ServiceNow ticket must be submitted at least two weeks in advance and include the link to the Canva page for review and approval.

B. Marketing:

1. Maintain and update approved templates regularly for user access.
2. Review submissions for brand consistency, grammar, spelling, and visual accuracy.
3. Provide feedback or approval within two weeks of the ServiceNow ticket submission.

IV. Canva Usage Guidelines

A. Access and Templates

1. Users may only use Canva templates approved by Marketing.
2. Template changes or new template requests must be submitted to Marketing at least 2 weeks before the desired posting date.

B. Content Requirements

1. Drafts must include the following:

- a. District logo (placed according to template guidelines)
- b. Proper grammar and spelling
- c. Accurate and complete event/program details
- d. Consistency with District branding (fonts, colors, layouts)
- e. Submissions should be clear and complete to minimize delays in review

C. Timeline

- 1. All content intended for publication (print or digital) must be submitted at least two weeks prior to the scheduled release date.
- 2. Marketing will provide edits or feedback within a reasonable timeframe to allow for necessary revisions.
- 3. To account for unforeseen circumstances, drafts should be submitted to Marketing as early as possible before the event or program

D. Compliance and Enforcement

- 1. Failure to comply with this SOP—including bypassing the review process, modifying templates without approval, or publishing unapproved content—may result in the revocation of Canva access privileges.
- 2. Continued misuse may lead to additional disciplinary action in accordance with District policy.

E. Support and Questions

- 1. For questions regarding templates, branding, or technical support, please contact the Marketing.