

Your guide to

CANVA

PREPARING DESIGNS FOR PROFESSIONAL PRINTING

Contents of this guide

- Pg 01** [Overview \(this page\)](#)
- Pg 02** [Document size, bleed and crop marks](#)
- Pg 03** [Image quality and resolution](#)
- Pg 04** [Colour and printing accuracy](#)
- Pg 05** [Exporting your Canva files correctly](#)
- Pg 06** [Uploading, ordering and final checks with WTTB](#)
- Pg 07** [Bonus tips for Etsy sellers and small businesses](#)

Creating professional-quality prints from your Canva designs is easy, when you know the right steps. This guide covers everything you need to prepare, export and order print-ready artwork that looks perfect every time. Avoid common mistakes like low resolution, incorrect bleed or colour shifts that can spoil your final product.

Whether you're a creator, Etsy seller or small business, following this checklist will save you time, money and frustration, and help you **unlock premium print quality with WTTB**.

What is WTTB?

We're a UK-based print company trusted by thousands of creators, Etsy shops and small businesses nationwide.

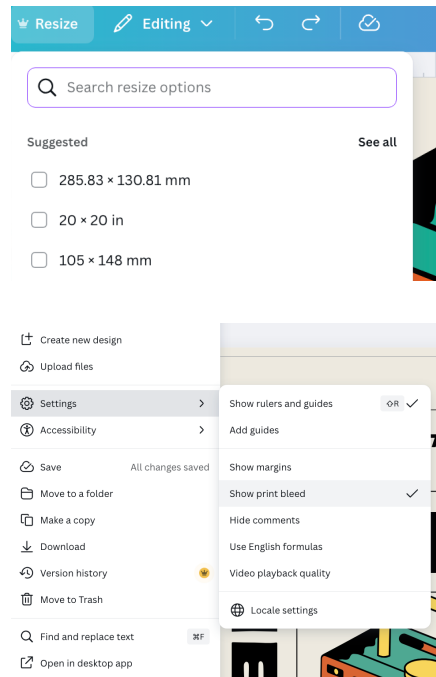
Our mission is to make it simple for you to turn designs into stunning products, with expert support, fast delivery and white-label options.

What's inside?

- ✦ Step-by-step instructions on setting up your Canva files for print
- ✦ Expert tips on image resolution, colour accuracy and file formats
- ✦ How to export and name your files for flawless uploads
- ✦ Guidance on using WTTB's printing options and artwork check services
- ✦ Special advice tailored for marketplace sellers and independent makers

Setting up your Canva file for print

Choose the right size, bleed and layout for optimal results



When setting up your design, ensure your canvas matches your desired product dimensions. **Failure to do so will result in inconsistent printing or even artwork rejection sent to print.**

Before designing, turn on print bleed to ensure your design is printed correctly. **Failure to do so may result in unwanted borders when your design is trimmed.**

Finished size

This is the finished size your design will be trimmed to after printing. Make sure your canvas matches your product dimensions, for example, A5 (148x210mm), etc. WTTB also supports custom sizes on select products.

Safe area (5mm)

Keep all essential content, like logos, text and key visuals, at least 5mm inside the edges.

Why? There can be slight movement during the trimming process, so this buffer keeps your design looking clean and intact.

Bleed (3mm)

Extend any background colours, patterns or images 3mm beyond the finished size on all sides.

Why? This prevents unwanted white borders when your design is trimmed.

How to apply in Canva:

- ♦ Go to File > Settings > Show Print Bleed
- ♦ Extend design elements beyond the guides

Colour

While Canva designs in RGB, all WTTB prints use CMYK. We automatically convert files, but colours may shift slightly. Avoid neons and use print-safe colours for accuracy.

Fonts

Stick with Canva's native fonts or upload high-quality custom fonts. Avoid fuzzy or pixelated text by keeping font sizes legible.

Image resolution

All images should be 300 DPI (dots per inch) or higher to ensure crisp print quality. Avoid using low-resolution web images.

Crop marks and bleed

When you download your design:

- ♦ Choose PDF Print
- ♦ Tick 'Crop marks and bleed'

File format

When exporting with Canva, the correct file format is PDF Print for the most optimal results.

Getting Image Quality right in Canva

DPI, resolution and how to avoid blurry prints



Far left: This flyer has a poor resolution. You can tell because of the fuzzy-looking text and graphic.

Left: This flyer has a high resolution. This means the image is crisp and vibrant. **Ensure you export your file at the highest resolution possible for optimal print results.**

What is DPI?

DPI stands for Dots Per Inch. It's a measure of how detailed your images are when printed.

- ♦ 300 DPI is ideal for high-quality print
- ♦ 72 DPI is for screens and will appear pixelated when printed

Canva and DPI

Canva doesn't display DPI directly. It resizes and compresses images to suit screen preview, which means images look fine on screen but print blurry.

How to check:

- ♦ Zoom into your design at 200% or higher
- ♦ If it looks grainy or soft, it will print that way

How to fit:

- ♦ Use high-resolution images from the start (at least 2500px wide for A5 or larger)
- ♦ Avoid dragging in images directly from Google or screenshots
- ♦ Check images are 300 DPI in another program

Small JPGs or PNGs

These often look okay on screen but degrade in print. Use the highest-res versions possible.

Overstretching images

Dragging an image beyond its original size causes pixelation.

- ♦ Right click image > Set as Background

Backgrounds or full-bleed images

These need to be in high-res since they'll cover large areas. If you're using Canva's images, stick to Pro-quality assets where possible.

Text in Images

Avoid uploading text-heavy designs as images. Instead, build text in Canva for better clarity.

Vector alternatives

Use SVGs or vector-based icons where possible. These scale infinitely with no loss in quality.

Pro tip for Pro Users

Enable 'Flatten PDF' only if your file is large or image-heavy. Otherwise, keep it unticked for sharper results.

Colour and Printing Accuracy

What you see on screen vs what arrives in print



Left: This flyer was exported in RGB. It appears more vibrant on screen because RGB is optimised for digital display, not print.

Right: This flyer was exported in CMYK. Though it may look slightly muted on screen, it will produce more accurate and reliable colours when printed.
For the best print results, always export your PDFs using the CMYK colour mode.



RGB vs CMYK

- ♦ RGB (Red, Green, Blue) is for screens; bright, backlit and vibrant
- ♦ CMYK (Cyan, Magenta, Yellow, Key/Black) is for print; pigment-based and often more muted

Canva works in RGB but professional printers use CMYK. This means your colours may look different once printed, especially bright neons, blues and greens.

Why does colour look different in print?

Monitors show colours using light, so they appear richer. Print uses ink on paper, which absorbs light, meaning:

- ♦ Neon colours will dull slightly
- ♦ Dark greys can look closer to black
- ♦ Very subtle tones may blend together

Avoid relying on ultra-bright colours in your design. Instead, test a small print run or request or free sample pack to understand how colour behaves on real paper.

Improving colour accuracy

- ♦ Use high-contrast palettes
These translate better across screen and print, especially for text or layered elements
- ♦ Don't rely on Canva previews
What looks good on screen may not behave the same in ink. Export your design and open on different devices or preview in print environments
- ♦ Choose the right stock
Coated papers make colours pop more than uncoated. For vivid designs, choose silk or gloss. Uncoated will mute colours slightly for a softer feel

Common issues

Frequent issues we find during artwork checks include:

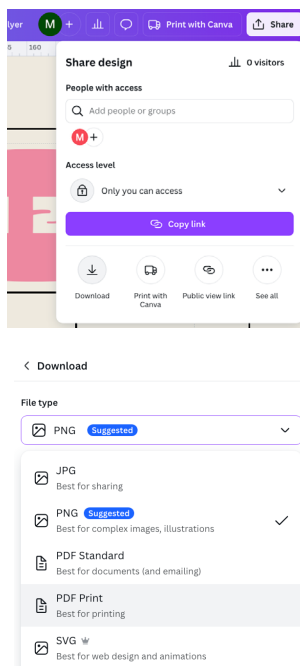
- ♦ Colour or gradient banding when printed, resulting in unwanted streaks on the final printed product
- ♦ Grey tones shifting to warm or green hues on cheaper paper stocks

Composite Black

Avoid using pure black on rich backgrounds or large areas. Instead, use 'Composite Black' (C82 M80 Y80 K100) for large black areas and 100% K for small text.

Exporting your designs for print

The right way to download your file for sharp, professional results



< Download

File type

PDF Print

☒ Crop marks and bleed ⓘ

☒ Flatten PDF ⓘ

☐ Include notes ⓘ

Color profile

CMYK (best for professional printing) 🏆

Preferences

☒ Save download settings

Download

Download your design as a PDF Print file. Make sure to tick 'Crop marks and bleed', and 'Flatten PDF' if required. Export using CMYK for the best print quality.

You can save these settings to speed up future downloads and ensure consistent, print-ready results every time.

Click Share > Download

Once your design is final, hit the 'Share' button in the top-right corner and select 'Download'

Choose the PDF Print file type

This is the highest quality export Canva allows and the only format suitable for professional printing.

Tick 'Crop marks and bleed'

This is essential. It ensures your file includes the correct bleed zone and guides for trimming. Without this, your print may not line up correctly.

Flatten if image-heavy (optional)

If the design uses lots of images or effects, Canva may flatten it automatically. Otherwise, leave flattening off unless you're seeing slow exports or file issues.

Save and check your file

Open your PDF in Adobe Acrobat (or similar) and zoom in. If it still looks sharp at 200–300%, you're good to go.

File Checklist

- ◇ File format: PDF Print
- ◇ Colour mode: CMYK if possible
- ◇ Bleed: At least 3mm on all sides
- ◇ Crop marks: Enabled
- ◇ Fonts: Built-in Canva fonts are embedded automatically
- ◇ Resolution: All images at 300 DPI or higher

Common Issues

- ◇ No bleed or crop marks included
This results in white edges or misaligned cuts
- ◇ Wrong file type
Uploading file types like JPG and PNG compresses designs and reduces quality
- ◇ Screenshots or low-res uploads
Canva will still support them, but they won't print clearly

Want us to check it?

You can select our Artwork Check service at checkout and we'll give your file a once-over before it goes to print.

Uploading, ordering and final checks

How to complete your print order smoothly

Flyer Printing

32 reviews

£15.57

Unit Price: £0.485

FREE UK DELIVERY

- Capture attention and leave a lasting impression with printed flyers
- Choose from an extensive variety of sizes, paper stocks and finishes
- Print flyers fast with quick turnaround times and free delivery

[Read More](#)

Customise your product
upload your PDF artwork after checkout

Orientation about:blank

Portrait

Landscape

Square

Size

D1 (99 x 210mm)

A7 (74 x 105mm)

A6 (105 x 148mm)

A5 (148 x 210mm)

A4 (210 x 297mm)

Custom

Printed sides about:blank

Single Sided

Double Sided

Paper stock about:blank

The screenshot shows the WTB2 website interface. At the top, there's a navigation bar with 'Resources' and ' bespoke Service'. A search bar is present. Below the navigation, there's a sidebar with links like 'Dashboard', 'Orders', 'Create Details', 'Shipping List', 'Account Details', 'Address Book', 'Saved Cards', 'Change Password', 'Print Tools', 'Rewards', and 'Logout'. The main content area shows 'Order No: 121877' with a status of 'Awaiting Artwork'. It includes a table with columns for Reference, PO Number, Total (£15.57), Date (May 21, 2025), and Invoice No. Below this, there's a section for 'Flyer Printing' with details like Orientation (Portrait), Size (A7), and Quantity (25). The 'Upload Your Artwork' section features a file upload button and instructions: 'Click to upload your PDF or drop your file here'. At the bottom, there's a 'Shipping Cost' of £0.00 and a 'RE-ORDER' button.

Choose your product

Before uploading your artwork, select your product type, size, orientation, stock and finishes on our site. This ensures your print is tailored to your needs and matches your design.

Secure your order with payment

Once you've selected all options, complete your purchase. This allows us to allocate production resources and prepare for your file upload.

Upload your artwork after checkout

After payment, you'll be invited to upload your print-ready files. You can upload PDF files exported from Canva or other design tools. Our templates (PDF or .indd formats) can help ensure your artwork fits perfectly.

Final file preparation tips

- ✦ Make sure your design matches the requirements of your selected product. Incorrect files can cause delays or additional charges.
- ✦ Use our templates if unsure, reducing the risk of errors and speeding up production.
- ✦ Upload only high-res PDF print files with crop marks and bleed included. Avoid JPG or PNG exports for professional printing.
- ✦ Before uploading, verify that fonts are embedded, images are 300 DPI+ and colour mode is set to CMYK for best results.

What happens after uploading?

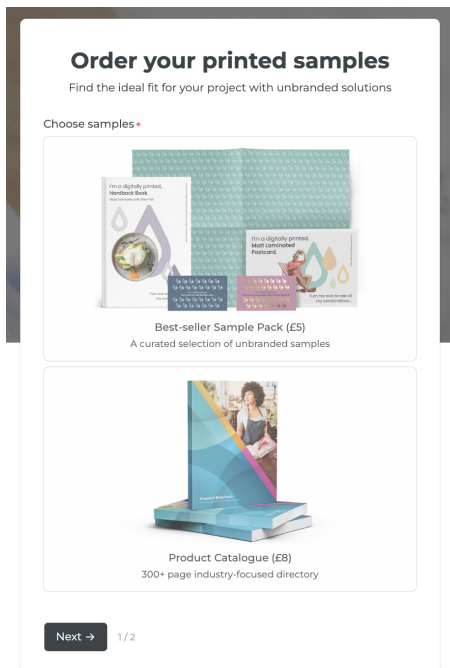
- ✦ Our system performs an automated check for file integrity
- ✦ Optional paid Artwork Checks are available at checkout for detailed review
- ✦ If issues arise, our team will contact you promptly to help resolve them
- ✦ Once approved, your job enters production

Need a hand?

Our UK-based print experts are ready to help with any questions, whether that's choosing paper stocks or assistance with uploading files. Contact us at [wttb.co.uk/contact-us](https://www.wttb.co.uk/contact-us)

Bonus tips for Etsy sellers and small businesses

Maximise your print success with WTTB and stand out in your marketplace

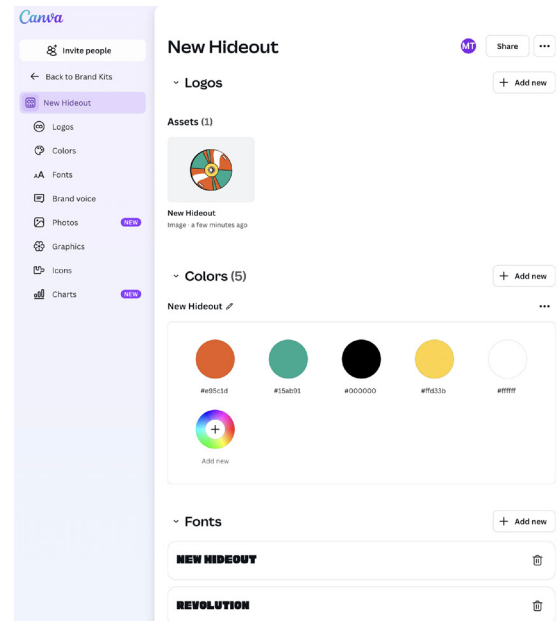


Left: To get a better feel for your final product, order our best-seller sample pack.

This will allow you to test different stocks and finishes to see what suits your designs best.

Right: To save on time in the future, Canva has a Brand Kit feature, allowing you to input all information ahead of time.

This will give you longer to focus on the things that matter.



Start with the right canvas

Match your Canva design dimensions exactly to the product size you plan to print. This avoids distortion or unexpected delays during production.

Use bleed and safe zones

Add at least 3mm bleed around your design and keep important details 5mm inside the edges. This ensures nothing gets cut off during trimming.

Check your colours, early

Design in CMYK or convert your files before ordering to avoid unexpected colour shifts. This is especially important for brand consistency.

Order a sample pack

See and feel different paper stocks and finishes before committing to a big print run. This can save costly surprises and help you pick the best options for your brand.

Keep your files print-ready

Use high-res (300dpi+) images, embed or outline fonts, and export as PDF Print with crop marks and bleed to avoid delays.

Plan your stock in advance

Order what you realistically expect to sell on a quarterly basis to avoid overstock or delays. Our sitewide discount and flexible quantity options mean you won't be stuck with large and expensive minimums.

Why WTTB works for you

- ◇ We provide print-ready guides and Canva-friendly templates to help you get it right the first time.
- ◇ Our UK-based customer support team understands the challenges small sellers face and is ready to assist with file checks or print advice.
- ◇ Our white-label service lets you ship directly to your customers without any WTTB branding, keeping your brand front and centre.