White Ink A Canva Guide

We know that setting up your files for special finishes like white ink printing can feel a little daunting. The good news is that it's actually simpler than you might think.

To help you get it right, we've put together a quick guide on how to set up white ink artwork using Canva. Follow the steps below to make sure your artwork comes off the press looking sharp and exactly as intended.

What files do we need?

Setting up your artwork for white ink printing in Canva is quick and straightforward. Once your design is finalised, simply colour every element you would like printed in white ink magenta. This tells our machines exactly which areas to print in white.

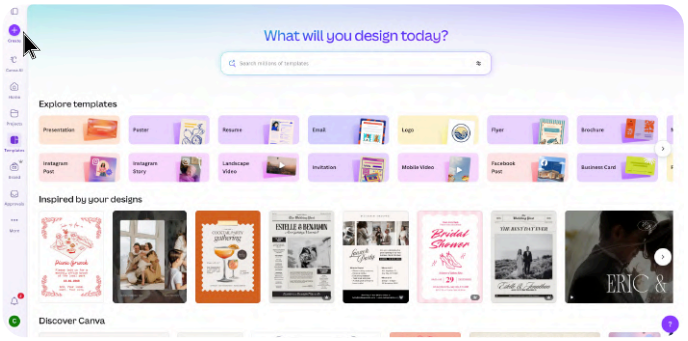
To ensure the best possible results, your artwork should be supplied as a print-ready PDF in CMYK colour.

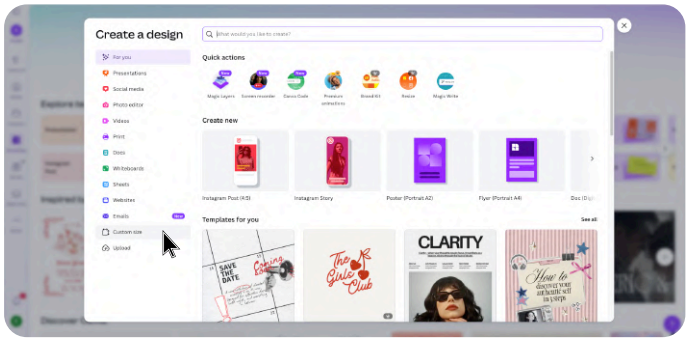
In this guide, we'll walk you through each step of the process and show you how to achieve the result pictured below.



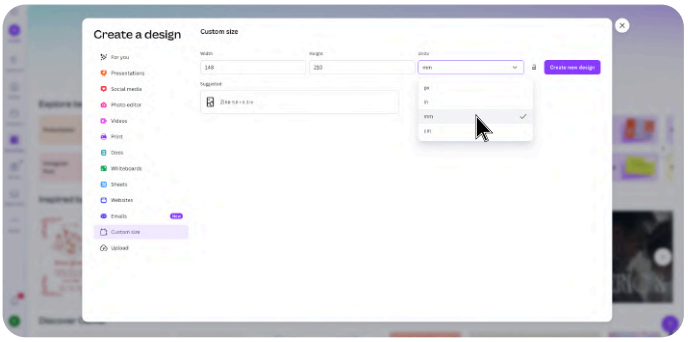
Step 1 Create a page

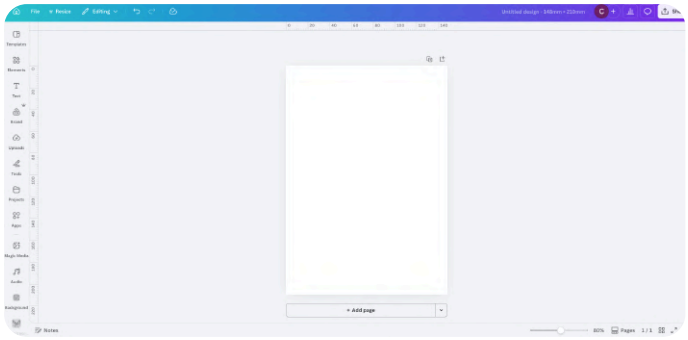
Click create and choose 'custom size' from the menu on the left





You can create any size you want from here. In this case, we're going to set up the page as A5 (148mm x 210mm). Change the units to mm and enter your dimensions in the width and height fields. In the example below, the width is 148mm and the height is 210mm - this will create A5 portrait. Swap them around if you want landscape.

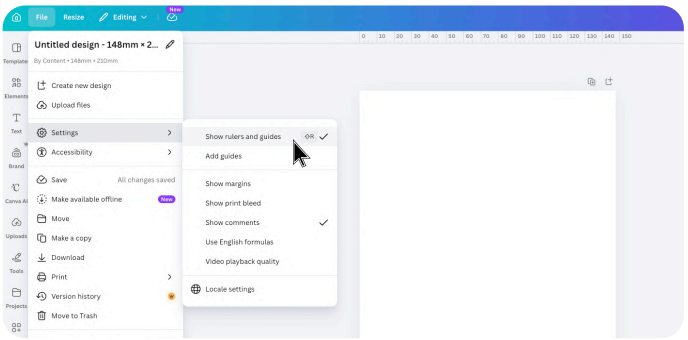


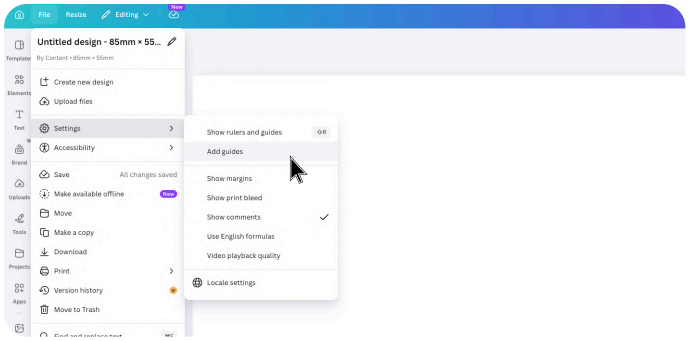


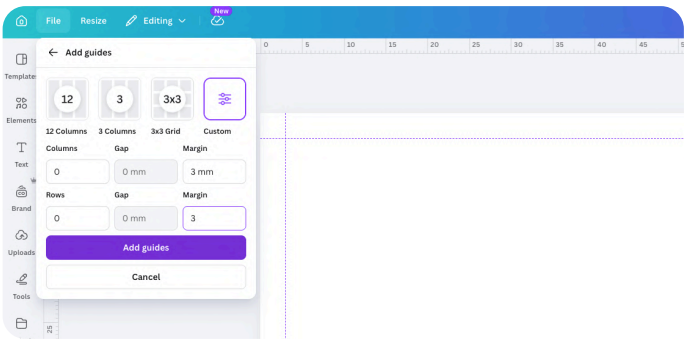
Add safe zone and bleed to the page

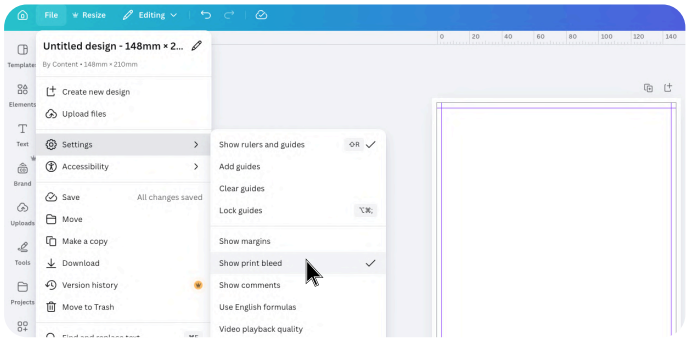
To show the safe area, we need to add margins 3mm in from the edge of the page. This helps keep important elements such as text and graphics a safe distance from the trim edge, reducing the risk of them being cropped during finishing.
To do this, click File > Show rulers & guides. Then click File > Add guides > Custom > enter 3mm in both of the margin boxes and the rest at 0.

Show the bleed by clicking File > Settings > Show print bleed. Bleed is required on all print artwork.









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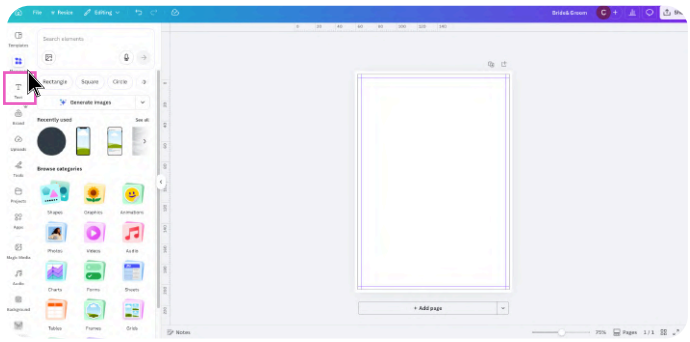
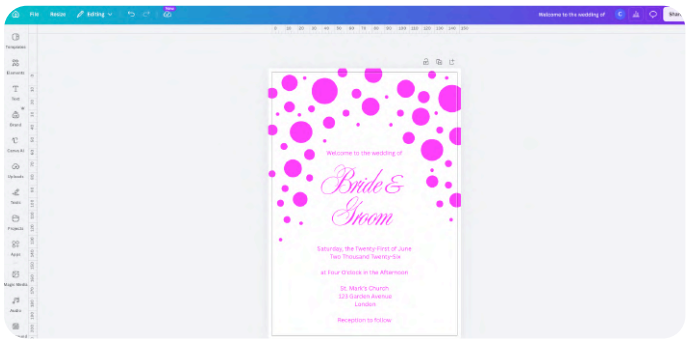
Step 2 Start designing

First, design the elements that will be printed in white ink. Create the design you want – you can do this in multiple ways. In the example below, we have created a simple design using Canva's shape library to make the spots and added text. Please ensure the parts you want printed in white ink are coloured magenta, the hex code for this in Canva is #ff00ff.





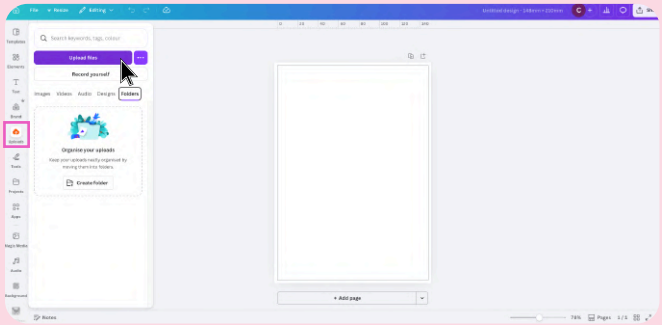
Notice how we have taken the spots into the bleed zone as well. This is essential if you want edge-to-edge print with no white gaps showing. The bleed will be trimmed off after printing.

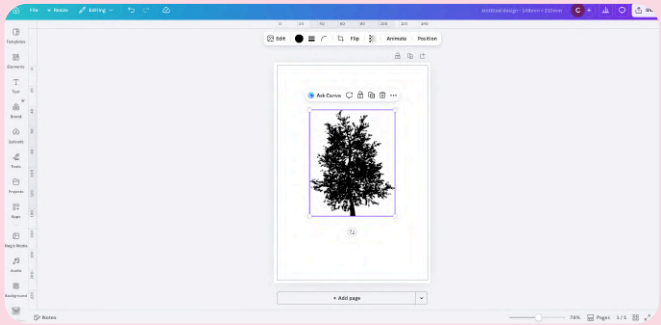
Using custom shapes, graphics and illustrations

You're welcome to upload your own shapes, graphics, or illustrations into Canva if you have a specific design in mind.

If you'd like your design to be printed in white ink, please upload it to Canva as an SVG (vector) file. This ensures the artwork is recognised correctly during production.

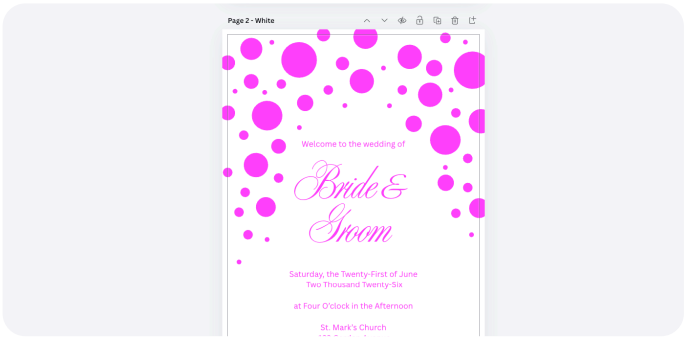
Other file types may be converted into standard images when saved from Canva, which means the white ink effect won't be detected by our printing process.





Step 3 Name your pages

Simply click on the title at the top of the page and type 'White'.



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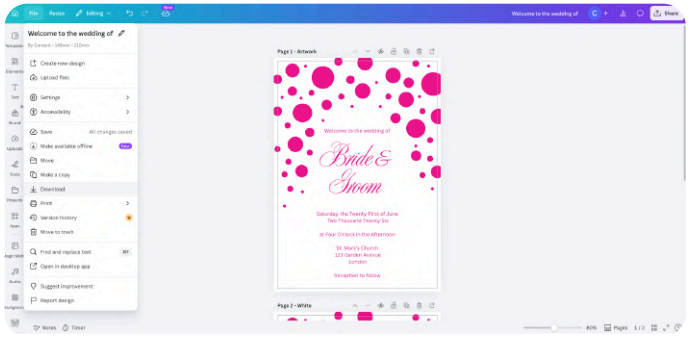
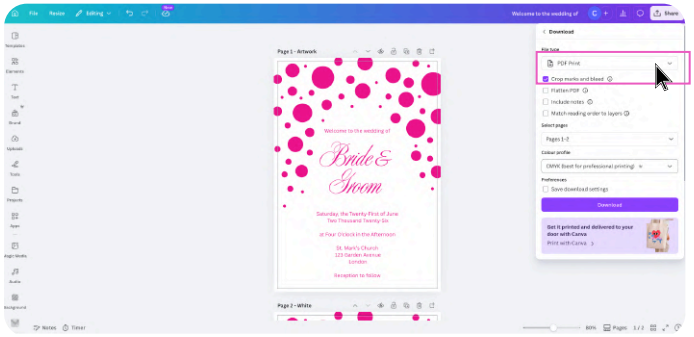
Step 4 Save your artwork

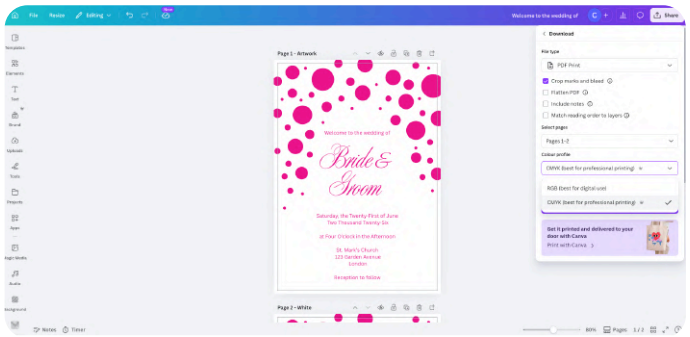
Save your artwork as a PDF by clicking File > Download.



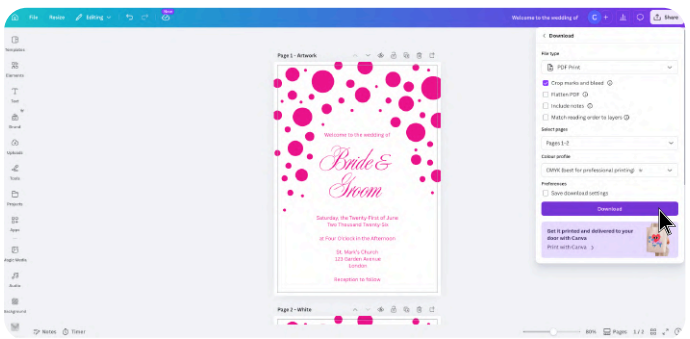
In 'File type', select PDF Print, tick the option for 'crop marks and bleed'.



In the 'colour profile', ensure CMYK (best for professional printing) is selected. This is a premium feature, so it's not available on the free plan.



Click 'download' and this will save the multi-page PDF to your downloads.



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And that's it, you're all set to go!

Head over to https://www.printed.com/support for further help and support.