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Onderwerp: A message from the Affinity and Canva Teams

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The Affinity and Canva Pledge

By the Affinity and Canva Teams

As we step into our shared future, we are committing to [four pledges](#) that we're excited to share with the current and future Affinity community.

Four pledges to the community.

1

FAIR PRICING

Perpetual licenses will always be offered and we will always price Affinity fairly and affordably.

2

ACCELERATING AFFINITY

Affinity is here to stay. It will remain the highest-quality pro design suite and we will now accelerate the rollout of new features.

3

ACCESSIBLE FOR ALL

The Affinity suite will soon be made available without charge to schools and registered nonprofits.

4

COMMUNITY LED

We are committed to shaping Affinity's future guided by your ideas and feedback.



Earlier this week we [shared the news](#) that Affinity had been acquired by Canva. As the dust settles on the announcement, we wanted to say more about our future and our commitment to the Affinity community.

Since our inception, both of our companies have shared the same mission and vision. We were both founded with the belief that design shouldn't be limited to those who can afford complex software. Our goal has been to make the highest quality design tools available to the largest number of people with fair, transparent and affordable pricing at our core. By joining forces, we're looking forward to accelerating this shared vision.

Above all, together, we're committed to continuing and amplifying Affinity's position as the highest-quality professional-grade design suite on the market, while continuing to empower millions of designers to unlock their creativity and achieve their goals.

1. We are committed to fair, transparent and affordable pricing, including the perpetual licenses that have made Affinity special.

We share a commitment to making design fairer and more accessible. For Canva, this has meant making our core product available for free to millions of people across the globe, and for Affinity, this has meant a fairly priced perpetual license model. We know this model has been a key part of the Affinity offering and **we are committed to continue to offer perpetual licenses** in the future.

If we do offer a subscription, it will only ever be as an option **alongside** the perpetual model, for those who prefer it. This fits with enabling Canva users to start adopting Affinity. It could also allow us to offer Affinity users a way to scale their workflows using Canva as a platform to share and collaborate on their Affinity assets, if they choose to.

2. We will double down on expanding Affinity's products through continued investment in Affinity as a standalone product suite.

We believe Affinity is the highest-quality professional-grade design suite on the market. It's non-destructive, super fast, and easy to use. As such, we want to reassure you that it isn't going anywhere.

In fact, we're committed to using our shared resources to continue expanding Affinity's products through further investment in Affinity as a standalone product suite. We're looking forward to accelerating the rollout of highly requested features such as variable font support, blend and width tools, auto object selection, multi-page spreads, ePub export and much more.

These additions will further cement Affinity as the best advanced design suite on the market and will be released over the coming year as free updates to V2.

3. We will provide Affinity free for schools & NFPs.

Canva, which has pledged 30% of its value as a company towards doing good in the world through its [two-step plan](#), offers premium plans at no cost to schools and NFPs all over the world. More than 60 million students and teachers, plus 600,000 charities and registered nonprofits, benefit from this each month.

We're excited to extend this programme to include free access for schools and nonprofits to Designer, Photo and Publisher. These professional-grade tools will add enormous value to this free offering, helping millions of students to master the craft of design, and empowering mission driven organisations to amplify their voices and maximize their impact.

We'll share more details on this in the coming months, including what it means for our education and NFP customers that already use Affinity.

4. We are committed to listening and being led by the design community at every step in this journey.

Affinity and Canva were both founded on the basis that their respective communities – of expert and non-expert designers – deserved better. The tools available were overly complex, overly priced, or both. We know designers deserve better. They deserve the highest quality tools to serve their needs and they deserve to be treated fairly.

We also believe the design community also knows best what it needs. As such, we are committed to shaping our products based on your ideas, your feedback and your needs. To kick things off, we'd love to learn more about what you'd like to see as we embark on this next chapter of our journey. What would you like to see in Affinity? What features have you been dreaming of? What would you love to achieve? We'd love to [hear from you here](#).

Thank you to everyone who has been an integral part of the journey so far. We're excited for the future and can't wait to see what we can build together.

With gratitude and excitement,
The Affinity and Canva Teams



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