IARE

INSTITUTE OF AERONAUTICAL ENGINEERING

Creating Effective PowerPoint Slides

Text Fonts

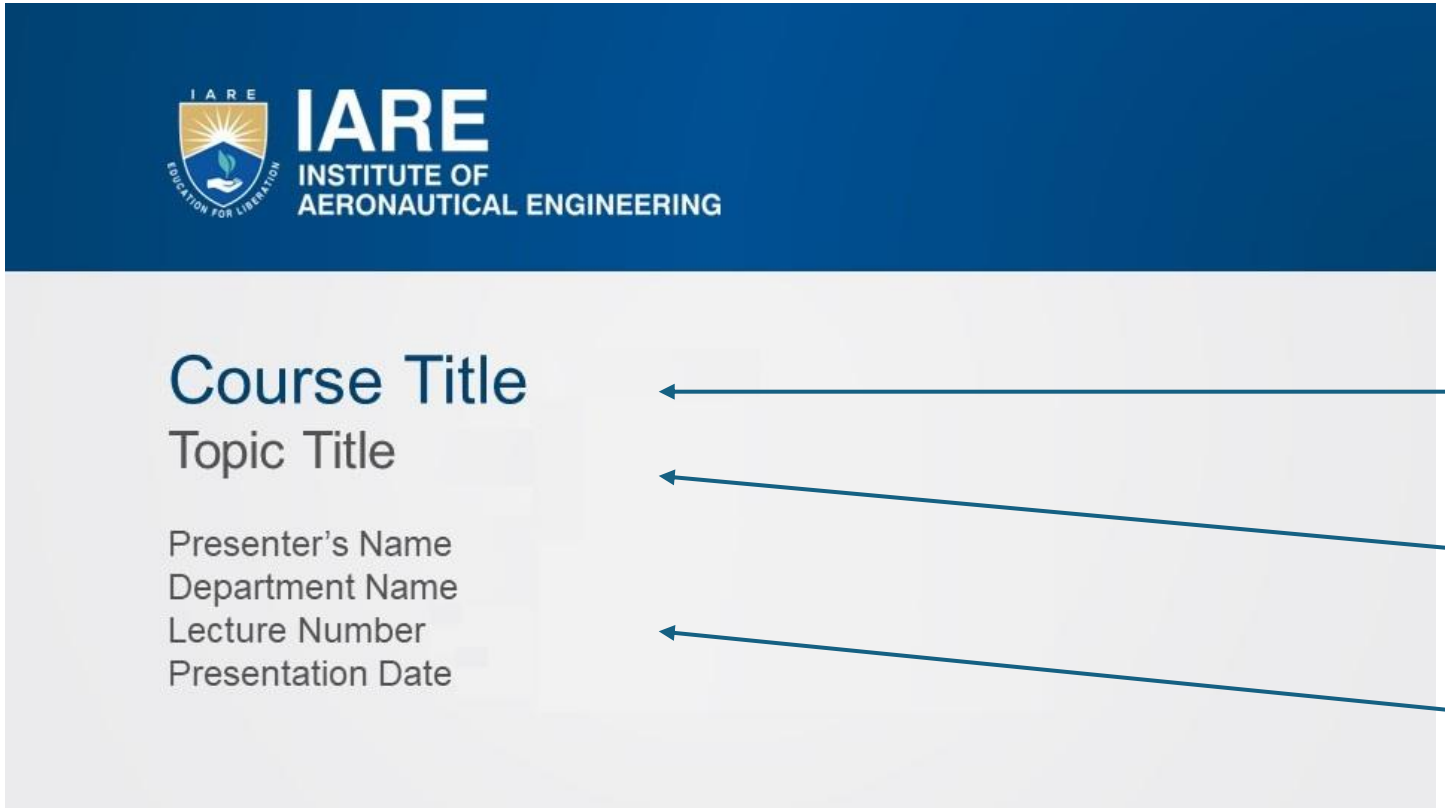
1. Where possible, include a heading for each slide.
2. Use bulleted points and avoid long sentences (it is often suggested that you include no more than 6 lines per slide or 6 words per line).
3. Font sizes for text:
    - Main Title : Ariel 30 points
    - Sub Title : Ariel 24 points
    - Body : Ariel 21 points
    - Two column text : Ariel 18 points

Tables, Figures and Images

- Ensure images are clear and relevant
- Label all figures and tables
- Put units beside numbers on graphs and charts

PowerPoint Template Fonts - Standard 16:9 Format

Opening PowerPoint Slide Template: Recommended Format



Recommended Font Treatment

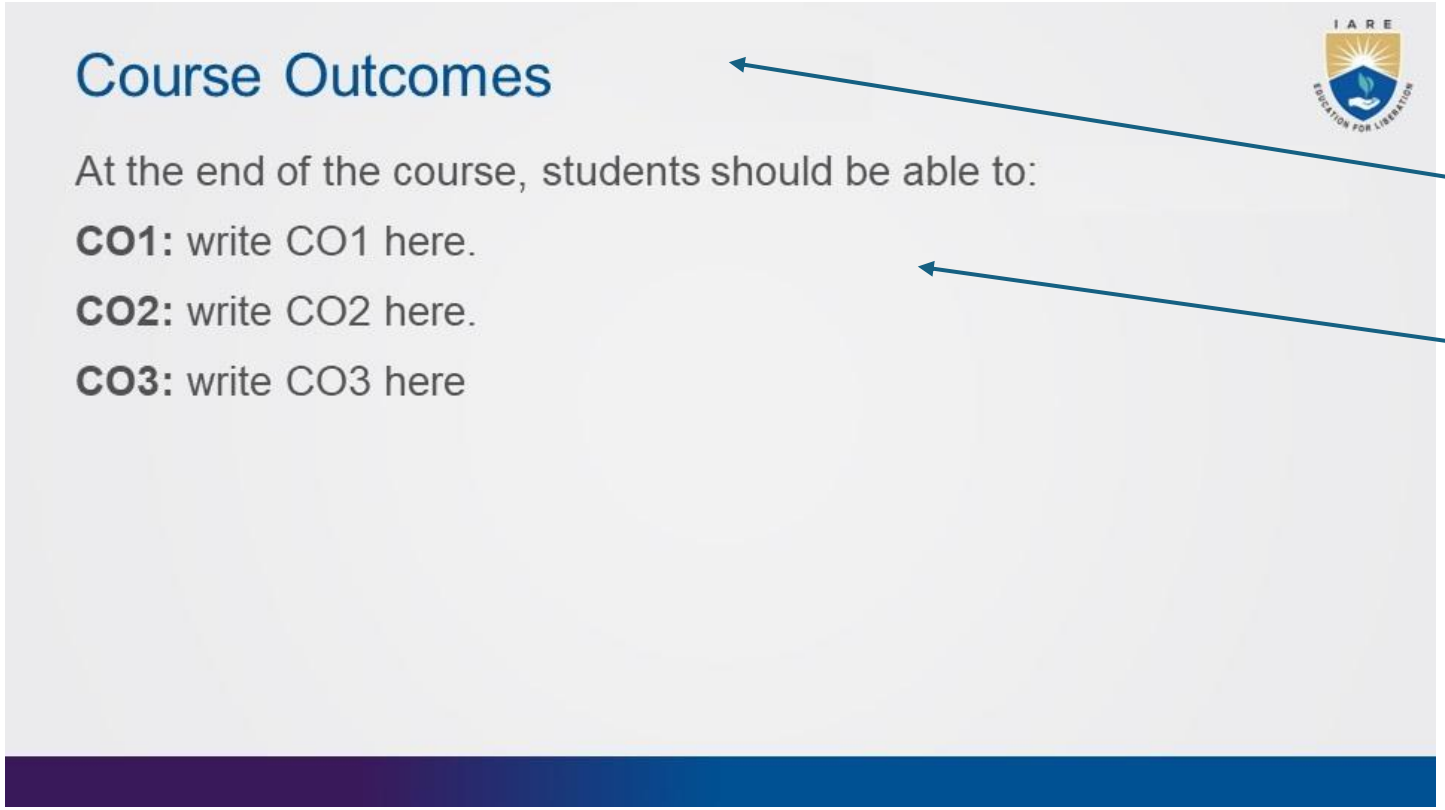
Presentation Title
Arial at a font size of 34 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 26 point in dark grey33 (RGB: 82, 82, 82).

Presentation Information
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

PowerPoint Template Fonts - Standard 16:9 Format

Interior PowerPoint Slide Templates: Recommended Format



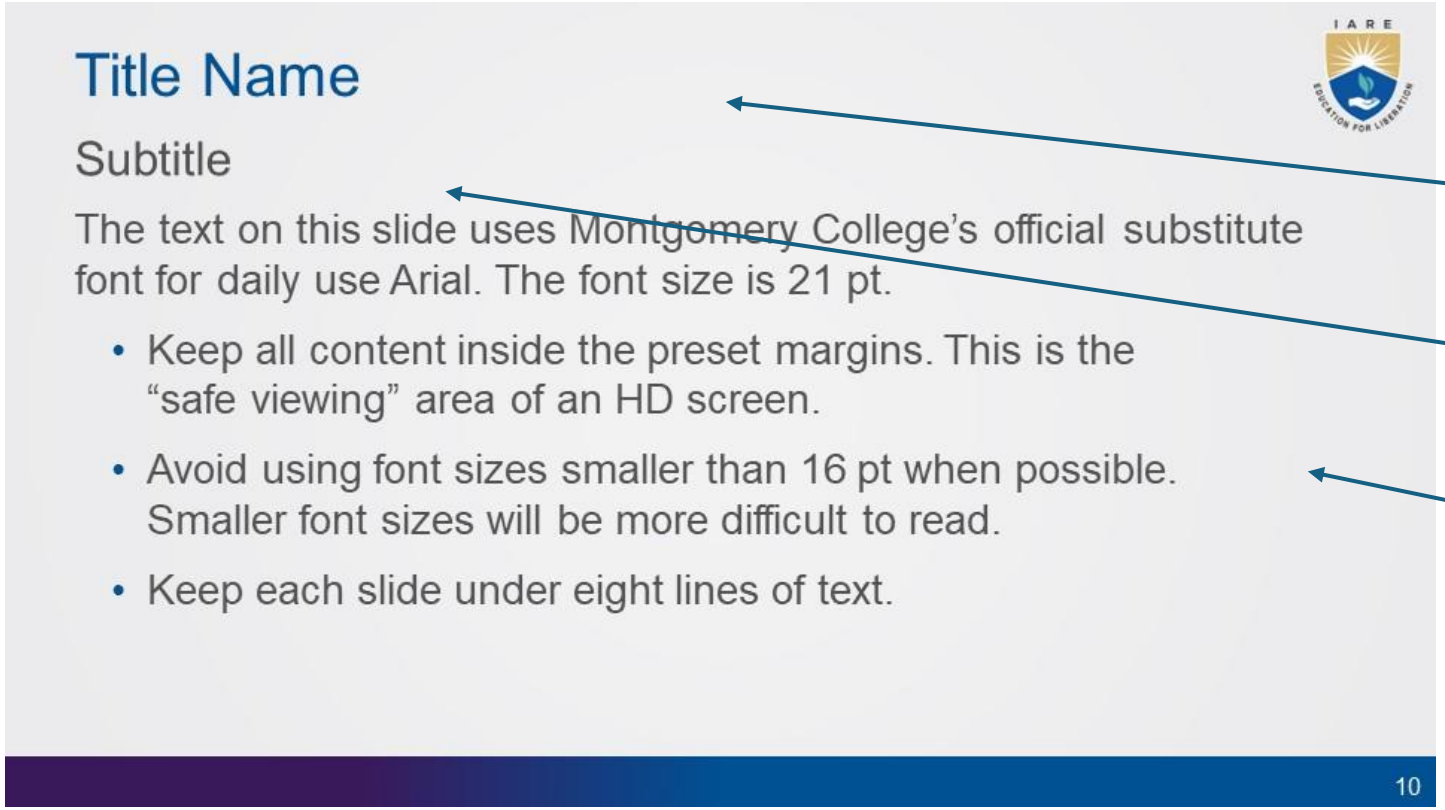
Recommended Font Treatment

Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Body Text
Arial at a font size of 21 point in dark grey33 (RGB: 82, 82, 82).

PowerPoint Template Fonts - Standard 16:9 Format

Interior PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

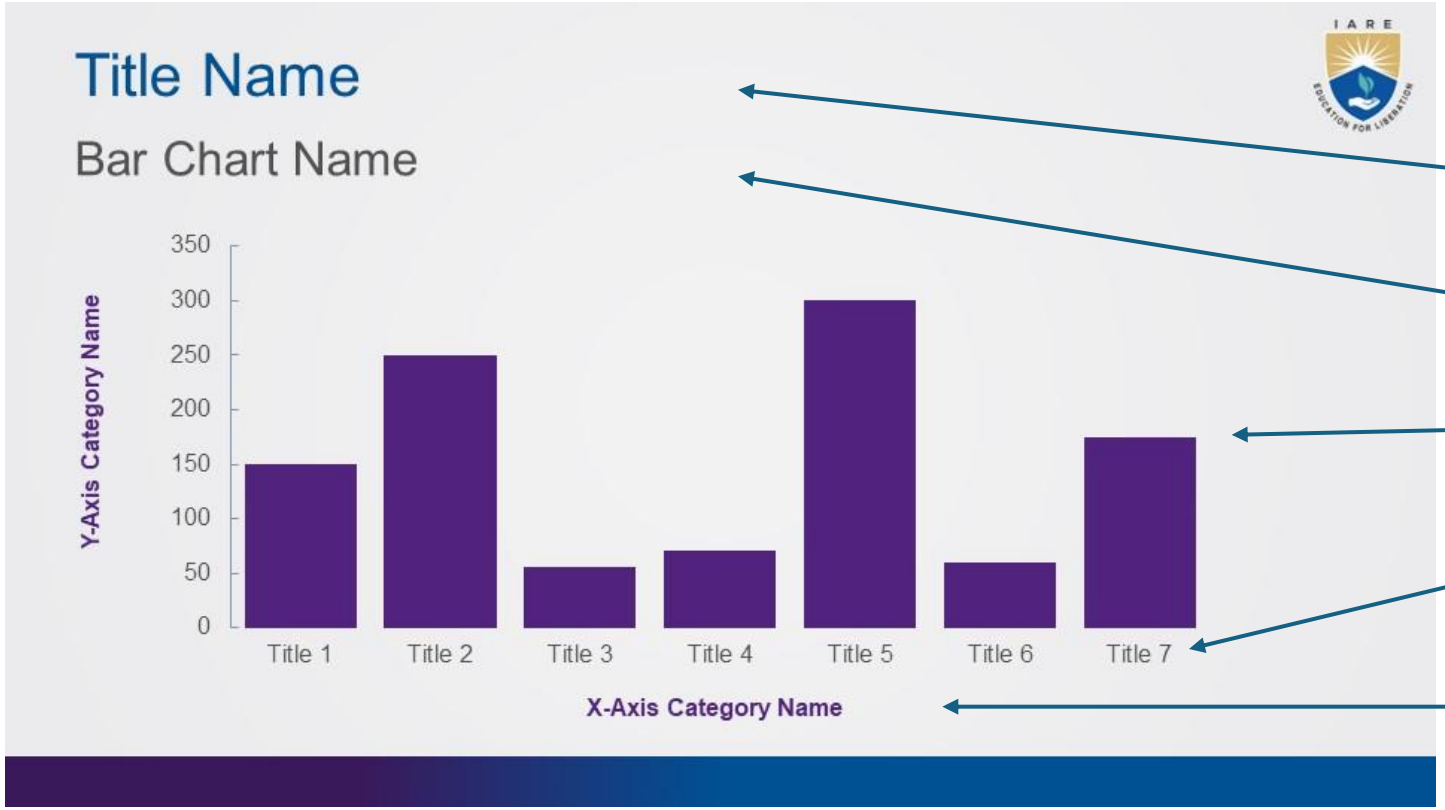
Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 24 point in dark grey33 (RGB: 82, 82, 82).

Body Text
Arial at a font size of 21 point in dark grey33 (RGB: 82, 82, 82).

PowerPoint Template Fonts - Standard 16:9 Format

Chart PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 24 point in dark grey33 (RGB: 82, 82, 82).

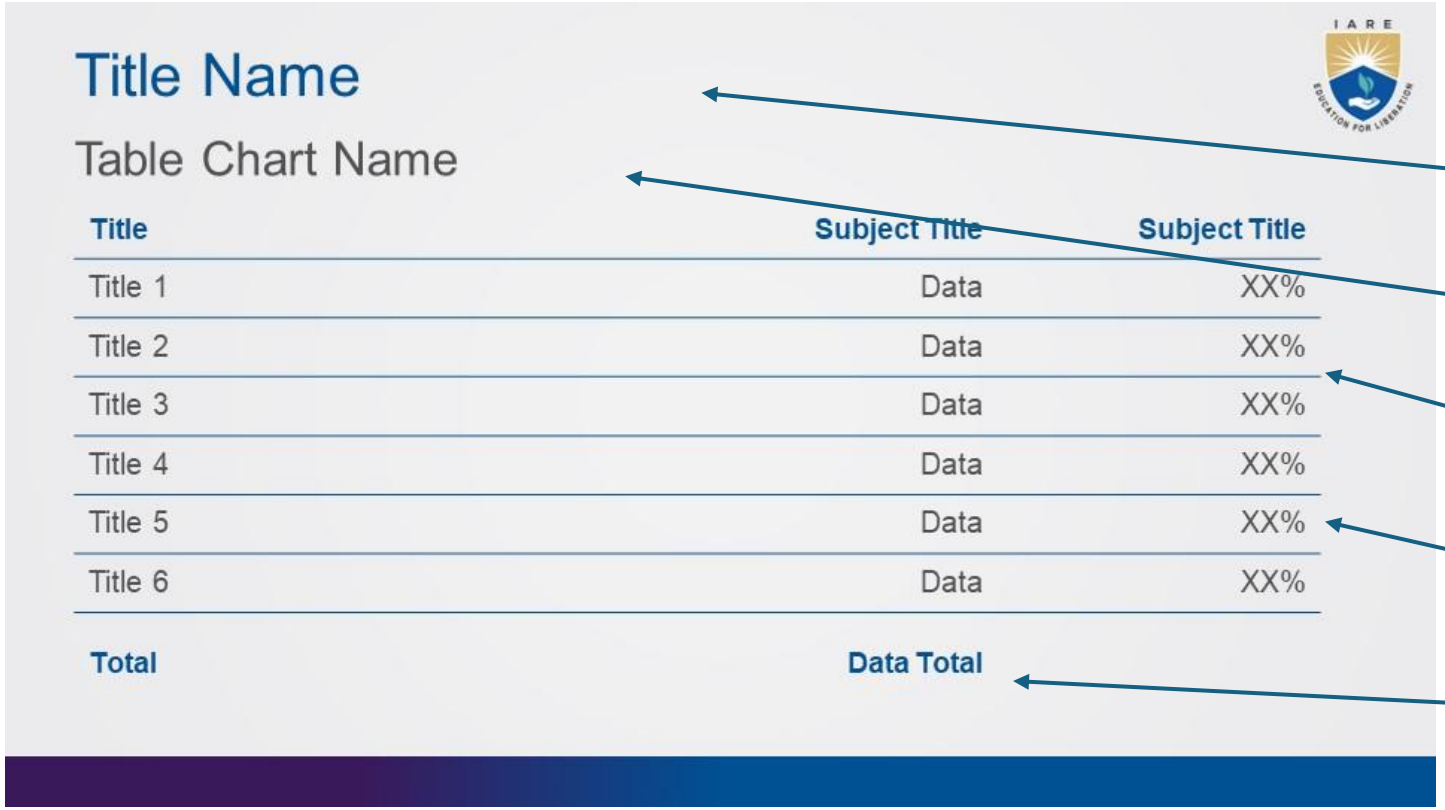
Chart Color
Purple (RGB: 81, 35, 127).

Chart Text
Arial at a font size of 12 point in dark grey33 (RGB: 82, 82, 82).

Chart Axis
Arial at a font size of 12 point in purple (RGB: 81, 35, 127).

PowerPoint Template Fonts - Standard 16:9 Format

Table PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 24 point in dark grey33 (RGB: 82, 82, 82).

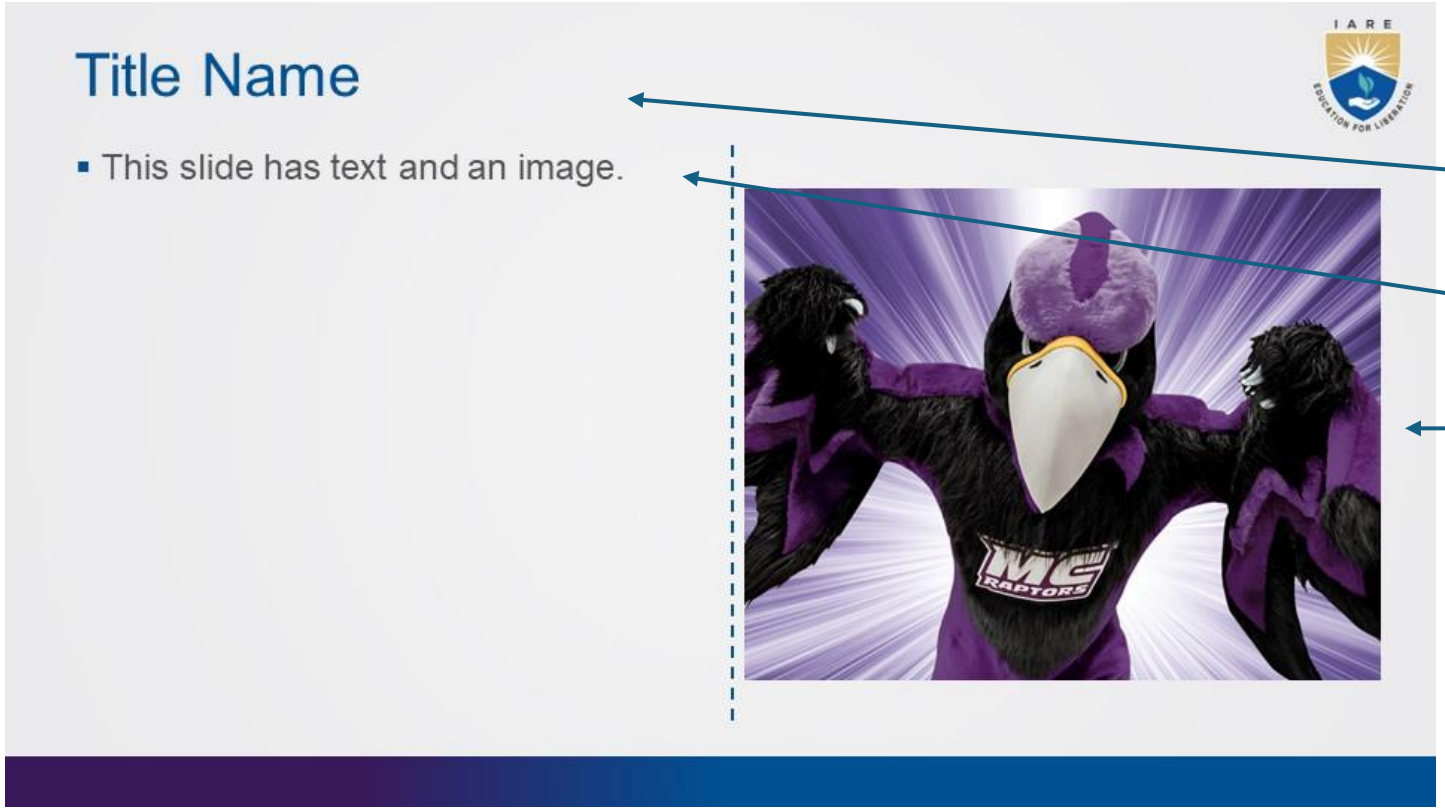
Table Borders
Inside horizontal border in mainly blue (RGB: 0, 65, 112).

Table Text
Arial at a font size of 15 point in dark grey33 (RGB: 82, 82, 82).

Table Title
Arial at a font size of 14 point in mainly blue (RGB: 0, 65, 112).

PowerPoint Template Fonts - Standard 16:9 Format

Text and an Image PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

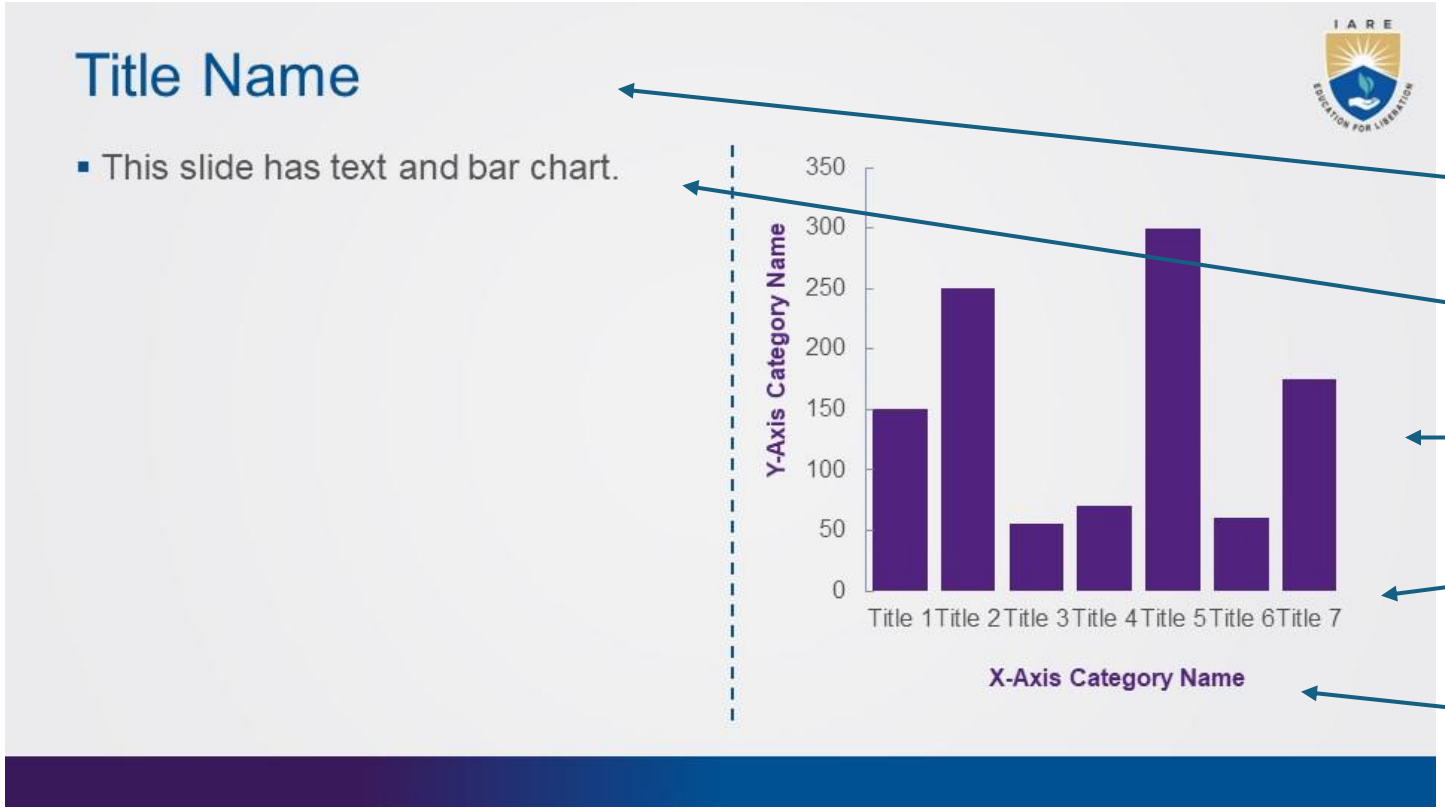
Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

Image Size
Maximum Height 10.27 cm and Width 11.24 cm

PowerPoint Template Fonts - Standard 16:9 Format

Text and Chart PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

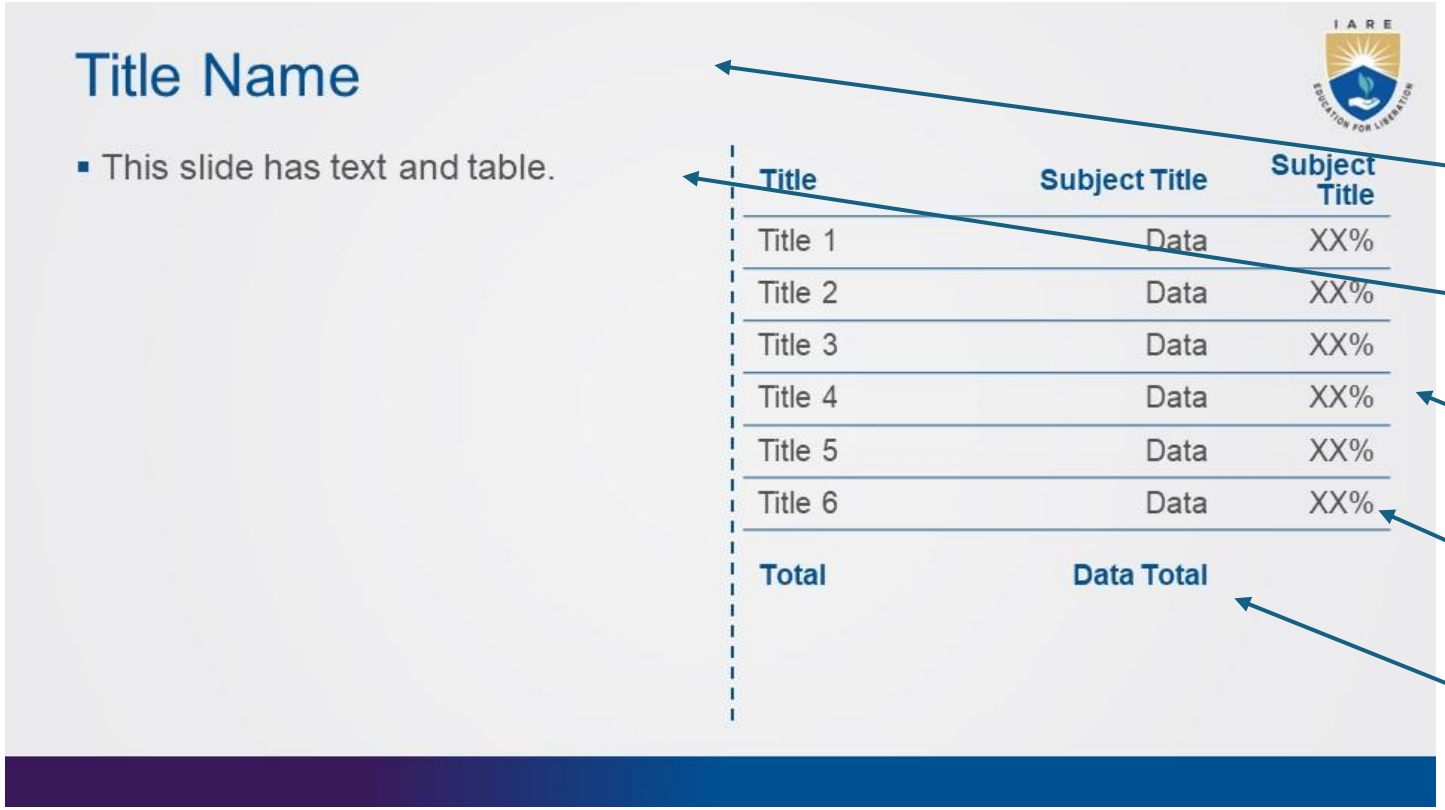
Chart Color
Purple (RGB: 81, 35, 127).

Chart Text
Arial at a font size of 12 point in dark grey33 (RGB: 82, 82, 82).

Chart Axis
Arial at a font size of 12 point in purple (RGB: 81, 35, 127).

PowerPoint Template Fonts - Standard 16:9 Format

Text and Table PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

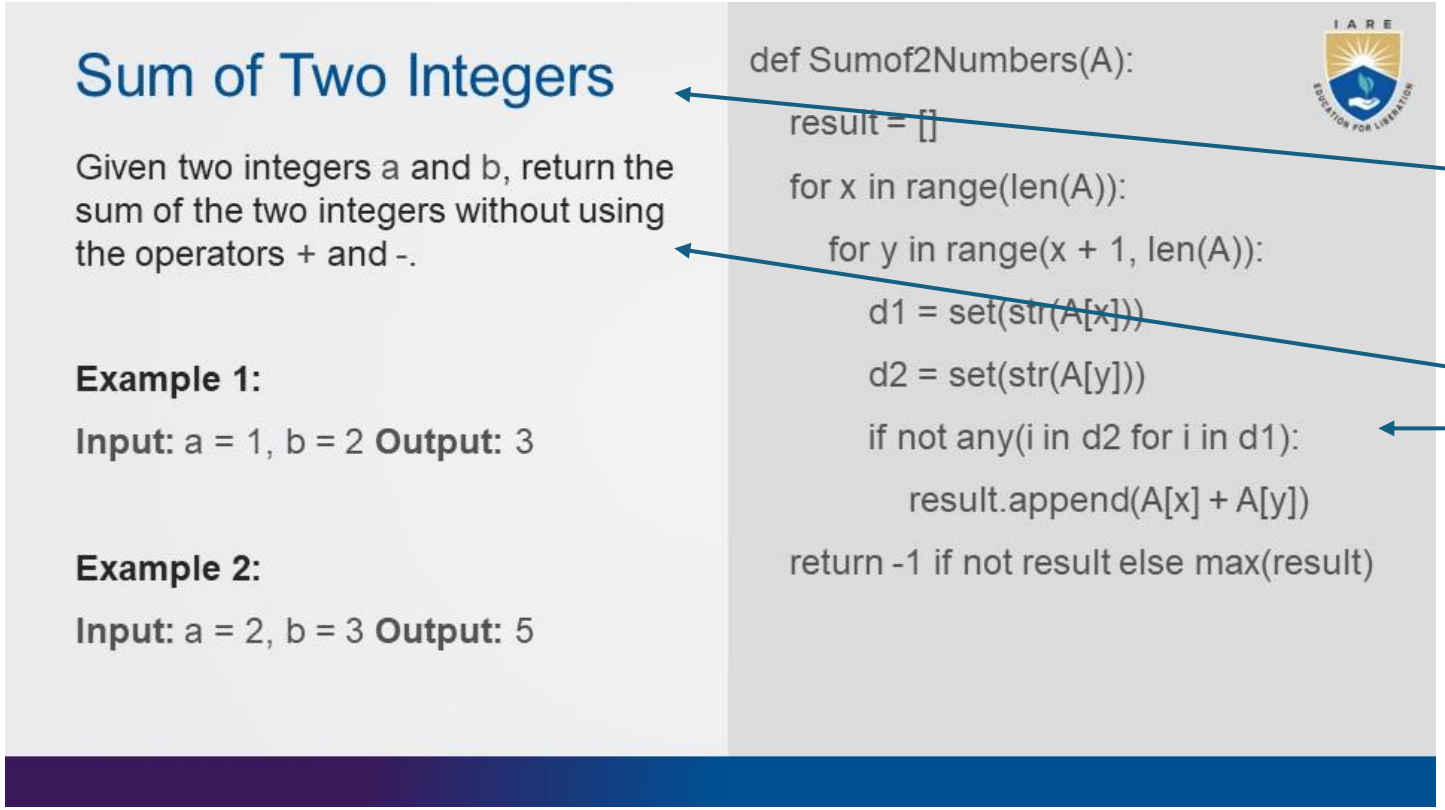
Table Borders
Inside horizontal border mainly blue (RGB: 0, 65, 112).

Table Text
Arial at a font size of 15 point in dark grey33 (RGB: 82, 82, 82).

Table Title
Arial at a font size of 14 point in mainly blue (RGB: 0, 65, 112).

PowerPoint Template Fonts - Standard 16:9 Format

Code and Problem PowerPoint Slide Templates: Recommended Format



Recommended Font Treatment

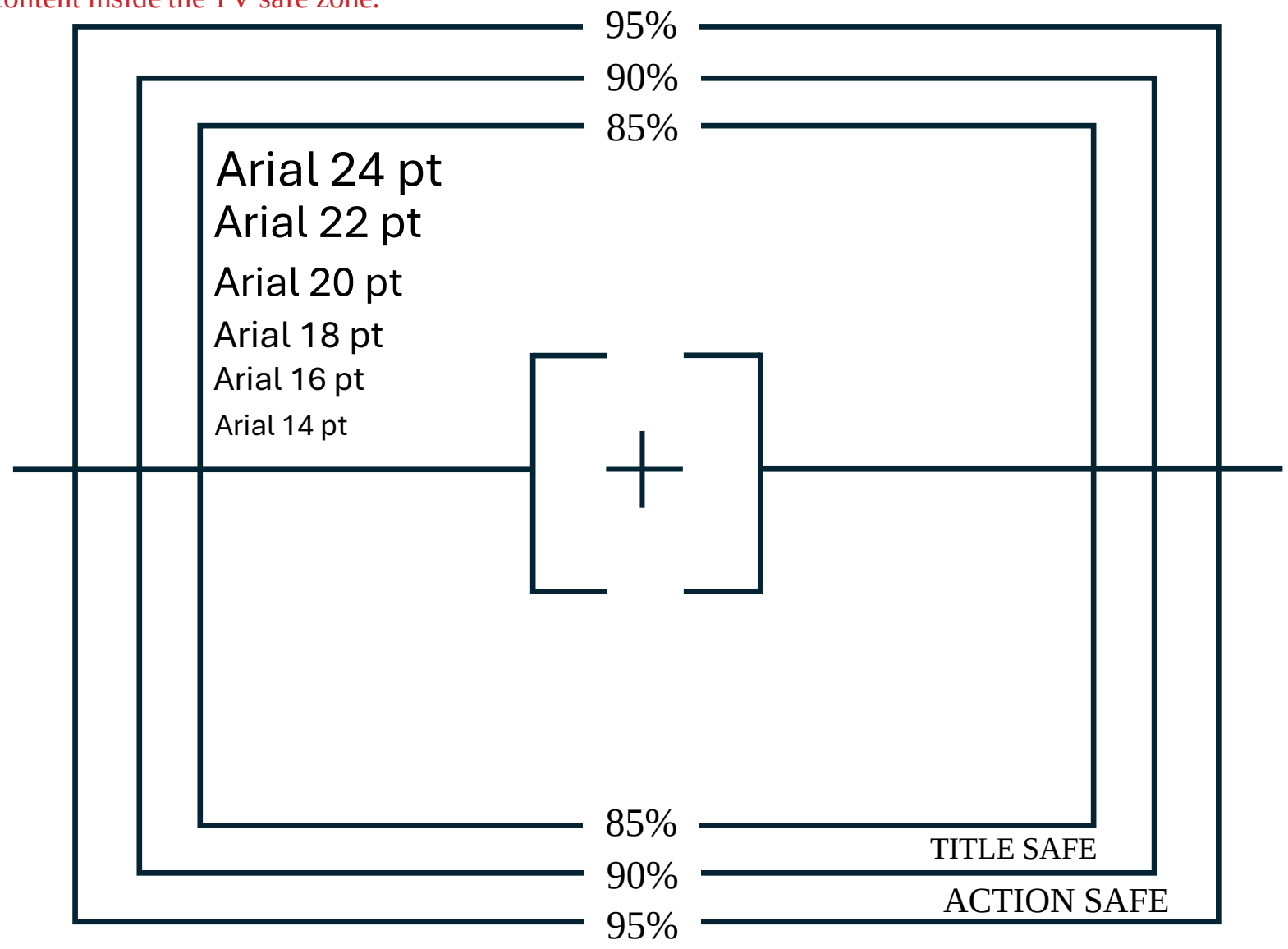
Presentation Title
Arial at a font size of 30 point in mainly blue (RGB: 0, 65, 112).

Subhead
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

Text
Arial at a font size of 18 point in dark grey33 (RGB: 82, 82, 82).

PowerPoint for Computer and TV Screen Safe Zone

Keep all PowerPoint slide content inside the TV safe zone.



Official Colors

Avoid using colors that are not part of the Institute's official color palette. Other than those indicated below, tints of these colors are not permitted. A tint is a reduction of a color's saturation.

Primary Color

Blue is the dominant color.

Blue

Print
Pantone 2935 C
CMYK: 100, 65, 0, 15

Web and TV Screen
RGB: 0, 80, 148
Hex: #005094

Secondary Colors

Medium Gray

Print
Pantone 423
CMYK: 0, 0, 0, 44

Web and TV Screen
RGB: 159, 161, 164
Hex: #9FA1A4

Dark Gray

Print
Pantone Cool Gray 10
CMYK: 0, 0, 0 ,75

Web and TV Screen
RGB: 102, 102, 102
Hex: #666666

Black

Print
CMYK: 0, 0, 0, 100

Web and Television
RGB: 0, 0, 0
Hex: #000000

White

Print
CMYK: 0, 0, 0, 0

Web and TV Screen
RGB: 255, 255, 255
Hex: #FFFFFF

Purple

Print
Pantone 2617
CMYK: 79, 100, 0, 15

Web and Television
RGB: 81, 35, 127 Hex: #51237F

Official Supplementary Colors

Institute’s official Supplementary colors are Pantone 179 (orange), Pantone 2925 (blue), and Pantone 339 (green). Supplementary **colors should not occupy more than 10% to 15% of a printed page or printed project.** Tints of these colors are not permitted. A tint is a reduction of a color’s original intensity.

Supplementary Colors

Orange

Print
Pantone 179
CMYK: 4, 92, 92, 0

Web and TV Screen
RGB: 255, 95, 58
Hex: #FF5E3A

Tints are not permitted.

Blue

Print
Pantone 2925
CMYK: 76, 25, 0, 0

Web and TV Screen
RGB: 14, 138, 217
Hex: #0E8AD9

Tints are not permitted.

Green

Print
Pantone 339
CMYK: 84, 0, 64, 0

Web and TV Screen
RGB: 40, 166, 137
Hex: #28A689

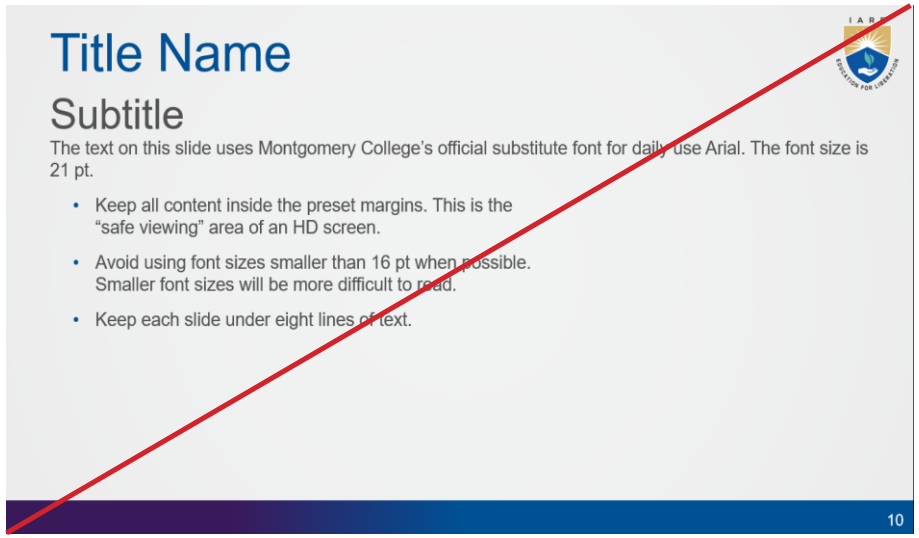
Tints are not permitted.

PowerPoint Slide Legibility Guidelines - Text

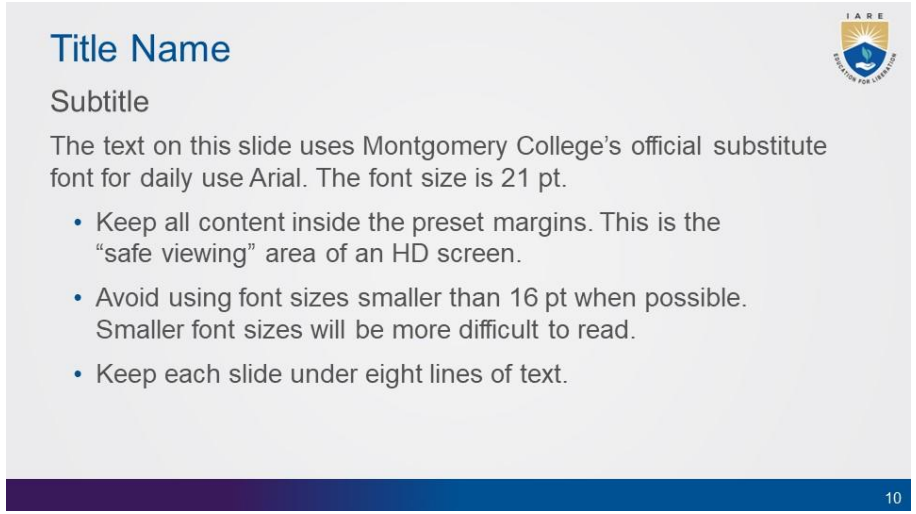
PowerPoint Text Guidelines

- Only use fonts that are provided in the templates. Because these fonts are standard system fonts on all Windows PC and Mac computers, PowerPoint presentations will look visually consistent across all platforms.
- The font size should be no smaller than 16 point. Text that is smaller than 16 point can be difficult to read on screen.
- Brevity is key. Minimize content. Each slide should have no more than eight lines of text.

Incorrect



Correct

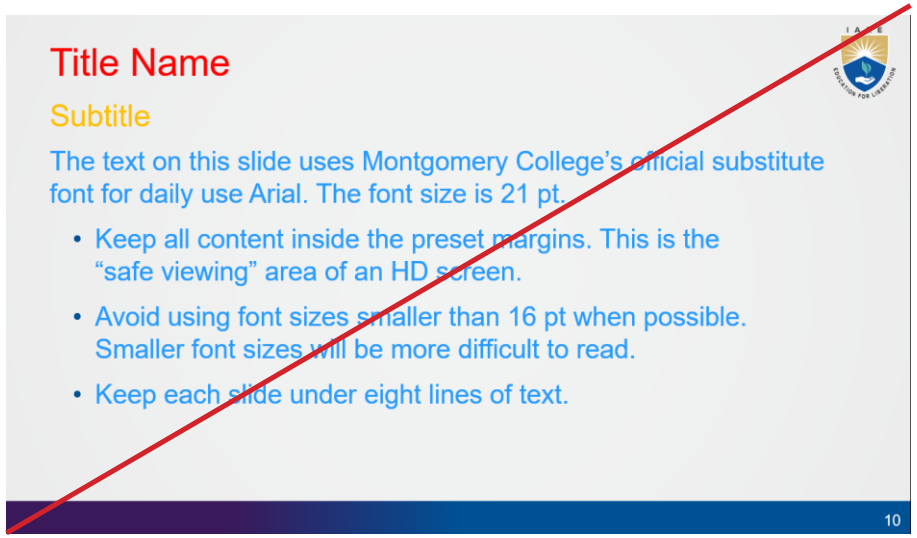


PowerPoint Slide Legibility Guidelines - Color

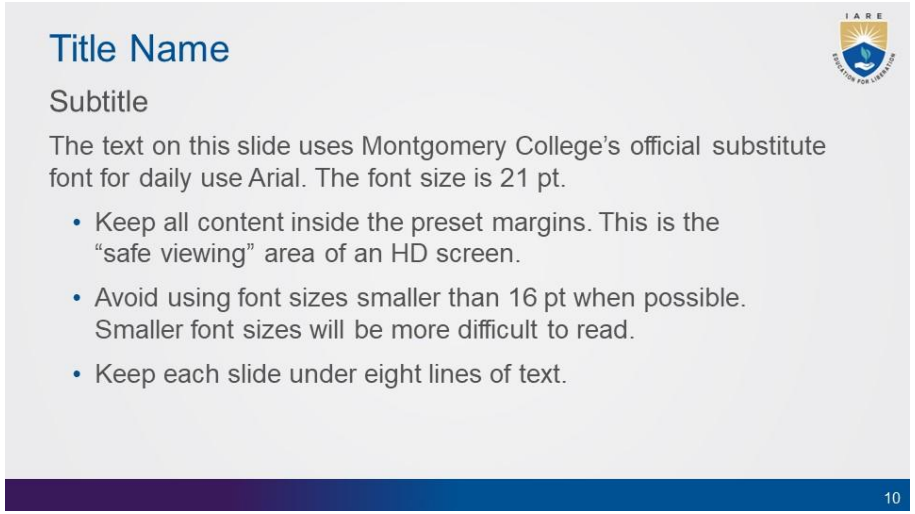
PowerPoint Color Guidelines

- Do not alter the template's preset color scheme. Only the College's official colors should be used.
- Do not change the slide background color to white. Brilliant whites and bright colors do not work well on TV screens.
- Maintain good contrast between the color of the text and the color of the background.

Incorrect



Correct



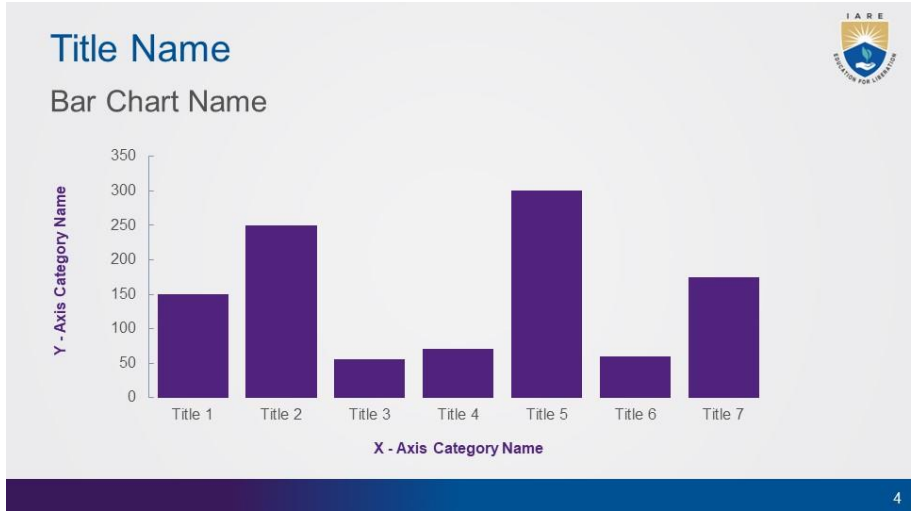
PowerPoint Slide Legibility Guidelines—Charts

PowerPoint Chart Guidelines

- Use charts only when necessary to provide visual reinforcement.
- Keep charts simple. Use simple bar graph charts, pie charts, line charts, or flow charts

Incorrect

Correct



PowerPoint Presentations - Avoid the “All Word” Slide

- Another thing to avoid is the use of a large block paragraph to introduce your information.
- Attendees do not like to have what is on the screen, read to them verbatim.
- So, please use short, bulleted statements and avoid typing out your whole presentation on to the slides.
- Also, it is difficult for some to listen and read a large amount of text at the same time.

PowerPoint Presentations - Avoiding Copyright Violations

- All photos and images are subject to copyright and may not be used outside of their original source without permission from the copyright owners. Any information obtained from an outside source may also be subject to copyright.
- The presenter is responsible for acquiring the permission/rights needed to use all copyrighted photos, images, and/or information in his/her presentation.
- Acquired permission/rights must include usage for cable television and/or the internet.
- Television must abide by all copyright regulations and reserves the right to ask for proof of such permission/rights before broadcasting or posting video of a presentation.
- The presenter must always credit the source of all copyrighted photos, images, and/or information in his/her PowerPoint presentation