

Design Guidelines for PowerPoint Templates

There are two IHP branded PowerPoint templates.

IHP General Template: The first template is general purpose and used for everything EXCEPT instructional lecture materials. This includes internal presentations for non-instructional purposes (e.g., meeting slide decks) and external presentations aimed at an audience beyond the IHP community (e.g., conference presentations).

IHP Instructional Template: The second template is for instructional purposes within the IHP. It is designed to support in person and remote lectures and has specialized elements (e.g., learning objectives). It should ONLY be used for lecture materials.

Design rules

IHP General Template Title Slide

- Title font style is Georgia and left-justified in blue
 - Font sizes range between sizes 45-60 for the headings. If the title gets to be too long, font size may need to be scaled down to stay within readable space.
 - Add subtitle or presenter underneath if needed size 18-24, Calibri bold in blue.

IHP Instructional Template Title Slide

- Title font style is Georgia and left-justified in white
 - Font sizes range between sizes 45-60 for the headings. If the title gets to be too long, font size may need to be scaled down to stay within readable space.
 - Add subtitle or presenter underneath if needed size 18-24, Calibri bold in white.
- The background image should correspond with the course subject matter and should be input on the master slide. This is the only master slide change needed.
 - Picture format:
 - Recolor: aqua accent color 1 dark
 - Transparency: 20-50%

Content Slides

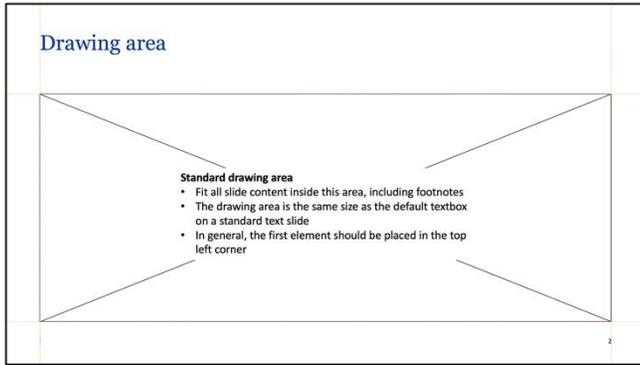
- Font style is Georgia for headlines and Calibri for body copy
- Content slide titles are at size 32 in blue and left-justified
- Body text should be between size 18-24 in black
- Footnote / Source placeholder text should be sized 8. Do not resize or reposition the text box. There is enough room to accommodate 2 lines. Delete placeholder if not in use.
- Graphs and charts should typically be recreated either using the template slides or cleaned up in Photoshop/Illustrator, using the IHP-approved color palette. The faculty at times may also ask for specific text or information to be omitted from the original graphic, so recreating the graphic will make this easier.
- The use of stock photos and icons is encouraged to help break up text-heavy slides.
 - <https://www.istockphoto.com/>
 - <https://thenounproject.com/>
 - <https://www.pexels.com/>
 - <https://unsplash.com/>
- Space for captions is designated in the lower third of the frame and should be left clear of any text or graphics.
- Faculty have the option of annotating slides while presenting, which should be factored into all design decisions (white space).

Position and alignment

Respect the slide body area

One of the most time-consuming aspects of formatting is condensing content to fit within the slide body area. Best practice is to respect the slide body area as the slide content is created—if it doesn't fit, rethink content or split over multiple slides.

Color coded master and layout-level guides are set in the slide master and slide layouts to avoid inadvertent moving. You can add and adjust your own guides directly on slides as needed for aligning content.



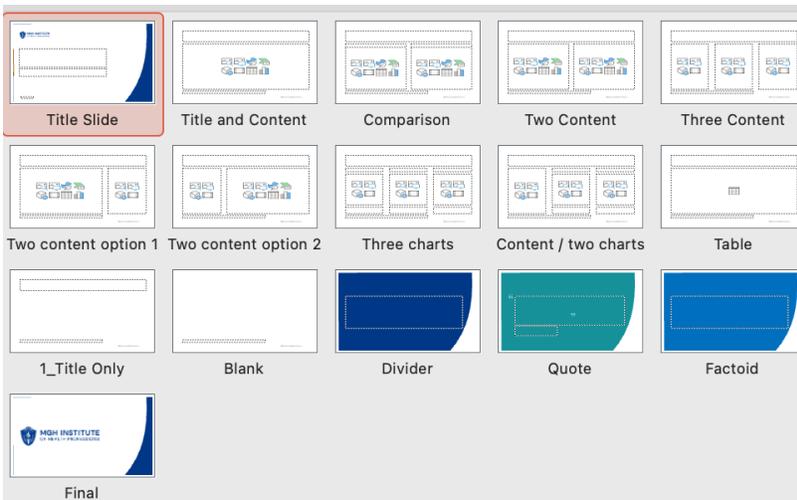
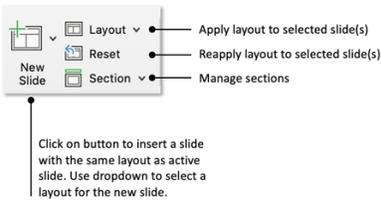
Aim for consistency

A telltale sign of a sloppy presentation is inconsistent positioning and formatting, particularly for repeated elements (e.g., titles, source, chart axes, headers, etc.).

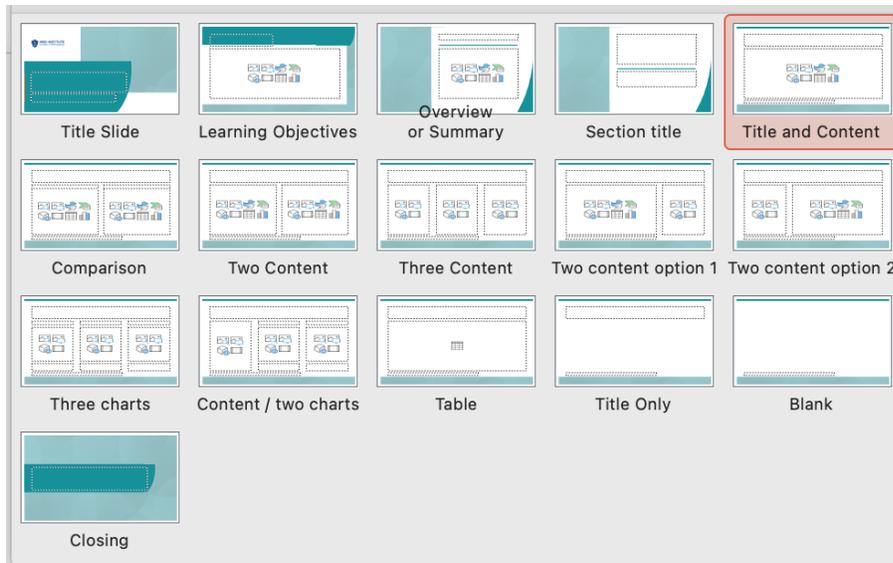
Use the PPT drawing guides to mark the position of repeated elements throughout the deck so as you create the slides you automatically put them in the correct place.

Slide layouts

Access on the Home tab



IHP General Template layouts include title and closing slide, divider, charts, next steps and various combinations of columns and headers.



IHP Instructional Template layouts include title and closing slide, divider, learning objectives, summary and various combinations of columns and headers.

Converting legacy material to the new style

Paste options: When pasting slides into a presentation, select “Use Destination Theme” (unless it is important to retain original appearance by using the “Keep Source Formatting” option)

Slide layouts: After copying slides into the new template, reset or apply appropriate layout to ensure master elements are sized, formatted and positioned correctly

Bulleted text based on the slide layout: A “Reset” of the slide layout will refresh bullet indents and paragraph space

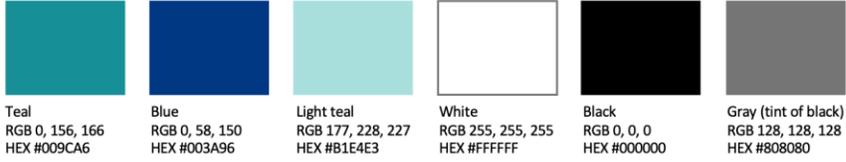
Bulleted text independent of the slide layout: You will have to manually fix these

Charts, tables and shapes: Follow policies for charts

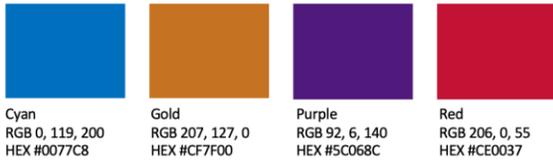
Color palette

Lead with our primary colors—teal and blue. Use accent colors sparingly. Make sure to follow the prescribed color specifications.

Primary colors



Accent colors



In this template, these colors appear automatically in the PowerPoint color pull-down menu.



Important: Our colors appear as presets in the top menu but do not use the automatic tints provided by PowerPoint. These colors are not part of the brand palette.

Do not use these colors