

# Library PowerPoint Guidelines

Be consistent with color, layout, & placement – use either white or blue background color throughout

Keep font sizes uniform (heading size, text size, caption size)

Use images to enrich the subtext of your spoken presentation

Close with the Yale University Library wordmark

White background option is available for all slides

The font Georgia is used throughout the template instead of the Yale font to minimize compatibility issues while maintaining a relationship to the Yale font (both are designed by Matthew Carter). The Office of the University Printer is investigating and testing the use of the Yale font in this context.

Creating a PDF of your presentation eliminates all font-compatibility issues. To create a PDF from PowerPoint, go to Save As and choose the .PDF file extension.

To reduce the file size of your presentation on a PC, go to Save As > Tools button > Compress Pictures > Options > select Target Output of 150 ppi and check “Delete cropped areas of pictures.” On a Mac, go to File > Reduce File Size and choose “Best for viewing onscreen (150 ppi)” and check “Remove cropped picture regions.” Use the best-quality images possible.

# Slide Types

## *Yale logo slide*

Yale logo in white, centered on a solid Yale Blue background.



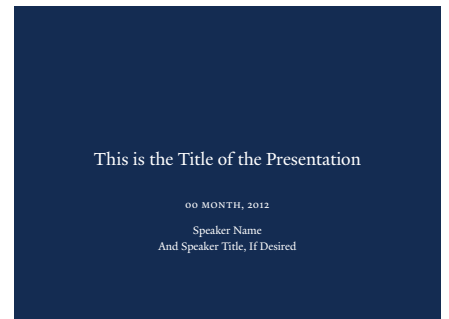
## *Title slide*

Presentation title stands alone on a solid Yale Blue background.



## *Title slide (long format)*

Presentation date, speaker name, and speaker title. Note smaller font sizes for non-title matter. Keep font choice consistent throughout presentation. Keep font sizes uniform (heading size, text size, caption size).



*Caption slide*

Talking points are simple and concise. They are laid out alone on the slide and are best followed by image slides rather than text slides.



*Image slide*

For greatest impact, use full screen images. A well-chosen picture is worth ten thousand bullet points.



*List (unbulleted)*

Start all lists in the same place. Increase linespacing to increase legibility. Use colors and styles (bold, italic) sparingly.



*List (bulleted)*

Same rules apply as for an unbulleted list. The position of the last line of this list represents the lowest any text should go on a slide; more bullet points should carry over onto the next slide.



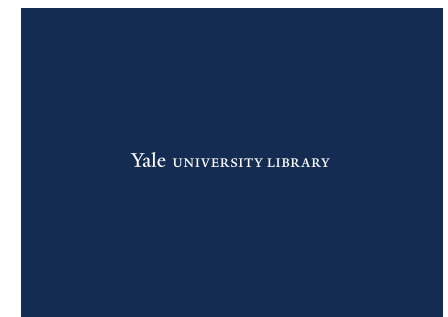
*List (bulleted), continued*

If bulleted items require more space than is available on one slide, put additional points on a second slide. Do not change size or spacing to try to fit text into the space. Overall, minimize number of bullet points.



*Closing slide – library wordmark*

The last slide of every presentation should be the Yale University Library wordmark. Any standard color combination (Yale blues on white background, white on Yale blue background) is acceptable.



# This is an example of what not to do in a PowerPoint presentation. Note the excessively long title.

## List hierarchy is unclear and difficult to follow

- Image competes with text for dominance

- Clip art looks cliché and unprofessional – use original content wherever possible

- WordArt adds visual clutter

- Slide color is inconsistent with the rest of the presentation

- Too much text on page

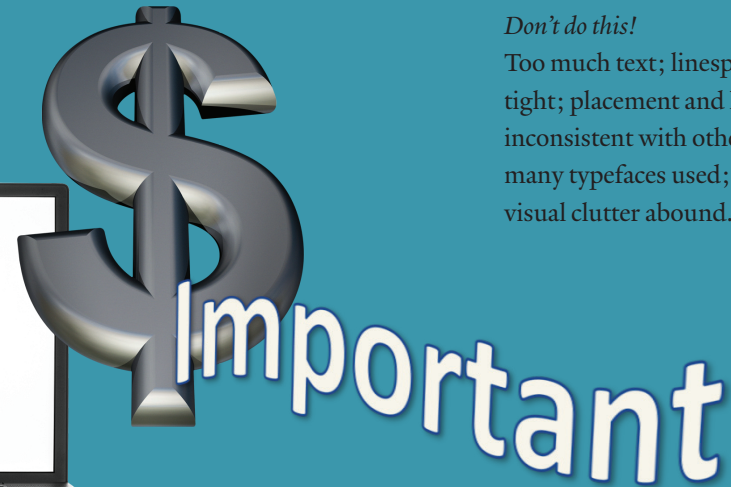
- Linespacing is too tight to read comfortably

- Use of different fonts is distracting

## Position of text box is not consistent with placement on other slides

- Excessively short or excessively long line length makes content difficult to read

- Placement of images is random



*Don't do this!*

Too much text; linespacing is too tight; placement and layout are inconsistent with other slides; many typefaces used; clipart and visual clutter abound.