



Jet Propulsion Laboratory
California Institute of Technology

PowerPoint Presentation Guidelines

Meeting Presentations

July 2015

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Introduction

Introduction

Thank You

Thank you for using JPL's standard PowerPoint presentation templates.

Purpose

To make your presentations easier to create and more effective as a communications tool, while contributing to the lab's goal of a more unified look to improve its visibility.

When to Use

Recommended for meeting presentations, everyday work performed in PowerPoint is not required to follow this format. Sponsors may require different formats.

Content Requirements

Always be sure your presentation complies with any requirements for document review and markings, if needed. See JPL Rules for more details.

Introduction

Design Philosophy

Providing flexibility while emphasizing simplicity. Einstein said it best: “Everything should be made as simple as possible, but not simpler.”

Flexibility

There are fundamentals to this format that we ask that you use, but *you are not confined* to these examples nor the layout options.

Basic Elements

The fundamental aspects of the design include:

- 1 – Use of fonts Helvetica or Arial
- 2 – Use of colors black, gray, red or white; blue can be used as a secondary accent color
- 3 – Simple backgrounds in white or black
- 4 – Consistent placement and size of headers, upper left corner recommended
- 5 – Limiting use of logos to avoid repetitive distractions
- 6 – Use of title slide and closing slide

Logo Usage

External Logo



Jet Propulsion Laboratory
California Institute of Technology

NASA/JPL/Caltech “tri-brand” Logo

JPL is a unique institution. We are a Federally Funded Research and Development Center (FFRDC) sponsored by NASA. We are also a division of Caltech. We greatly benefit from our association with these two institutions. Our activities undertaken for NASA should always incorporate the agency’s logo and also credit Caltech, our founding and managing institution.

When to Use

When our work is for NASA - and most of it is - we use this traditional tri-brand design on our PowerPoint presentations, JPL websites and released videos. However, for printed material NASA guidelines apply.

Internal Logo



JPL/Caltech Logo

There are times when it is appropriate to use the JPL logo without NASA identification. As an FFRDC, some of the lab's work is undertaken for other agencies. As a division of Caltech, some JPL presentations are intended for internal use only, and may contain proprietary or discreet information. In all of these cases, co-branding using the JPL logo and identifying Caltech is the correct design decision.

When to Use

On presentations directed to internal audiences and JPL Staff containing information specific to JPL as a division of Caltech, such as human resources information and/or internal status report information. We also use the JPL logo in signage on Lab, institutional business cards, recruiting materials, and other local applications.

Logo Placement

The tri-brand or JPL logo (whichever is appropriate in your situation) should be used on the title slide and the closing slide.

Content slides maintain our recognition by including our jpl.nasa.gov web address in the footer of external presentations (this address may be updated to a NASA or NASA/JPL web address that is more relevant, if desired). Internal presentations include a small JPL logo in the bottom-right corner.

Project and partner logos can be used on the second page of your presentation.

The use of logos are limited in order to provide more slide space to tell your story. You've identified your affiliation on the first page of your presentation and you'll also end with it. And you can use the middle footer for identification purposes as well. Another advantage to this cleaner design is that it makes it easier to transfer your slides to other formats as sometimes required by our sponsors.

Mission and Partner Logos

JPL often conducts its work in association with industrial and university partners. One aspect of being a good partner is sharing credit. To credit partners involving NASA work, **use the following template on slide 2** of your presentation.

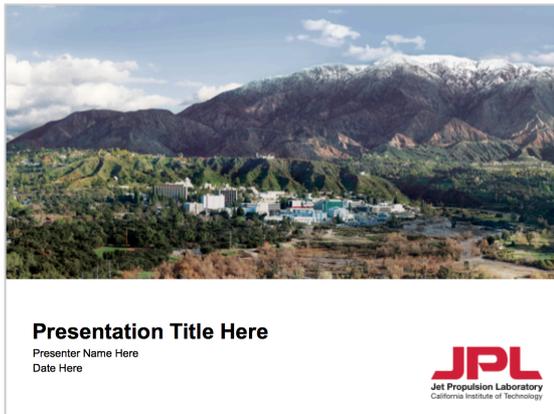
Mission logos can also be highlighted on this slide.



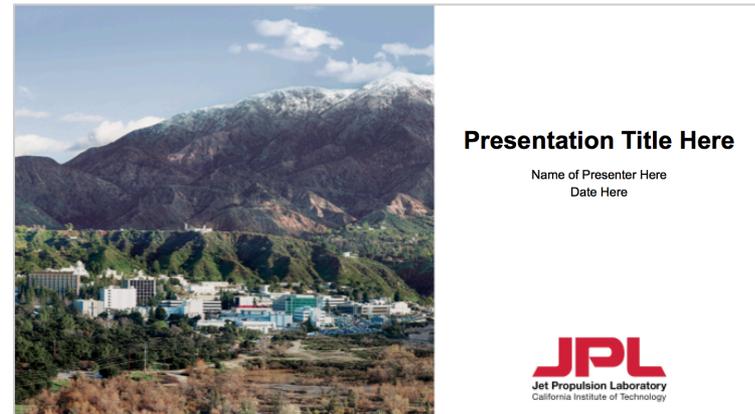
Size Options

Size Options

4:3



16:9

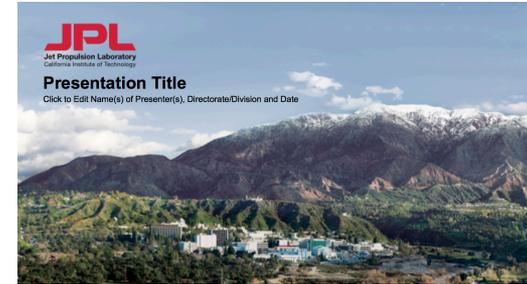
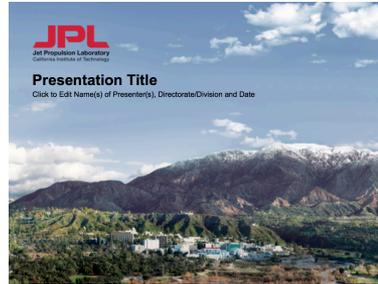


NOTE: Changing the size of a presentation in “Page Setup” will stretch and distort any graphic placed in the document. It’s important to **copy and paste your graphics into a new pre-sized document** to avoid any distortion.

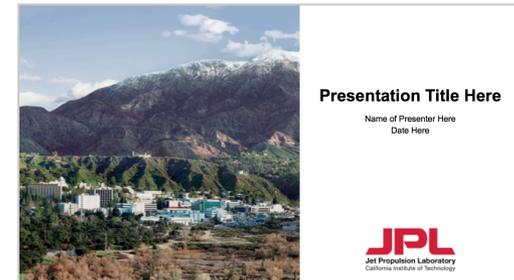
Cover Options

Front Cover Options

Full Screen Image



Partial Screen Image



No Image



Customize Your Image

Browse and download other cover images.

<http://www.jpl.nasa.gov/spaceimages/>

<http://photojournal.jpl.nasa.gov/index.html>



Back Cover Options

Repeat the logo used on the cover slide to end your presentation.



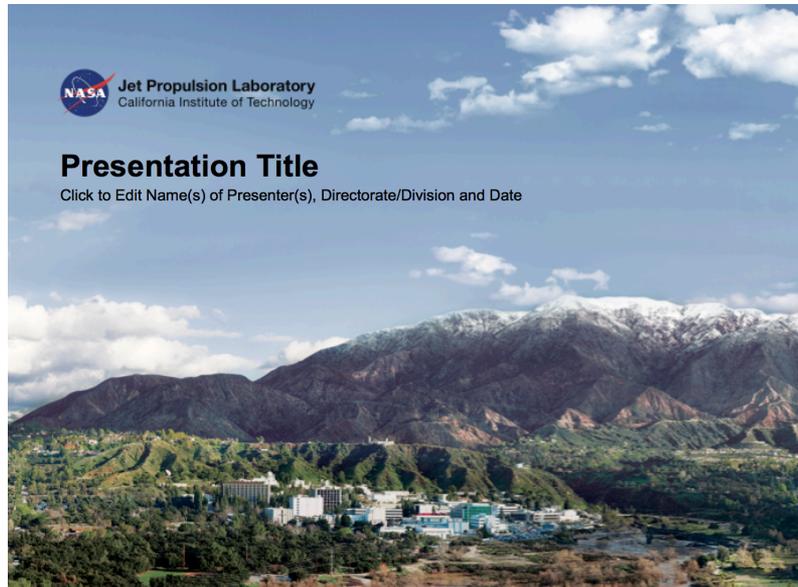
jpl.nasa.gov



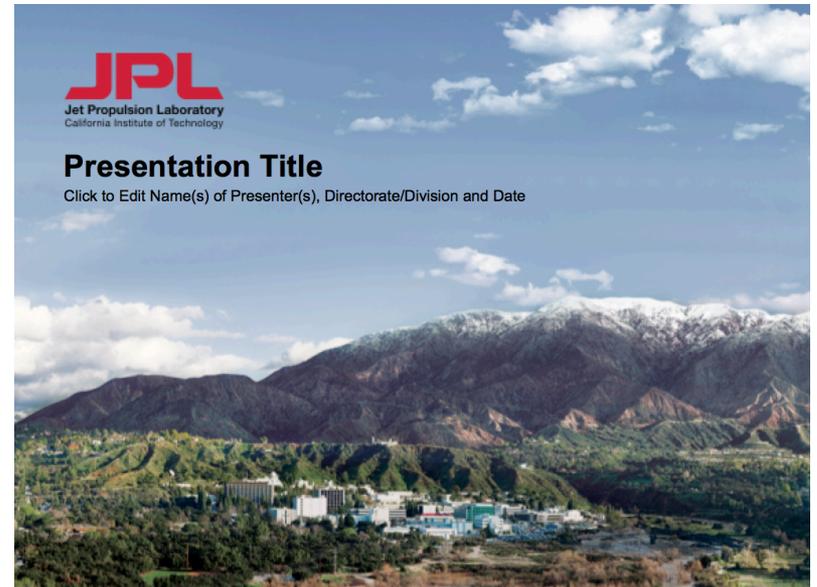
External and Internal Layouts

There are two basic formats.

NASA/JPL (External Identity)



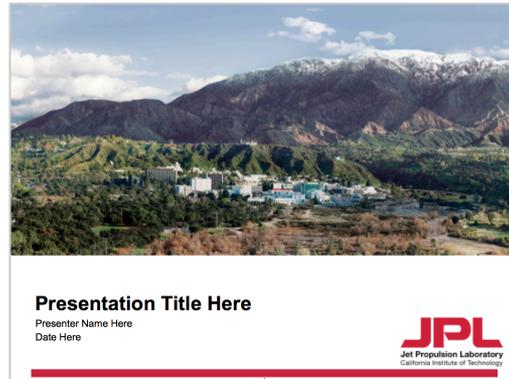
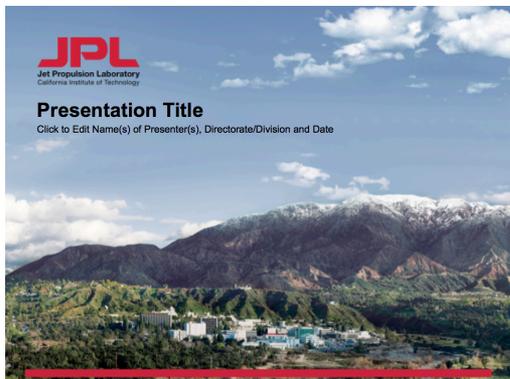
JPL (Internal Identity)



Restricted Information

Always be sure your presentation complies with any requirements for document review and markings. See *JPL Rules! DocID 77806* for more details.

If your presentation contains information subject to marking requirements, JPL current policy states that either: (a) every slide needs to be marked; or (b) the full marking is placed on the cover slide, with a reference to it on all other slides. If you choose to add your marking on every page, please place it in the footer. If you choose to add your marking on the cover, please place it at the bottom (placement shown below) with a minimum font size of 8 points.



Content Slides

Typography

Primary Font – Helvetica

Helvetica is our standard typeface. It's a classic that never goes out of style. It also aligns with NASA's standards.

Alternate Font – Arial

If Helvetica is not available, use the similar font Arial.

Emphasis?

Bolding or *italics* can be used for highlighted content.

Accent Colors

Gray or red can be used as accent colors. Blue can be used as a secondary accent color.

Headers, Helvetica/Arial Bold, 28 points

Subhead, Helvetica/Arial, 20 points

Consistent Placement

Keeping the header in the same position from slide to slide makes it easier for the viewer to quickly identify the topic for that slide. Recommended to keep header in upper left as shown here.

Long Headers

Try to use short headers. In cases where your header cannot fit into the frame, reduce the font size.

Body Text

Font size will depend on the amount of content on the slide, the size of the presentation (4:3 or 16:9), and the size of the conference room. It is always good to test the presentation to be sure small text is readable. Here are recommended sizes based on a medium size conference room and a 4:3-size presentation:

Paragraph Header, Helvetica/Arial Bold, 20 Points

Paragraph body text, Helvetica/Arial regular, 18 points when possible.
12 points is starting to get really tiny, try to avoid going this small...

and 28 points is starting to get really large.

Content Area

Blue Frame

The blue guides are the areas within which your content should be contained.

Exception

There are circumstances where the most effective display of an image is full screen.

Footer

Date

Marking your presentation with the date can be invaluable in avoiding potential confusion.

Presentation Title / Marking

Presentation title, your organization or other markings (ITAR restricted, proprietary, discreet, etc.) can be placed here.

Page Number

Page numbers are an efficient reference device.

Brand Recognition

To maintain brand recognition, external presentations include jpl.nasa.gov (or another NASA or NASA/JPL web address) in the lower right corner. Internal presentations include a small JPL logo. Placement and size of these markings are in the JPL templates.

How to Add Your Footer

From the insert menu, go to Header and Footer and enter your information. If you edit the font size, use a minimum of 9 points for a 4:3 presentation size and 7 points for a 16:9 presentation size.

Template Slides

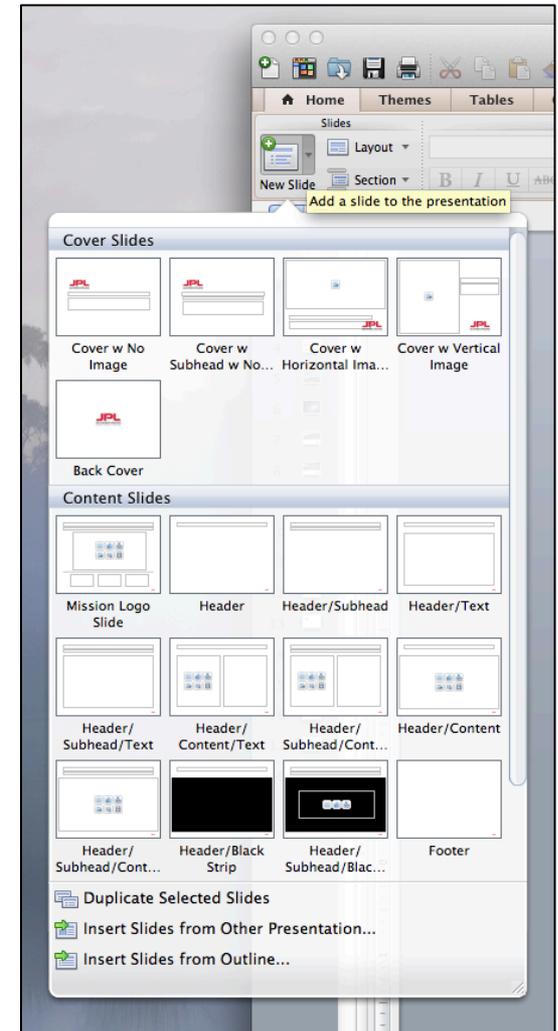
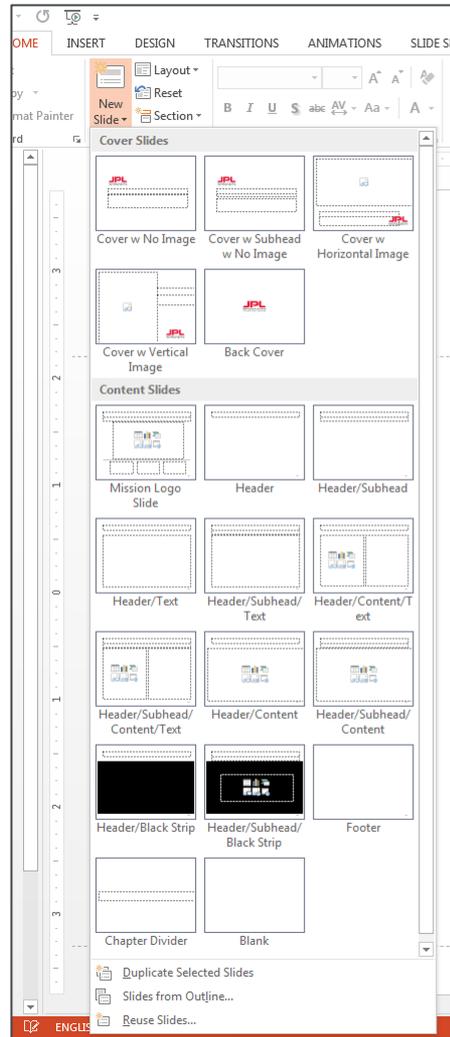
PC

MAC

To select a pre-formatted slide, click on **New Slide** in the upper left side of the PowerPoint tool bar.

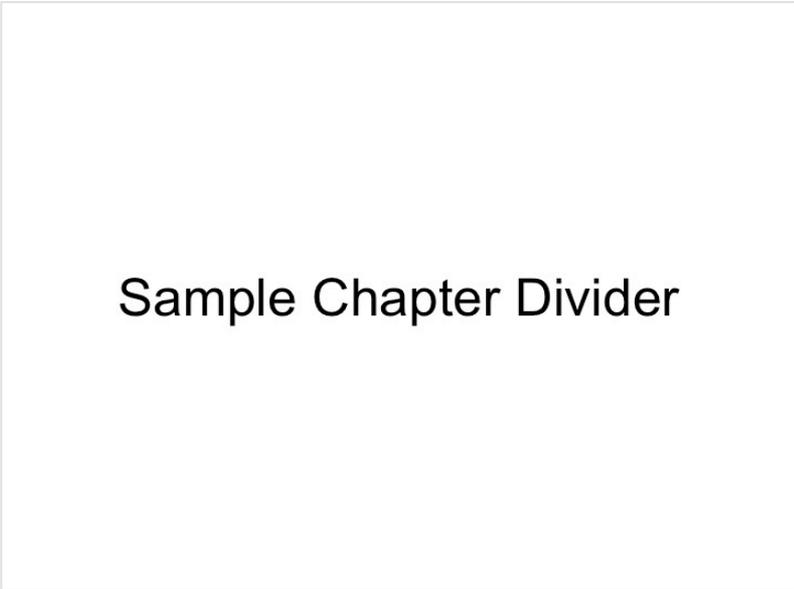
These formats are starting points. Adjust them to your needs.

🌿 Please be eco-friendly and avoid printing black formats whenever possible.

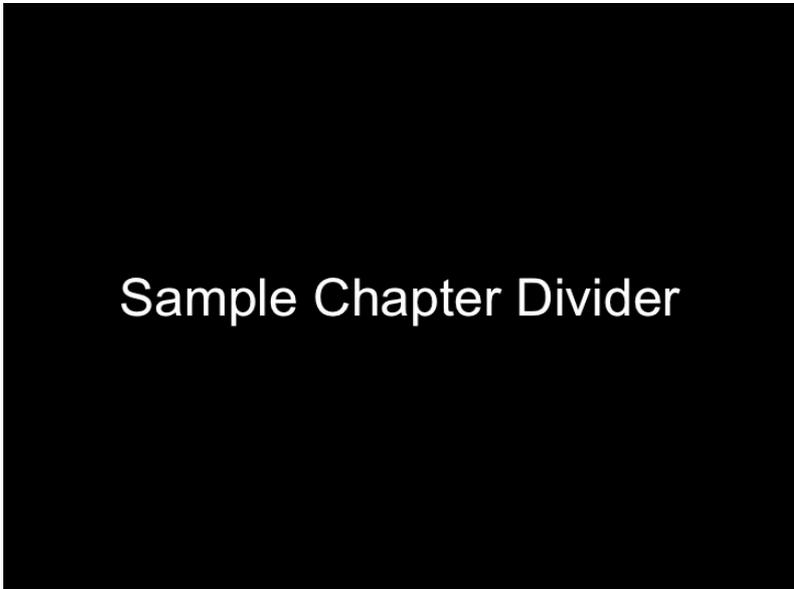


Chapter Dividers

For larger presentations containing multiple chapters, use the following layout for chapter dividers.



Sample Chapter Divider



Sample Chapter Divider

Transitions

Avoid Busy Transitions

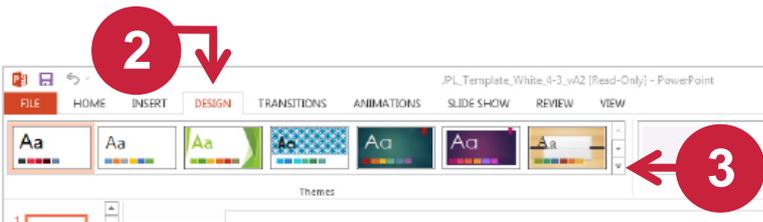
“None,” “Cut,” and “Fade” are the preferred transitions between slides.

Saving Templates and Themes

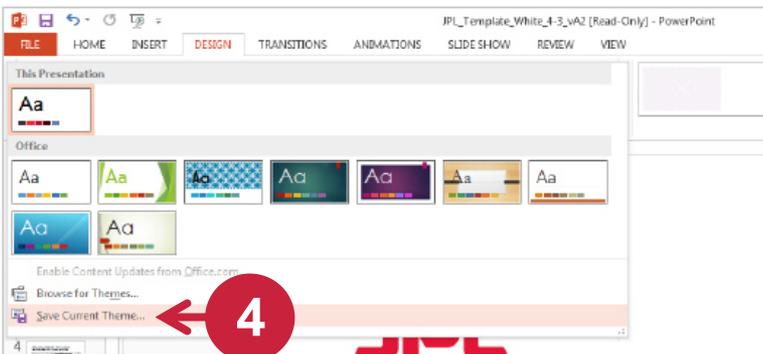
PC Users: Save Templates as Custom Themes

GET ALL SUPPORTING FILES: Download from the PowerPoint Template PDF available on JPL Space under the Tools and Services menu - Link name “PowerPoint Templates”

1 1: Open the JPL template you would like to save



2: Click the **Design** tab
3: Click the **More** button () in the **Themes** group



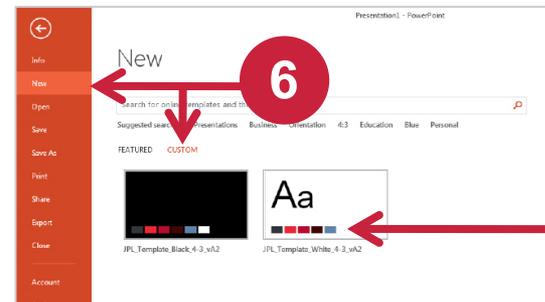
4: Click **Save Current Theme...**



5a: Rename file to match template name
5b: **Save as type: Office Theme** (default)

NEED TO DELETE A CUSTOM THEME?

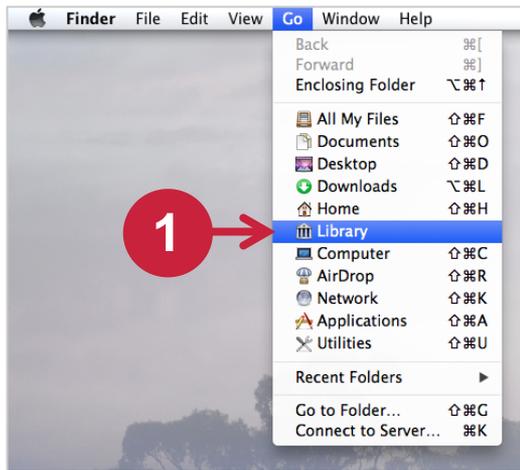
1. On the **Design** tab, in the **Themes** group, click the **More** button.
2. Under **Custom**, right-click the theme that you want to delete, and then click **Delete** on the shortcut menu.



6: Custom theme now saved in Theme gallery (New > Custom)

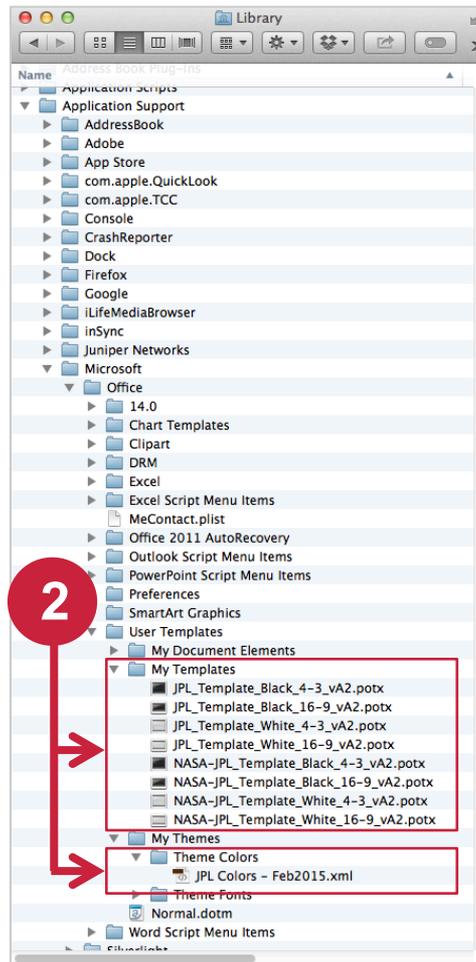
MAC Users: Save Templates in Template Gallery

GET ALL SUPPORTING FILES: Download from the PowerPoint Template PDF available on JPL Space under the Tools and Services menu - Link name “PowerPoint Templates”



1a: From desktop press and hold the **Option** key then click the **Go** dropdown menu.

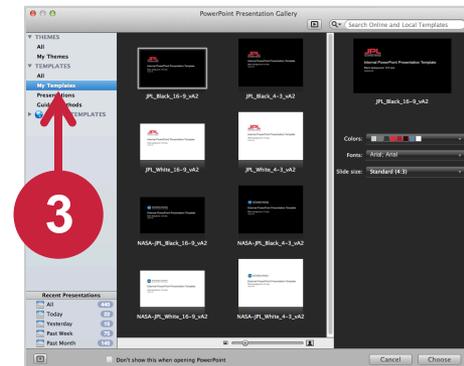
1b: Click on **Library**



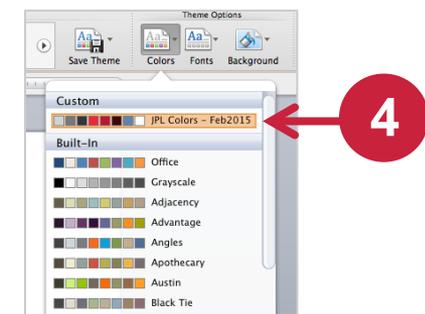
2a: Locate your Microsoft User Templates folder. **Library > Application Support > Microsoft > Office > User Templates**

2b: Copy the provided .potx JPL Template files into your **My Templates** folder

2c: Copy the “JPL Colors - Feb2015.xml” file into your **My Themes > Theme Colors** folder



3: Custom templates and theme colors now saved in **PowerPoint Presentation Gallery** under **My Templates**



4: Under **Themes** tab, select **JPL colors - Feb2015** to apply the color palette to your document.

Tips and Best Practices

Tips and Best Practices

One Slide, One Idea

Consider each slide as representing a single idea. The same for images. Clustering images adds clutter and dilutes your message.

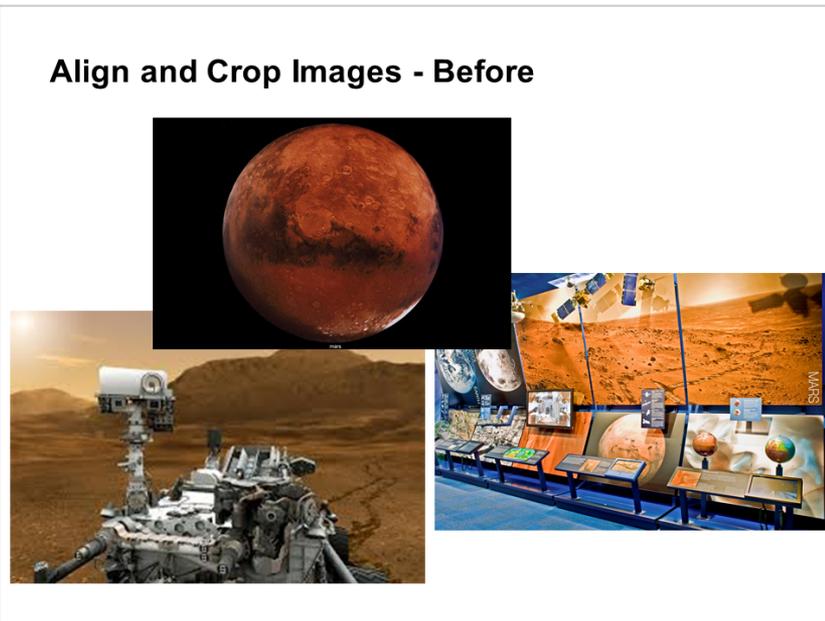
Tips and Best Practices

Minimal Verbiage and Maximum White Space

Simplicity is the ultimate sophistication yielding greater impact and easier, quicker reading.

Tips and Best Practices

Don't Scatter Images



Do Align and Crop Images



Tips and Best Practices

Don't Overcrowd the Slide

Headers are a title for the slide content, the purpose is not to explain and repeat the slide content, keep it short.



The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Point Three

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Do Make it Simple to Follow

Keep it Short



Make your Point

- Keep the text to a minimum.
- Highlight the important aspects.
- Leave the rest to your speech.

Tips and Best Practices

Use the Notes Section

Keep notes and extra details that you would like to mention, but don't need to *show*, off the slide by adding them into the notes section.

Tips and Best Practices

What To Do

10 Tips on How to Make Slides That Communicate Your Idea

<http://blog.ted.com/2014/07/15/10-tips-for-better-slide-decks/>

The Secret Structure of Great Talks

http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

Top 20 Best PowerPoint Presentations

<http://cubicleninjas.com/top-20-best-powerpoint-presentation-design/>

Creating and Delivering an Effective Presentation

<http://office.microsoft.com/en-us/powerpoint-help/tips-for-creating-and-delivering-an-effective-presentation-HA010207864.aspx>

What *Not* To Do

The World's Worst PowerPoint Presentations

<http://www.pcworld.idg.com.au/slideshow/366369/world-worst-powerpoint-presentations/>

Life After Death by PowerPoint

<https://www.youtube.com/watch?v=KbSPPFYxx3o>

How NOT To Use PowerPoint

<https://www.youtube.com/watch?v=GB7S-KOJlFE>

10 Bad Presentation Techniques and Their Remedies:

http://presentationsoft.about.com/od/firststeps/p/lose_audience.htm

Support and Training

Support and Training

For More Tips

<http://office.microsoft.com/en-us/powerpoint-help/tips-for-creating-and-delivering-an-effective-presentation-HA010207864.aspx>

Microsoft PowerPoint Support

<http://office.microsoft.com/en-us/support/?CTT=97#>

Online Training

<https://www.lynda.com/Login/?view=create>

Free Lynda.com membership is offered to all JPL employees. Simply enter your JPL email and create a new password to access the site.

(To receive training credits for courses taken at lynda.com, report your training via Self-Reported Training in the JPL Learning Management System.)

Support and Training

Questions or Comments?

Contact Carolyn Stolze, JPL Creative Designer
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