

## Using Slides

Your slide show is there to support your presentation. Here are some general tips:

- Putting too much on slides detracts the audience from your words
- Audiences like consistency – repeated company logo, titles in same place, fonts, backgrounds, and colors (use the company presentation template!)
- The audience will associate your slides with you; if they feel uncomfortable with the slides, they might feel uncomfortable with your presentation

### Typefaces (if not using the company template)

- Stick with one – at most two – typefaces per presentation
- Arial or other sans-serif fonts are most readable on screen
- Use at least 24 point type for body text.
- **Headings and Titles** should be larger than body.

### Punctuation

- Capitalize appropriately and consistently
- AVOID USING ALL CAPITAL LETTERS FOR TEXT
- Most slides do not require punctuation since they are written as bullet points
- Use punctuation in paragraphs and quotations

### Bulleted Points and Numbered Steps

- Numbers indicate order (usually of importance or consequence).
- If you do not want to imply order, use bullets

### White Space

- Well-designed slides provide enough white space\* so the slide is properly “framed”.
- Five-Five Rule – no more than 5 bullets (points) to a page, no more than 5 words per bullet

### Graphics and Animations

- Graphics and animations should make or support a point, or bring additional value

## Additional information in full version

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\* White space is any part of the slide that is not covered by text or graphics