

# NaluHou

## Presentation Style Guide

*The details set us apart from our competitors...*

The following document should be used by NaluHou employees for all presentation communications. Remember, first impressions only happen once. Make your first impression your best impression.

At NaluHou, we use Microsoft PowerPoint® for all professional presentations. Remember, PowerPoint is a tool to **enhance** your presentation; it should not **be** the presentation.

## Design

Since NaluHou means “New Wave”, we have chosen blue and white for our company colors.

1. Use the **Flow** Design Template in MS Office.
2. Use the Master Slide to add the NaluHou icon to the bottom right of each slide. Resize the icon so it is only about 1” X 1”. Type the words “NaluHou” in the footer using Times New Roman, 12-point font.
3. Use the same background, font, and color on each slide.

## Title Slide

1. Use the Title Slide that comes with the Flow Design Template. Type the Title of your Presentation in the Title textbox.
2. Type “Presented For:” followed by the Client’s name in the Subtitle textbox.
3. Type out the date you will be delivering the presentation with the month, day and year (for example, June 11, 2001) on the line under the Client’s name.
4. All text on the title slide should be left-justified.

## Introduction

Start with an introduction, including an "agenda" or set of goals for the presentation.

## Format

### Font

Readability is an important part of the presentation. Don't Sacrifice Readability for Style.

1. Use Arial font, white. NaluHou has standardized on this font for consistency.
2. Use the largest font that you can without being overpowering. In general, the larger, the better. Your slides should be readable from the back of the room.
3. Avoid the use of bold or italics with small font sizes.
4. Avoid the use of ALL CAPS as it makes the text hard to read.
5. Use Italics for “*quotes*” or to *highlight* thoughts or ideas.
6. Avoid using WordArt.

## **Graphs, Charts and Tables**

Visual representations can go a long way in explaining concepts. However, they are useless if they are unreadable. Make sure your audience can read them and they are not overly detailed with too much information.

Tables, especially large ones, should be placed on a separate slide.

## **Graphics and Illustrations**

1. Use them only when needed, otherwise they become distracters.
2. Use ones that relate to the message and help make a point.
3. Use all of the same type (clip art or photographs) for consistency.
4. Avoid showing an entire document or spreadsheet as an illustration.
5. Use a graphic to visually represent an idea instead of using words.

## **Slides and Text**

1. Use one idea per slide.
2. Use bullet points to list each idea.
  - a. Keep each bullet to 1 line, 2 at the most
  - b. Limit the number of bullets in a screen to 5
3. Avoid crowding the slide with too much text. The audience won't read it. The audience doesn't want to hear you read it verbatim either.
4. Avoid the use of acronyms or technical jargon that is unfamiliar to the audience.

## **Animations and Sounds**

1. Limit the use of animations. Too many animations are distracting.
2. Use the same animation for all text and photos as they appear on the screen. Although there are a lot of animations to choose from, it is best to use just one throughout.
3. Avoid the use of sounds unless it is part of the content of the presentation.

## **Footer**

Type the words "NaluHou" in footer using Times New Roman, 12-point font.

## **Closing**

Use a Summary slide to reiterate the information and summarize the presentation.

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## Resources

Presentation Style Guide <http://www.projectionnet.com/styleguide/PresentationStyleGuide.aspx>