

# BENTLEY UNIVERSITY

## PowerPoint Template User Guide

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### POWERPOINT TEMPLATE

The 22-slide PPT template is designed in the 4:3 On-screen Show dimensions. The cover, agenda slide, section openers, and the quote slides include an alternative slide with a lighter background for use when printing.

### ICONS

A series of icons is available at [bentley.edu/brand](http://bentley.edu/brand). This allows users to replace the icons within the template PPT and customize based upon their content.

### PHOTOGRAPHY

Additional university photography is available at [photography.bentley.edu](http://photography.bentley.edu).

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### CONTENT

- **PROVIDE SOLID CONTENT.** Identify the purpose and goal of the presentation. What do you need to achieve? Only use elements that add to the content of the message.
- **ONE IDEA PER SLIDE.** Keep slides simple and limit the amount of text. You want your audience to listen to you and not be distracted by crowded slides.
- **USE OF CHARTS AND DATA.** Make it clear what the viewer should take away from the data. Instead of showing all of your data, focus on the differences among the data. Guide audiences with titles and subheads so they can come to a quick conclusion.
- **BE CONSISTENT.** Maintain consistency in the use of images, color, backgrounds, fonts, and layout to make your presentation cohesive.

### DESIGN

- **THE FONT ARIAL IS USED FOR LEGIBILITY AND TO PREVENT ANY ISSUES** when working between Mac and PC systems.
  - **USE HIGH-QUALITY IMAGES.** Low-resolution images make a presentation feel unprofessional. Use high-resolution images whenever possible and compress to print quality within PPT to manage file size.
  - **USE OF WHITE OR NEGATIVE SPACE.** Do not feel the need to fill a page. White space on a slide helps direct the viewer's eye and allows you to highlight important information.
  - **COLOR SCHEME.** Using too many colors for a presentation is distracting and makes it hard for the viewer to understand and retain information. The template is limited to the Bentley University colors and tints of gray.
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### COLORS

The PPT uses the Bentley University branding colors navy blue, cyan blue, and gray as the primary colors. It also includes a green and yellow from the secondary digital palette. You may need to use various tints of the colors to ensure legibility, or to differentiate among more than three sets of data, but new colors should **NOT** be introduced.



RGB #365375



RGB #0075BE



RGB #7D8290



RGB #B4C440



RGB #EFB82F

### VIDEOS, DATA & CHARTS

Videos should be embedded within a presentation, which occurs automatically when inserted.

If you must link to your video, be cautious as the link can easily break.

Chart data is editable through excel.

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