

BRAND REFRESH PROJECT: POWERPOINT INSTRUCTIONS

FEBRUARY 2016

With notes specific to the Monash Rural Health template



NOTES ABOUT USING THE MONASH TEMPLATE

GUIDING PRINCIPLES

When we create presentations, we strive for consistency. This means we all need to:

- reflect our brand positioning – we are genuine, driven and optimistic
- consider our audience and their knowledge of the topic
- develop designs that are contemporary and modern
- demonstrate our prestige through a sophisticated palette of black, white and grey
- use our blue to emphasise, not to dominate
- use saturated colour to communicate our confidence
- use photos, diagrams and imagery unique to Monash
- speak directly to the audience using our distinct tone of voice
- focus on the person when delivering the content.

USING THIS TEMPLATE

1. This template provides you with maximum flexibility so that your presentations can be developed to communicate effectively with your audience.
2. Diagrams, infographics and the M-device should be developed by the Strategic Marketing and Communications team.
Contact SMC-requests@monash.edu for assistance
3. The Monash Brand font, Arial, has been applied in this template. No other fonts are needed to keep to the refreshed brand style.
4. The colours have been selected to add maximum impact and flexibility.

BRAND ARCHITECTURE FOR FACULTIES/INSTITUTES

For title slides:

MONASH
STRATEGIC
MARKETING &
COMMUNICATIONS

ARIAL NARROW 14 POINT
ARIAL NARROW 14 POINT

Please edit this text according
to your faculty or institute.

The Monash Rural Health template
includes this text.

Within footer:

MONASH
STRATEGIC
MARKETING &
COMMUNICATIONS

ARIAL NARROW 9.5 POINT
ARIAL NARROW 9.5 POINT

Please edit this text according
to your faculty or institute.

The Monash Rural Health template
includes this text.

MONASH FONTS FOR POWERPOINT

The Monash Rural Health template has these set automatically - you should not need to alter fonts.

- **TITLES** **ARIAL NARROW; CAPS; 30 POINT**
- **SLIDE HEADERS** **ARIAL NARROW; CAPS; 24 POINT**
- **SUB HEADERS** **ARIAL NARROW; CAPS; 20 POINT**
- **BODY COPY** Arial; sentence case; 20 point
- **BULLETS** Arial; sentence case; 18 – 14 POINT

MONASH COLOUR PALETTE

Using colour effectively is important to a successful presentation.

Our Monash brand has:

- 4 primary colours: Black, white, grey and blue.
- 10 secondary colours. These give you the chance to enliven your presentation and make the elements POP!

These colours are embedded in the template – in the *Fill*, *Line* and *Font* menus to make it easy for you to use the correct colour palette. Simply select from one of the the Recent Colours options.

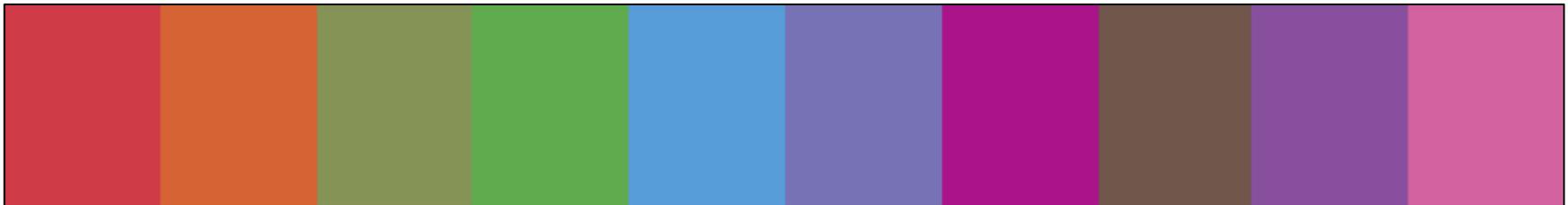
As a general rule we would recommend limiting your colours to no more than two highlight or POP colours per presentation. This will help maintain links between the slides and help unify its design.

MONASH COLOUR PALETTE

Primary colours



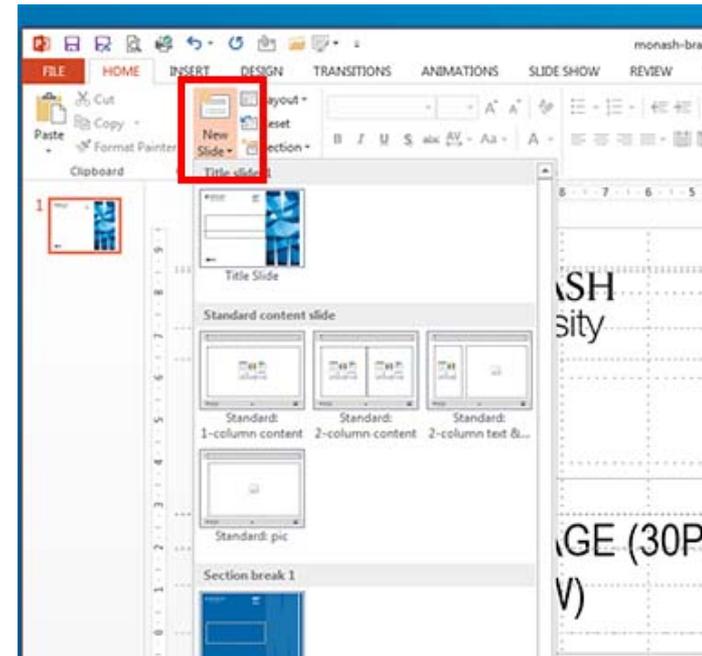
Secondary colours



ADDING OR DELETING A SLIDE

To add a new slide:

1. Click the down arrow under "New Slide" on the Home tab.
 2. Click the slide layout you want. PowerPoint automatically inserts a new slide.
- You will see that the page number will update automatically

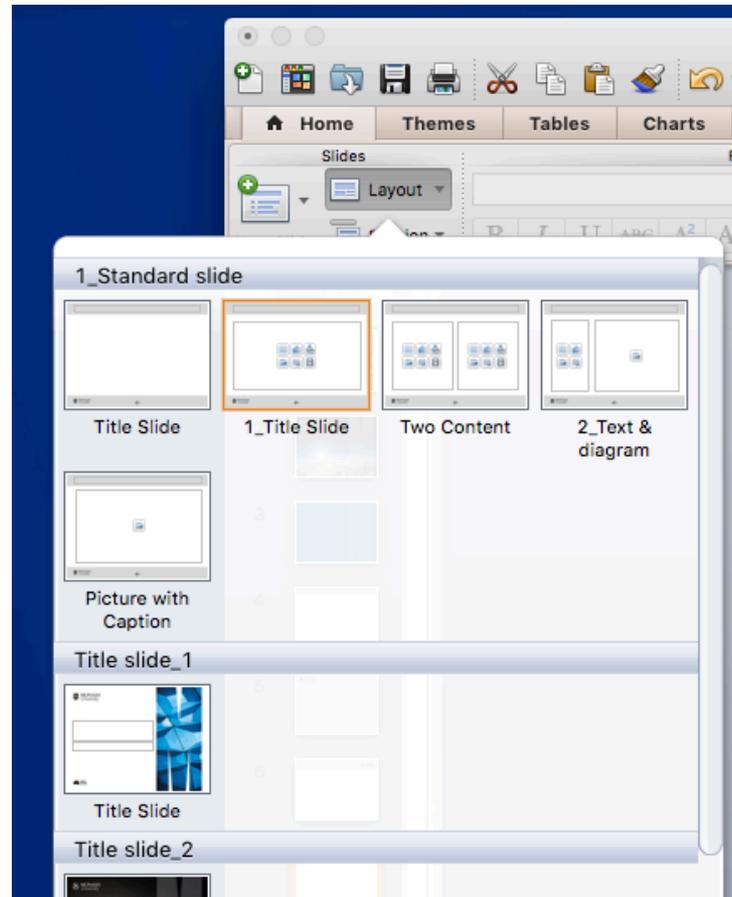


To delete a slide use the slide sorter view on the left hand side and simply:

1. select the slide you wish to delete
2. press "delete" or "backspace" on keyboard
OR right click on the slide and select "delete slide"

NEW SLIDE LAYOUT

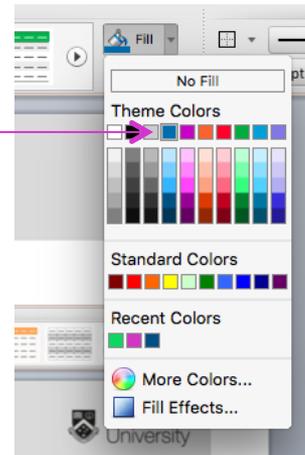
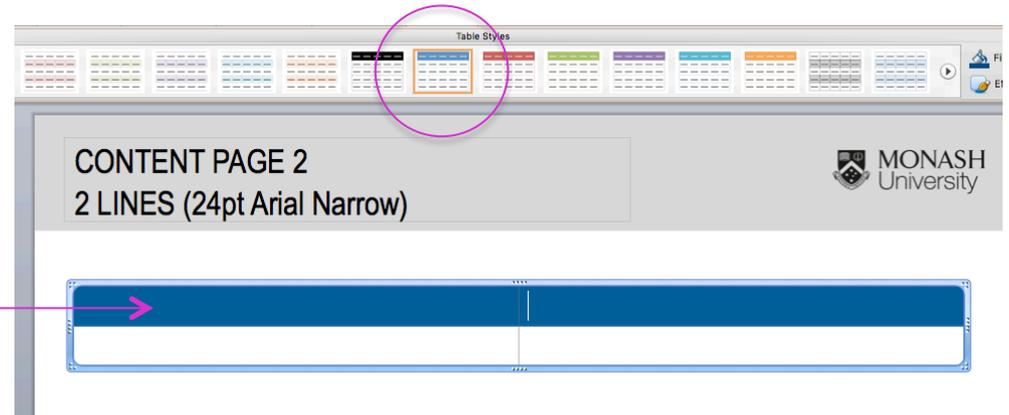
If you want to change the layout of a slide after you create it, choose a new layout from the Layout menu:



USING TABLES

To create a table,
please use this style:

Change colour
to Monash Blue



SECTION BREAK

This is the first of two options for a Section Break slide in the Monash Rural Health template

This is the second of two options for a Section Break
slide in the Monash Rural Health template

TEXT WITH IMAGE/ DIAGRAM

This is the standard content layout slide
in the Monash Rural Health template

CONTENT PAGE 2

2 LINES (24pt Arial Narrow)

This is an alternative content layout slide in
the Monash Rural Health template

CONTACT SMC FOR SPECIFIC
IMAGE TITLE OR SECTION BREAK
SLIDES

CONTACT SMC FOR SPECIFIC 'M' TITLE SLIDES

