



CREATING COMPELLING SLIDE PRESENTATIONS

FONTS

- For best legibility, choose at least 20-point font and a simple sans serif like Arial, Avant Garde or Helvetica.
- Generally, use only one font throughout the presentation, with another one used sparingly for emphasis of major points or on slide titles.

FORMAT / STYLING

- Slides should be created in a 16:9 format (see “Guide to High Resolution PowerPoint Presentations,” available to download from the [Speaker Portal](#).)
- Use bullet points or phrases instead of full sentences.
- Mixed-case (not all caps) text, organized in a horizontal, left-to-right manner, is easiest to read.
- Text aligned left is the easiest to read. Avoid using justified text because of inevitable awkward spacing.

CONTENT

- **Keep it simple.** Avoid text-heavy slides and use as many visuals as possible. Avoid or limit animated transitions between slides.
- **Support your story.** Slides should not be a replacement for a more detailed verbal presentation; they should supplement and complement what the presenter is saying.
- **Visibility is key.** Visuals that are not clearly legible are distracting. Remember that some participants will be in the back of the room.
- **Use graphics to support the message.** Text and graphics should highlight presentation points, not restate them word-for-word.
- **Visuals are powerful.** Use photographs, charts and images – many people are visual learners and these devices work to illustrate and reinforce key points.
- **Consider the visual hierarchy.** Use color and graphics (arrows, bars, boxes, etc.) to draw attention to points of interest, but use them judiciously for higher impact.
- **Ensure attention to detail.** Remember to use spell check or the audience may be distracted by mistakes.
- **Practice restraint.** Limit the amount of text on each slide. To avoid clutter and keep the audience’s attention, do not fill more than 75 percent of the slide with text.
- **Remember the 7x7 Rule.** Limit slide titles to four words and generally follow the 7x7, which limits text to seven lines per slide and seven words per line.
- **Keep in touch.** For professional appearance and future connections, include contact information and your company logo if applicable on either the opening or closing slide. People often take photos with their cell phones of these key slides for later reference.