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TLM Branding: Presentation Template Guidelines



TLM Branding: Presentation Template Guidelines Overview

Fonts and General Guidance

Template slides



Presentation Template Guidelines: Fonts and general guidance

Fonts

In order to use the template as intended you will need to make sure that your device has access to the full Museo font family. This font family is the core font at the heart of the TLM brand identity. Please do not use substitute fonts if you cannot use the Museo family, in this instance please contact a member of the design team at TLM for assistance.

To find out more about the Museo typeface family, please visit:
fontshop.com/families/museo

Photography

Photography is an important part of the TLM brand visual identity, as such there are a number of parameters that must be adhered to when using this template. Here are some general rules:

- Do not stretch, rotate or reflect a photo
- Do not add any secondary effects, such as reflections, borders to photos
- Protect the person in the photo, so don't cover or overly obscure the person or hide a disability.

Slide transitions and animations

It is tempting to make use of the many transitions and animations that powerpoint designers have to offer. However, please avoid using these where they visually distract or are unnecessary. The information, subject matter and the overall delivery of the presentation is more important than how the text bounces onto the screen.

Colours

Please refer to the TLM Branding Colour Guidelines when needing to change colours. By default the colours used in the template are from within the TLM palette and should be sufficient

Where using text for large areas of copy either use register or white dependant on the background to keep a high level of contrast and legibility. More details can be found in the TLM Branding Colour Guidelines document.

Consistency and simplicity

The design philosophy behind the TLM design relies on these foundations, consistency and simplicity. Good design should serve the stories and voices of those represented by TLM and celebrate them. Keeping a 'less is more' approach is outworked in providing adequate white space in design and providing clarity in typography and avoiding unnecessary design elements that could lead to misinterpretation or confusion.

Building brand equity takes time and therefore it is important to make sure that across designed elements and products design consistency is achieved. Be this through the consistent implementation of typographic styles and hierarchy or consistent design layout and language in campaign design collateral. It may be helpful to familiarise yourself with the Brand Guidelines if you are unsure of the design language.

TLM Brand visual identity

Please refer to the full brand guidelines on colour and typography when designing a powerpoint using this template. It is important to reference colours and typography styles from within those documents rather than selecting others that do not fit within the brand.



TLM Presentation Template: Title slides

VARIANTS

- Default Title
- Title slide with photo

USAGE AND GUIDANCE

The title page slide design comes in two variants. The default title design uses the core TLM blue with space for core messaging and presentation details. The secondary option is for photography. In this layout it is important to use a photo that is taken in landscape and where any person in the photo is not obscured by the title. Keep in mind that you will need to ensure sufficient contrast between the background and the title.

Below: Default title slide



Below: Title slide with photo



TLM Presentation Template: Splash slides

VARIANTS

- Splash title
- Splash title - Upper
- Splash title alt
- Splash title alt - Upper

USAGE AND GUIDANCE

Splash slides are useful when entering a new section of the presenation or for drawing attention to a specific topic. Use these sparingly and compliment them with good photography that reflects the subject matter. There are four variants designs which can be used as required. These pages should be kept simple and not overly cluttered with text.

Below: Splash title slide



Below: Splash title alt - Upper



Below: Splash title - Upper



Below: Splash title alt



TLM Presentation Template: Blank slides

VARIANTS

- Blank slide 01 - light bg with lower caps title
- Blank slide 02 - light bg with lower caps title
- Blank slide 03 - dark bg with lower caps title
- Blank slide 04 - light bg with all caps title

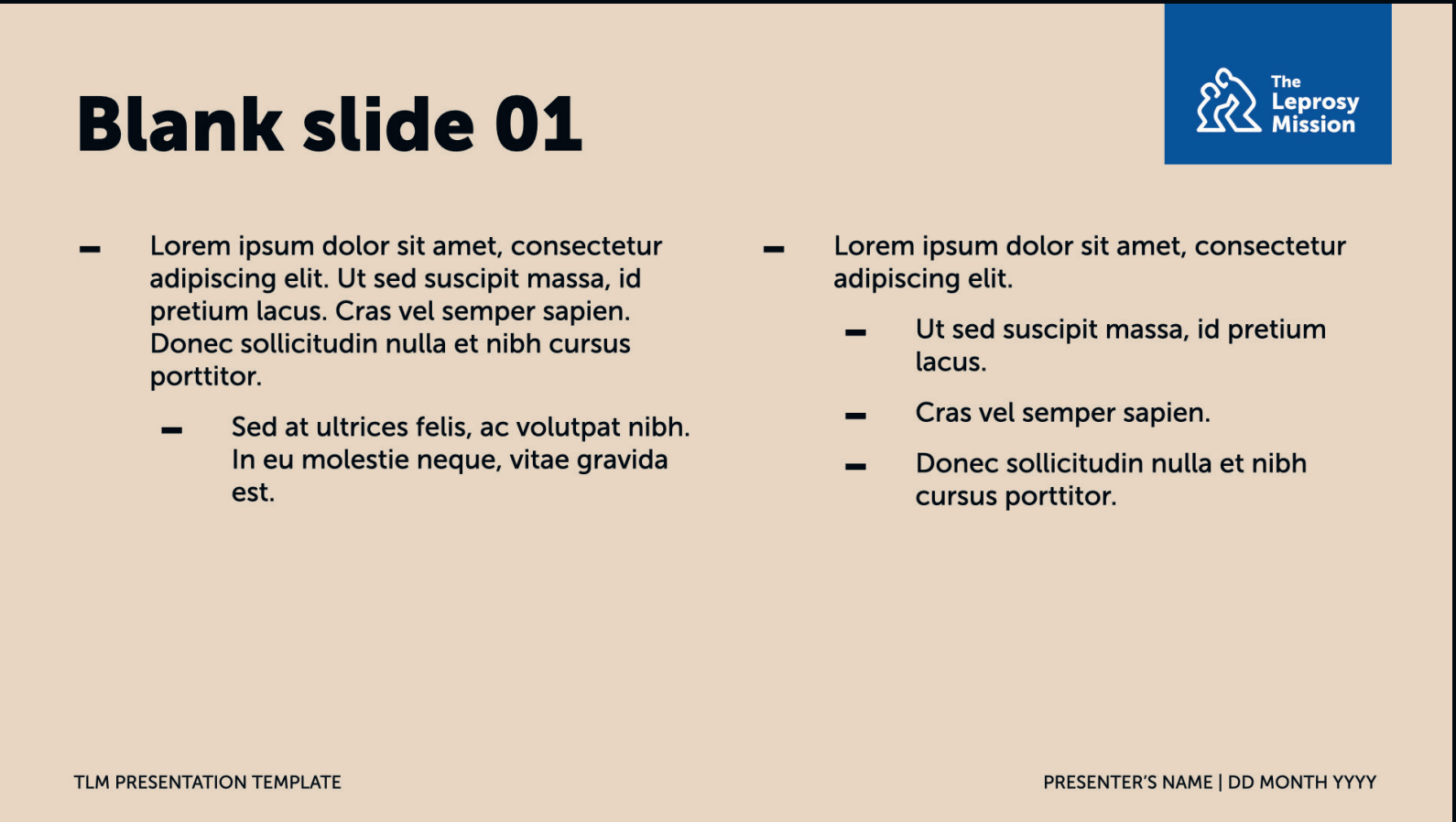
USAGE AND GUIDANCE

Most likely the blank slides will be the backbone of any presentation. The variants that are in the template are starting points and as such have a simple layout with a focus on type. Use these pages where you need to convey information through type first. You can add images but do so in-line with how photography is used in the rest of the template design. That means no rotation, borders, reflections or effects over the photo.

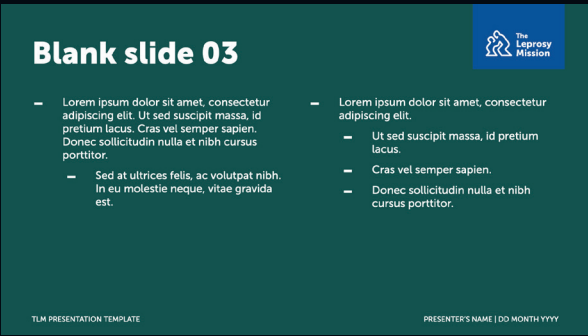
Below: Blank slide 04 - light background with all caps. title



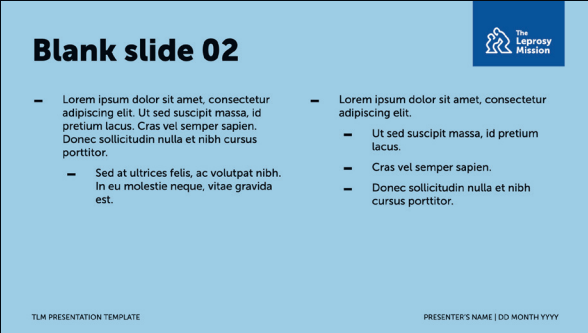
Below: Blank slide 01 - light background with lower caps. title



Below: Blank slide 03 - dark bg with lower caps. title



Below: Blank slide 02 - light bg with lower caps. title



TLM Presentation Template: Photography with text

VARIANTS

- Landscape photography
- Portrait photography

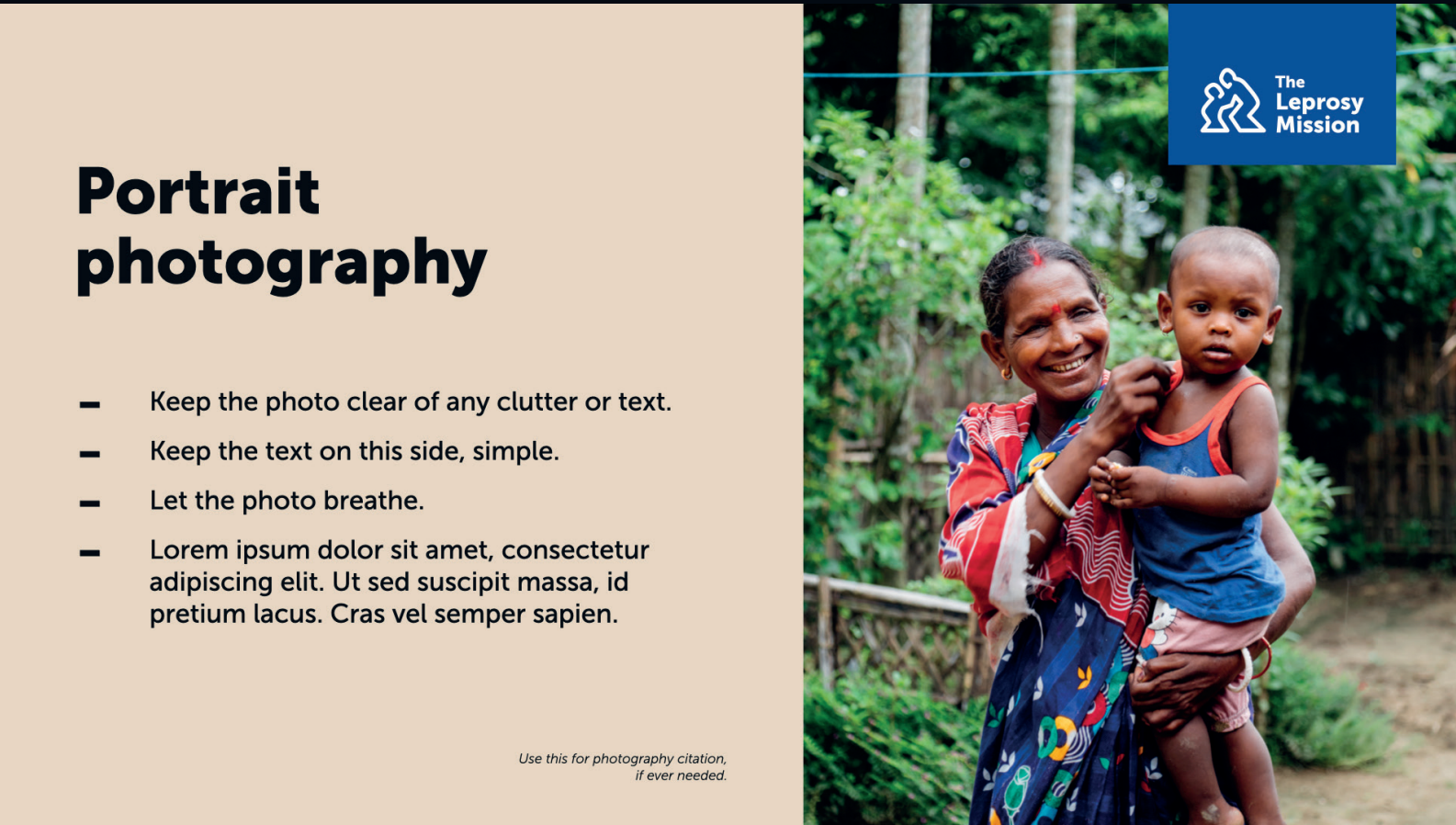
USAGE AND GUIDANCE

Photography is at the heart of the TLM brand visual identity, similar to splash pages, the primary photography pages pair photography with type. Use these pages to highlight information relating to the subject and context of the photo. For example, details of a campaign which focuses on people affected by leprosy in a rural location.

Below: Landscape photography slide



Below: Portrait photography slide



TLM Presentation Template: Photography

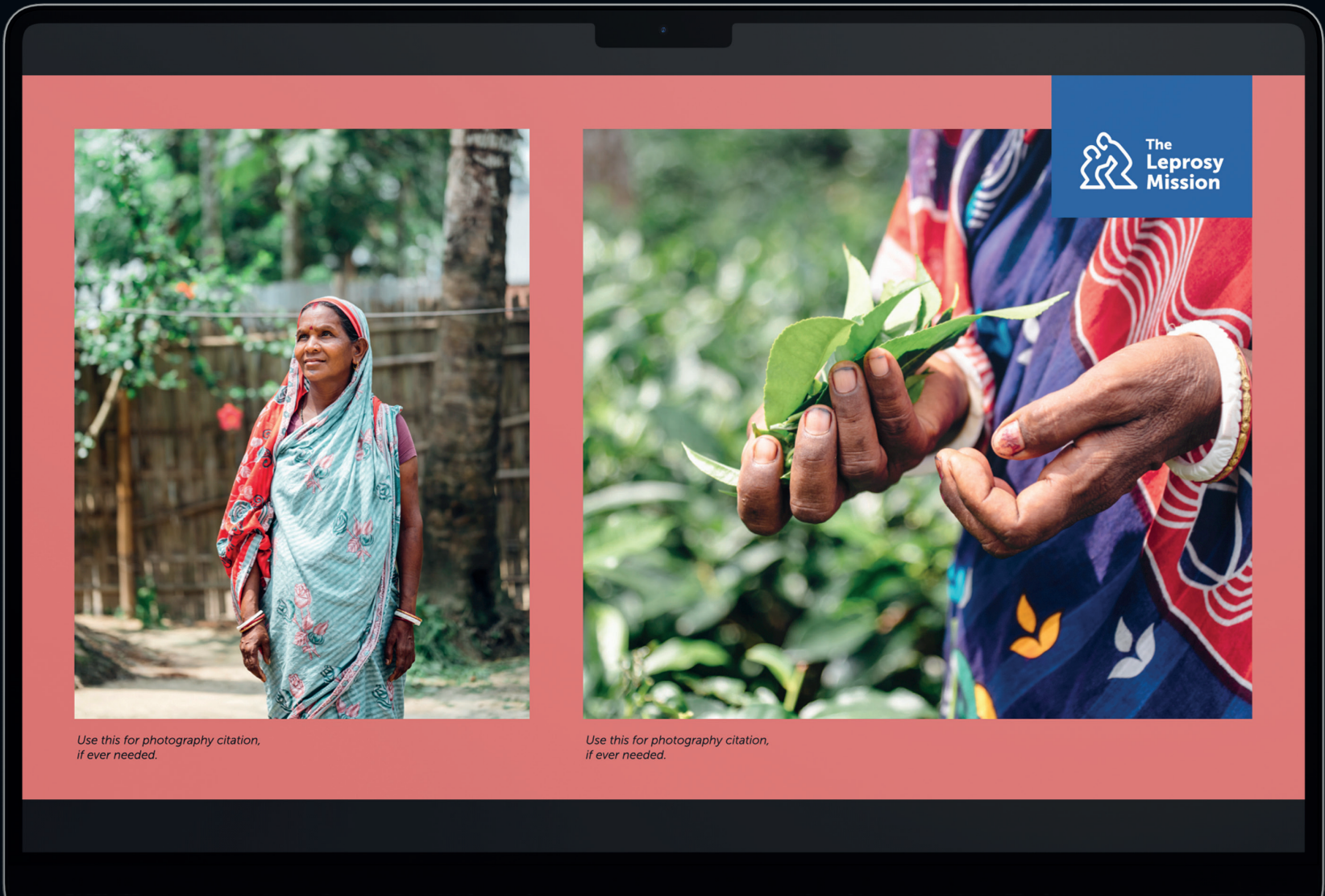
VARIANTS

- Photo double slide
- Photo triple slide
- Photo hero slide

USAGE AND GUIDANCE

For where photography speaks on it's own or is used to convey an overall tone or subject, use any of these three variants. Remember the idea of these layouts is not to add type over the top but let the images tell the narrative. It is also important to make sure you accurately caption your images too. As with any photography in the template, do not add secondary effects or rotate the photos.

Below: Photo double slide



Below: Photo triple slide



Below: Photo hero slide



TLM Presentation Template: Statements

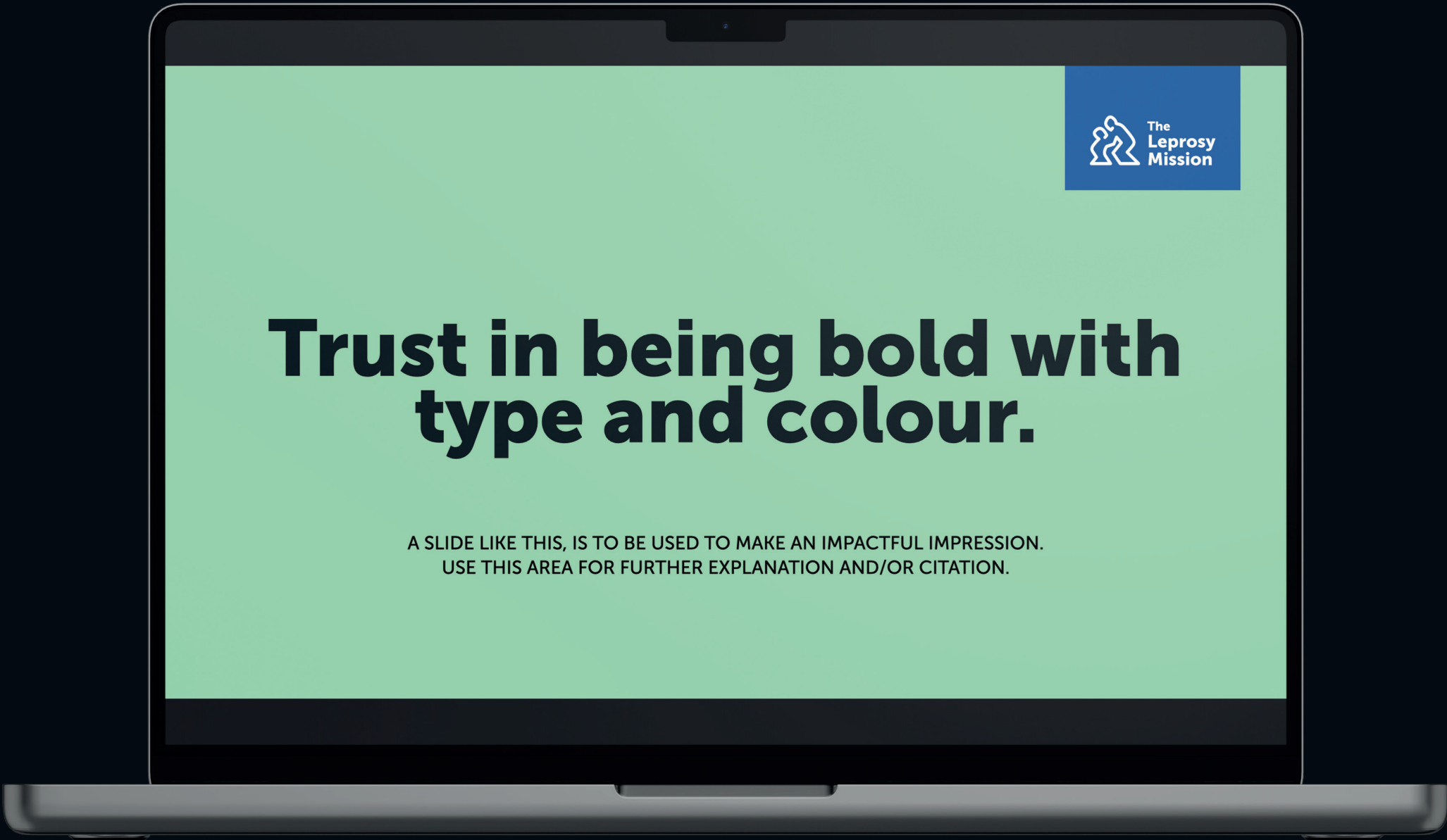
VARIANTS

- o Statement slide

USAGE AND GUIDANCE

Where you need impact or draw reference to a specific topic use the statement slide to deliver that impact. If you need to qualify the origins of the statement or make a citation/reference please include this in the space provided. This page works best when it is kept simple, so where possible use a short punchy statement and avoid adding anything extra to the slide that is not absolutely necessary.

Below: Statement slide



TLM Presentation Template: Big Facts

VARIANTS

- Big fact slide

USAGE AND GUIDANCE

Where conveying a statistic or fact, use this slide to give impact and weight to the what is being communicated. It is important to give weight and space to stats and facts that are weighty and have a big impact. Therefore keep these slides free from clutter or unnecessary information as you will loose the intended impact.

Below: Big fact slide



TLM Presentation Template: Quotes

VARIANTS

- Quote slide
- Quote slide alt

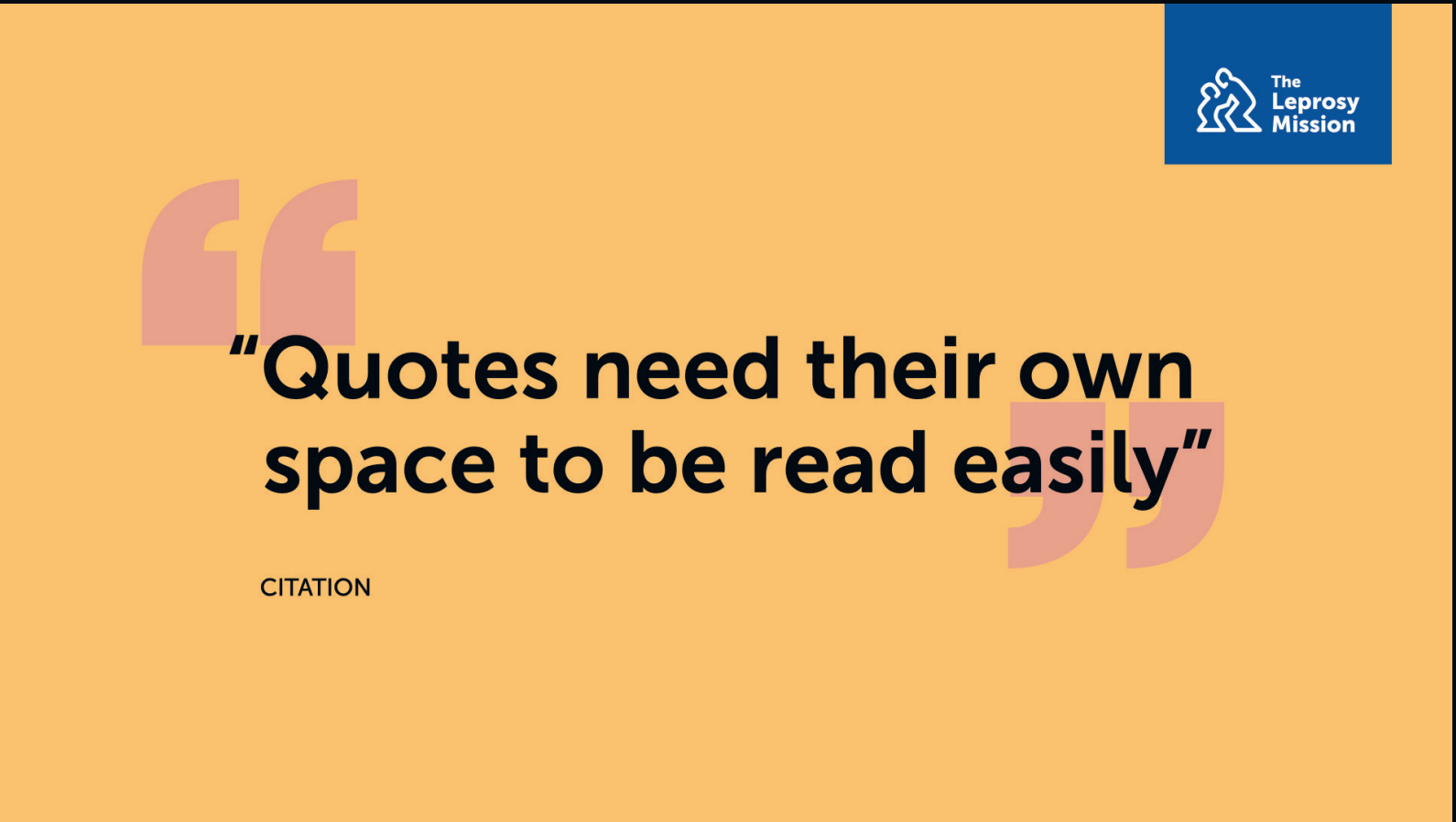
USAGE AND GUIDANCE

Where using a quote from a specific source, use the quote slides to communicate the statement. Remember to include an accurate citation/reference and keep the visual space around the quote clear.

Below: Quote slide alt



Below: Quote slide



TLM Presentation Template: Data and Figures

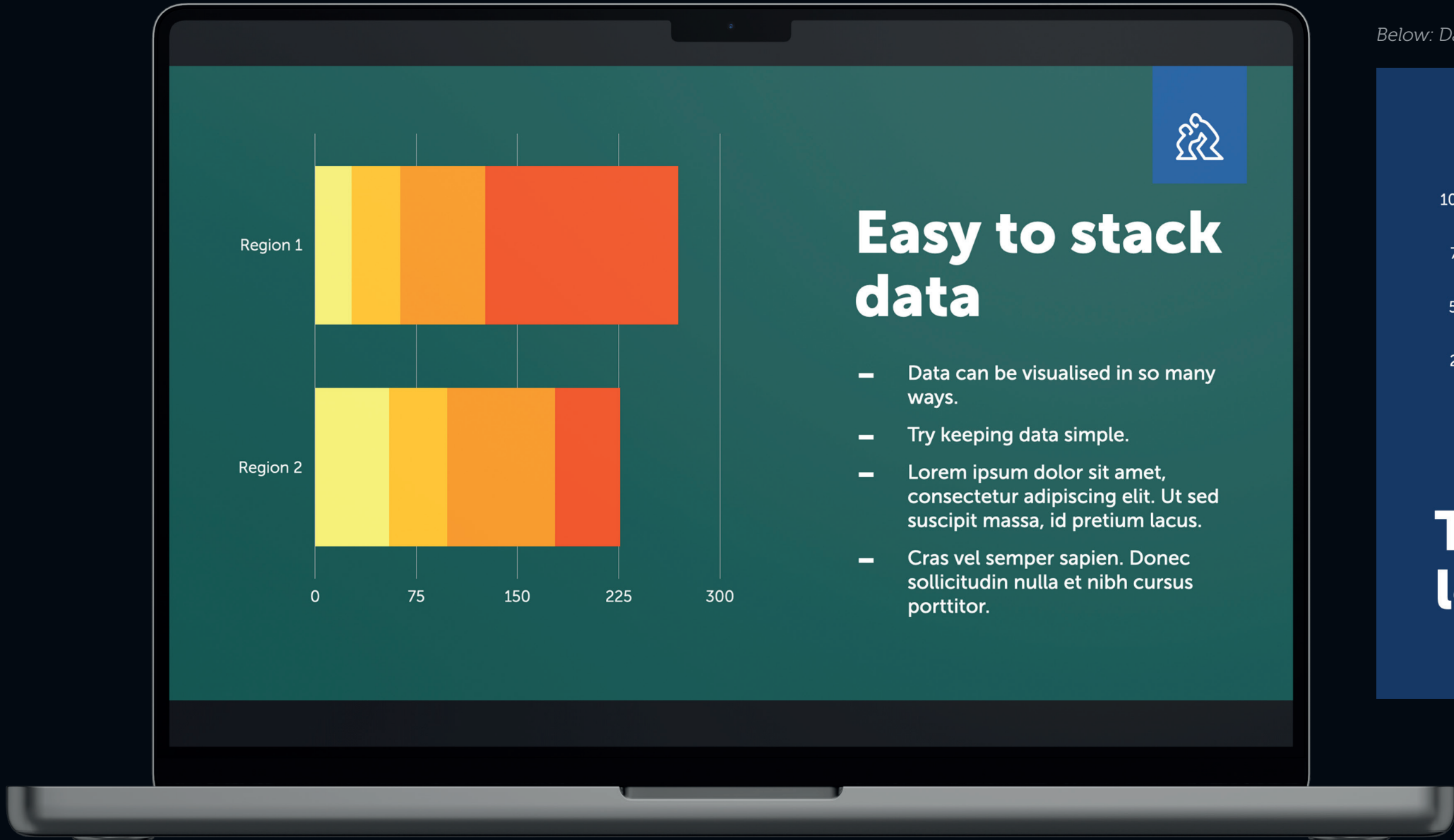
VARIANTS

- Data visual slide
- Data visual slide alt

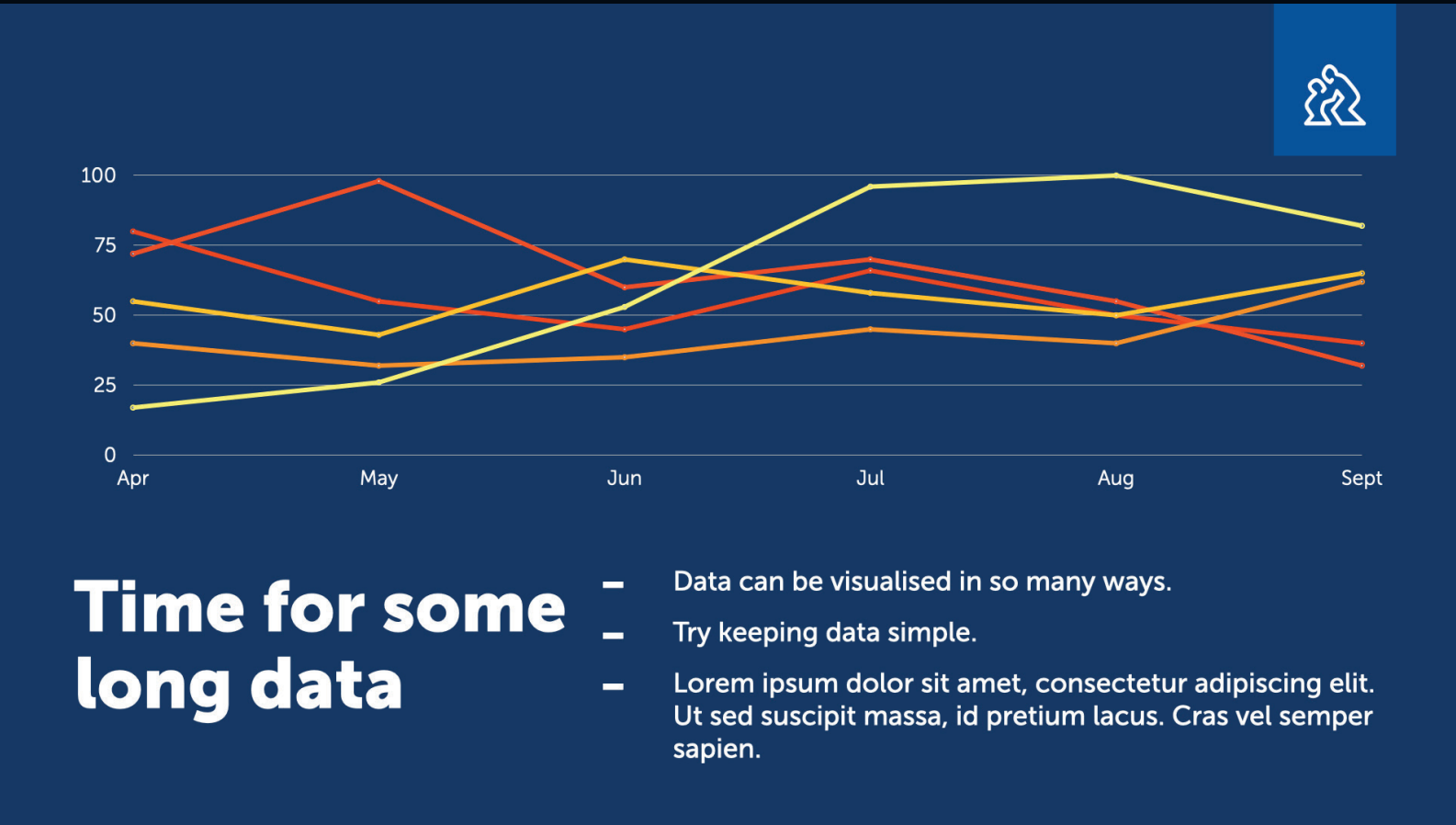
USAGE AND GUIDANCE

Communicating a narrative through data in graphs and figures can be an essential part of a presentation, use the variants depending on the aspect ratio of the figure. As a general rule for data and figures, keep the design simple and draw attention to the narrative you are trying to communicate. Don't over use colour for differentiation and make sure legends and labels are consistent and legible. The simpler the figure appears visually the more easily digestible is the information in the data. Remember to cite the data or the figure where necessary.

Below: Data visual slide



Below: Data visual slide alt



TLM Presentation Template: Closing slide

VARIANTS

- Closing presentation slide

USAGE AND GUIDANCE

When closing out a presentation it is important to provide the audience with follow on information; how can they find out more, and if they have questions how can they get in touch. This is important when landing a presentation it is also a good opportunity to solidify the TLM brand. Do not change the background colour of this slide template for this reason.

Below: Closing presentation slide



