

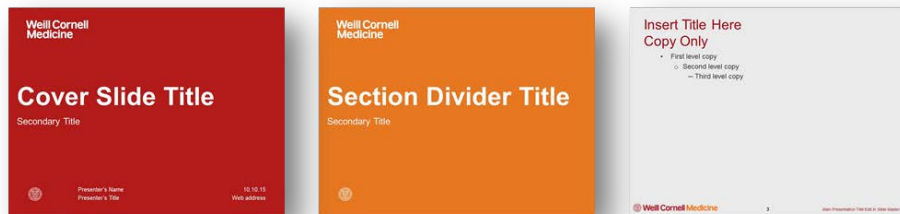
# New PPT Templates



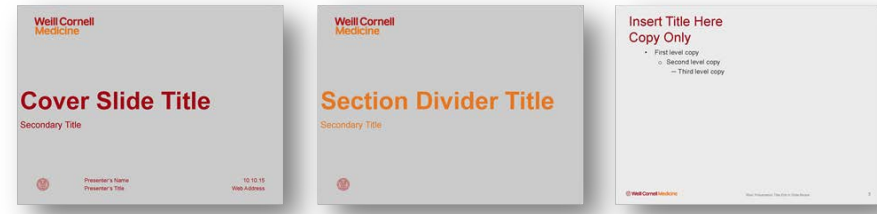
# Masterbrand PPT Templates

As an extension of the Weill Cornell Medicine brand identity standards, four Masterbrand PowerPoint templates have been designed for use. They are available for download at: <http://brand.weill.cornell.edu>

**Color:** Colored cover and section divider slides; light gray slidemaster



**Gray:** Dark gray cover and section divider slides; light gray slidemaster



**Photo:** Photo cover and section divider slides; light gray slidemaster



**White:** White cover, section divider slides and slidemaster



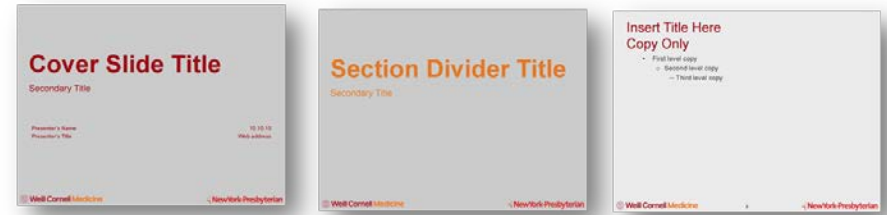
# Co-branded PPT Templates

As an extension of the Weill Cornell Medicine brand identity standards, four Co-branded PowerPoint templates have been designed for use. They are available for download at: <http://brand.weill.cornell.edu>

**Color:** Colored cover and section divider slides; light gray slidemaster



**Gray:** Dark gray cover and section divider slides; light gray slidemaster



**Photo:** Photo cover and section divider slides; light gray slidemaster



**White:** White cover, section divider slides and slidemaster



# Selecting a Template

## Consider the following criteria when choosing a template:

- 1. Audience:** Is the audience board members or prospective students? Choose the format that will resonate most strongly with that audience and communicate the message most appropriately.
- 2. Content:** Is the topic of the presentation finances or research and innovation? The white and gray templates are best for more formal presentations, while the photo and color presentations work well for more bold and inspirational presentations.
- 3. Distribution format:** If the presentation will be printed in large quantities, it is best to use the white format. If it's being projected on a screen, any of the formats work, as long as the projector is able to display the colors and images accurately.
- 4. Location:** Test the slides in the presentation room beforehand to make sure the colors are displaying properly. The gray and white templates work best when utilizing a low-quality projector or screen.

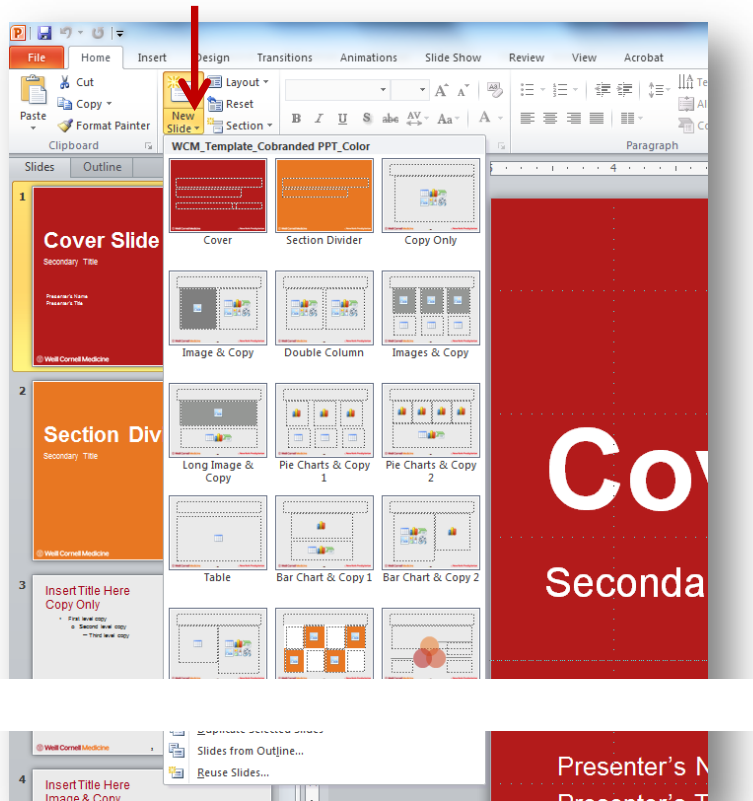
Location	Recommended Template
<b>Olin Hall &amp; Uris Auditorium</b> (Low-Quality Projectors)	White or Gray
<b>Belfer Research Building &amp; Weill Greenberg Center</b> (High-Quality Projectors)	Any
<b>Other Locations</b> (Low-Quality Projectors)	White or Gray
<b>Other Locations</b> (High-Quality Projectors)	Any



# Using the Templates

Double click the file to create a new presentation using the selected template. Many common slide formats are displayed as examples. It is recommended that you use these as the starting point for new presentations.

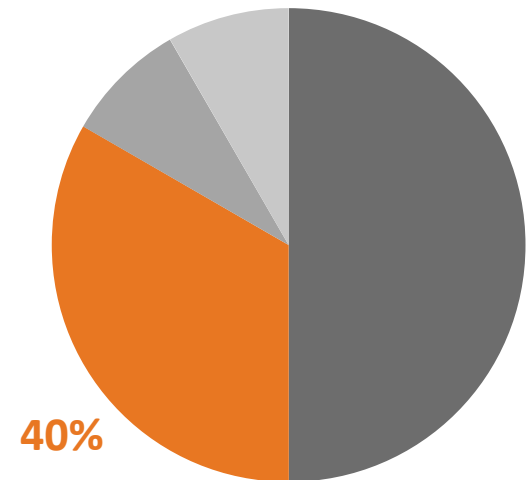
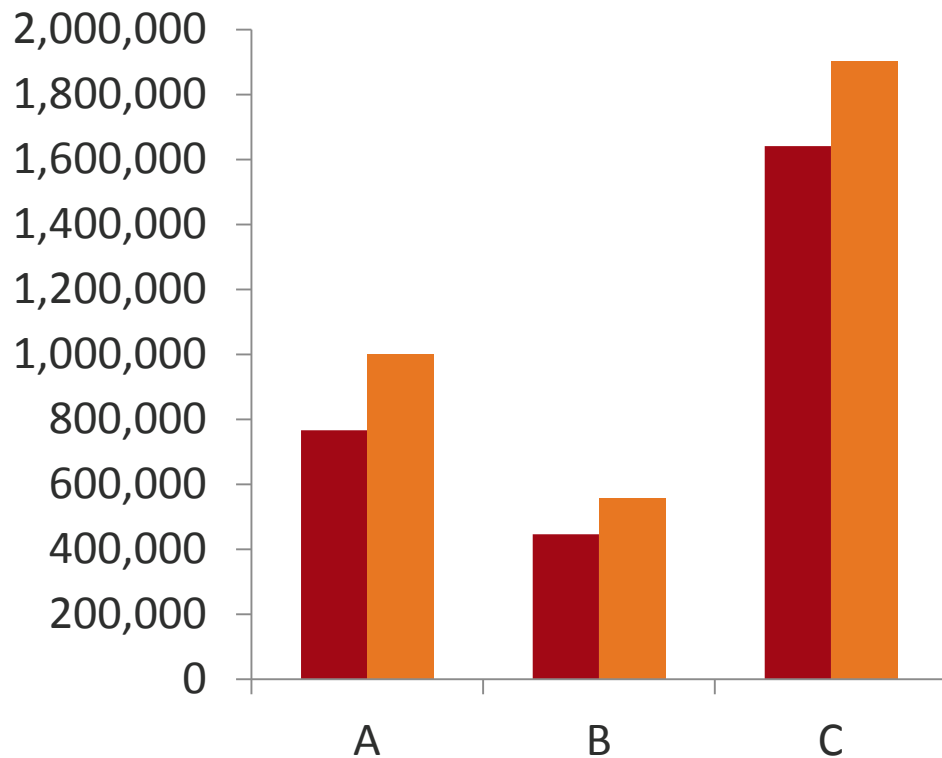
To insert a new slide, click the small arrow within the “**New Slide**” button in the toolbar, and select the desired slide format.



# Formatting Charts & Graphs

To change the colors or style of a chart or graph, click on the image and select **“Chart Tools”** in the top menu.

Double click individual bars or pie sections and select **“Fill”** to change the color of an individual data point.



# Frequently Asked Questions

## Q: How do I edit the slide master?

**A:** Elements on the slide master have been intentionally designed to preserve the integrity of the brand. Please do not adjust the position, appearance or size of the elements on this page. To edit the presentation title, click **View** → **Slide Master** and select the first slide. Click on the text box in the lower right-hand corner and edit the text to match the presentation's title.

## Q: How much color/text is too much?

**A1:** Use bold, bright colors selectively. The colors in the presentation should compliment and highlight the content, not distract the audience.

**A2:** Keep the amount of text on your page to a minimum. The text sizes have been set for optimum readability in a variety of presentation settings. Long blocks of small text decreases readability and may reduce the clarity and impact of the message.

## Q: What file format should I use when presenting?

**A:** Convert PowerPoint slides into PDF documents. This will decrease the file size while still allowing users to print up to 6 slides per page. A PDF can be emailed to your audience before or after your presentation and can be viewed on their computer or mobile device.

## Q: What is the most efficient way to print a presentation?

**A:** Preserve paper by printing multiple slides per sheet when possible. Preserve ink by printing in grayscale or black and white when possible. To convert a color presentation, select "View" and "Black and White" in the main toolbar before printing.





**Weill  
Cornell  
Medicine**