

# **MAG POWERPOINT PRESENTATION GUIDELINES**

**PUBLISHED 2020**

# GENERAL GUIDELINES

Thank for you being a valued MAG partner and sharing your expertise and insights with our growing membership community!

We appreciate you utilizing these guidelines along with the MAG's standard PowerPoint presentation template.

On the following slides you'll find guidelines on how to build your presentation.

## **Purpose**

To make your presentations easier to create and more effective as a communications tool, while contributing to the MAG's goal of a more unified look to improve its visibility.

# GENERAL GUIDELINES

## Content Ownership

MAG retains control over the presentation of sessions, topics, and materials, and all session materials become the property of MAG.

## Basic Elements

1. Use Calibri or Arial fonts
2. Use black, gray, or white; blue can be used as a secondary accent color
3. Simple backgrounds in white or black
4. Consistent placement and size of headers
5. Utilize: Images and videos that enhance content delivery
6. Avoid: Animations, Slide Timing and Transitions
  - Slides automatically advance when webcast starts if "Use Timings" is enabled and saved on any slide.
  - Hidden slides will convert and display in Studio

# PRESENTATION SIZE AND COVER OPTIONS

## PowerPoints utilize a 16:9 format

Changing the size of a presentation in “Page Setup” will stretch and distort graphics. Copy and paste graphics into a pre-sized document to avoid any distortion.

## Maximum PowerPoint file size

The maximum file size is 300MB

## Cover Slide

Utilize the cover slide provided in the PowerPoint template. Ensure the first slide of the presentation includes presentation title and presenter names.

### TITLE

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NAME		Title; Company
NAME		Title; Company
NAME		Title; Company

# LOGO USAGE: PARTNER LOGOS

## External Presenter Logo

MAG often conducts its work in association with partners. One aspect of being a good partner is sharing credit.

Your company logo may be inserted only on the Introduction page of the presentation. Commercial logos and marketing messages are prohibited in presentations.

## MAG Logo / Footer

To maintain brand recognition, external presentations will contain the MAG Conference footer referencing the MAG logo and conference details. Avoid altering or covering this up unless full screen layout is required for select slides.

# CONTENT SLIDES: TYPOGRAPHY

## **Primary Font**

Calibri or Arial are the MAG's standard typeface.

## **Alternate Font**

If Calibri is not available, use the similar font Arial.

## **Emphasis**

Bolding or italics can be used for highlighted content.

## **Accent Colors**

Black, gray or white can be used as accent colors. Blue can be used as a secondary accent color.

# CONTENT SLIDES: HEADER/SUBHEADER

## Header size and typography

HEADER: CALIBRI/ARIAL BOLD, UPPERCASE 36 POINTS

Subhead: Calibri/Arial , 32 points

## Consistent placement

Keeping the header in the same position from slide to slide makes it easier for the viewer to quickly identify the topic for that slide.

## Concise headers

Avoid utilizing long headers. In cases where your header cannot fit into the frame, reduce the font size consistently or utilize a Subheader.

# CONTENT SLIDES: BODY TEXT

## Body text typography size

Font size will depend on the amount of content on the slide, included graphics and the size of the conference room. **Be consistent with your selections.**

## Recommended size when slide doesn't contain Images:

**Paragraph Header: Calibri/Arial Bold, 26-28 Points**

Paragraph body text: Calibri /Arial regular, 24-26 points when possible

12 points is starting to get really tiny, try to avoid going this small...

**and 32 points is getting too large**

## Recommended size when slide contains Image:

**Paragraph Header: Calibri/Arial Bold, 24-26 Points**

Paragraph body text: Calibri /Arial regular, 22-24 points when possible



# CONTENT SLIDES: CONTENT AREA

## **Blue Frame**

The blue frame contains the areas within which your content should be contained.

## **Exception**

There are circumstances where the most effective display of an image is full screen. Use this sparingly and only when the best option for delivering content.

# IMAGE GUIDELINES

## Images

- Utilize crisp images that are not pixelated, warped or blurry
- Utilize owned, public domain, royalty free or non-watermarked images
- Crop images to make them fit your layout (or selectively go full screen)
- Replace words with relevant images wherever possible
- Graphics are easier to read than tables of information
- Avoid obscuring slide content with too many photos
  - As a general rule, do not exceed more than five small-sized images, three medium-sized images or two large images per slide

# VIDEO AND DEMO GUIDELINES

## Video

If you are using a video in your presentation, DO NOT embed the video.

Please send the video 72 hours in advance of recording session or live event.

Consideration when including a video: attendee screen will be around  $\frac{1}{4}$  your full screen view during the presentation.

## Live demo

If you are planning a live demo and need to share your screen please let the MAG know when submitting your PPT.

# TIPS AND BEST PRACTICES

**RELEVANT TITLE**

## **Create a Relevant Title**

Submit a topic description and learning objectives to be included on the MAG registration site

**BACKGROUND**

## **Provide a topic Overview**

Assume that attendees are not yet familiar with concepts

**ACRONYMS**

## **Define Acronyms**

If you use an acronym, call out what it stands for the first time mentioned

**USE CASES**

## **Include Merchant Use Cases**

Examples that cross multiple industry verticals and diverse tech teams ensures relevancy

**RELEVANT**

## **Relevant Topic and supporting content**

Focus on market-ready solutions (Limit far off or future roadmap solutions)

**TAKE-AWAYS**

## **Summarize Key Concepts**

What are the key points the merchant should take away from this presentation?

# TIPS AND BEST PRACTICES

## Include

- ✓ Educational content
- ✓ Vendor-neutral information
- ✓ Use case examples/call-to-action recommendations
- ✓ Your contact information on closing slide

## Avoid

- ⊗ Company overview slides
- ⊗ Specific details about products your company sells
- ⊗ Product pricing or business pitches

# CONTENT: TIPS AND BEST PRACTICES

## **Keep in mind why the audience is here**

The best presentations focus on industry solutions, practical recommendations, innovative solutions, case studies, industry trends relevant to the attendee organizations.

## **Use the Notes Section**

Keep notes and extra details that you would like to mention, but don't need to show, off the slide by adding them into the notes section.

# CONTENT: TIPS AND BEST PRACTICES

## **One Slide, One Idea**

Consider each slide as representing a single idea. The same for images. Clustering images adds clutter and dilutes your message.

## **Minimal Verbiage and Maximum White Space**

Simplicity is the ultimate sophistication yielding greater impact and easier, quicker reading.

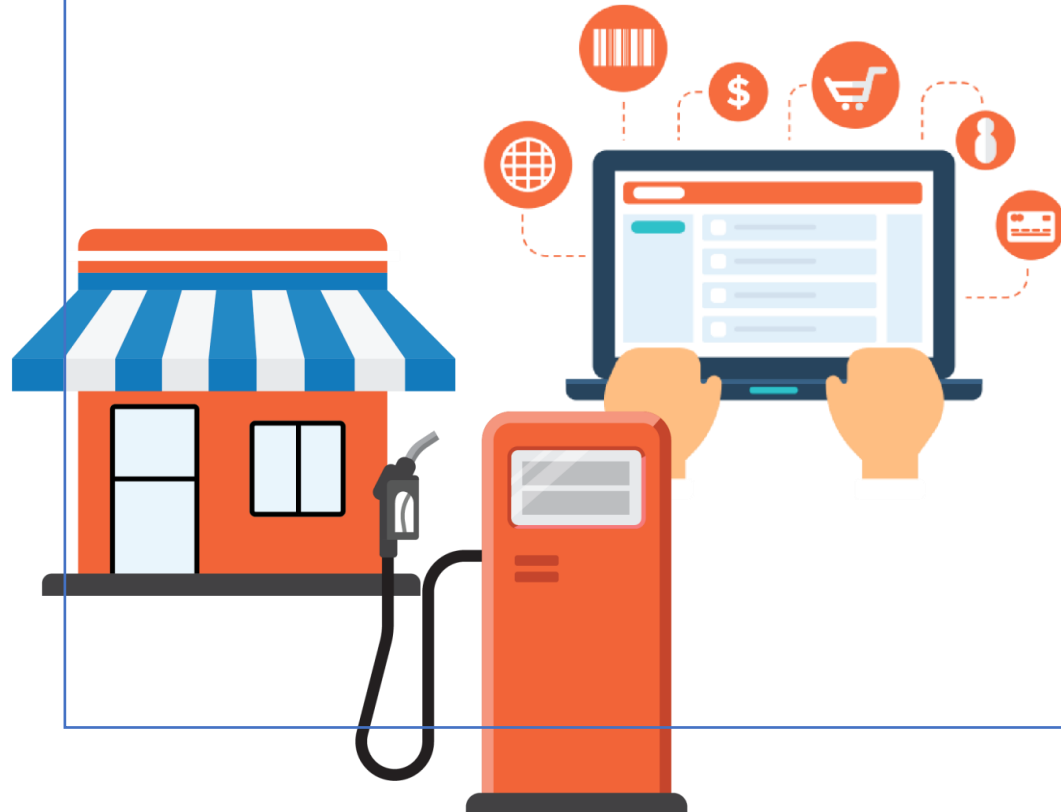
## **Avoid Busy Transitions**

Animations, Slide Transitions and Word Art Object animation

# IMAGES: TIPS AND BEST PRACTICES

## DON'T Scatter/overlap Images

Avoid images falling off page



## DO Align and Crop Images

Images remain within Content area





# SLIDE FORMAT: TIPS AND BEST PRACTICES

Headers are a title for slide content, the purpose is not to explain slide content – keep short!

Point 1 Paragraph

Point 2 Paragraph

Point 3 Paragraph

Support

Conclusion



Short/Concise Header

**Core slide concept paragraph**



**Make your point:**

- Keep text to minimum
- Highlight important aspects
- Leave the context to your speech

# QUESTIONS OR COMMENTS

## CONTACT:

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