Presentation Style Guide
Send questions to:
emilyi@studentlife.tamu.edu

General guidelines

• Follow the university brand guide at brandguide.tamu.edu
• *Use brand fonts: Frutiger (primarily) and Baskerville
  Arial may be substituted for Frutiger
  Georgia may be substituted for Baskerville
• Use primarily maroon supported by other brand colors, if needed

Different aspect ratios

• Use correct aspect ratio template for your projector
  4:3 standard or 16:9 widescreen -- use standard if in doubt
  Rudder Theatre & Rudder Auditorium use 16:9 widescreen

Introductory Slide

• Maroon lockup should be centered in the white box
  Lockup should be the college/dept/division that students should
  contact with questions about the presentation, slide material, etc.
• Groups without lockups should have Texas A&M University legible in
  their logo
• Sizing of lockup should be roughly one third of box height
• Leave page design unchanged and refrain from adding elements

Multiple presenters

• May use alternate title layout provided or;
• Each presenter may use their own title slide

*Ensure the computer you present on has the fonts used in your presentation
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**Content Slide**

- Every slide **must** have footer
  Exceptions: full screen video animations and full screen images

- Slide elements should not obscure the footer

- Slide animations should always happen beneath footer
  Select all footer elements including footer and from the ‘Home’ tab
  select ‘Arrange’ and then ‘Bring to Front’

- Refrain from removing footer elements or adding elements in footer

**Lockup**

- Place white lockup on left side of the footer

- Lockup should not extend past the middle of the slide

- Use a two line lockup variant if your department has one

- Space on the left, top, and bottom of the mark should be equal
  ‘Breathing room’ equal to this space should be left above the footer

**Two lines of text**

- Right side of footer is two lines of text 16 pt. Frutiger (may be Georgia)
  Refrain from changing the text size

- **Bottom line should be a pertinent web URL**
  All under-case styled without www (example.tamu.edu)

- Top line can be any relevant point of contact
  Phone number, email address, twitter username, etc.

- If you prefer only 1 line it should be a web URL on the bottom line
  Select the top line and press the space bar to assist with alignment

**Multiple presenters**

- Use most relevant lockup and contact info for slide material
  This is the department the student should contact with questions

- May use alternate layout instead
  Refrain from adding elements to the footer
  Refrain from using the main and alternate layouts in conjunction
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Closing/ Social Slide

• If you have no social media, use a content slide as the closing slide

Maroon column

• Only for social media icons and usernames

• Use only the white icons at size provided
  Icons not provided (rss feed, other apps, etc.) should be placed in presentation space on right

• Keep icons in the following order (from top down)
  Twitter, Facebook, Instagram, Snapchat, Pinterest

• Place relevant usernames and/or hashtags below icons
  Limit to 2 lines of text beneath each icon

• Remove unused icons/text and use guides to re-align remaining objects
  Go to the ‘View’ tab and check the ‘Guides’ box

Presentation space

• Lockup should be centered at top
  Copy and paste from title slide for consistent sizing

• Place other relevant contact info here
  Physical location, phone number, email, web address, etc.

Multiple presenters

• Have a closing slide for each presenter