



Navigenics®

Corporate
PowerPoint
2011
User's Guide

Updated: July 2011



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1: Introduction

The purpose of this document is to help establish a uniform look and feel to presentations created in PowerPoint, and to provide users with a standard reference for the use of the new template and theme created in the Summer of 2011.

The Navigenics2011 theme is designed to incorporate many of the touch points of our new marketing program, including revised typography, colors and imagery. Several of the key elements of this are the emphasis of the new logo lockup along the left hand side of the slides, addition of imagery to create a more personal feel, and increased flexibility to customize presentations to suit audience needs.

A couple of guidelines to help manage the creation and management of presentations within the Navigenics brand family are informed by the principles below:

- » **Less is more:** Too many elements create clutter and confusion and undermines and clarity and power of your presentation. Remember even if you get bored of using the same visual treatments on presentations all the time, your audiences won't. For them, the consistency of our brand is a refreshing island of clarity in the sea of visual clutter.
- » When in doubt, **keep it simple:** The default rule of thumb should be to go with the simplest, default solution. Unless you have a compelling business reason to do otherwise, use the standard templates for all presentations. There will always be great opportunities to do something unique, but those will be the exception, not the rule.

Because of the major changes between this theme and previous PowerPoint themes, **do not** copy, paste and reformat slides from previous decks into the new format. A range of commonly used slides has been created for your use and are available upon request from Brenna and Adam.

To begin a new presentation, you have the choice of starting from the Navigenics2011 master template file, available on the P drive at > *Product Teams* > *Collateral* or completely from scratch, using the Navigenics2011 theme if it has been installed on your machine.

The Navigenics2011 theme has additional support files associated with it: if anything displays incorrectly, please contact Adam at adam.gillitt@navigenics.com (cell 415-225-5858) with any questions or for further support in preparing your presentations. I'm happy to help no matter what the issue.

2: Slides

There are eight choices of default slide layouts when a user opens a new presentation using the master template file. Many of these have further variations available within the theme to suit different kinds of presentations, and there are other types of less commonly used slide layouts also available as necessary in the Navigenics2011 theme.

Most of these slides have placeholders for content that has been set up with formatting for specific tasks: title slides, section header slides, text slides, and photo slides in various formats. This is all done to save you the trouble of worrying about formatting slides yourself- just choose the slide that has the placeholders for the content you need and click on the placeholders to populate the content. **Do not** modify or resize the placeholders or their styling.

Footers appear on each slide except for title slides; please **do not** modify or remove these fields.

Default Slides



Slide 1- Title



This slide is for titling presentations. It has fields for both the title of your presentation and the date. There are three choices: 'Title Couple,' 'Title Swimmer' and 'Title Helix.' The first two are preferred for most applications, including B2B presentations, but for especially clinical presentations, the Helix slide may be preferred. Title slides should be used only once per presentation.

Keep titles concise and focused: under two lines whenever possible. Capitalize the first word of the title and the first word after a colon or hyphen.

Slide 2- Agenda



This is a custom-formatted slide set up for displaying the order of topics to be discussed during a presentation. As a rule, the list of topics on the Agenda should match the section titles. **Do not** move the content of this slide.

2: Slides continued



Slide 3- Section

This slide is for dividing sections within presentations, with fields for a title and description. A section slide should be used sparingly, as a division within a presentation, to introduce major concepts. There are four choices, depending on the content and audience. The preferred slide is 'Section Blue,' but alternates may be used to suit the audience, including 'Section Biker' for consumer audiences, 'Section Doctor' for medical audiences, or 'Section Dark' for general applications.

Keep titles concise and focused: under two lines whenever possible. Capitalize the first word of the title and the first word after a colon or hyphen.



Slide 4- Title and Content

This is the primary slide that you will be using for building your presentations. It has three predefined fields available- Title, Subtitle and Content. Click on any of the fields to populate them with your text, and on the main field to insert text, tables, charts, graphs and SmartArt.

If you use this slide for a table, graph, chart or SmartArt, make sure you double click the appropriate icon on the placeholder so that the content will fill the appropriate space.

PLEASE NOTE: this slide style is **NOT** for placing photographs and/or images. Please use one of the two following slide styles to create a photograph or image-based slide.



Slide 5- Photo with title

This is the primary slide that you will use for inserting photographs and other images into your presentations. It has three predefined fields available- Title, Subtitle and Image. Click on any of the fields to populate them with your text, and on the main field to insert an image. You will be presented with three buttons: Manual resizing, Crop to fill and resize to fit. You are encouraged to use whichever of the latter two buttons make the image look best, but you should avoid resizing the image once you have placed it- keep the proportions intact, and do not change the styling of the image placeholder.

Do not add additional text boxes to this slide- if you need additional explanatory text, use the following slide.

2: Slides continued

Slide 6- Photo with caption



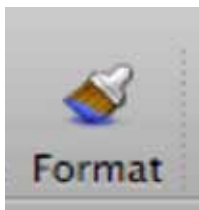
This is the other option for inserting photographs and other images into your presentations. It has three predefined fields available- Image Title, Caption and Image. Click on any of the fields to populate them with your text, and on the main field to insert an image. You will be presented with three buttons: Manual resizing, Crop to fill and resize to fit. You are encouraged to use whichever of the latter two buttons make the image look best, but you should avoid resizing the image once you have placed it- keep the proportions intact, and **do not** change the styling of the image placeholder.

This is the slide you should use when you have an image that needs explanatory text. There is room for a paragraph of text.

Slide 7- Title and Subtitle



This slide has no placeholders for content in it other than the title and subtitle; it should be used very sparingly. If you insert text and graphic elements into the slide, it is important to make sure that they match the styling of other slides. To ensure that you are using the proper formatting, PowerPoint '11 has a tool in the Office Ribbon at the top of each screen that allows you to duplicate formatting from one object to another:



To use it, select an object, such as a text element, that has the correct formatting that you wish to replicate. Then click the 'Format' tool; it will remain depressed. Finally, click the object you want to be formatted, and it should update automatically to the proper formatting.

Slide 8- End slide



Similar to the blank slide, this also has no placeholders, but also features the Navigenics logo at the top of the slide. This is suitable for the last slide of your presentation. The preferred choice is the dark slide and is available in blue and white formats.

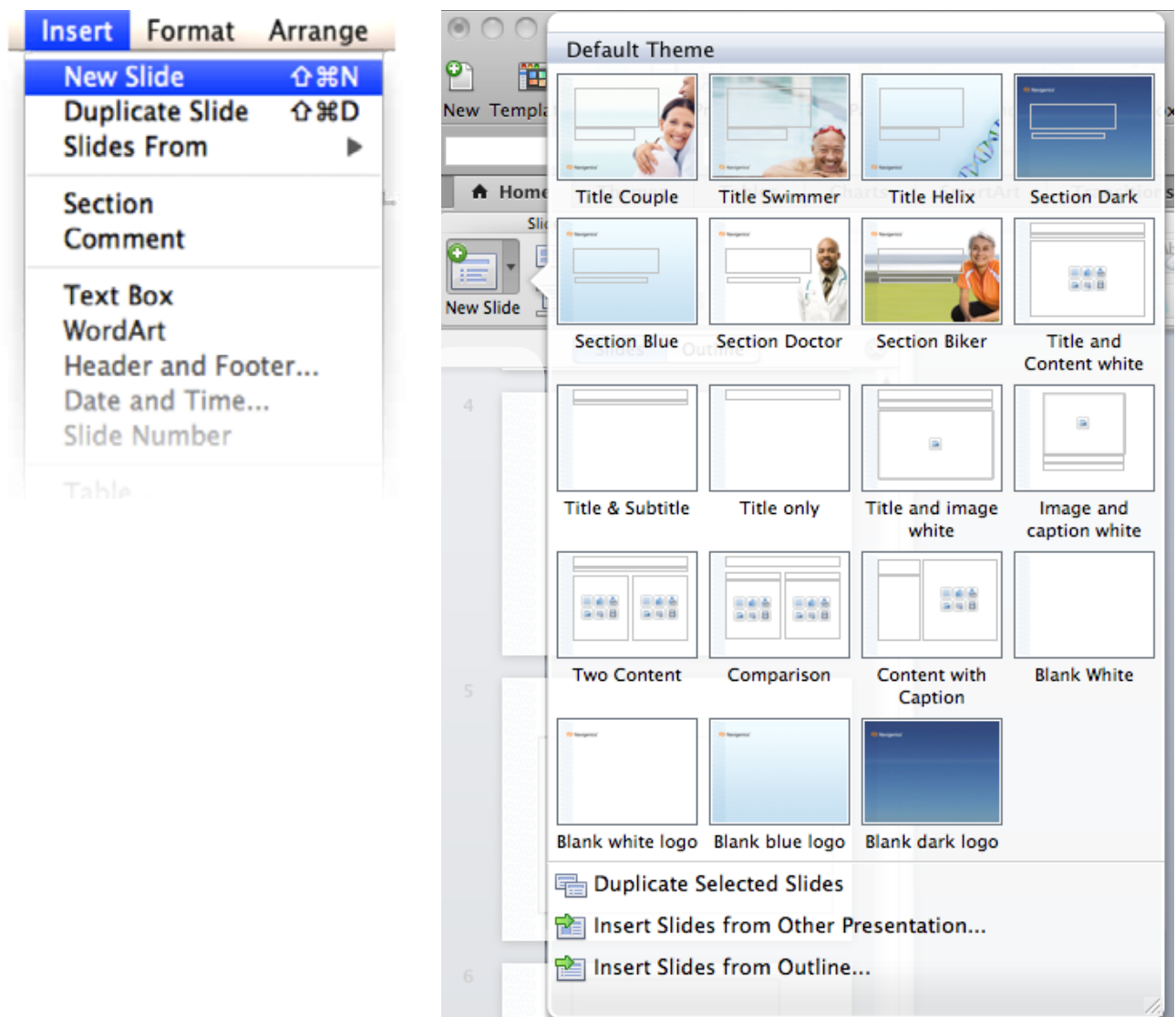
You do not have to use all the slides in the template, and you can add as many others as you like; they are there to get you started. Please note that just because a slide has a placeholder for content, you are not required to use it- if you leave it empty, it will not show up in your presentation. Also note this is **not** true of photo slides- they are preformatted with a border that will show up whether or not content has been added.

2: Slides continued

Adding slides

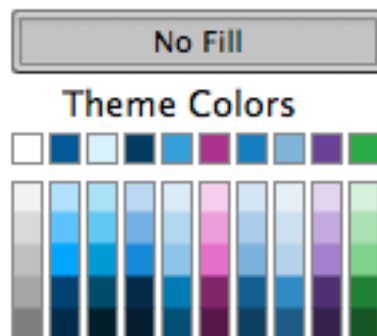
There are several ways to add new slides- either by using the New Slide command from the Insert menu or by using the “New Slide” button from the Office ribbon:

If you have already created a slide that is similar to a new slide you wish to create, it may be easier to select the slide and choose the “Duplicate Slide” command and update the content of the new slide.



3: Colors

The Navigenics2011 theme features an updated color palette. Instead of relying heavily on orange, the new theme incorporates a fresh range of colors, primarily focused around blues:



For most uses, you should stay with the top row of color choices; they have been chosen to work together effectively and harmoniously.

Color Applications

- » **Titles:** Text 1 (Navigenics blue, second from left)
- » **Subtitles:** Accent 1 (ocean blue, fifth from left)
- » **Body text:** Text 2 (dark blue, fourth from left)
- » **Graphics:** Accent 1 (ocean blue, fifth from left)

Do not use colors other than the theme colors, and resist the temptation to use many colors when a simpler treatment would be more visually pleasing.

4: Text

The text you enter will automatically be formatted according to our corporate styles. Because of the limitations of font technology, there are separate templates for Mac and PC, so make sure you are using the right one so that your presentation will display correctly.

The primary typeface used in presentations is called **Akzidenz Grotesk**, and it is used in varying styles.

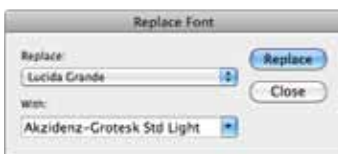
- » Titles are set in Light Extended.
- » Text is set in Light.
- » **Medium** or *Italic* can be used for emphasis

Our secondary typeface is called TheMix, and we only use one style of it:

- » *Semi Light Italic*

It is used for subtitles, testimonials, and other statements that require emphasis.

DO NOT use Lucida Grande, Verdana, or Arial or typefaces other than Akzidenz Grotesk and TheMix. Please be vigilant in scanning your presentations for improper typeface usage.



For Mac users of PowerPoint11, under the 'Format' menu, there is a 'Replace Font' tool that will help you scan for improper font usage and change to the proper specification:

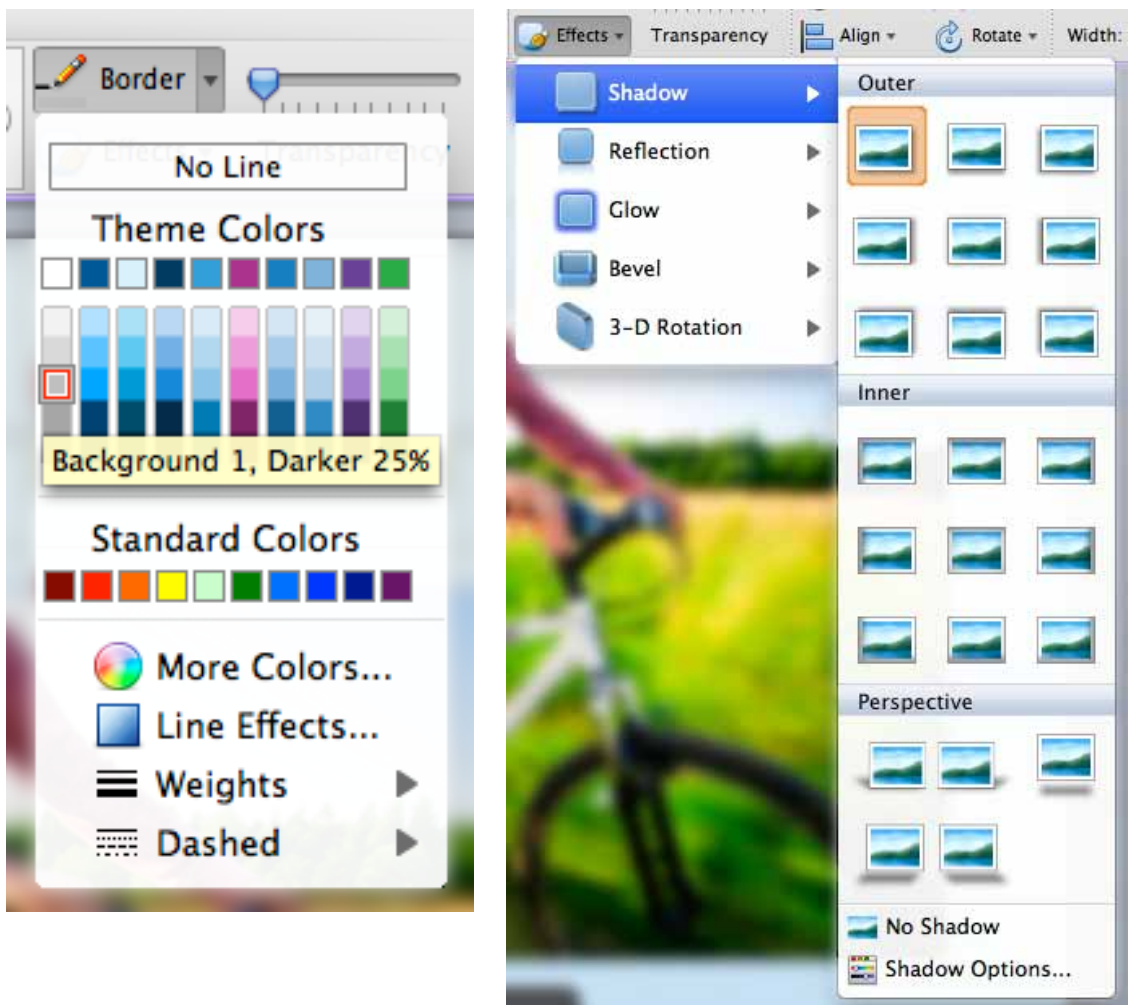
You should get in the habit of using this tool when you finish preparing each presentation to make sure that non-standard typefaces are not being used.

Keep text sizes **above** 10 points.

5: Photographs and Images

Slides 5 and 6 are formatted especially for use with placed photographs and images. Use these slides when you want to insert an image or photograph into your presentation, so that it will be automatically styled like other images in presentations.

The default styling of photographs, if you need to insert another image yourself, is to put a grey border and a right oriented drop shadow on the image, as shown: the default should be a 3/4 point width for the border,



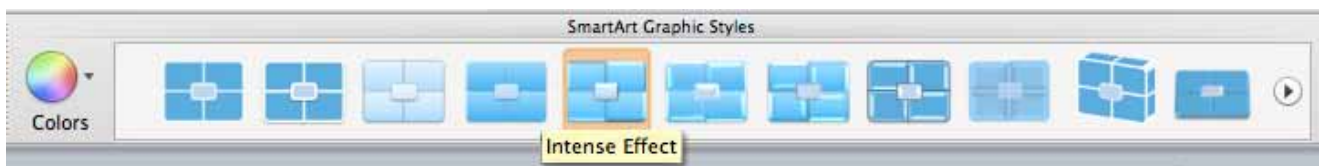
Please keep the number of placed images per slide to a minimum to avoid visual clutter.

6: Graphics and SmartArt

PowerPoint has a variety of SmartArt graphics to help explain a variety of concepts. You will find them useful to illustrate many topics within your presentation, and you can populate them with your own data.

HOWEVER- make sure that you are using the correct typeface. PowerPoint will revert to a default typeface instead of our corporate typefaces when creating SmartArt, so please double-check to be sure your presentations are consistent. See section 4 for more information.

Our preferred style for SmartArt is the “Intense Effect” setting:



Please keep the use of other graphics to a minimum- if possible, avoid using shapes and boxes to enclose large areas of text. Again, keep the number of graphics and shapes per slide to a minimum to avoid visual clutter.

Our preferred and style for graphics is the three-dimensional effect in the bottom row of the group of Styles:



6: Graphics and SmartArt continued

Please **do not** create your own charts, graphs and tables. Please duplicate slides from the master deck and modify them with your data to ensure that styling is consistent. You may include as many rows and columns as needed. When pasting in data, please make sure to check that the typefaces are correct.

Inserting or pasting data graphs, pie charts, etc. from Excel or other PowerPoint decks can be tricky. It is easiest to create the graph (using a linked spreadsheet with data if necessary), use the Navigenics2011 theme colors, and then save those graphs as a picture and re-paste them. Otherwise they may not show up for users that don't have the latest version of PowerPoint.



7: Animations and Transitions

For the majority of presentations, you will not need to use transitions between slides.

For emphasis or presentation of sequential data, it may make your presentation more engaging to use animations within a slide. As with any other element of your presentations, less is more. Before adding an animation in your deck, please ask yourself if it is compelling and if it adds to your presentation.

8: Other Suggestions

Users have the ability to embed audio and video into decks. These media should be used with caution, as it is never certain that the projector provided will have audio capabilities.

Remember, **less is more**. If you're having trouble making content fit on a slide, break it up into multiple slides. It's easier to absorb several simple slides than it is to take in one complicated slide



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