

IOA Presentation Guidelines

Template consists of the following master slide types (to be finalised):

- Title slide (x6 options)
- Contents slide
- Section divider slides (x4 pattern options)
- Bullet slide white background - single column (x4 background options)
- Bullet slide white - two column (x4 background options)
- Bullet slide blue background - single column (x4 background options)
- Bullet slide blue background - two column (x4 background options)
- Image slide
- Key point slide (x2 background options)

The bullet slides may be adapted for charts and supporting images as required.

Background options are pre-set within the slide masters and should not be changed.

- Arial is the font that is pre-set within the template. Arial Regular should be used wherever possible with bold and italic only used for emphasis
- The template contains 8 colours plus black and white. These have been created as a colour theme
- The majority of the presentation should consist of white background slides
- Blue background slides should only be used for section dividers, key statements, and to add pace and contrast within the presentation
- Different background options have been created which also help add pace and contrast to the presentation
- Charts (bar, pie, line, etc) will be created using the pre-set colour palette. These colours may be edited if required. It is recommended that IOA Blue (0/118/159) be used as the primary colour within chart material, with tints of this colour used before further colours from the palette are added.
- Keep charts as clean and simple as possible and do not add effects such as drop shadows.
- Presentation date, running foot information and page number position are pre-set within the master slides
- The dividing rule under the main headings is coloured IOA blue (0/118/159)
- Bullet points are also coloured IOA blue (0/118/159)

Any questions, please contact marketing@ioa.org.uk