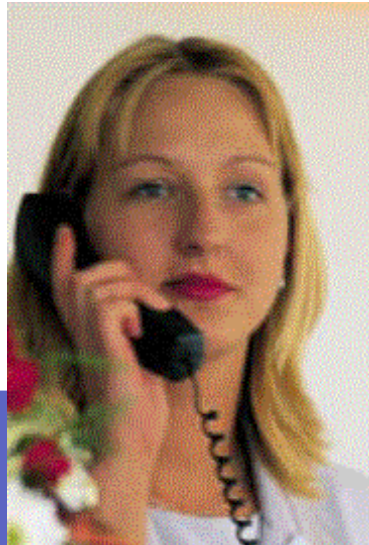


Corporate Communications  
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# ABB PowerPoint template User's Guide



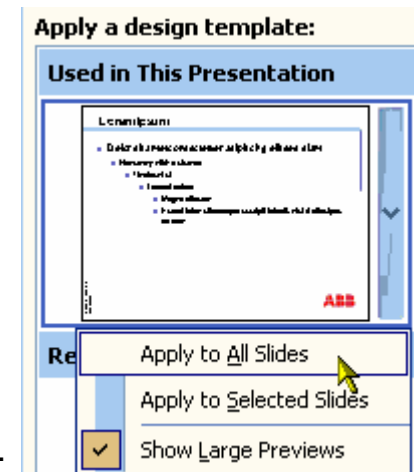
# ABB PowerPoint template User's Guide

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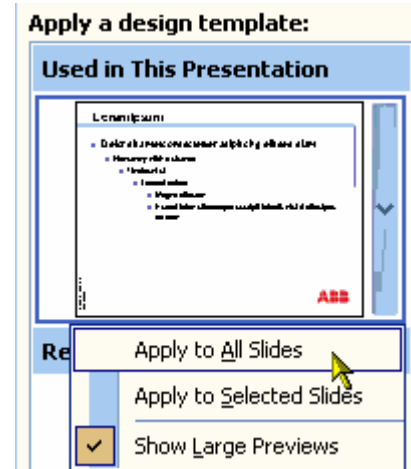
# The ABB PowerPoint template

- How to install the template:
  - Save the template file on your hard drive
- How to use the template:
  - All existing presentations should be updated to the new template.
  - To do this:
    - Open up the exiting presentation
    - Select “Format” - “Slide design”
    - The Task pane will be displayed with the latest used designs
    - Select ‘Browse’ at the bottom of the Task pane and open up the new template (which you have already saved on your hard drive)
    - Move the mouse pointer to the new template . pot file and click the appearing arrow at the right side
    - Select ‘Apply to All Slides’
    - Do this before making any edits or updates of title page images.
    - The ABB PowerPoint design has been applied to the 24 default layouts which are available in the standard PowerPoint package. These 24 default layouts appear on the Slide Layout task pane when you select “Insert” - “New slide”



# How to use the template:

- PLEASE NOTE: If the user has not used the slide layouts (or has changed the layout of the slide like font size, position of title, position of text area etc), the template will not update the slide, especially the changed elements like font size, positions... In this case the user has to select the slide, Format -> Slide Layout ...









# The ABB PowerPoint template, *cont.*

- How to use the template, *cont.*
  - After you create a new PowerPoint document, choose a desired color scheme. Select “Format” - “Slide color scheme” in the drop down menu. There you find six different ABB standard color schemes. Click on one Color scheme and choose “Apply to all”. Bullets, lines and chart/graphs will then all adopt the selected scheme. If you need additional colors for the chart/graph you can manually change that on each chart/graph/object. Please use colors according to the scheme on slide 4
  - The text boxes contain default font styles and sizes
  - Change ©company name in the template by selecting “View Master” - “Slide Master” and replace with relevant legal entity name. Do the same procedure for “Title Master”. On the “Title Master” you also have the possibility to include the file name of your presentation if desired. Both “Title Master” and “Slide Master” contains an automatic date function



# The ABB PowerPoint template, *cont.*

- Standard color schemes available:

- Blueberry 
- Plum 
- Cherry 
- Orange 
- Avocado 
- Grey 

# The ABB PowerPoint template, *cont.*

- To add additional colors to a standard scheme, use the following specifications (RGB colors):

## Blueberry



92 red	127 red	151 red	107 red
101 green	150 green	184 green	130 green
194 blue	210 blue	225 blue	215 blue

## Orange



235 red	231 red	243 red	227 red
158 green	199 green	220 green	181 green
12 blue	111 blue	151 blue	66 blue

## Plum



130 red	155 red	166 red	117 red
45 green	123 green	145 green	79 green
220 blue	234 blue	238 blue	227 blue

## Avocado



33 red	82 red	117 red	69 red
139 green	213 green	220 green	176 green
56 blue	68 blue	117 blue	35 blue

## Cherry



203 red	218 red	222 red	212 red
57 green	119 green	140 green	99 green
116 blue	159 blue	174 blue	143 blue

## Grey



203 red	134 red	77 red	234 red
203 green	134 green	77 green	234 green
203 blue	134 blue	77 blue	234 blue

(Specifications according to Windows 98 Office)



# Minimizing overall file size

- If you follow these tips you will be able to considerably reduce the file size of your PowerPoint presentations:
  - Make sure you are using the correct template (template name: ABB template 6 6.pot). The correct template is available in the Templates section of the Visual Identity database
  - When using diagrams, pictures and video clips ask yourself if they are supporting your clear and simple message - do you really need it?
  - Ensure that the pictures you use are scanned at 100 dpi with a color setting of 256
  - Jpegs are the preferred format for PowerPoint pictures, but GIF and PNG will also work fine
  - Avoid using video clips as the video file sizes can be large. A video file doesn't add to the PowerPoint file size, since it's only linked, not integrated, but the video file has to accompany the PowerPoint file and is indeed a large file
  - If video is used, and is required to play in full screen mode, the best format is mpg -1



# Minimizing overall file size *cont.*

- Smaller video might be in AVI format, Cinepak compressed, 240X180 pixels, 15 frames per second
- When placing pictures in your PowerPoint presentations, use the Insert, Picture from file option to insert pictures - do not cut and paste pictures from one PowerPoint presentation to another as this increase the file size of the pictures
- When using the same picture for several places within the same presentation, use copy/paste rather than insert. PowerPoint only refers to the same picture as before when it's already integrated in the file, but thinks it's another one when it's inserted twice
- Use the Auto Shapes option in PowerPoint as much as possible, rather than drawing your own graphics
- After completing your presentation, choose "Save as..." rather than "Save" and overwrite your own presentation. That will reduce the file size considerably
- When possible, use WinZip application to compress the file size before you send it out as an e-mail attachment



# Design rules for ABB PowerPoint presentations

- The color red is reserved for the ABB logo only. An empty area measuring half of the logotype height must surround all four sides of the logo - this is the protective field
- Use standard design layouts of slides to ensure proper formats
- The color of bullet and the rule line under the slide's title must match
- All bullets must be square and should equal 80% of font size which is default
- The font style cannot be altered



# Design rules, *cont.*

- Text running over tinted background boxes should be avoided
- Text should not appear on images - it is too difficult to read
- Do not use word-art since text is not to be used as design objects in a presentation. If you want to highlight key words we recommend you to bold the words
- The last slide in a presentation should display the ABB logo with the slogan graphic (as shown in slide 11)



# End slide – effective February 2006



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# Communication tips

- Key communication tips for designing effective PowerPoint presentations:
  - The slide should not be so complex that it stops your audience from concentrating on what you are telling them
  - When planning a presentation you should anticipate on using one slide per minute
  - Each slide should display one idea
  - Try to limit the number of lines as much as possible. The recommendation is not more than 12 lines per slide
  - Animations should only be used if message is being emphasized by the animation. “Appear” and “Dissolve” are recommended animations
  - It is advisable to rehearse your presentation in front of someone who is not as familiar with the presentation as you are



The title slide should contain images that reflect the topic of your presentation. To change images select “View” - “Title Master” and replace with relevant images. Images to be placed only in the boxes where they appear on the title template

Presenter’s name:  
Arial plain, 18pt

Insert  
image  
here

**Presentation title**  
**Arial bold, 24 pt**

Insert image  
here

Insert image  
here

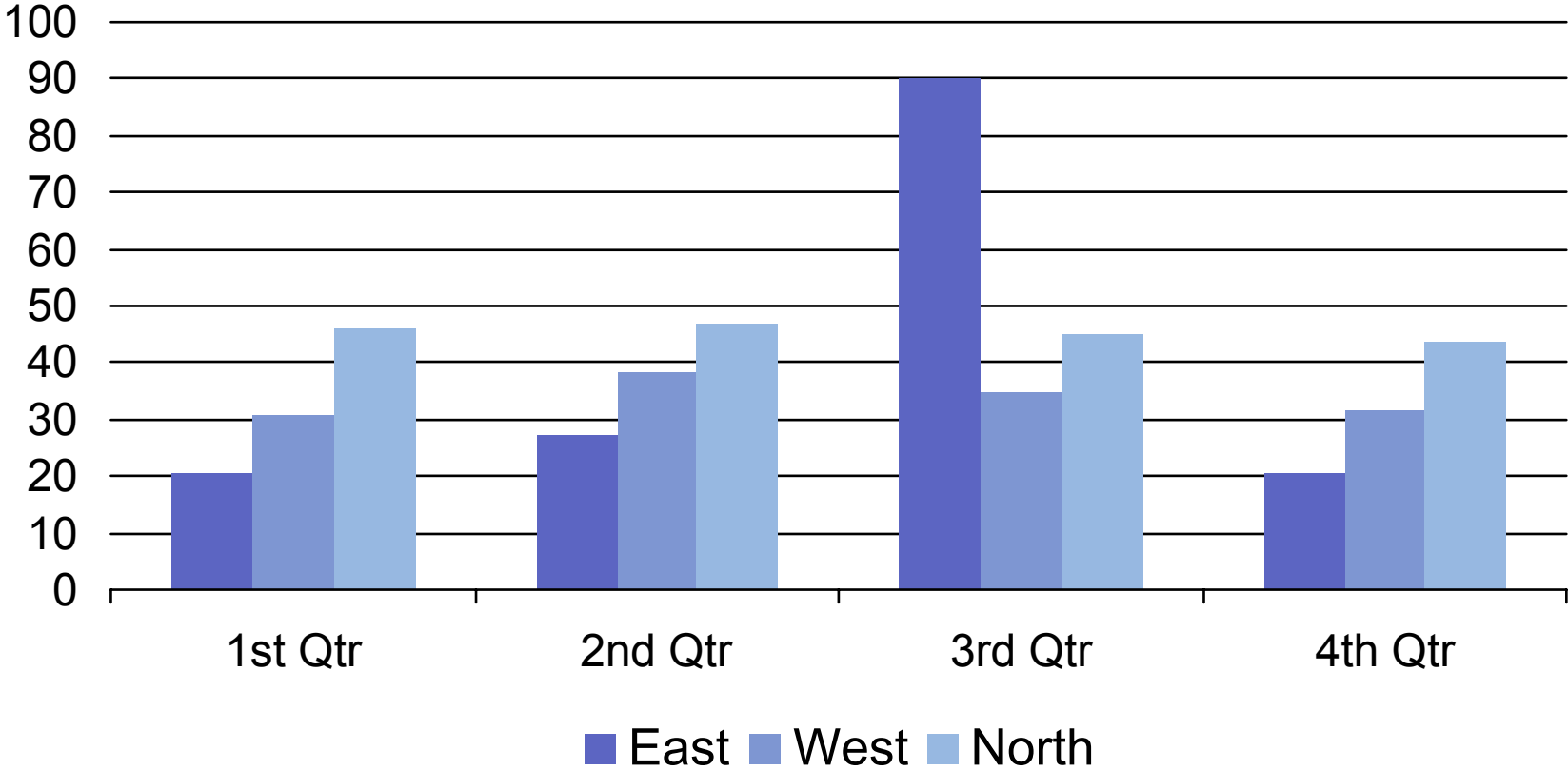


# Sample: text only - headline Arial bold, 28pt

- First level text, Arial plain, 24pt
  - Second level text, Arial plain, 20pt
    - Third level text, Arial plain, 18pt
      - Fourth, fifth, etc. Arial plain, 18pt

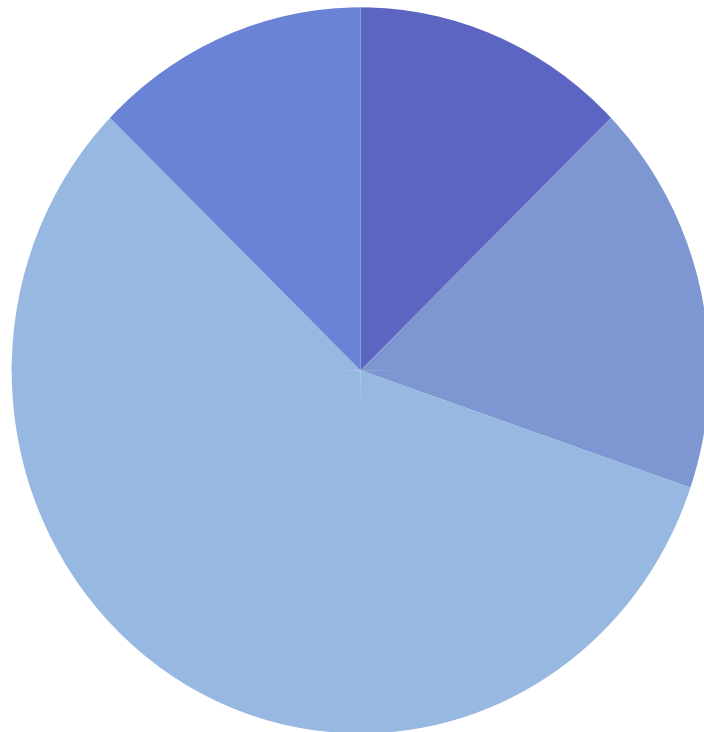


# Sample: bar chart, no text





# Sample: text and graph



■ 1st Qtr ■ 2nd Qtr  
■ 3rd Qtr ■ 4th Qtr

- When a graph is used, body text and chart text are automatically adjusted to Arial plain, 20pt. This is to ensure “lightness”
- Text is automatically horizontally aligned to the center of the image

# Sample: single image and text



- To create this layout, select “Insert” - “New slide” and select the “Clip art & text” slide from the 24 default layout options that appear on the Auto Layout menu
- When a picture is used, body text and chart text are automatically adjusted to Arial plain, 20pt
- Adjust size of image and cropping if necessary
  - Maximum size of image is 11 cm wide, 11 cm high

# Sample: two images and text



- To create this layout, select “Insert” - “New slide” and select the “2 objects & text” slide from the 24 default layout options that appear on the Auto Layout menu
- Adjust size of image and cropping if necessary
  - Width of both images to be equal
  - Maximum width of images is 11 cm and total height of both images not to exceed 12 cm

# Non-default design samples

- The designs which have been presented in this guide thus far have been based on the default templates available in PowerPoint
- However, the following freehand variations can be used to add creativity to your layouts:
  - sub-section cover page
  - use of solid color box to link images
  - section identifiers



# Sample: sub-section cover page



- To create this layout, select “Insert” - “New slide” and select the “Clip art & text” slide from the 24 default layout options that appear on the Auto Layout menu
- Brief description/key messages of sub-section using a maximum of three bullet points
- Move headline to the right
  - Textbox should be aligned to the right-hand side of the image (approx. position 8.7 cm from the left-hand side of the slide). Do this by selecting the textbox and then select “Format” - “AutoShape” - “Position” and type in 8.7 cm at “Horizontal position” (from Top Left Corner)
- Adjust size of image and cropping if necessary
  - Image should be 8.5 cm wide. Picture bleeds off the top, left-hand side and bottom



# Sample: single image, color box and text



- To create this layout, select “Insert” - “New slide” and select the “Clip art & text” slide from the 24 default layout options that appear on the Auto Layout menu
- Adjust size of image and cropping if necessary
  - maximum size of image is 11 cm wide, 11 cm high

# Sample: single image, color box and text, *cont.*



- Create color box
  - height of image and color box to be equal
  - color boxes default take on color from your selected color scheme and should not be changed
  - allow color box to bleed to left
  - move color box to back
    - select the color box with the right mouse click, choose “Order” - “Send to Back”

# Sample: two images, color box and text



- To create this layout, select “Insert” - “New slide” and select the “2 objects & text” slide from the 24 default layout options that appear on the Auto Layout menu
- Adjust size of images and cropping if necessary
  - width of images should not exceed 11 cm



# Sample: two images, color box and text, *cont.*



- Create color box
  - width of color box to equal width of images
  - color boxes default take on color from your selected color scheme and should not be changed
  - allow color box to bleed to bottom
  - move color box to back
    - select the color box with the right mouse click, choose “Order” - “Send to Back”

# Solution for section identification

- If you have several slides belonging to one section (for example “History”, “Product description”) and have the need of a “navigator” in your presentation, a box with the name of the section can be placed in the top left-hand corner
  - Insert a 4 cm wide color box in the top left-hand corner. Place new text block with inverted text (i.e. white font color) on top of the color box. Adjust font to Arial bold, 14pt, centrally aligned
  - Move headline to the right
    - Text box should be aligned to the right-hand side of the color box (approx. position 4.3 cm from the left-hand side of the slide)



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