

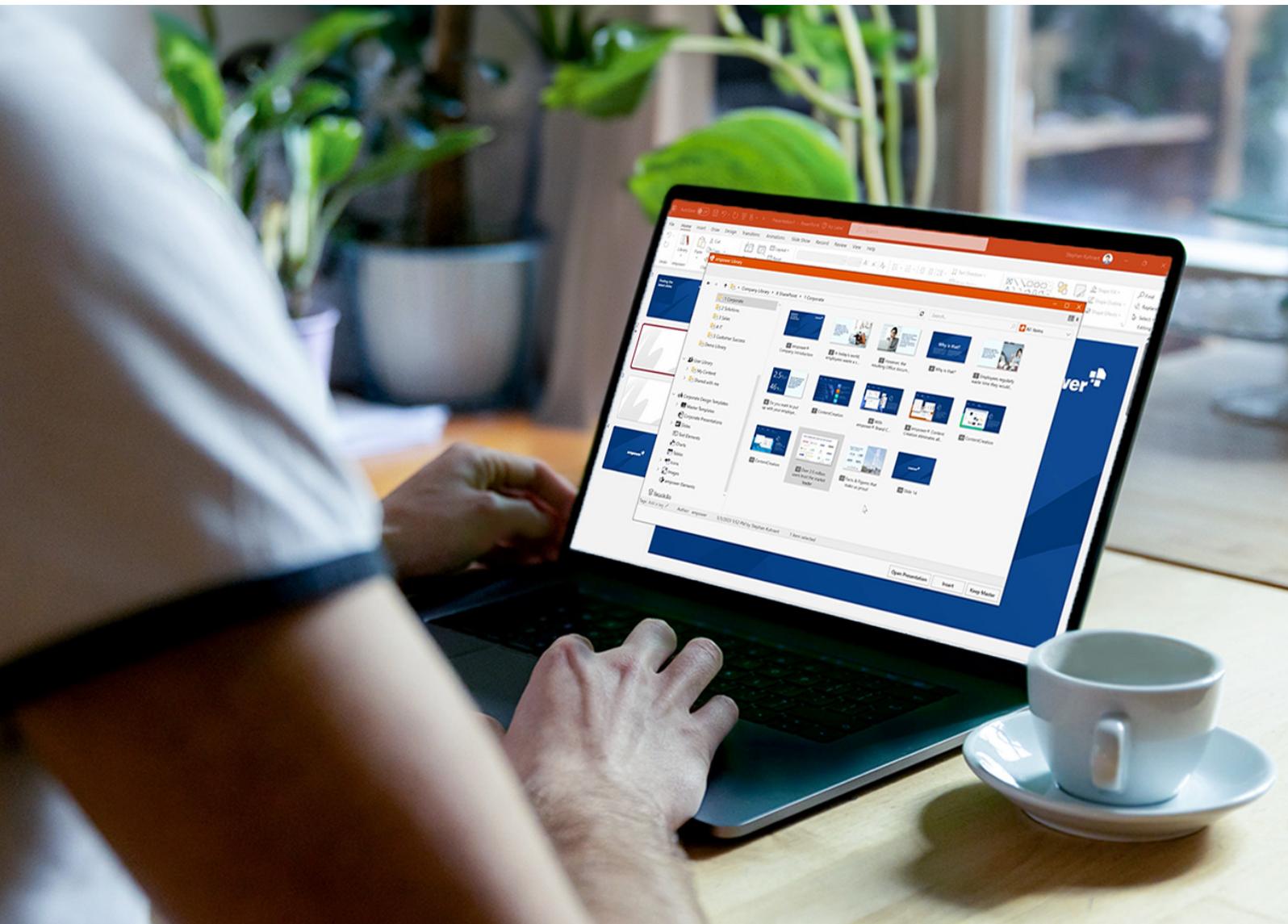
How to create a PowerPoint master

Checklist for creating
your master

Lay the foundation for all your presentations

The PowerPoint master slide is the most important design element in your presentations. It serves as the basic template on which all your PowerPoint presentations are based and therefore has a significant impact on your company's look and feel. A well-prepared PowerPoint master slide also saves you a lot of work, because you don't have to design each slide individually.

We want to make your daily work a little easier. Use our checklist as a simple step-by-step guide to create your own PowerPoint master.



How to create a PowerPoint master for your brand

Procedure	Done
1. Set language	
2. Set format size Page format: 4:3 = height: 19.05 cm, width: 25.40 cm 16:9 = height: 19.05 cm, width: 33.867 cm A4 = height: 19.05 cm, width: 27.517 cm	
3. Set color scheme <ul style="list-style-type: none">• The first color is used by PowerPoint as the main font color.• The second color is usually white and for the background.• The main brand color often occupies the third color.• Accent 1-6 are the colors of the charts.	
4. Deactivate the 'Retain' setting, as this is not conducive to a later migration (if you want to apply a new master to old presentations later).	
5. Create and set slide masters All settings are made on the large, top layout in the master, internally known as the 'mother slide'.	
6. Set up footer (as required) <ul style="list-style-type: none">• Footer• Date• Page number	

7. Set up all placeholders on primary master slide

- Set up all placeholders on primary master slide
- Check mark at 'Do not adjust size automatically'
- Set font > make sure that both the font for headings and for the body text are set under 'Customise fonts'
- Set font size
- Set font color
- If necessary, set the title placeholder to two lines (**Attention:** should the font grow upwards or downwards?)
- Format the various levels with bullet points in the text placeholder
- Set effects
- Set themes

8. Drag the placeholder to the desired position on the layout.

9. If necessary, insert a logo and/or other fixed elements.

10. Set default shapes

The standard shapes must be set on the master slide, otherwise PowerPoint will not apply the changes. To format, insert the shape, make the desired adjustments and right-click 'Set as default shape'. Don't forget: also set the font in the shapes and delete the shapes again after saving!

- Text field
- Insert a line
- Insert a shape

11. Subtitle

If you want a subtitle, you cannot define it on the master layout. To generate a generic subtitle, the subtitle placeholder of the generic title layout can be copied to the layout and formatted accordingly. Please do not use text placeholders as subtitles, because the generic placeholder has the advantage that the subtitle is automatically recognised during a further migration.

12. Create layouts

Attention: Please do not copy placeholders, but always insert a new one!

- Check that the font, etc. has been copied from the slide master to the different layouts. If not, delete the placeholder once and insert it again, then PowerPoint should have applied the settings you just made.
- Go through each layout and set up the guidelines individually. Are the placeholders exactly on the guidelines (set at 400%)?
- If necessary, adjust the placeholder labels. For image placeholders, centre the text in the placeholder and hatch it.
- Is the footer desired on each layout? If not, deactivate it.

13. Difference between image placeholder and content placeholder

- Content placeholder = image is inserted as a whole – even if it may not take up the size of the placeholder.
- Image placeholder = image adapts to the size of the placeholder, so only a section of it may be shown or the image stretched to fill the entire area of the placeholder. Under cropping /filling area you can move the image back and forth as desired, depending on what is to be seen from the image. This placeholder is preferred by customers.

14. Set title slide

- Add images on the title slide to the library.
- Add a hatch to the image placeholder and centre the image placeholder label.
- Consider whether the footer, logo, etc. is also desired; if not, hide background graphics and/or disable the footer.

15. Delete standard layouts if necessary – a maximum of 12 layouts are ideal

Please note that the order of the layouts can have an influence on the slide migration.

In general, the following layouts should be set by default:

- Title
- Chapter divider
- Statement slide
- Title and content
- Title with text
- Title and 2 contents
- Image with statement
- Full-area image
- Title only
- Conclusion

If necessary, create further layouts. Additional layouts can also be uploaded to the asset library instead of being integrated into the master.

16. If necessary, set the note master (colors/font/font sizes/themes/effects).

17. If necessary, set up the handout master (colors/font/font sizes/themes/effects).

18. Final test

- Try the footer again in the presentation. Test paste the footer and try to see if everything works correctly.
- At the end, test all the layouts of the master again. To do this, change the title and text box on the master layout (e.g. red font) and check that these changes are automatically applied to ALL layouts.
- Check the master size: >200kb is too much.

