



A simple checklist to avoid common mistakes



Follow this simple checklist to ensure consistent slides and improve your performance

Examples included in the following slides

1 Does the slide follow provided slide frame pixel perfect?

2 Are all slides' titles/subtitles placed and formatted exactly the same across the presentation?

3 Are sources, footnotes etc. formatted (font sizes, color, font type) and placed exactly the same across the presentation?

4 Are slide numbers formatted and placed identically across the presentation?

5 Do icons have the same exact style across the deck?

6 Are the correct colors from the client template, guidelines and inspiration files used?

7 Is the use of colors consistent throughout the presentation?

8 Do slides have consistent usage of UPPERCASE vs. Sentence case?
(If some slides contain UPPERCASE heading and some slides have sentence case heading or text, you must discuss with admin which one to use)

9 Are bullet point color, shape and size identical throughout the presentation?

10 Are textbox margins following client's guidelines and consistent throughout the presentation?
(Remember that as a good practice all the textboxes should be set to "Do not Autofit" setting as well so they do not resize when text is edited)

11 Is the correct font type and consistent font size used?
(Remember general rule is 1 slide = 1 font size in slide frame area unless client's guidelines say otherwise)

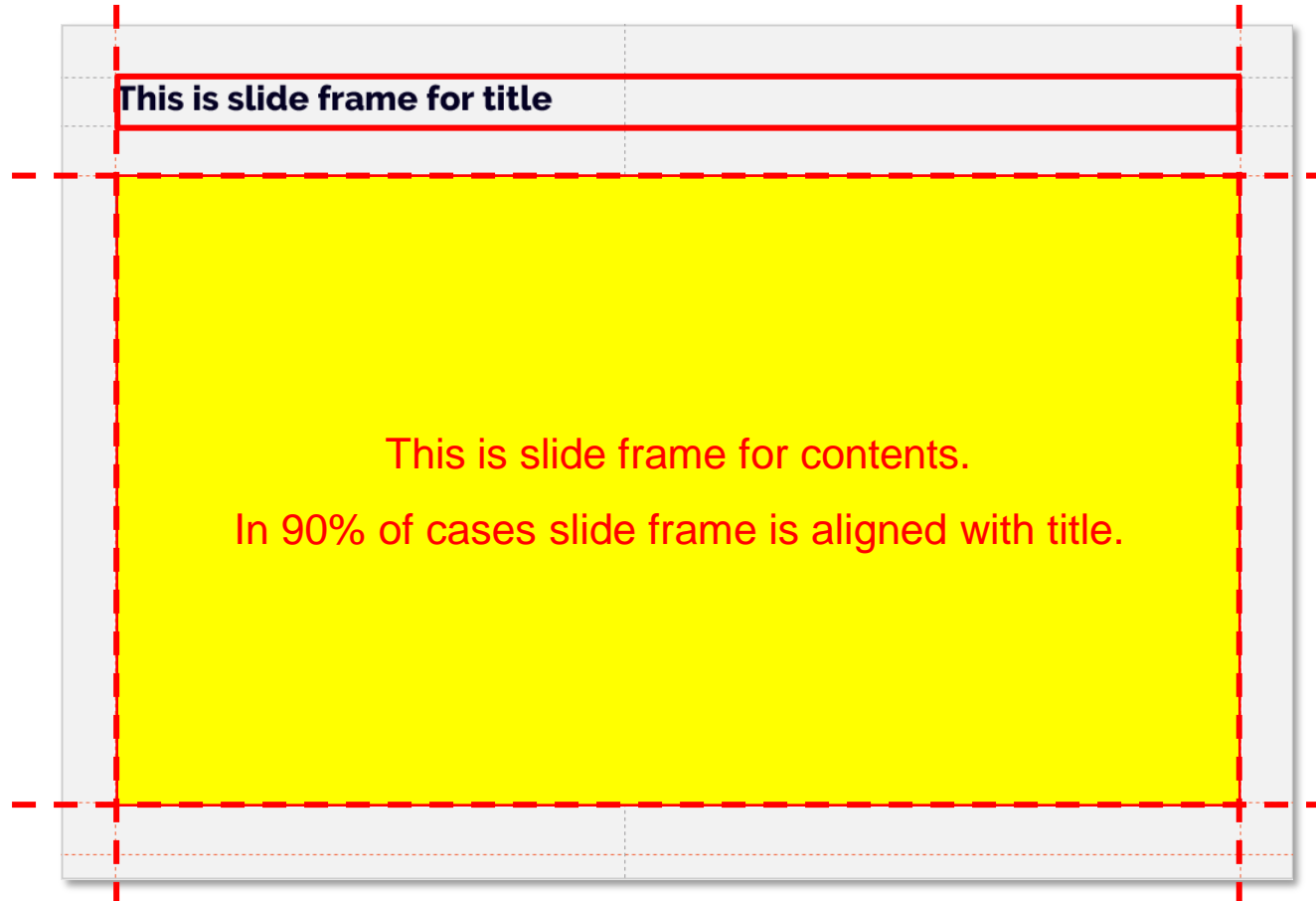
12 Is the client's content unchanged and checked by Content checker tool?
(We never change or fix content. Content must stay the same as per input. This includes keeping the animations and speakers notes.)

**Every single slide you do
should pass each of these 12
checks.
Every single time.**

Slide frame

Understanding how to use the slide frame is crucial on every single project

Example of slide frame from client guidelines



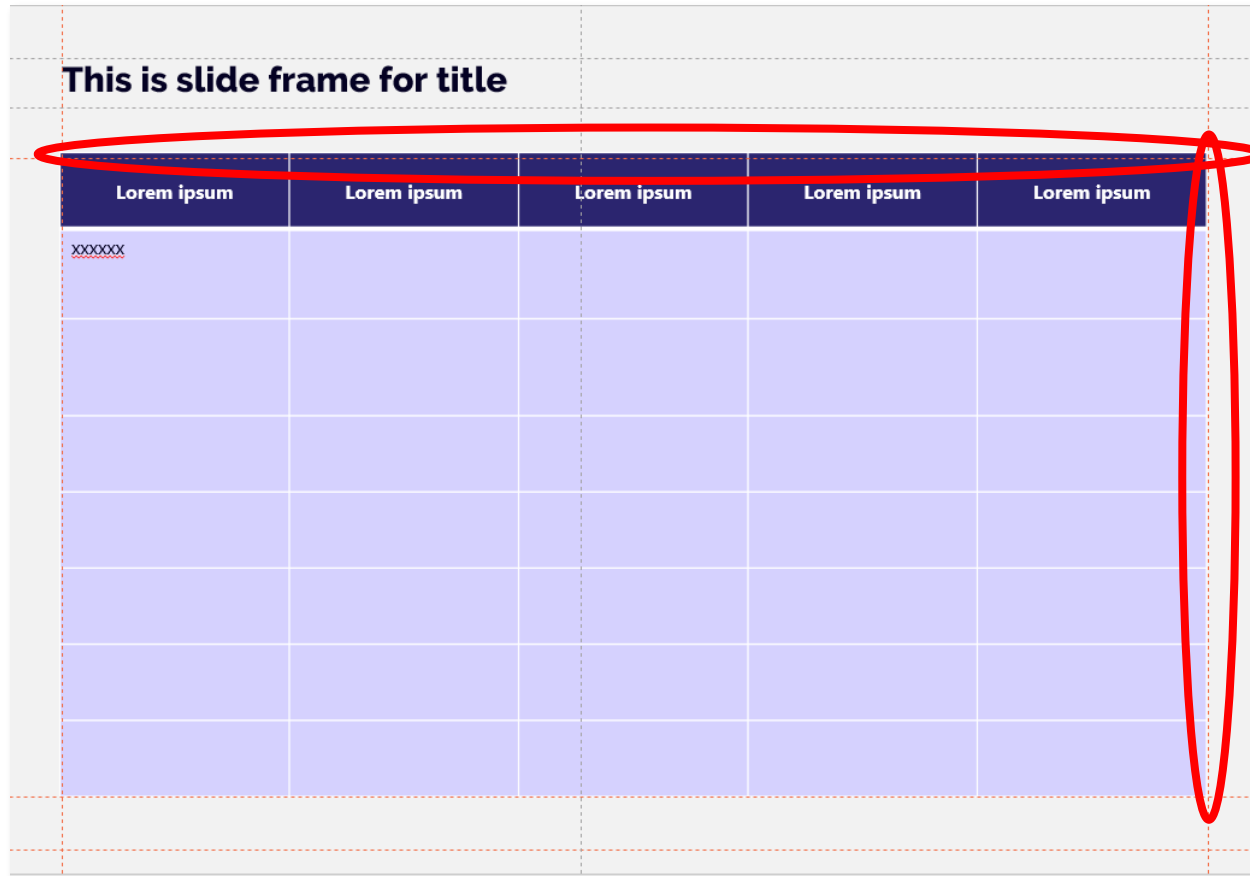
Most client guidelines include well-defined slide frame.

Based on this slide frame, you must align all to fit pixel perfect when possible.

What we mean by fit to slide frame is to **make sure all the elements will fit all 4 sides:** top, bottom, left, right.

Below slide is an example of **INCORRECT** slide frame use - elements are slightly misaligned

Example of **incorrect** slide frame alignment



Due to some misalignment this slide will lead to lower rating

Below slide is **CORRECT since elements are all aligned**

Example of **correct** slide frame alignment

| This is slide frame for title | | | | |
|-------------------------------|-------------|-------------|-------------|-------------|
| Lorem ipsum | Lorem ipsum | Lorem ipsum | Lorem ipsum | Lorem ipsum |
| xxxxxx | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

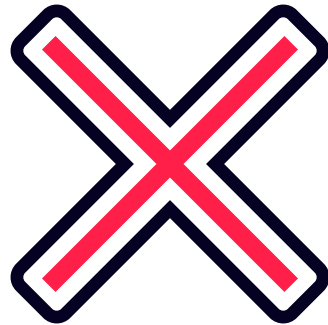
Pixel perfect alignment
to the slide frame on all
4 sides

Titles

This is slide **TITLE with xx font type with xx pt and bold text**

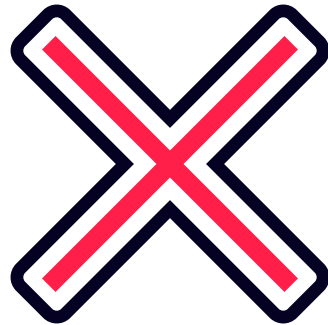
- In order to give a consistent experience, it is crucial that the title is placed and formatted consistently throughout the presentation.
- Most client guidelines contain strict guidelines for titles and subtitles.
- A quick check for titles consistency is to flip through the presentation in presentation mode and see if the titles “jump”.
- Using the title placeholders of the slide template works well but always recheck with guidelines file and if there is a difference ask your admin for advice.

Jumping and inconsistent title example - 1 of 3



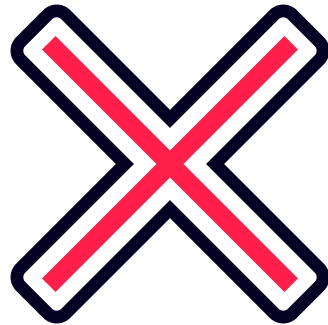
WRONG EXAMPLE

Jumping and inconsistent title example - 2 of 3



WRONG EXAMPLE

JUMPING AND INCONSISTENT TITLE EXAMPLE - 3 OF 3



WRONG EXAMPLE

Correct, consistent title example – 1 of 3



CORRECT EXAMPLE

Correct, consistent title example – 2 of 3



CORRECT EXAMPLE

Correct, consistent title example – 3 of 3



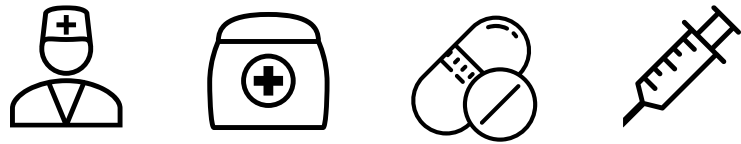
CORRECT EXAMPLE

Icons

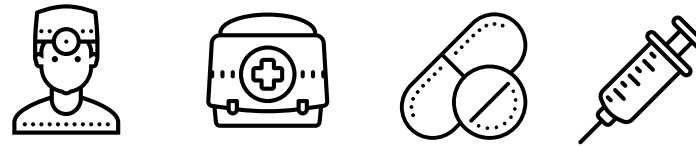
Icon style should be identical across the deck. Usually, icon style is defined in the guidelines. So please check it beforehand.

Examples of different icon styles

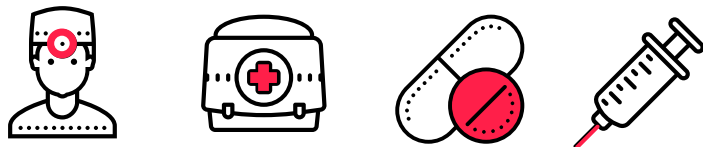
Simple thin line style



DOT with thin line style



Filled only highlight elements style



Color filled style



It is very important that you use the same icon style within a given slide AND across the entire presentation



**We look forward to
seeing you on the
platform!**

