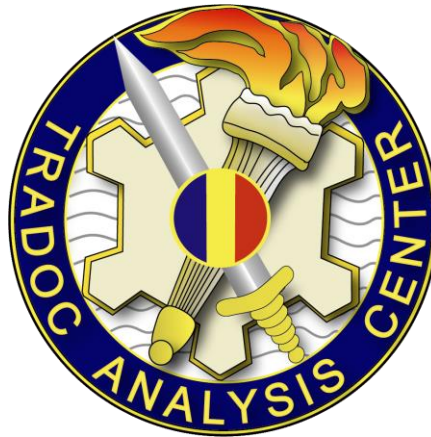# TRAC Slide Format & Standards
PowerPoint for Analysts

(Briefing to) John Smith (title optional)

Meeting a/o location (optional)

Date (mandatory)

Briefing Content

When bullets contain few words, the text may be centered on the page as shown here, instead of left justified.

- **Purpose**
- **General Guiding Principles**
- **The First Slide (Briefing Title Slide)**
- **Title of Follow-on Slides**
- **Text**
- **Headers & Footers**
- **Line & Paragraph Spacing**
- **Punctuation**
- **Graph in a Slide**
- **Slide in Word Document**
- **Object Conversion (File Reduction)**
- **Scripted Brief**
- **File Management**
- **Colors & Reference Palette**
- **TRAC Director Guidelines**

Purpose

- **The purpose of this briefing is to provide guidance and instructions about how to create a briefing with PowerPoint.**

- **This guidance applies to the creation of slides to be presented with electronic projection or desk-side as hard copy.   It also applies to the creation of slides for a hard copy document in scripted briefing format.**

- **This guidance assumes the use of Microsoft Office 97 or 2000 software. If necessary, adapt to other software to achieve the intent of this guidance.**

- **Adherence to this guidance will enable your briefings to conform to the intent and standards of CG, TRADOC and Director, TRAC.**

- **More importantly, adherence to this guidance and instructions will promote the professional quality of your briefing.**

Please send suggested changes to this briefing to Director, TRAC.

General Guiding Principles

- Each slide should clearly convey an important message or piece of a larger message. Woven together, a briefing of slides should tell a story.

- Create each slide to stand on its own merit. The notes pages or written script may be used to introduce additional relevant information and explanations. An explanation given verbally may be lost or confused by others when the slide is further distributed.

- Be concise. Make the slide easy to read and understand at a glance.

- Use embedded "pictures" and "images" sparingly and only when needed to support the slide message. Reduce their file size using format conversion (process is described later).

- Avoid "eyewash" (e.g., cartoon clip art, animation, showy slide transitions).

- Be consistent throughout the briefing. Apply format, layout of contents, graphics, labels, colors, and terminology uniformly on the briefing slides. Consistency from slide-to-slide enables the audience to anticipate the information on the next slide, thereby aiding the flow of the briefing.

- However, don't be a slave to a cookie-cutter approach. If a format is imposed on one slide (e.g., line spacing to accommodate more text), it doesn't have to apply exactly the same way to every slide. The audience won't notice subtle differences.

The First Slide
(*aka Briefing Title Slide*)

- The first slide will present the title of the briefing. It will be horizontally centered above the TRAC crest, in a font size from 28 pt to 38 pt, bold. If a second modifying line is used, it will be a smaller font, centered and italic.

- Additional information will be presented in the briefing subtitle horizontally centered below the TRAC crest, in a font size from 20 pt to 28 pt, bold.

- As a minimum, the briefing subtitle will identify the date of the briefing. The meeting or location may be identified as well.

- Name(s) may be identified in the subtitle, either the briefer(s) or those being briefed. To distinguish the briefing recipient from the briefer or briefing originator, add "Briefing to" or "Briefing for."

- The only image on the first slide will be the TRAC crest. There is only one standard TRAC crest. The use of any other version is forbidden. On the title slide, the crest will be 2.25" in diameter and perfectly centered. (For further information about the TRAC crest, contact TRAC Operations.)

- The background of the first slide will be completely white (clear). Do not use any other graphics, images, water marks, colors, etc., on the first slide.

- If the briefing is distributed as an officially published TRAC document, the briefing will also require a document number and a distribution statement. (This topic is addressed in separate guidance regarding TRAC publications.)

Title of Follow-on Slides
and Subtitles of Follow-on Slides

- **The slide title on this TRAC master (shown above this line) represents the standard for all slides that follow the first or intro slide:**
  - **28 pt and Arial bold.**
  - **Centered with a 0.1" internal margin on the left and right. (The TRAC master template is not set up to wrap this text.)**

- **Capitalize only the first letter of major words in titles. Do not capitalize all letters in titles.**

- **Type titles in the "text box" provided with the template. Do not add a separate text box. Using the existing text box allows you to change size or placement of all titles in the file at once, if necessary. It also provides the label for the outline feature in PowerPoint.**

- **The text box is sized to permit a subtitle to be added as a second line in the title. Use this option sparingly. If used, the subtitle should be a font size of 18 pt to 24 pt, italicized.**
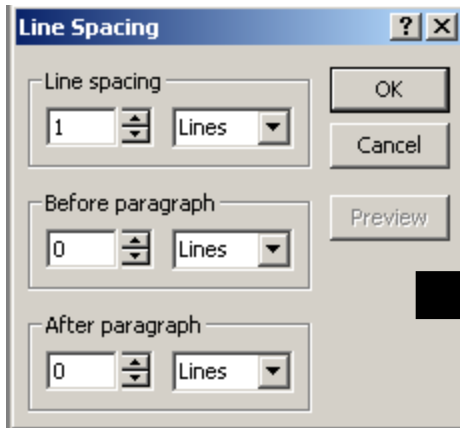
Text

- **All text will be Arial font. Do not use shadows on text, letters, or numbers.**

- **The preferred text font size is 20 pt to 24 pt for a briefing that is to be projected. Minimum is 18 pt. A smaller font size may be used sparingly only as an exception. A slide for hard copy documentation (not intended for projection) may use a smaller font size than 18 pt; the minimum is 12 pt.**

- **The standard default line spacing for text will be 0.9 line space in all instances. On an exception basis, line spacing may range from 0.85 to 0.95 for best appearance. Avoid using the full 1 or greater for line spacing.**

- **Bullet types will be selected from those available in the "Normal Text" menu; go to the "Format" pull-down menu, and select "Bullet."**

- **Preferred bullet types are dots and dashes. As this example illustrates, the first (far left) bullet will always be a black, solid dot or circle.**

  - **And the next indented bullet will always be a black dash.**

- **The space between bullet and text should be 1/4". Go to "View" pull-down, select "Ruler" to display and adjust the spacing between the bullet and text (you must be in the text box mode to see the ruler settings). Do not use blank spaces (space bar) to create spacing.**

- **For ease of use and conformance, the TRAC master template incorporates the above guidance as default settings for font, spacing, and bullets.**

Headers & Footers

- The header is the text box above the horizontal, 9.5" long, 2.5 pt black line at the top of the slide, while the footer consists of several text boxes at the bottom.

- Use the left side footer to display the date that the single slide or the whole file of slides was last modified. Always use the "Fixed" date option on both the "Slide" and the "Notes and Handouts." Use the right side footer to display the number of each slide (except the first slide or title slide which is slide #1).

  – To enter or change the information in the footer, go to "View" pull-down, select "Header and Footer." Checkmark the boxes for "Date and time, Fixed," "Slide number," "Footer," and "Don't show on title slide."

- If desired, a title may be added next to the page number (currently titled, "Ver 1.0, PowerPoint for Analysts" at bottom right on this template).   The title is entered into the footer in a similar manner as described above using the footer text box provided. If you do not intend to use a title, then delete the current wording from the footer.

- Text in the footers will be gray (vice black) 8 pt Arial bold font, enabling it to be visible for reference without being intrusive.

Line & Paragraph Spacing

Before

Line Spacing dialog box:
- Line spacing: 1 Lines
- Before paragraph: 0 Lines
- After paragraph: 0 Lines
- OK / Cancel / Preview

After

Line Spacing dialog box:
- Line spacing: 0.9 Lines
- Before paragraph: 0.5 Lines
- After paragraph: 0 Lines
- OK / Cancel / Preview

Ruler Settings

- **The appearance and readability of text can be improved by controlling line spacing to increase the line separation after the last text line of one bullet and before the text line of the next bullet.**
- **Go to "Format" pull-down, select "Line Spacing" set "Line Spacing" to 0.9 (not 1 or greater).**
- **Use "Before paragraph" and/or "After paragraph" to add extra line spacing to achieve the desired effect. Do not add spaces by using the return key.**
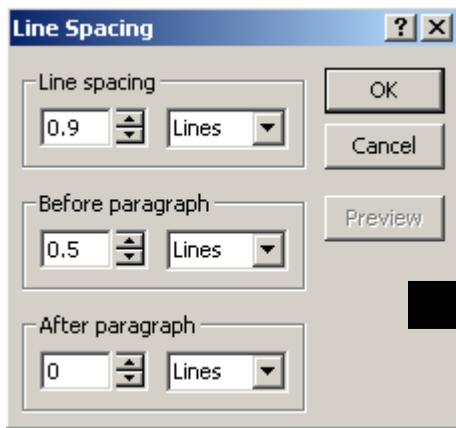
- **Proficient use of "Line Spacing" features enables the same amount of content to be packaged into about the same space while improving its overall appearance and readability (as in this example).**

  - **Use the "Promote/Demote" arrows on the toolbar to manage indentation of any subparagraphs (as used for this paragraph).**

  - **Do not permit text to left justify forward of the first letter of the first line of a bullet (see ruler example at left, instructions on using the ruler are on previous slide titled "Text").**

Punctuation

- **Use proper capitalization of letters. Do not routinely capitalize each letter of a word or phrase.**
  - **Sentences should only have the first letter of the first word capitalized.**
  - **Titles should have the first letter of each major word capitalized.**
  - **Bullet text should have the first letter of the first word capitalized.**

- **Place a period at the end of a short phrase or bulleted text (except titles), even if it is not a proper sentence. A period or other punctuation after each item in a list of nouns is not necessary.**

- **Question marks or exclamation points may be used in place of a period, where applicable.**

- **Quotes should be enclosed in quotation marks and properly credited or sourced. Italics font may be used with quotation marks.**

Graph in a Slide

- A graph (called a c*hart* by Microsoft) for a slide may be created in either Excel or PowerPoint.

- A graph format will be two-dimensional (x-y axes only, without depth) unless there is a third axis of information to convey. Do not use a three-dimensional graph for two variables of information.

- Line plots, bar charts, or pie charts are preferred graphical formats.

- Once the graph is on the slide, its location on the slide may be changed like any other object. To change location, go to "Format" pull-down, select "Object" and adjust the values in the "Position" tab (calculated from the top and left margins); or left click on the graph and use the mouse to drag it.

- To adjust the size of the graph, left click on the graph, go to "Format" pull-down, select "Object" and in the "Format Object" box that appears, select the "Size" tab, invoke "Lock aspect ratio" and use either "Size" (inches) or "Scale" (percentages) to adjust the size of the graph; or use the mouse cursor arrow to grab a corner of the graph and drag shrink or expand its size (this only works if a corner is grabbed).

- **In Excel:**
  - Enter data into the spreadsheet.
  - Select the data you wish to graph.
  - Go to "Insert" pull-down, select "Chart," then select "Chart type."

- **In PowerPoint:**
  - Go to "Insert" pull-down, select "Chart," then enter (edit) the data.
  - First row is the x-axis labeling; first column is the legend entry.
  - To edit the data of the chart, double-click the chart, go to "View" pull-down, select "Datasheet."

- **For both Excel and PowerPoint:**
  - To change the "Chart Type" or "Chart Options," click the chart and go to "Chart" pull-down.
  - To change attributes of the graph, right-click on the portion of the graph to be changed (e.g., axis, label, legend, symbols, etc.). You may then change object size, font, color, style, etc.

Embedding a Graph Within a Slide

- To embed a graph created with Excel, copy it (it will be automatically held in your clipboard) and switch to PowerPoint and use one of the options described below.
- For internal TRAC document with a hyperlinked spreadsheet:
  - Go to "Edit" pull-down, select "Paste Special" then "Paste link."
  - If you relocate either the Excel or PowerPoint file within your system, the hyperlink may be broken. The link will be severed outside your system.
  - You may edit the linked graph by editing the data within the original Excel file, accessible from PowerPoint.
  - Others on your system who open the PowerPoint file may be able to access your Excel file as well.
- For internal TRAC document with an embedded spreadsheet:
  - Go to "Edit" pull-down, select "Paste."
  - Your Excel file will be embedded in and travel with the PowerPoint file.
  - Others who open the PowerPoint file can access the original Excel file.
  - Double click the graph to edit Excel data.
- For documents to be distributed outside of TRAC:
  - Go to "Edit" pull-down, select "Paste Special, Picture" (not "Picture, Enhanced Metafile") to embed the graph.
  - Ungroup to edit or rearrange titles, legends, etc.
  - Only a picture of the graph is embedded, data cannot be accessed.

Creating a Slide for a Word Document

- **Use either the TRAC master slide format or a "Blank Presentation" format to create your new slide, depending upon what you want to paste into the Word document.**

- **Use the PowerPoint default page size of 10" by 7.5" and a minimum text of 18 pt bold to create the slide.**

- **When pasted into the Word document, the original slide will be smaller. A text of 18 pt in PowerPoint will appear about the same size as 12 pt if you size your figure to be 6.5" wide and about 10 pt if you size it to be 5.5" wide.**

- **Place all slides for your Word document in a single PowerPoint file for ease of maintenance. Changes to a slide should be done in the PowerPoint file and the edited slide re-inserted in the Word document.**

- **Retain the PowerPoint file with the final Word document for archival purposes. Document its "Properties" (refer to a later slide in this briefing about File Management).**

Inserting a Slide in Word Document (2 of 2)

- **After creating the slide in PowerPoint, go to "View" pull-down and select "Slide Sorter." Then select the slide you want, go to "Edit" pull-down and copy it (it will be automatically held in your clipboard).**

- **Then switch to the Word document:**

  - **Place the cursor where you want the figure.**

  - **Go to "Edit" pull-down, select "Paste Special" then "Picture." (This takes up the least file size, displays quickest, and does not embed data.)**

  - **To change its size, go to "Format" pull-down, select "Picture" and in the "Format Picture" box, select "Size" tab to edit.**

  - **To set or edit where and how the figure appears on the document page, go to "Format" pull-down, select "Picture" and "Layout" tab. Select "Advanced" tab:**

    - **The "Picture Position" tab enables you to anchor the picture to the page or a paragraph and lock it in that position.**

    - **The "Text Wrapping" tab enables you to select how the text wraps around the picture and to set the distance between text and picture.**

Suggested settings

23 July 2003

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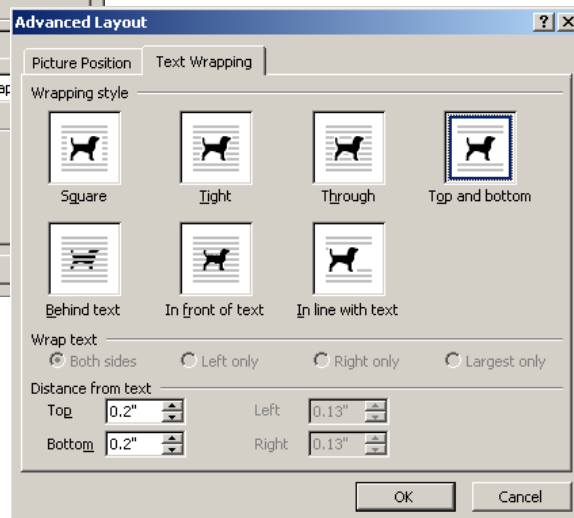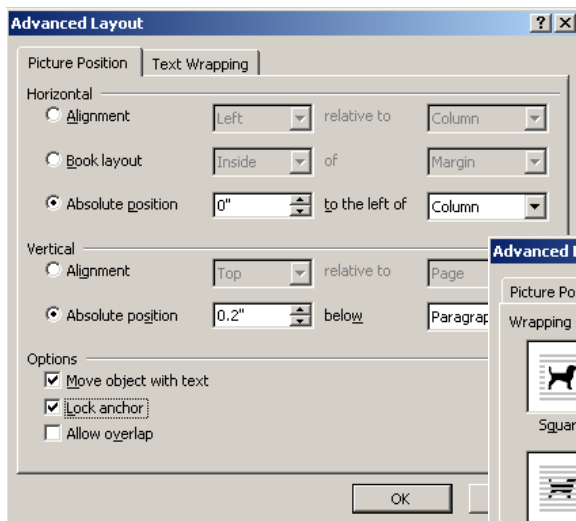
Object Conversion
(To Reduce File Size of Your Presentation)

- Objects (e.g., pictures, photos, images, etc., other than "PowerPoint objects") embedded into a briefing slide file may excessively increase the size of your file. Conversion of these objects can reduce file size.

- Use paste or insert to embed the object into the briefing slide.

- To convert the object (to reduce its file size), select the object and copy it (it will be automatically held in your clipboard). Go to "Edit" pull-down, select "Paste Special" and if available select "Picture (JPEG)" (if not available, then select "Picture"). If the original object has "empty" visual space meant to be "transparent," then select "Picture (GIF)" or "Picture (PNG)" under "Paste Special." The converted object will usually display in the same size as the original one.

  – If the quality of the displayed object is acceptable, delete the original object and reposition the new one.

  – If quality is unacceptable, try other "Paste Special" formats.

- To adjust the displayed size of the object, right-click on it and then using the "Format" pull-down, select "Picture." On the "Format Picture" box, select the "Size" tab, invoke "Lock aspect ratio" and use either "Size" (inches) or "Scale" (percentages) to adjust its size; or use the mouse cursor arrow to grab a corner and drag shrink or expand its size.
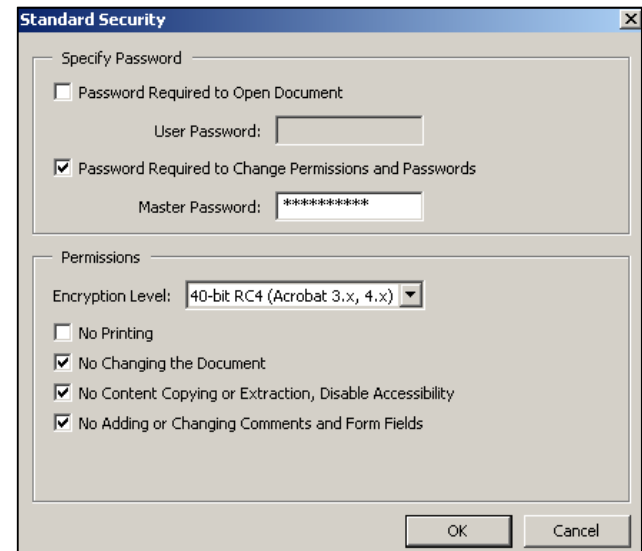
Scripted Brief

- **There are two options to create a scripted brief.**

- **For a "notes page" format (bound at left margin):**
  - **Put script on the notes pages; minimum 18 pt font, bold.**
  - **To print the file, go to "File" pull-down, select "Print" and in the "Print what" pull-down, select "Notes Pages." When printing this way, the "slide image" will display as 4.9x6.5" and 18 pt will display as 12 pt in hard copy, with a 1" margin on printed notes pages.**

- **For a "facing page" format (bound horizontally):**
  - **Insert a new slide for script and format it by using the "Format" pull-down, select "Background," then check-mark the box "Omit background graphics from master." Then select "Apply" (not "Apply to all").**
  - **Since this will also delete the page number, reinsert it on the script page by creating a text box on the page and go to "Insert" pull-down, and select "Slide Number."**
  - **Go to "View" pull-down, select "Slide Sorter" and create duplicates of the slide you formatted for script and drag a script page to fit between each of the slide pages.**
  - **For hard copy scripted briefs (that are not projected), use a minimum 12 pt font for the text script.**
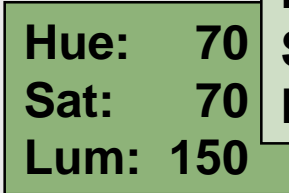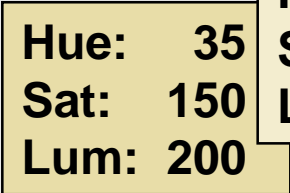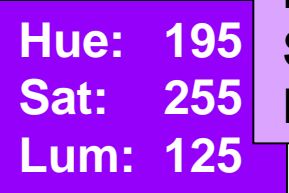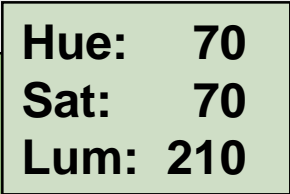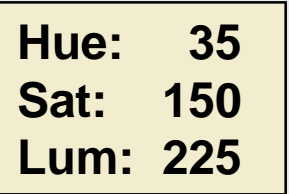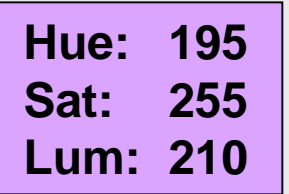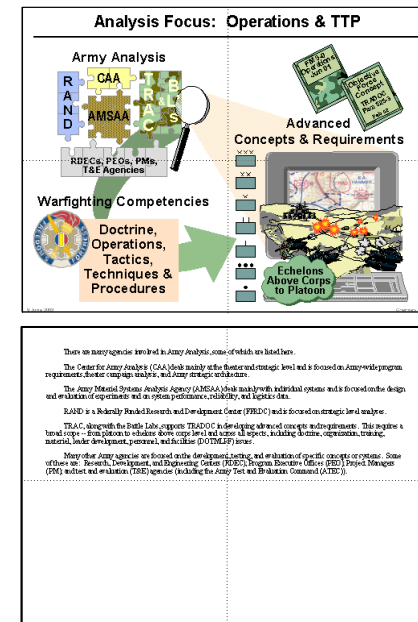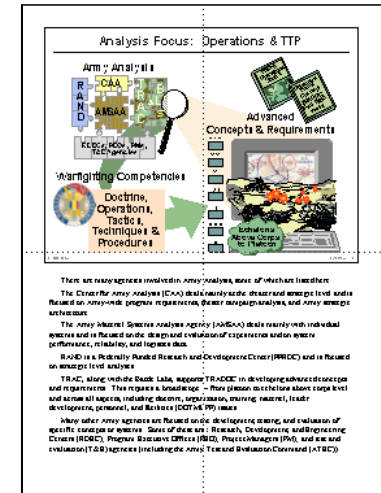
File Management

- **Accurately document each file you create or modify. Go to "File" pull-down, select "Properties" then "Summary." As a minimum, fill in the information for "Title," "Author" and "Company." Company should be identified as "U.S. Army TRADOC Analysis Center (TRAC)."**

- **Always review "File, Properties" to ensure the information contained in the "Summary" accurately documents the file. It must be edited and updated when a new file is created from an existing file. To be reminded to edit the properties when you use "Save As," go to the "Tools" pull-down select "Options" and on the "Save" tab, select "Prompt for file properties."**

- **When officially distributing an electronic briefing file, protect its integrity by converting the file to a locked "pdf" format using Adobe Acrobat to prevent unauthorized changes to it. This will also facilitate its uniform printing.**

- **Adobe Acrobat is required (Acrobat Reader is insufficient) to convert the PowerPoint file. Go to "File" pull-down, select "Print" and under "Printer Name," select "PDF Writer."**

- **To lock the "pdf" file, open it in Adobe Acrobat. Go to "File" pull-down, select "Document Security." Create a password and restrict changing and copying (see example at right). Be sure to permit printing. Save your password.**

Standard Security dialog box:
Specify Password
☐ Password Required to Open Document
User Password: [   ]
☑ Password Required to Change Permissions and Passwords
Master Password: [**********]
Permissions
Encryption Level: 40-bit RC4 (Acrobat 3.x, 4.x) ▾
☐ No Printing
☑ No Changing the Document
☑ No Content Copying or Extraction, Disable Accessibility
☑ No Adding or Changing Comments and Form Fields
[OK] [Cancel]

Colors & Reference Palette

- Black is the standard default color for all text, bullets, lines, box borders, arrows, etc. Use other colors conservatively. Avoid heavy use of bold, bright colors. Use bright green, yellow, and red sparingly.

- Color choices are available for "Fill," "Lines," and "Font." The most common methods to change colors rely on the "Format" pull-down or the icons on the "Draw" toolbar ( ).   Use "More…Colors, Standard or Custom" to select colors. Under "Custom," precise values may be specified for hue, saturation, and luminosity (see below for examples).

- The "Format Painter" option (invoked by the paintbrush icon in the toolbar) may be used to copy or transfer a color from one object to another. Click on a like item with the desired characteristics, click on the paintbrush icon and then on the item to be recolored. (Caution: other settings such as font size may transfer from one object to another along with the color.)

- The palette below identifies several preferred colors for reference.

Army Green	Sand	Joint Purple
Hue: 70	Hue: 70	Hue: 35	Hue: 35	Hue: 195	Hue: 195

Army Green
Hue: 70
Sat: 70
Lum: 150

Hue: 70
Sat: 70
Lum: 210

Sand
Hue: 35
Sat: 150
Lum: 200

Hue: 35
Sat: 150
Lum: 225

Joint Purple
Hue: 195
Sat: 255
Lum: 125

Hue: 195
Sat: 255
Lum: 210

TRAC Director's Reminder Guidelines

- Always ensure the content of file properties is accurate and up to date.

- Use black as the default color for text font, bullets, lines, box borders, arrows, etc. Do not use shadows on text.

- Be consistent throughout the briefing from slide-to-slide in the use of colors, labels, terminology, sequencing, and positioning of content.

- Use colors sparingly and only for special purposes, e.g., to emphasize, to contrast, to draw attention, or to guide the flow of content on the slide. Avoid the boldest, brightest colors.

- As a rule, use green to convey "good," red "bad," and yellow "caution."

- On a slide, a positive trend should move from left to right and low to high, i.e., from lower left to upper right.

- Do not use cartoon art, clip art, sound, etc., in a professional briefing. Be conservative in the use of PowerPoint animation, to include slide-to-slide transition.

- Avoid the use of double or triple line spacing to separate lines of text. Instead, become proficient in the use of "Line Spacing" functions ("Before/After paragraph") under the "Format" pull-down.

- Always invoke "Lock aspect ratio" before changing the size of an original image, figure, picture, graph, etc. Otherwise, it may become distorted.