



POWERPOINT GUIDELINES

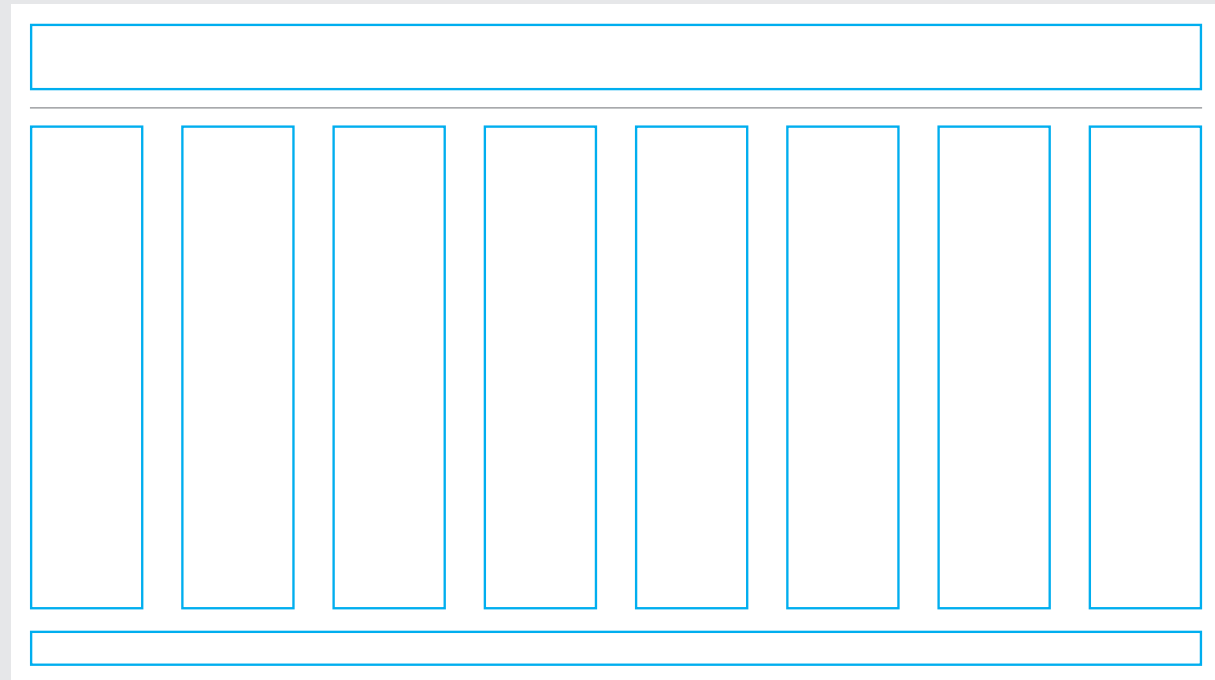
LAYOUTS

Our PowerPoint Template has been set up using a flexible 8 column grid.

The majority of slides utilises a larger column width for main copy and a smaller column for images, graphs, pull-outs, information, quotes etc.

Note: Our WWF PowerPoint templates have been created in a widescreen format.

When opening the template, it should automatically present in widescreen, there is no need to alter this.



Widescreen PowerPoint

COVER SLIDE

WWF front covers have a white border, which creates a structure for the image, WWF Box Logo and content block to sit on.

This design also applies to our PowerPoint cover slides.

WWF Box Logo

Border



Content block

Presentation date:

Open Sans 18pt / Arial 18pt

Month (written in full) followed by the Year (in numerical form XXXX)

This date can be either white or black text, dependent on the background image and its readability. It should always be placed in the opposite bottom corner of the content block.

Heading:

WWF Font 50pt / Arial Bold 26pt

Subheading:

WWF Font 24pt / Arial Bold 18pt

COVER SLIDE WITH COLOUR OPTIONS

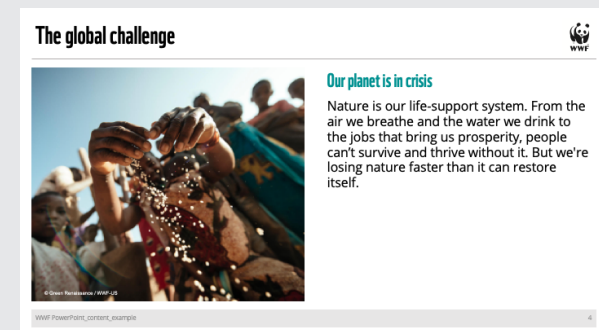
Flagship and WWF International PowerPoint covers are designed with principal colours black and white. However, for more flexibility it has been allowed for local PowerPoints to incorporate colour from our secondary colour palette. E.g. one colour per practice.

As the secondary colour palette is based on colours from nature, you should always be able to select a colour that complements the image.

The majority of the deck should remain largely black and white, with only subtle use of the same colour used on the cover.

Note: Each deck should only have ONE colour per PowerPoint file. This is made an exception on graphs and tables only.

Example slides with WWF secondary colour Aqua applied:



CONTENTS SLIDE

Continuing on from the PowerPoint slide, the PowerPoint contents slide has a similar layout that is clean and clear to navigate.

All items have been designed to sit on the 8 column grid. However, this does not limit the flexibility and creates plenty of opportunity within these parameters.

Subheading
WWF Font 30pt /
Arial Bold 24pt

**List of contents
and corresponding
slide numbers:**
WWF Font 18pt /
Arial Bold 14pt



Footer:
PowerPoint presentation title
and page number
Open Sans 10pt / Arial 10pt

TYPOGRAPHY

For compatibility reasons, we have created two PowerPoint templates. The sole difference between the main and enhanced Powerpoint is the typography.

Our 'main' PowerPoint template is recommended for collaborative presentations or when sharing presentations with third parties as it does not contain our iconic WWF font.

The 'enhanced' template features our WWF font and is recommended for internal presentations. Please make sure you install the WWF font on your computer before working on the template. When sharing this template with third parties, we recommend presentations are converted to PDF before sharing.

Our PowerPoint slides are more effective with smaller amounts of copy per slide. Please be aware of the copy length and use more slides if necessary.

Heading:
WWF Font 40pt /
Arial Bold 36pt

Image

The global challenge



WWF Logo

Subheading:
WWF Font 30pt /
Arial Bold 20pt

Our planet is in crisis

Nature is our life-support system. From the air we breathe and the water we drink to the jobs that bring us prosperity, people can't survive and thrive without it. But we're losing nature faster than it can restore itself.

Body copy:
Open Sans 21pt /
Arial 20pt

WWF PowerPoint_content_example

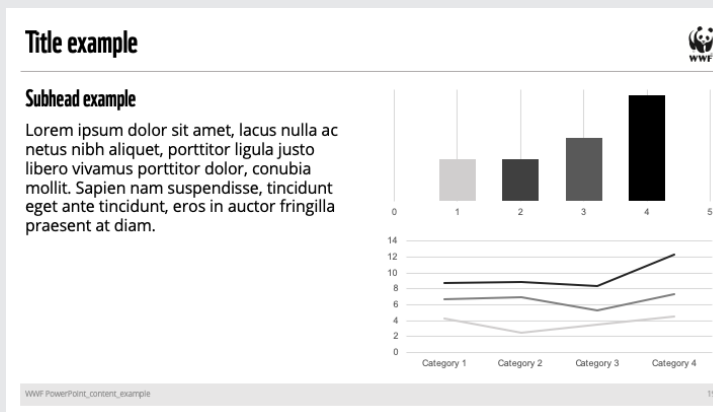
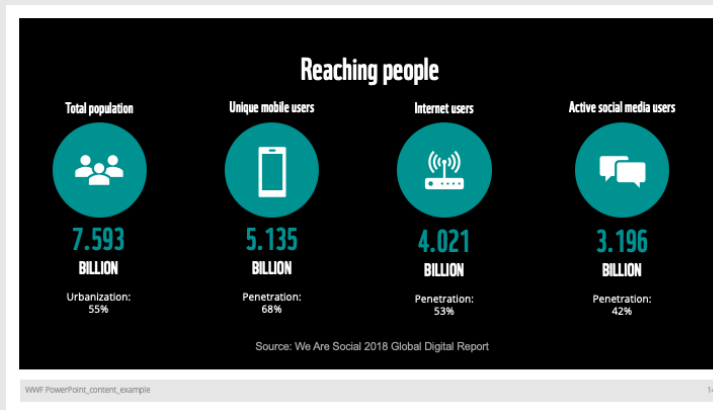
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ADDITIONAL SLIDES

Here are some more examples of the different template layouts created for your PowerPoint use.

These templates have been designed to cater for various content and needs.

Note: Charts, tables and diagrams are presented here in monochrome as an example. However these can be recoloured to any colour within the WWF colour palette as needed.



Title example

Subhead example

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus porttitor dolor, conubia mollit. Sapien nam suspendisse, tincidunt eget ante tincidunt.

Bullets:

- One
- Two
- Three

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus, porttitor dolo conubia mollit.

Caption Example

WWF PowerPoint_content_example 28

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus, porttitor dolo conubia mollit.

Caption Example

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus porttitor dolor, conubia mollit. Sapien nam suspendisse, tincidunt eget ante tincidunt, eros in auctor fringilla praesent at diam.

Sapien nam suspendisse, tincidunt eget ante tincidunt, eros in auctor fringilla praesent at diam. In et quam est eget mi.

WWF PowerPoint_content_example 27

Our tone of voice

The way we write and speak is vitally important to WWF

WWF PowerPoint_content_example 12

Title example

Subhead example

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus porttitor dolor, conubia mollit. Sapien nam suspendisse, tincidunt eget ante tincidunt, eros in auctor fringilla praesent at diam.

Lorem ipsum dolor sit amet, lacus nulla ac netus nibh aliquet, porttitor ligula justo libero vivamus porttitor dolor, conubia mollit. Sapien nam suspendisse, tincidunt eget ante tincidunt, eros in auctor fringilla praesent at diam.

WWF PowerPoint_content_example 21