

County of Sacramento
Presentation/Power Point Guidelines

Creating Your Power Point
Design your slides to appear clearly and readable in black and white as well as color
Use dark text on a light background; make sure there is high contrast between text and background. Avoid patterned backgrounds and note that colored backgrounds can look muddy when printed. Use consistent backgrounds for each slide.
Include page number, department name, Sacramento County presentation title on each page (title or in footer)
Cover/Title slide should be Sacramento County, department name, presentation title, presenter name and title.
The Power Point presentation should be uploaded into the agenda management system as the last attachment. *Do not list it on the Board Letter.
Label your Power Point file to help all staff organize the presentations. File name should include: PPT – Presentation Name
Paper size: Minimum 8 1/2" X 11"
Title fonts – Use 28 to 34 size font for titles and a bold font for subtitles. (Note, The title default size is 44). Use a Verdana.
Text fonts – Use 24 point font and no smaller than ¼ inch size text. Use Verdana font.
Using Numbers on slides: Use the same scale – compare millions to millions, thousands to thousands.
Limit punctuation and avoid putting words in all capital letters.
Avoid too much text per slide.
Limit the number of slides to 10 or less. A good rule of thumb is one slide per minute.
Use color and graphics to tell the story. The eye recognizes pictures before words.
Do not use the edges of the slide. Using the edges indicates you probably have too much content on the slide.
Proof read everything, including visuals and numbers.
Use sounds and transitions sparingly – they can be annoying.
Use the slide master feature to create a consistent and simple design template. You can vary the content presentation (i.e. bulleted list, 2-column text, text & image), but be consistent with other elements such as font, colors, and background.

Avoid using Clip Art or cartoony line art. Use high quality graphics to ensure that your images maintain their impact and resolution when projected on a larger screen or printed.

Do not feel compelled to fill empty areas on your slide. Unnecessary graphics or text boxes that do not contribute to better understanding. The less clutter you have on your slide, the more powerful your visual message will become.

Charts –

Pie show percentages.

Vertical Bar charts show changes in quantity of time.

Horizontal bar charts compare quantities.

Line charts demonstrate trends. Avoid using color coded graphics because they may not print well or show correctly on the screens.

If you are making a series of points, organize them from the most to the least important. The less important points can be skipped if you run short of time. Avoid jargon and acronyms if possible. Keep 'like' topics together and strive for similar line lengths for text.

Presentation Projection

Text and graphics should be large enough to read, but not so large as to appear 'loud'.

Have a Plan B in the event of technical difficulties. Bring one color copy set of your slides in case you have to display them using the overhead camera.

You control your presentation with the wireless remote.

The County Executive Agenda Clerk will provide the Power Point your department uploaded into the agenda management system to Metro Cable.