

# GUIDELINES FOR VISUAL AIDS

The following information is designed to help you prepare your visuals for a quality, professional presentation. Remember that **LESS IS BETTER** and all visuals ***MUST BE DEVOID OF CORPORATE NAMES/LOGOS (except for title slide) AND BRAND NAMES.*** See congress slide template for additional information.

## COMPUTER GENERATED SLIDES

- Use landscape (horizontal) format
- Design slides that can be seen from the back row of the room
- For the maximum effect, use 10 or fewer words on a slide
- Avoid using more than six words per line or eight to 10 lines of type per visual
- Use strong, bold san serif typefaces for reading ease. Don't use all capitals; provide ample spacing between words and letters
- Leave space at least the height of the capital letter between line
- Lower case letters are more legible than capitals
- Vary the size of type on your visual to illustrate relative importance of information
- Contrast is important. In general, use dark colors for the background and light colors for text and graphics.
- Limit each slide to one main idea
- Graphs and charts should be simple
- Include titles to supplement, not duplicate, slide data
- Use duplicates if you need to refer to the same slide at different times in your presentations
- Plan your slides for a good visual place in your presentation. Don't leave a slide on the screen after discussing it.