



Kestrel Presentation Standards Manual

Guidelines to Preparing for Your Presentation

Keeping It Simple

Whenever possible, it is best to simplify your message with a good balance of readable text and graphics. There may be times when this is not possible due to the nature of the content. A good rule of thumb to keep in mind is never let your text go below 12 point in size, and simplified slide graphics can be supported by a more elaborate handout or leave-behind whenever appropriate.

Lighting and Viewing Room Considerations

Consider the lighting and the overall room conditions. Will you need ambient lighting so that your audience can take notes? Is it appropriate to have the lights completely off for a more dramatic effect? For digital projection, light backgrounds are more suitable for lit rooms, and dark backgrounds are considered best for darkened rooms. One of the advantages of the Kestrel formats is that they have been designed to work in a variety of lighting situations. The most important issue is to reduce the light directly above the screen. Whenever possible, attempt to lower or cut the lights positioned directly above the screen. This will provide for optimum contrast.

Preparation

In order to be fully prepared, try to schedule a run-through if time permits. Make sure that your presentation is in the proper order and ready to show.

Try to limit the content to key points and use your speaker notes to elaborate on those points. Know your material, and keep in mind that you're a key part of the presentation. If possible, make eye contact while communicating with your audience. They will be more likely to understand what you are saying and enjoy your presentation.

Taking It On the Road

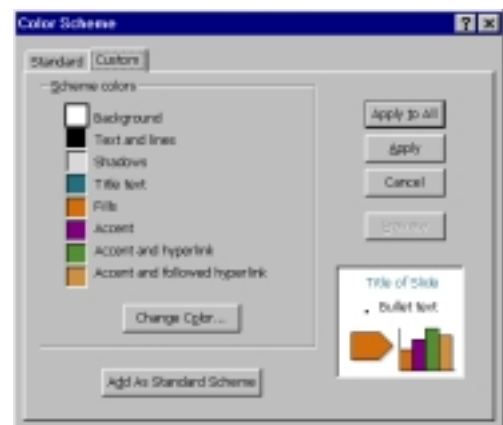
When giving a laptop presentation, you will need to make sure that your computer is ready to screen your show with the highest level of performance your system can output. It is recommended that you re-boot your computer system directly before showing your presentation. This will assure that your system resources are in peak condition and able to process and display your screen show to the best of your computer's capability.

Horizontal Formats

Horizontal formats are the most appropriate for digital presentations, as the standard screen lends itself well to the format. Vertical formats are also particularly difficult to get a full viewing on most standard conference room screens, and therefore not advised.

The Kestrel Color Scheme and Palette

Customized Kestrel corporate colors have been integrated into the PowerPoint Slide Color Scheme, making them available at all times. *At no point should the Slide Color Scheme be altered.* A color palette slide of customized colors can be found in all Kestrel format files. These custom colors should be utilized for all Kestrel presentations in order to present a uniform and consistent corporate image. It is recommended that you print a personal copy of this important color palette slide to have as a handy reference.

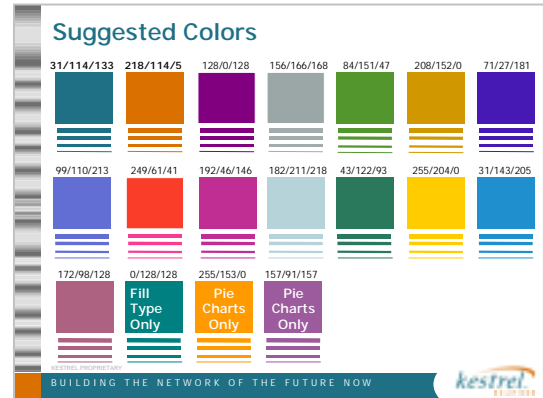


Kestrel Corporate Colors

There are a total of 18 customized colors located in every Kestrel Corporate Format file. Eight of the Kestrel Corporate colors are always present and available from the Top Row of the Color Dialogue when you select any object for re-coloring.

How to Dial-In Customized Colors

PowerPoint utilizes a Red-Green-Blue (RGB) standard color system. Using this system, it is possible to dial-in the Kestrel customized colors by simply selecting the object you want to re-color, accessing the Custom Color Menu, and typing in the new RGB Values.



The following procedure illustrates how to re-color an object using the Custom Color feature. It is suggested that you have a printed copy of the Kestrel Suggested Colors Slide ready as a reference.

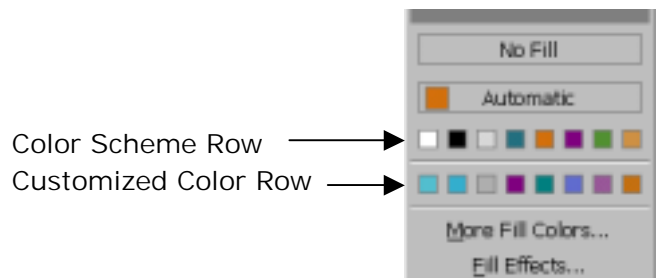
1. Select the object you want to recolor.
2. Click on the Fill/Line/Text color icon button.
3. Go to "More Fill Colors...".
4. Click on "Custom" tab in dialogue box.
5. Replace Red/Green/Blue value numbers with the desired RGB values found on the Suggested Colors slide.
6. Click "OK" to apply new color.



The Customized Color Dialogue Box.

Note: Customized colors appear on the bottom row of the Color Dialogue box. Only eight colors appear on this row at any given time. As you add or dial-in a new color, it replaces an existing color chip on the Customized Color Row.

Tip: A quicker way to apply a color to an object is through the use of the Format Painter Tool. See next section outlining how to use this handy tool.



How to Use the Format Painter

PowerPoint automatically places the Format Painter Tool Icon Button in your menu. This convenient feature allows you to quickly transfer desired styles to objects from previous presentations, speeding up the task of re-applying Kestrel styles and standards to older existing slides. Using this tool, you can quickly apply colors, styles and fonts from one object to a new object.



IMPORTANT NOTE: It is important to note that this function operates under what is known as a “model-dependent” function. This means that the **FIRST** object you select is the “model, and the selection after that will take on the attributes of the previously selected model.

The following procedure illustrates how to use the Format Painter Tool. This procedure includes how to paste the desired model into your slide before starting the Format Painter function.

1. Go to the slide that contains the desired model. Capture the model and go to “Edit-Copy”.
2. Go to the slide you are reformatting. Go to “Edit-Paste”. Your model should now be present in your current slide.
3. Click on your model to select it.
4. Click on Format Painter Button.
5. Click on the desired object to be reformatted. The object should now contain the new attributes.

Format Painter – Color Fills

You can re-color any object’s Fill Color to match the Suggested Colors Slide by using the following procedure:

1. Go to Suggested Colors Slide. Click on desired Color Chip. Go to “Edit-Copy”.
2. Go to the Slide that contains the art you are re-coloring. Go to “Edit-Paste”. The color chip should now be present in your current slide.
3. Click on Kestrel Color Chip object.
4. Click on Format Painter Button.
5. Click on the desired object to be re-colored.
6. The object should now reflect the new color.



3



4



5



6