

# PowerPoint template user guide

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# Introduction

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## Aim

The aim of this guide is to help users make the most of the various functions of PowerPoint so that they can easily optimise and simplify their work.

This guide will help you understand PowerPoint functions and templates used at Università della Svizzera italiana.

## Template purpose

A template is a reference document that includes preset elements, such as page layout, formatting, and styles, to assist in creating and organising documents.

It saves users a significant amount of time, as they only need to select and apply predefined elements without worrying about creating the page layout from scratch. The content structure also benefits from this and leads to an optimised presentation of the communicative elements.

Finally, templates ensure a consistent, coherent, and high-quality presentation, enhancing the University's coordinated image.

## Who is the template for?

The templates are designed for administrative and academic staff to carry out their responsibilities.

Additional information on graphic design, along with guidance on official names and editorial rules, can be found on the page dedicated to USI's Corporate Design.

[www.desk.usi.ch/en/corporate-design](http://www.desk.usi.ch/en/corporate-design)

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**A good presentation**

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Each slide has a specific purpose and should not simply present a list of information for the audience to read.

Instead, each slide should concentrate on a particular concept, reinforcing the message conveyed by the speaker. This approach ensures that each slide effectively supports and enhances the oral explanation provided.

Every element (photo, chart, logo, icon) on the slide must serve a clear purpose.

If you must use a lot of text, consider applying a few simple tricks to lighten the slide:

- shorten texts where possible
- divide the content into paragraphs (each paragraph a slide)
- lighten the content by inserting slides with quotes, charts or photographs
- start a new chapter with a dedicated slide ('Chapter / in white highlight', 'Chapter / in black highlight')

Creating an effective PowerPoint presentation requires clear content, an attractive design, and a structure that enhances understanding of the message.

Here are some practical tips for creating a presentation that makes an impact:

**1. Define a clear objective**

Establish the purpose of the presentation (to inform, to persuade, to entertain) and keep it in focus on every slide.

**2. Organise content**

Organise the presentation into three sections: introduction, body, and conclusion. Each slide should reinforce the main message.

**3. Keep text short**

Use short sentences and bullet points (lists) to highlight the main concepts.

Avoid cluttering the slides with too much text.

Remove any information that is not mentioned.

Focus on a highlighted number or word, accompanied by a brief explanatory sentence to provide context.

**4. Clear and coherent design**

Adopt a consistent visual style: use simple backgrounds, clear fonts, and contrasting colours to enhance readability.

**5. Images and charts**

Choose quality images and use charts to illustrate data.

Make sure that each visual element supports the message.

**6. Engage the audience**

Do not read the slides. Use the visual support to emphasise the points and try to interact with the audience to keep their attention.

These six points will help you create clear, effective and engaging presentations.

These six points are essential for creating clear, effective, and engaging presentations.

We recommend consulting the [link](#), as well as the many tutorials available online, to explore the topic in greater depth.

Finally, it's important to use the correct terminology and naming conventions adopted in USI communication.

All the information can be found at [www.desk.usi.ch/en/corporate-design](http://www.desk.usi.ch/en/corporate-design), in the section **Style guide, language, titles and names**.

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## Use of the template

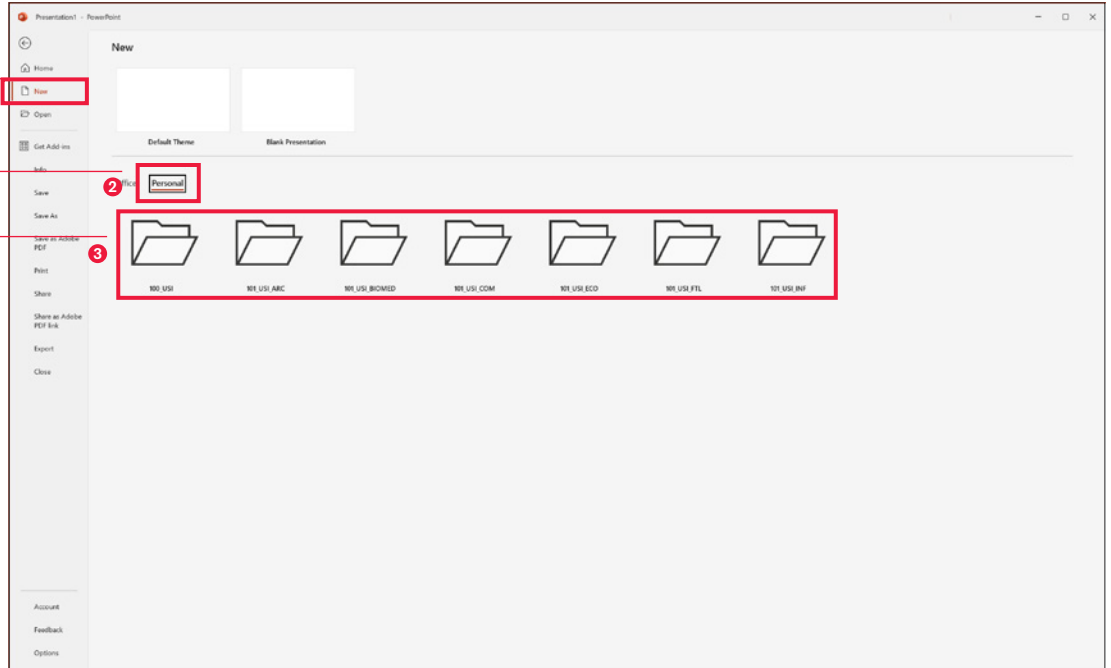
**Important**  
It is recommended  
to always begin with  
a new document.

The templates will be  
periodically updated  
with changes and  
improvements.

The folders are  
subdivided by:  
USI generic  
and Faculties

When the programme  
starts, a blank  
document is displayed  
by default.

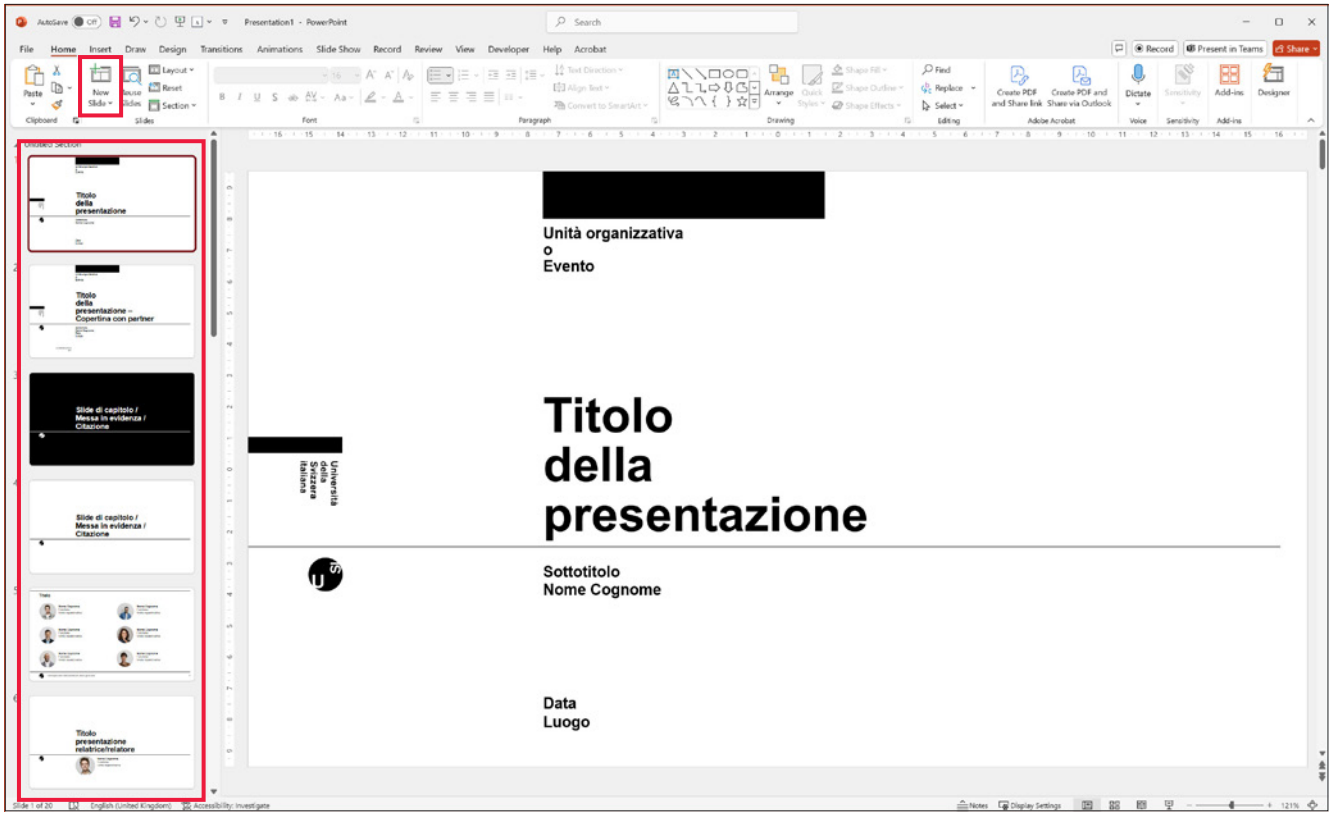
- 1 From the main menu  
click on "File", and  
then "New"
- 2 Select  
"Personal"
- 3 The folders containing  
the USI templates  
available are displayed.



The template's side menu includes slides with examples for users to quickly view available options.

To add new slides, click on the small arrow to the right of the "New Slide" button.

This will show you a list of options, allowing you to choose the slide layout that best fits the content you want to include.



Slides

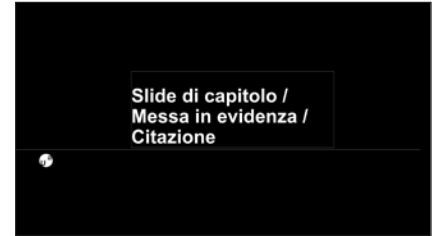
Overview of  
the slides available  
in the template.



Cover



Cover with partner



Capitolo / in evidenza nero



Capitolo / in evidenza bianco



Relatore/trice



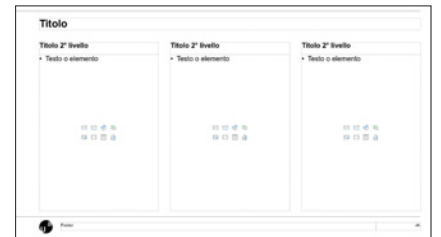
Titolo e testo



1 elemento



2 elementi



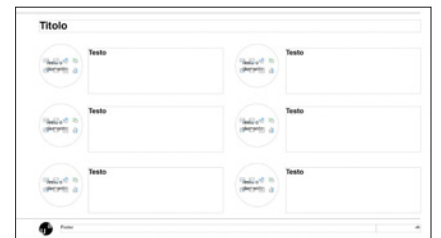
3 elementi



4 elementi



5 elementi



6 elementi



Immagine a pieno

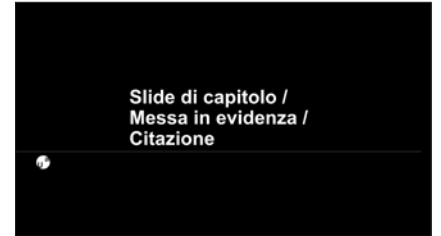
Examples on how to use the slides in this template.



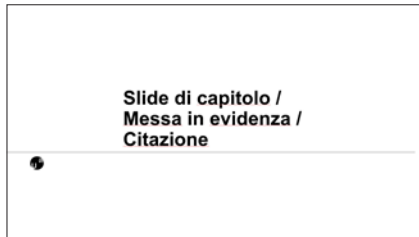
Cover



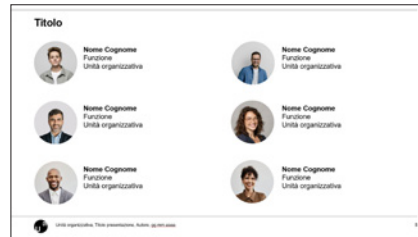
Cover with partner



Chapter / highlights black



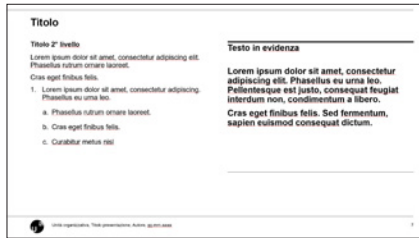
Chapter / highlights white



6 elements



Speaker



2 elements



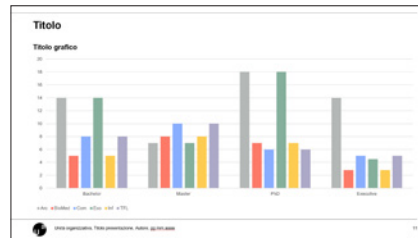
6 elements



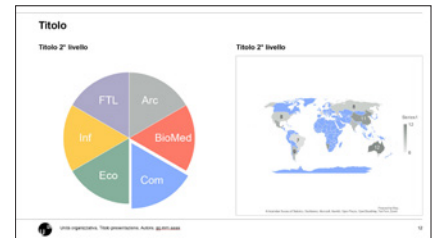
4 elements



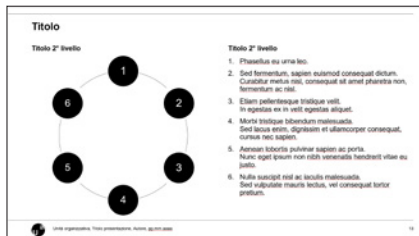
2 elements



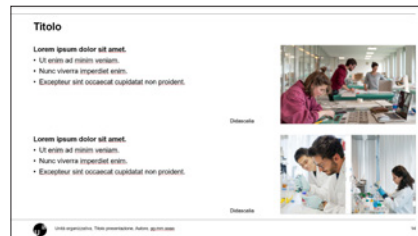
1 element



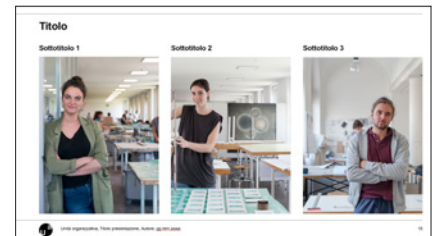
2 elements



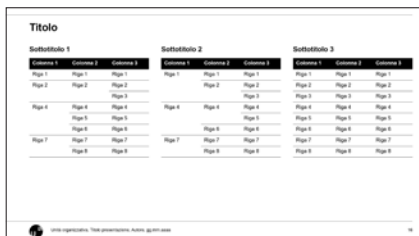
2 elements



4 elements



3 elements



3 elements



Full screen image



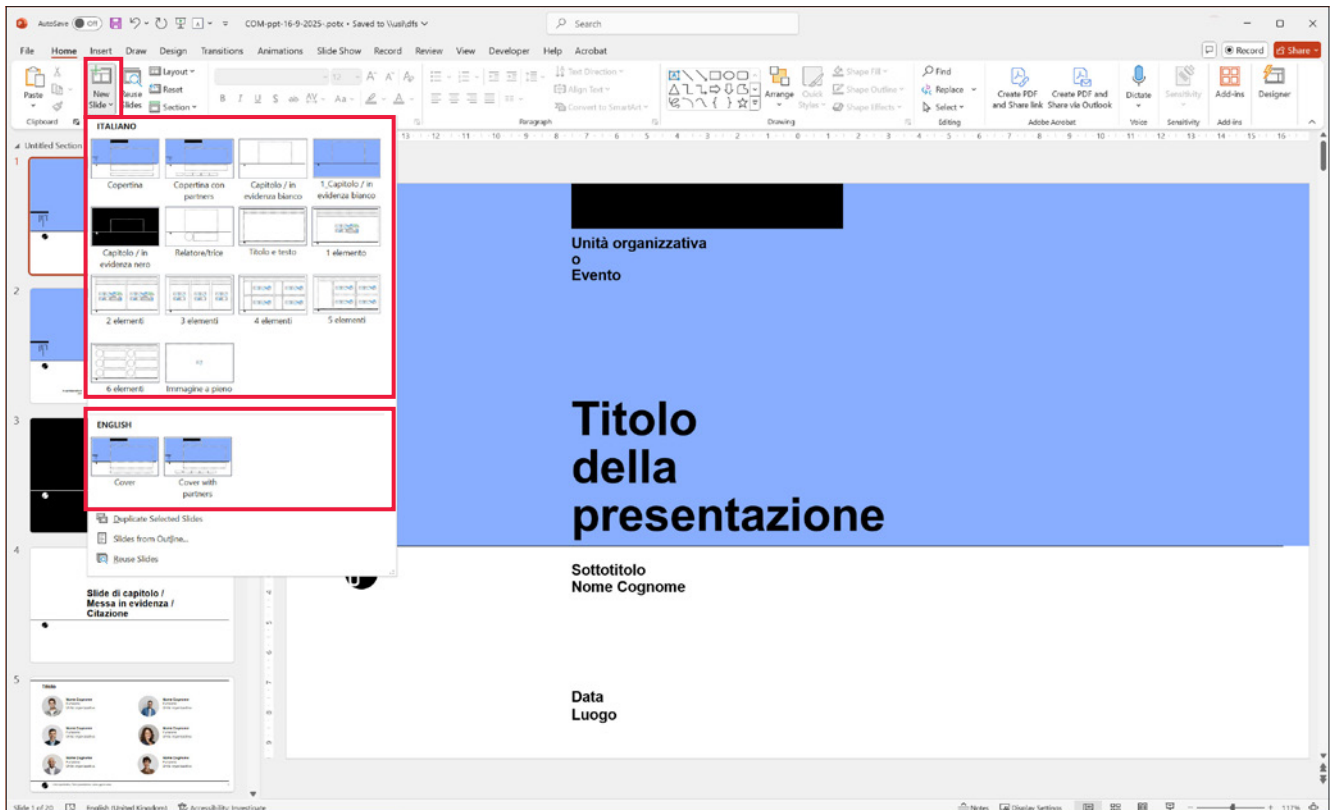
Chapter / highlights white

Facilities PPT templates are available in two languages.

Click on the New slide arrow to access available pages.

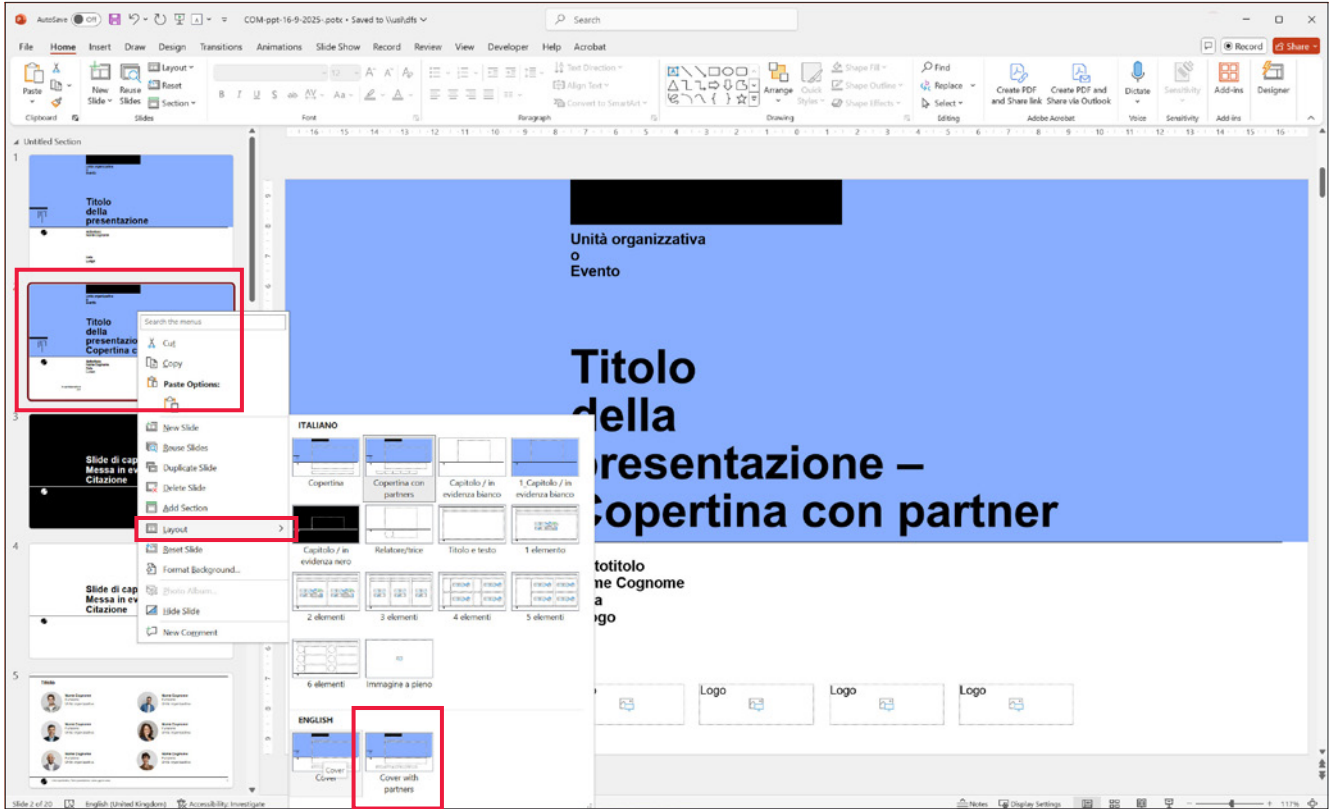
The only item that changes is the name of the Faculty on the cover.

The slides are divided into ITALIAN and ENGLISH.



It is possible to assign the new slide (in this case the language) at a later time.

Select the slide and right-click to choose "Layout", then select the slide that will replace the current one.

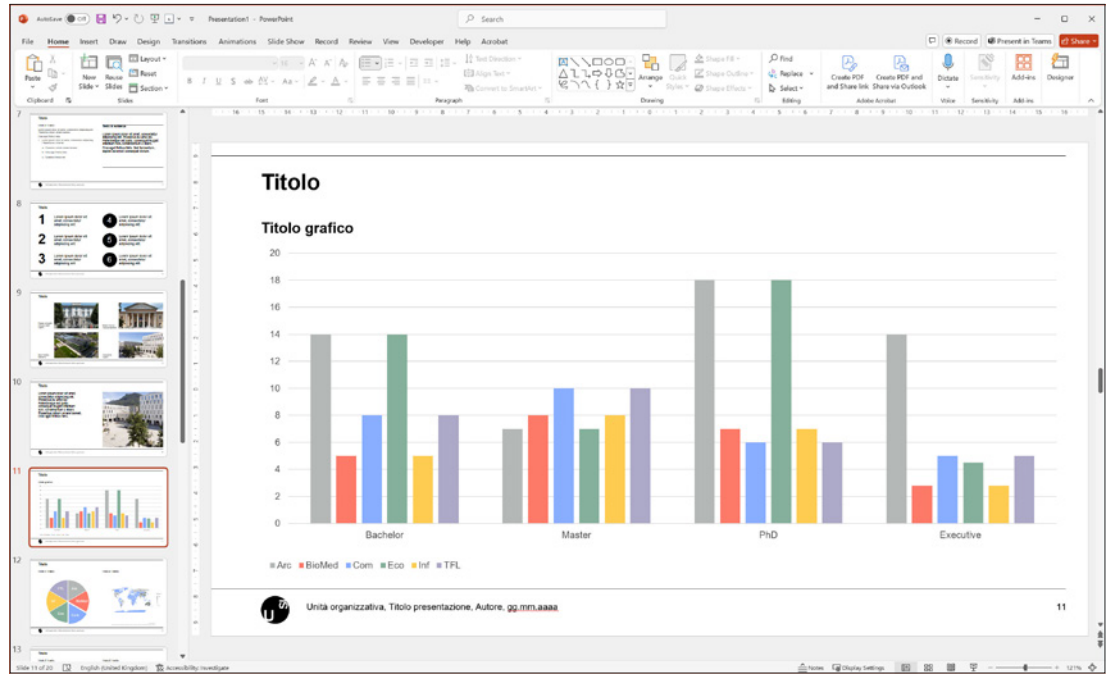


The colour palette (Theme Colors) as well as fonts are preset to match the USI graphics guidelines.

More info at pages 15 and 35.

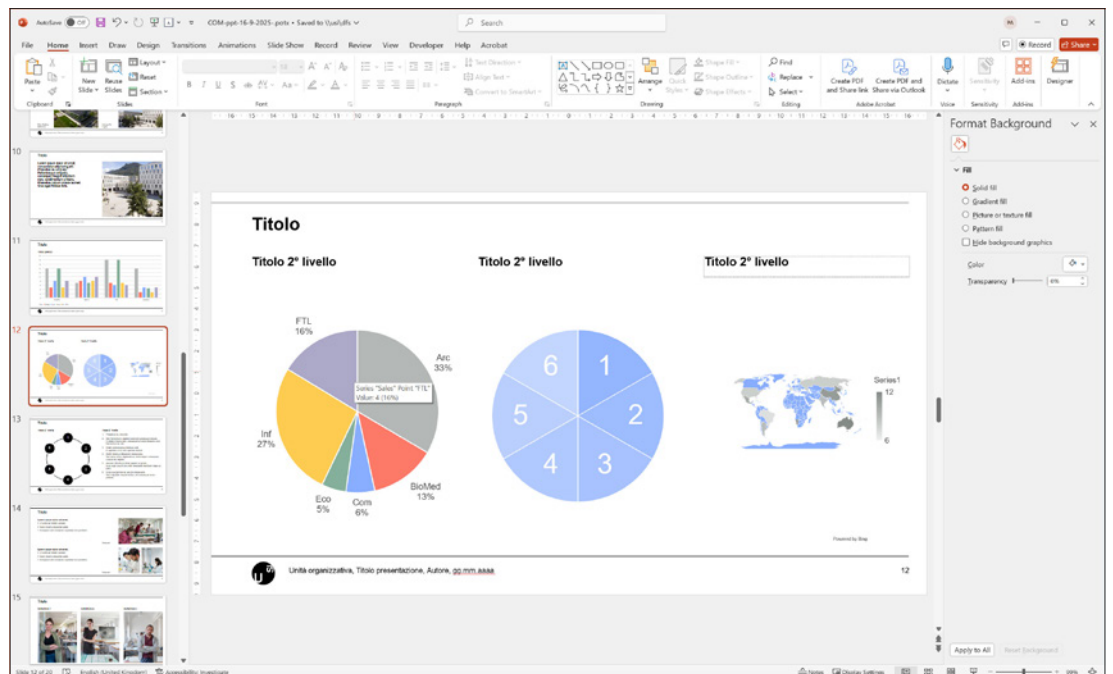
Whether for an image or text, preset colours are available by default in all options.

The colours of the USI faculties have been set as a default, which is especially useful when discussing them.



It is possible to use shades of the specific colour of an individual Faculty.

This makes it easy to create a more precise narrative.



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**Fonts**

The font used for these templates is **Arial**.

In addition to PowerPoint templates, the same font is used across various Word templates, emails and all other materials provided to the USI community for everyday use (without input from the Graphics Service).

To lighten the presentation and make it more visually appealing, we recommend using **Bold** for titles and subtitles and **Regular** for texts.

**The use of other fonts is not permitted.**


**Writing a full text in ALL CAPS is not advisable** because it may express emotions such as anger or despair (in publishing, capital letters are used for shouting, i.e., to distinguish an exasperated and violent tone). It can also be frustrating, often leading to fatigue and a subsequent slowdown in reading.  
It can be used to highlight a keyword within a paragraph.


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**Colours**

Here are the **Faculty colour** references, provided in both RGB and HEX formats:


 **Architecture**  
rgb 180/184/182  
#b4b8b6

 **Economics**  
rgb 133/176/154  
#85b09a

 **Biomedical Sciences**  
rgb 253/121/105  
#fd7969

 **Informatics**  
rgb 255/204/82  
#ffcc52

 **Communication**  
rgb 136/173/255  
#88adff

 **Theology**  
rgb 176/167/196  
#b0a7c4

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**Corporate  
Design**

More information on USI Corporate Design are available at [www.desk.usi.ch/en/corporate-design](http://www.desk.usi.ch/en/corporate-design)

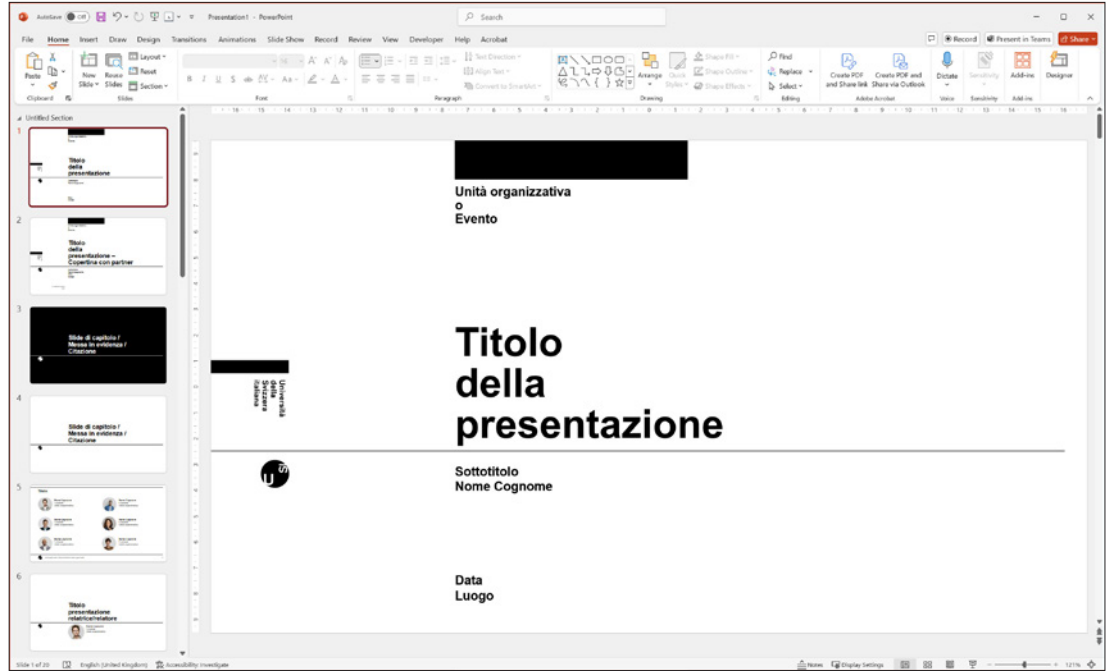
For further questions or requests please contact: [grafica@usi.ch](mailto:grafica@usi.ch).

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## Presentation tips

The title slide is called “Cover” in the menu. Please enter the following information if available:

- title,
- subheading,
- organiser (event)
- date
- place



The title slide is called “Cover” in the menu. Please enter the following information if available:

- title
- subheading
- organiser (event)
- date
- location

This slide is intended solely for events involving external partners.

The info “In collaboration with” may be changed according to the type of partnership with the institutions to be mentioned.



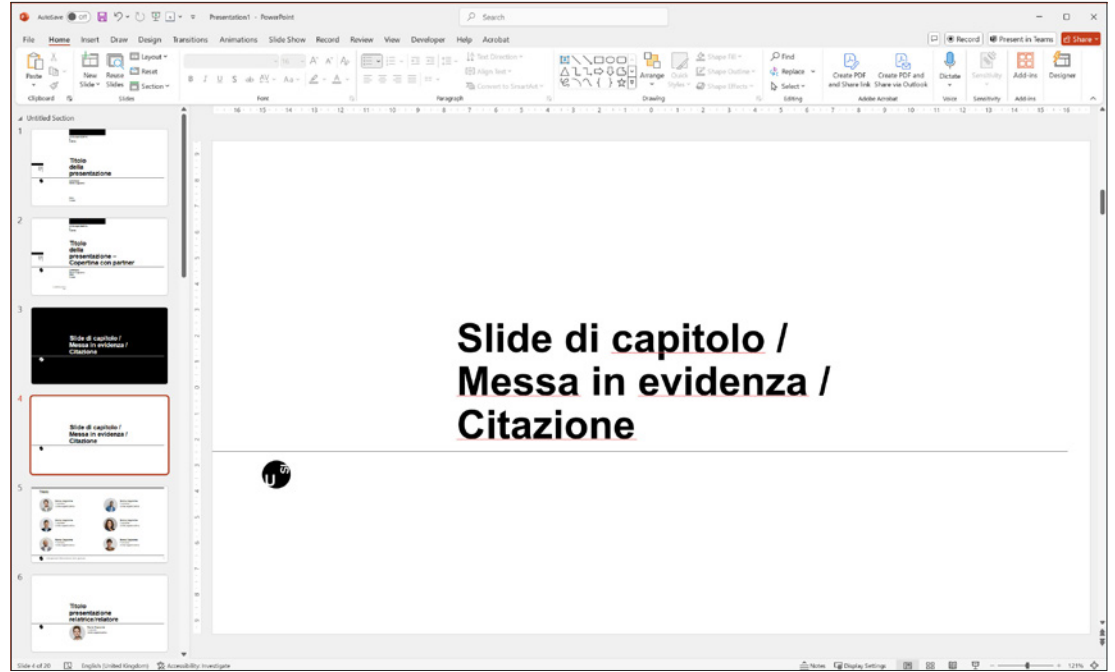
Sono disponibili due  
pagine divisorie.

### Capitolo / in evidenza bianco Chapter/ highlights in white

We recommend  
inserting separators  
in long presentations  
to break up and give  
rhythm to the content.

In addition to indicating  
a new chapter, you can  
insert:

- short quotations
- short highlighted  
concepts or data not  
exceeding 3-4 lines.

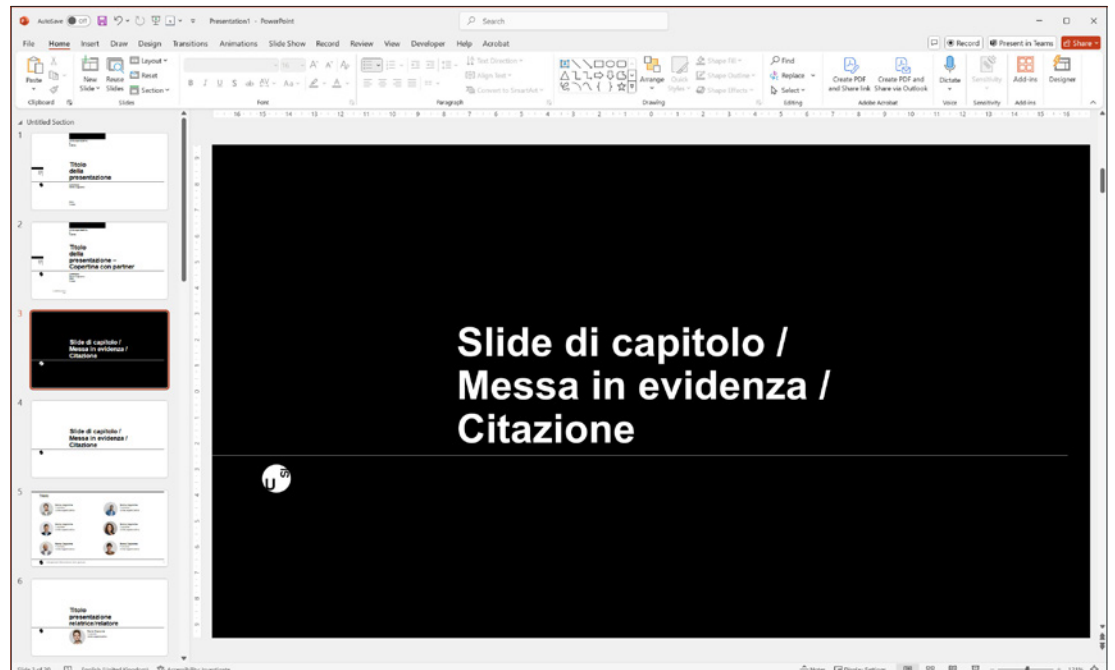


### Capitolo / in evidenza nero Chapter/highlights in black

We recommend  
inserting separators  
in long presentations to  
break up and give  
rhythm to the content.

In addition to indicating  
a new chapter, you can  
insert:

- short quotations
- short highlighted  
concepts or data not  
exceeding 3-4 lines.



This slide is useful if you want to place particular emphasis on an important piece of information, followed by a very brief description.

Also on the "Chapter / highlights white".

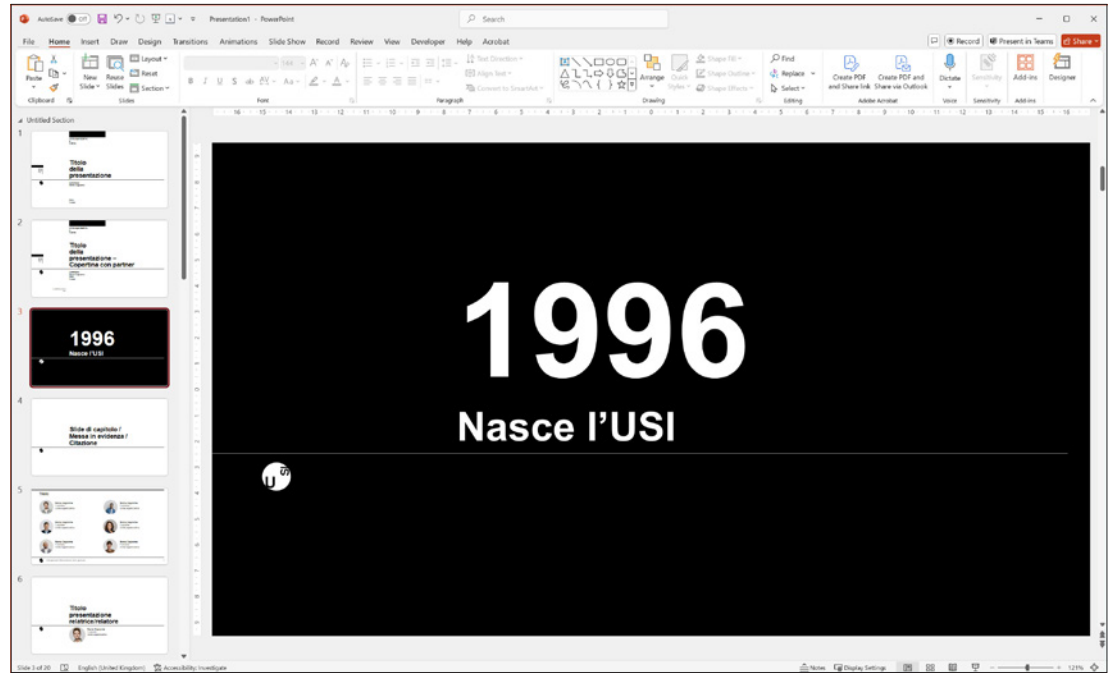
Alternatively, numbers can be displayed as on page 20 (white background only).

Slides

**Chapter/ highlights black**  
are also dedicated to highlight pieces of information or data.

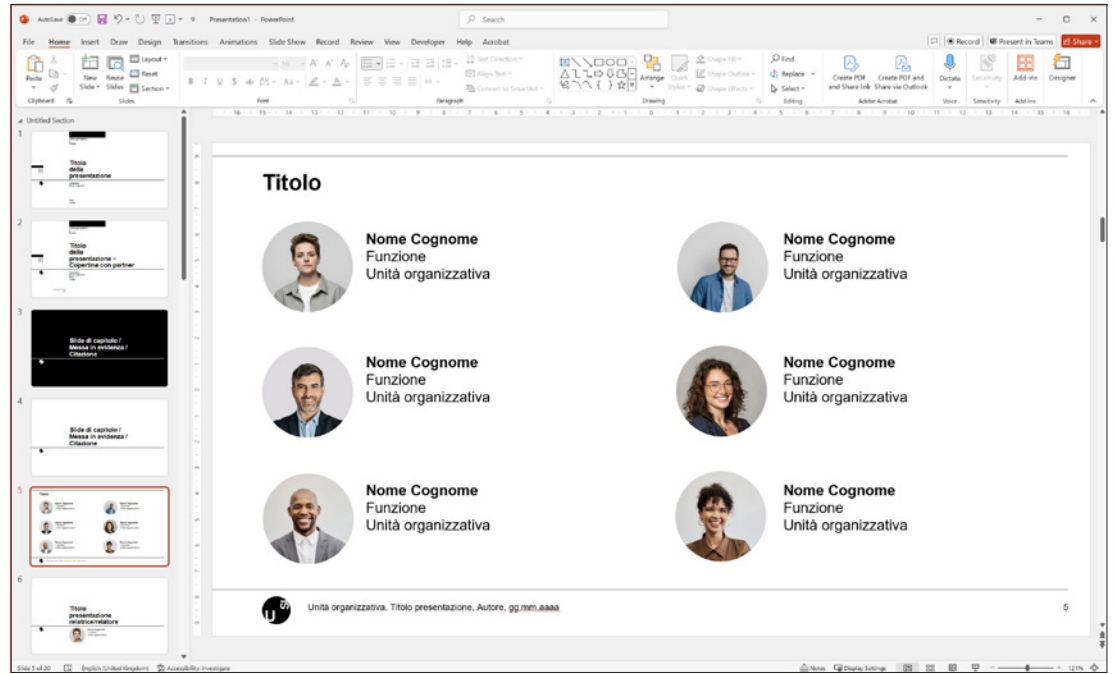
Enter only one piece of information and max 1 line of text.

For more data to highlight use the example on page 21.



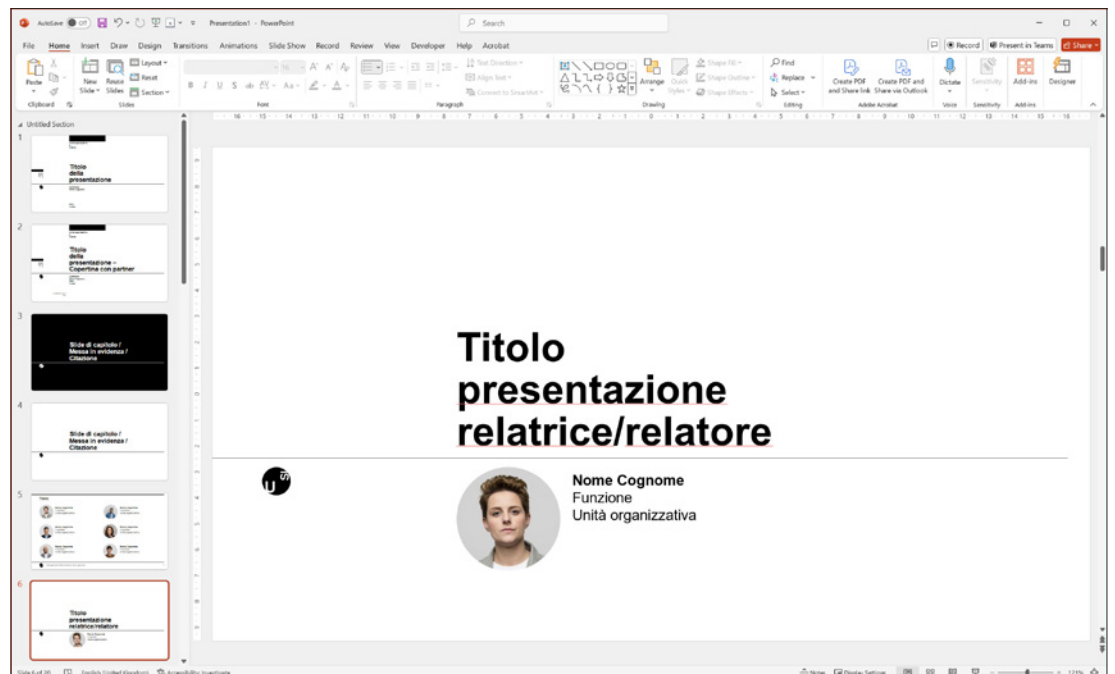
Example:  
The overview of  
guests attending a  
conference.

Insert the following  
information:  
- title if present  
- photo  
- speakers'  
information



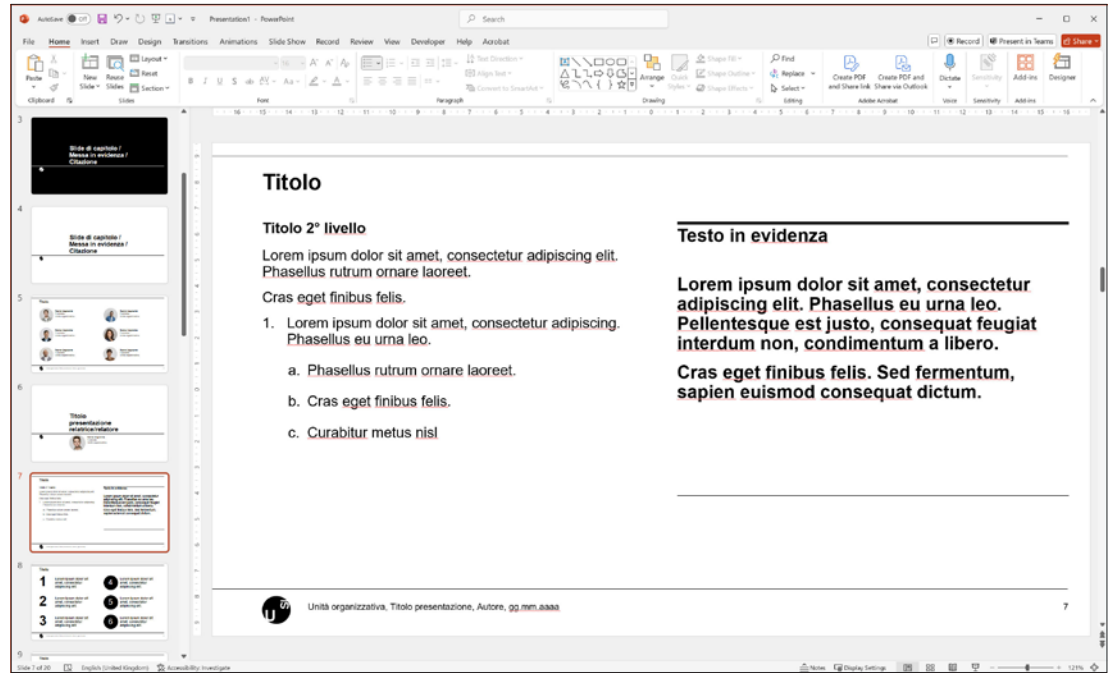
Before each  
speech, you can  
display the  
individual details of  
the speaker.

Insert the following  
information:  
- title of the speech  
- photo  
- speaker's  
information

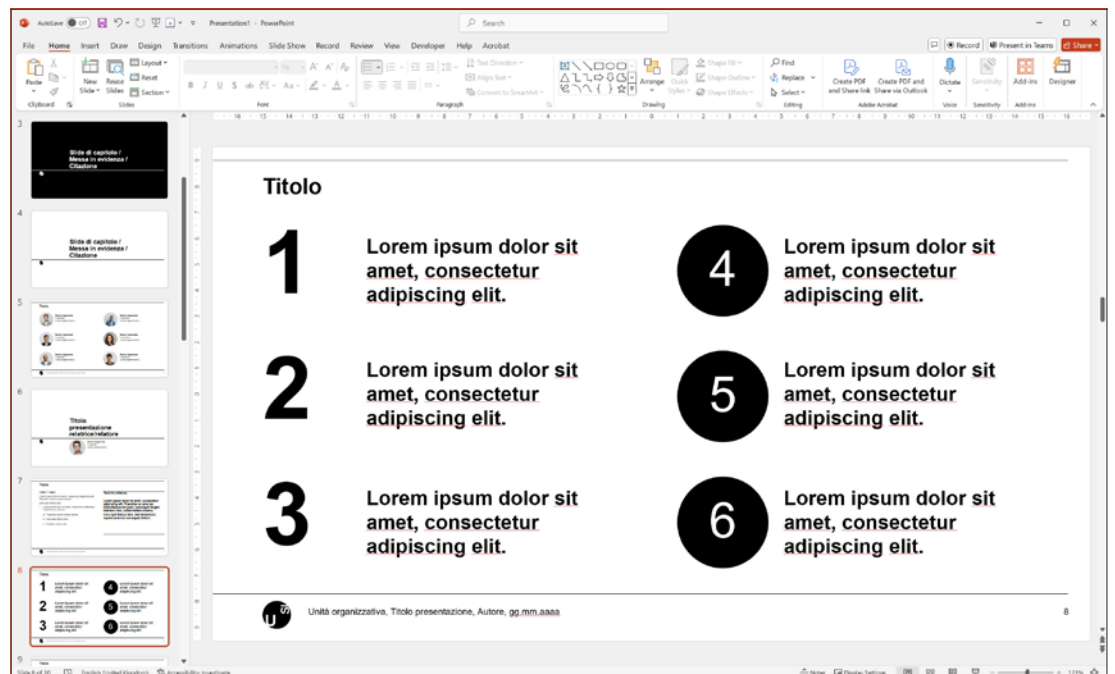


More examples

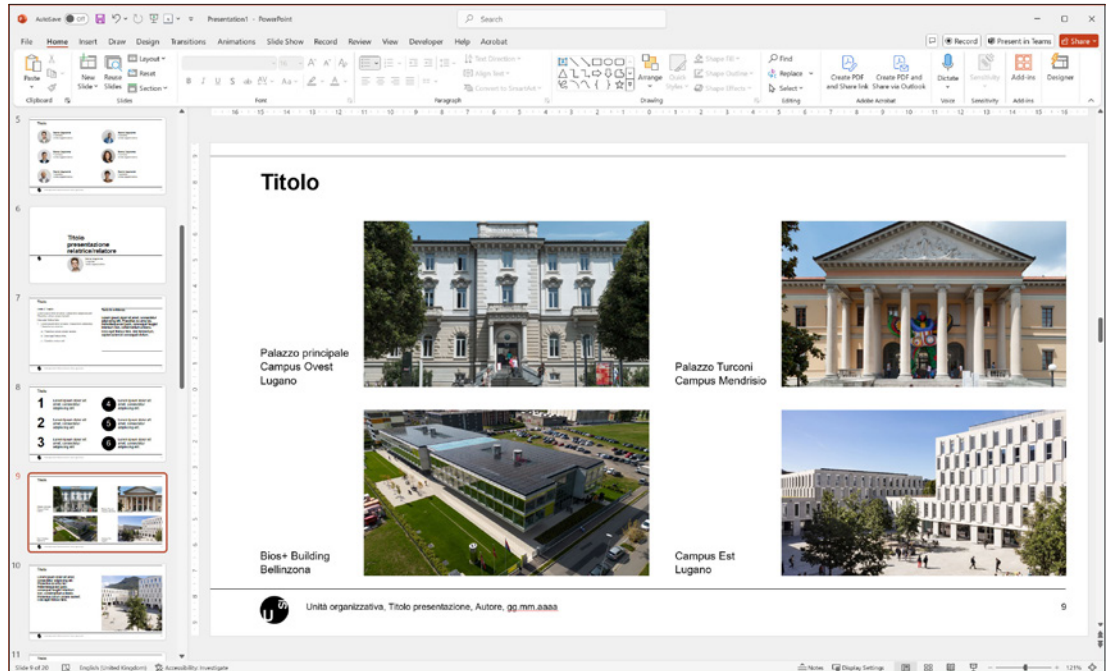
To highlight a portion of text, it is possible to insert it between two lines and use a larger font.



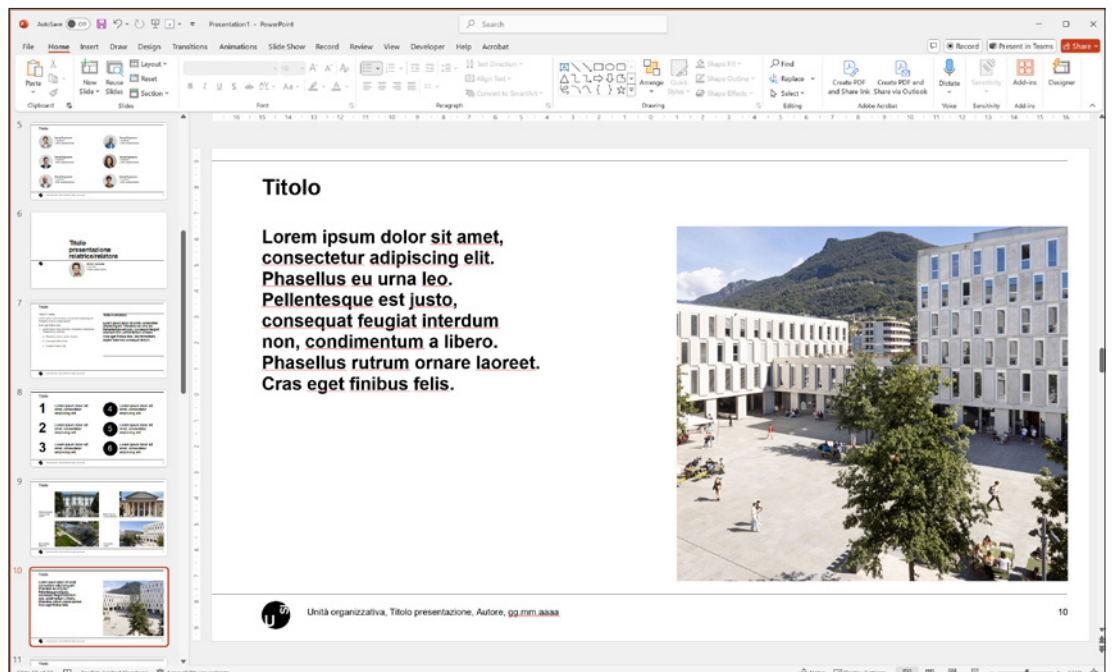
To make the presentation smoother and less boring, as an alternative to traditional bullet points, important facts can be highlighted with short sentences next to large numbers that appear as they are quoted using animations.



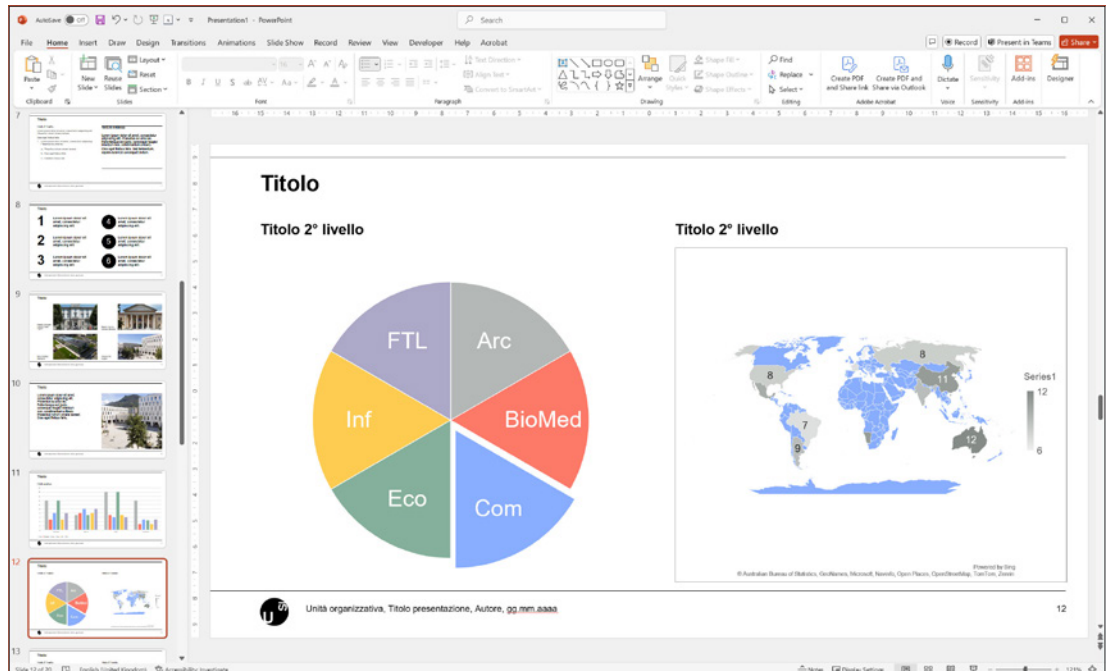
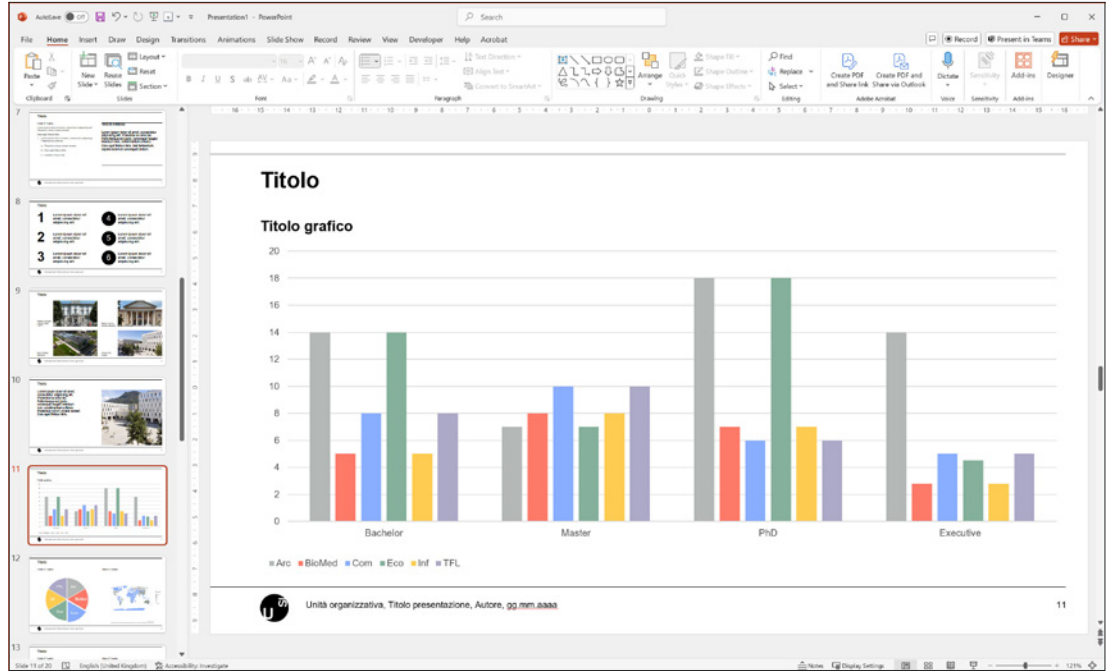
Layout of photos  
with caption.

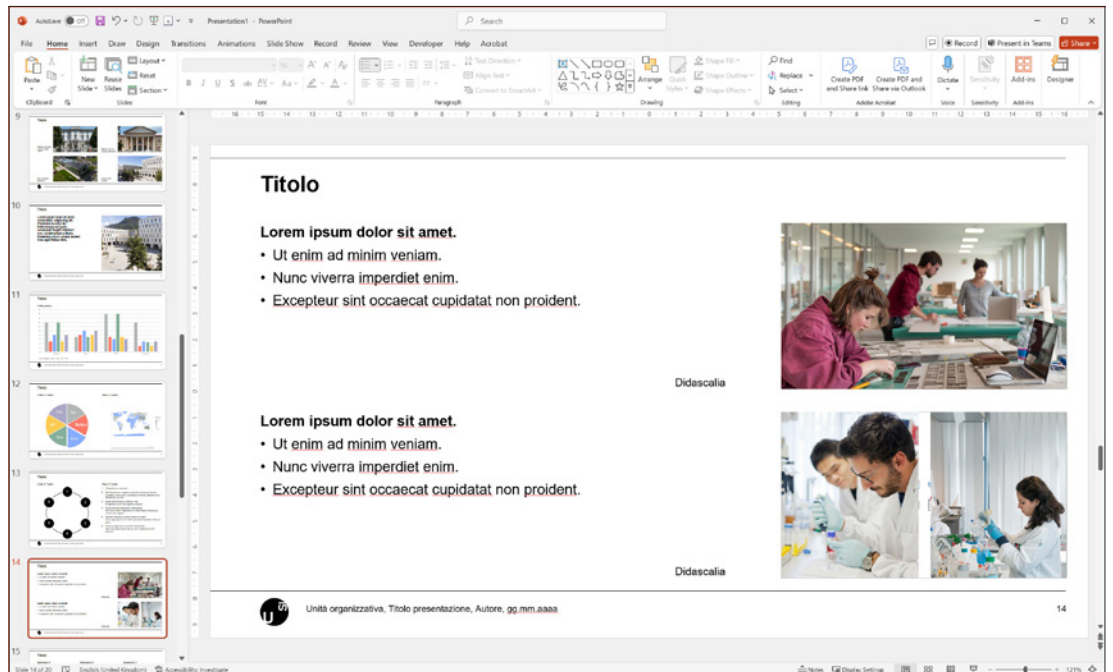
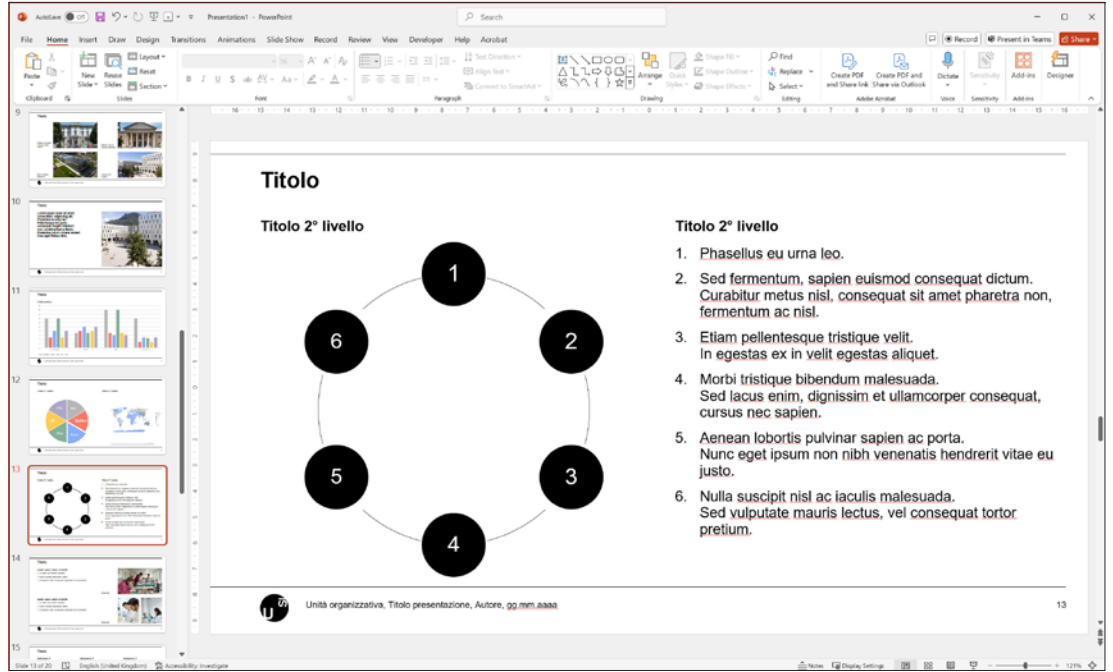


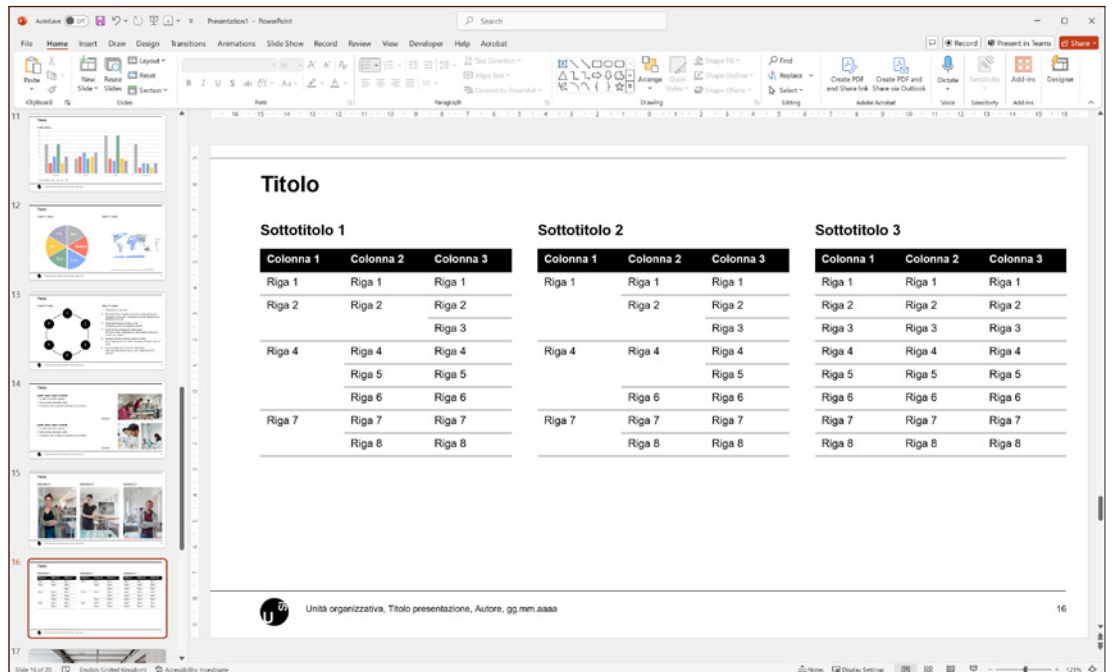
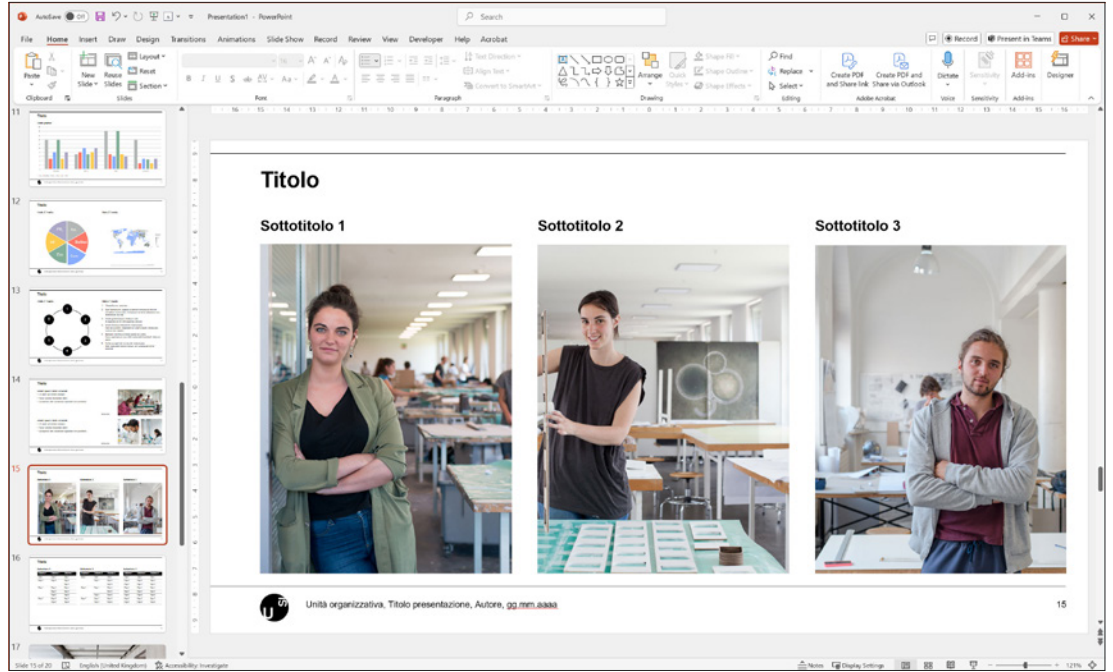
Images with  
highlighted text

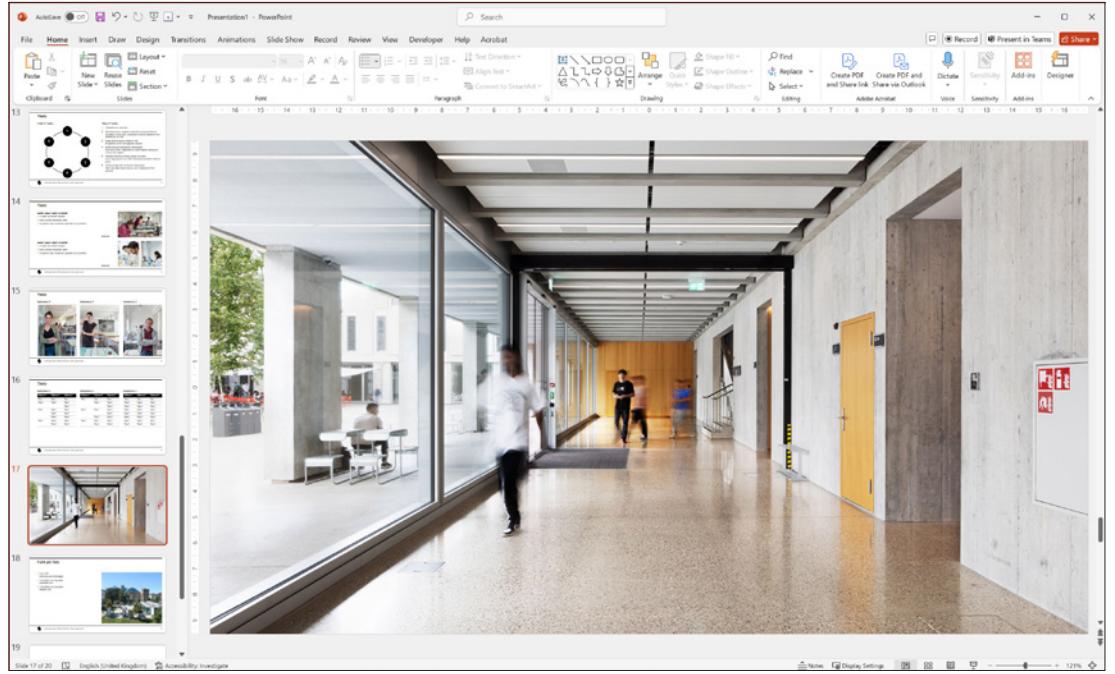


Adding charts directly from the insert option allows for more efficient management (see pages 32 and 37)



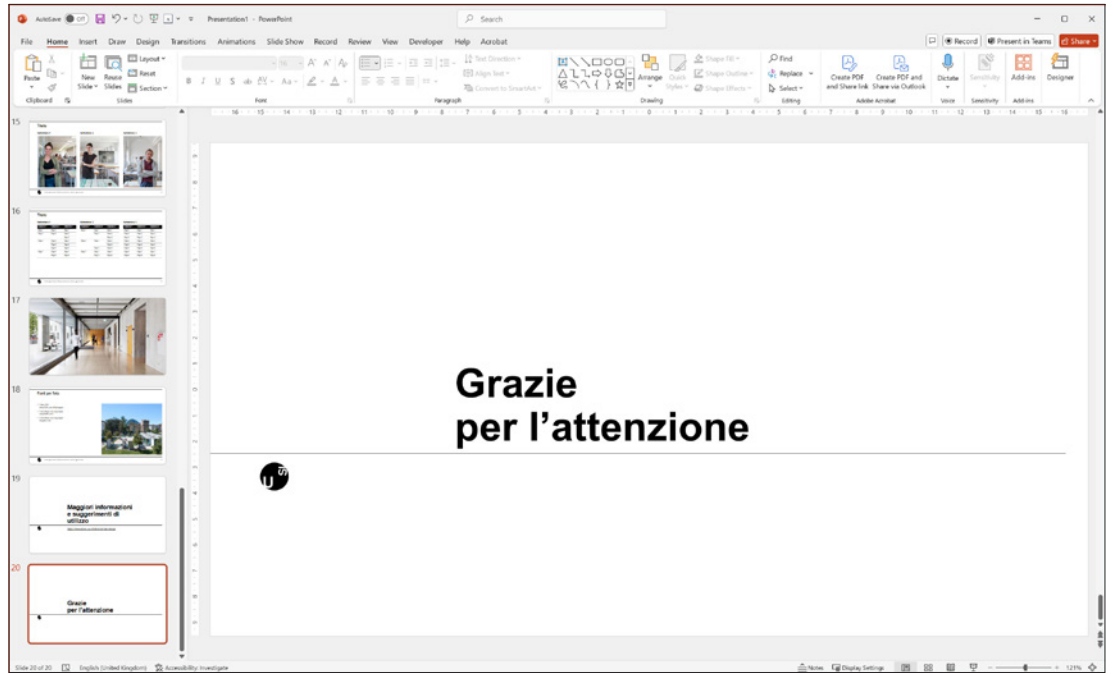






Conclude the presentation by thanking the audience.

The version with a black background can also be used.



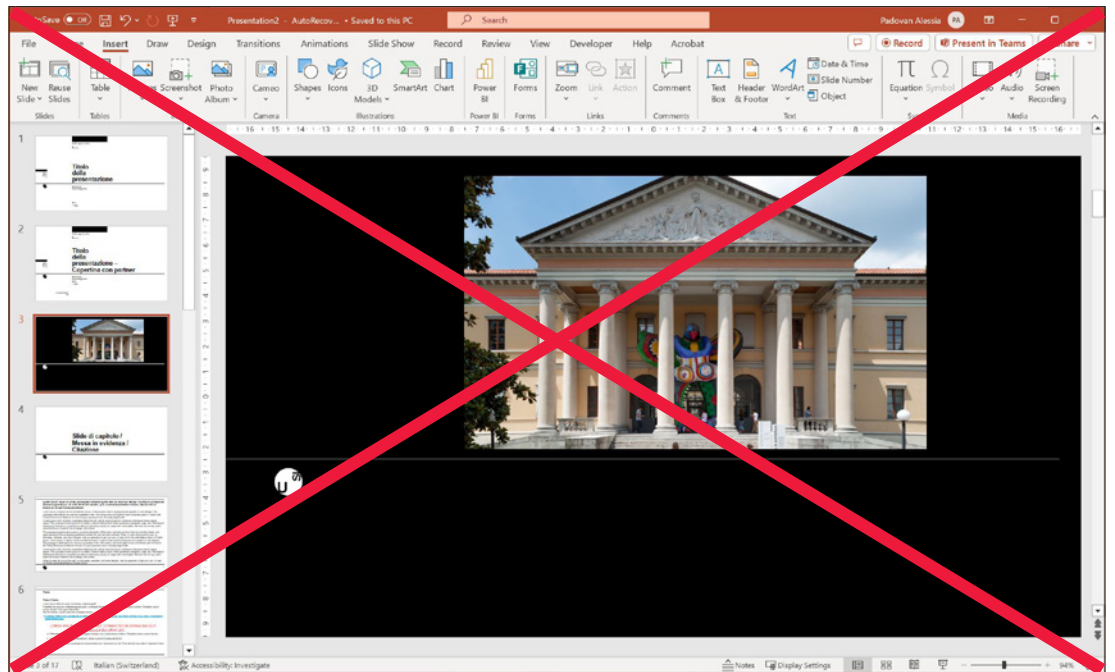
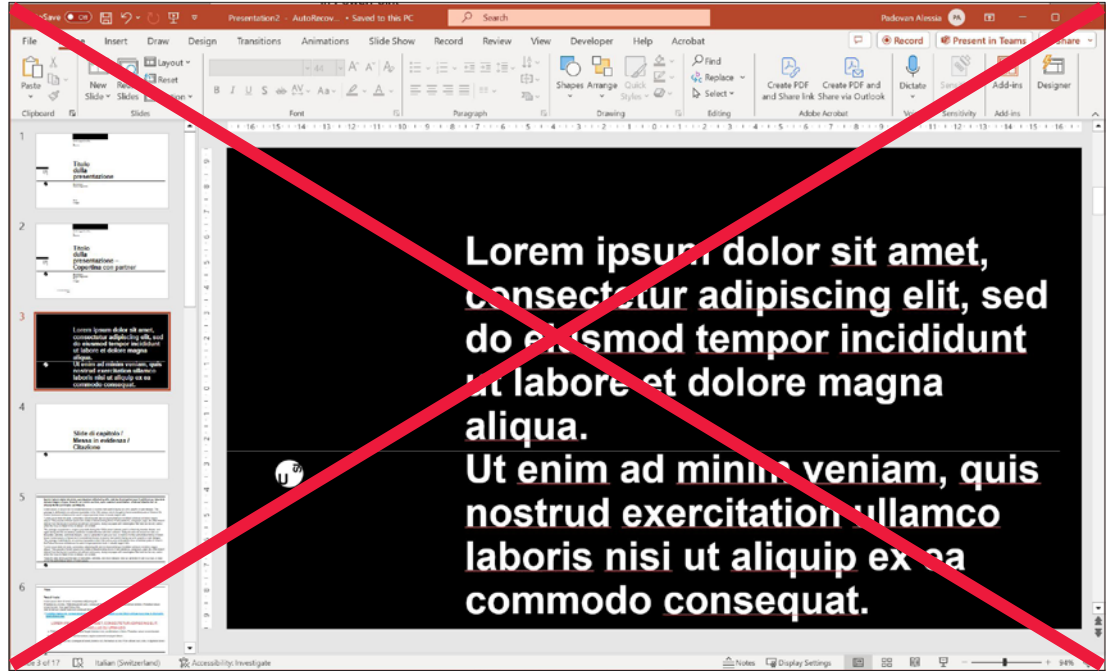
---

**Please, don't**

Please, don't

This template is not suitable for large amounts of content nor for inserting images.

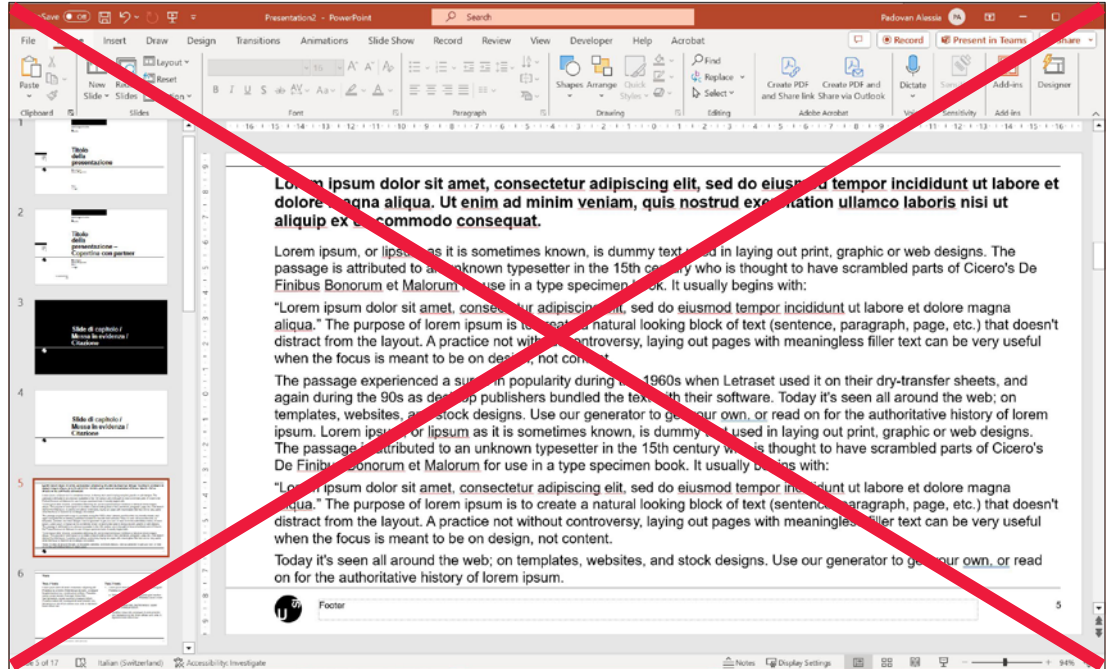
For optimal use, we recommend following the instructions provided on pages 18 and 19.



During presentations, the audience lacks time to read this slide, which distracts from the spoken message.

To enhance the impact of your presentation, it is advisable to:

- avoid excessively long texts
- write/report only the information mentioned orally.

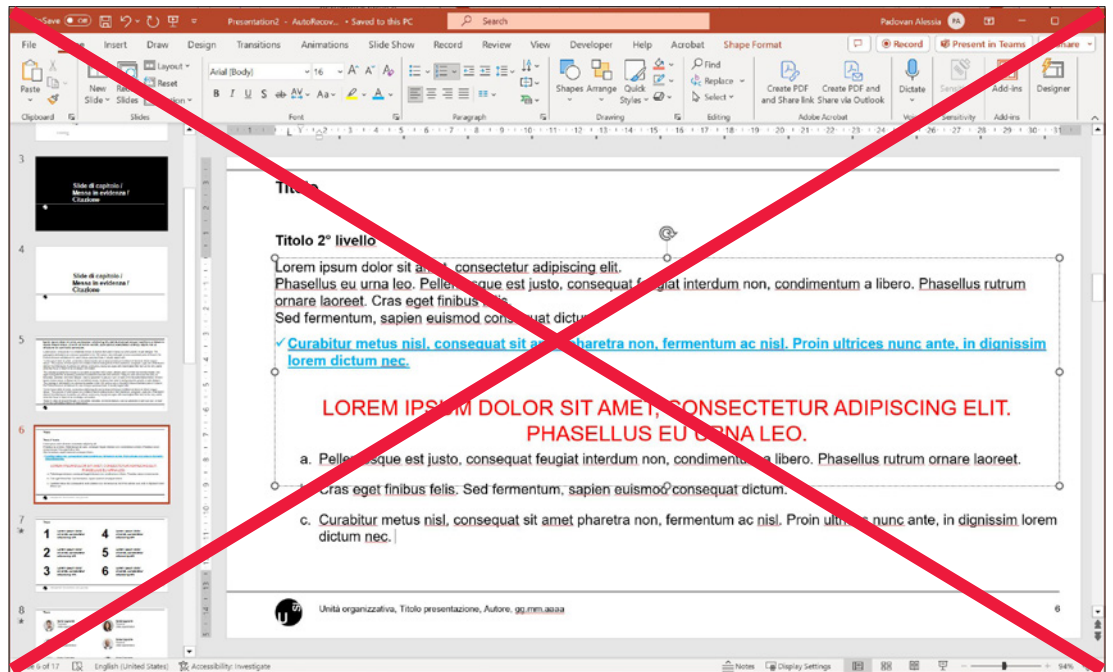


### Inside 3 - 2 elements

Ideally, a content slide should be light: one idea per sentence, maximum 3-5 ideas per slide.

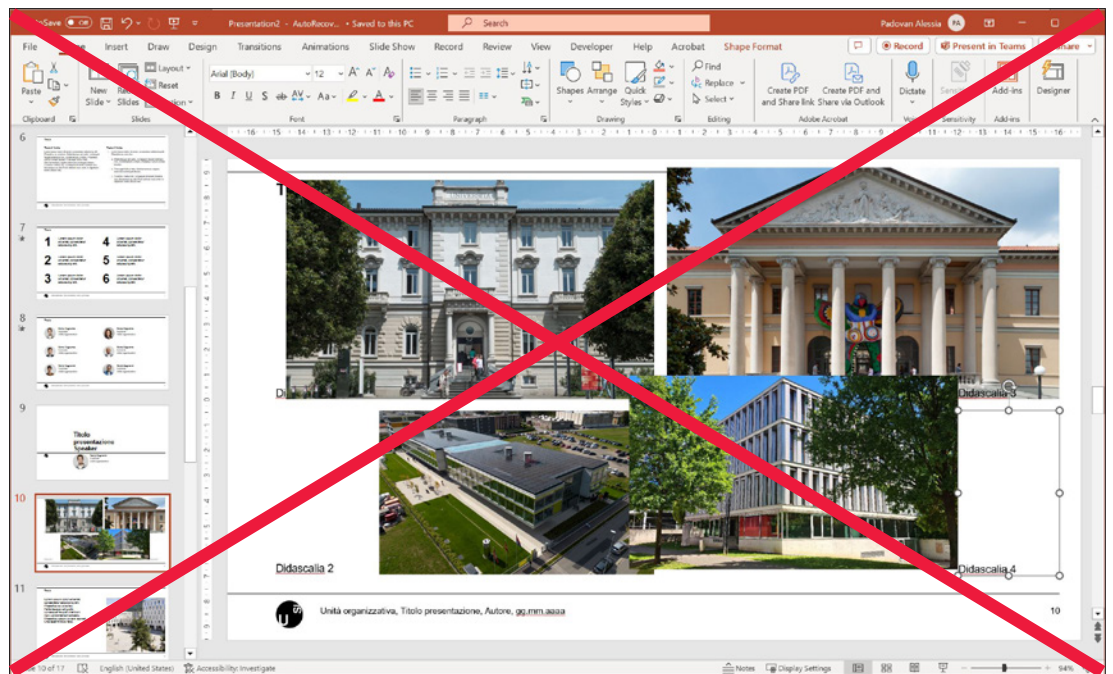
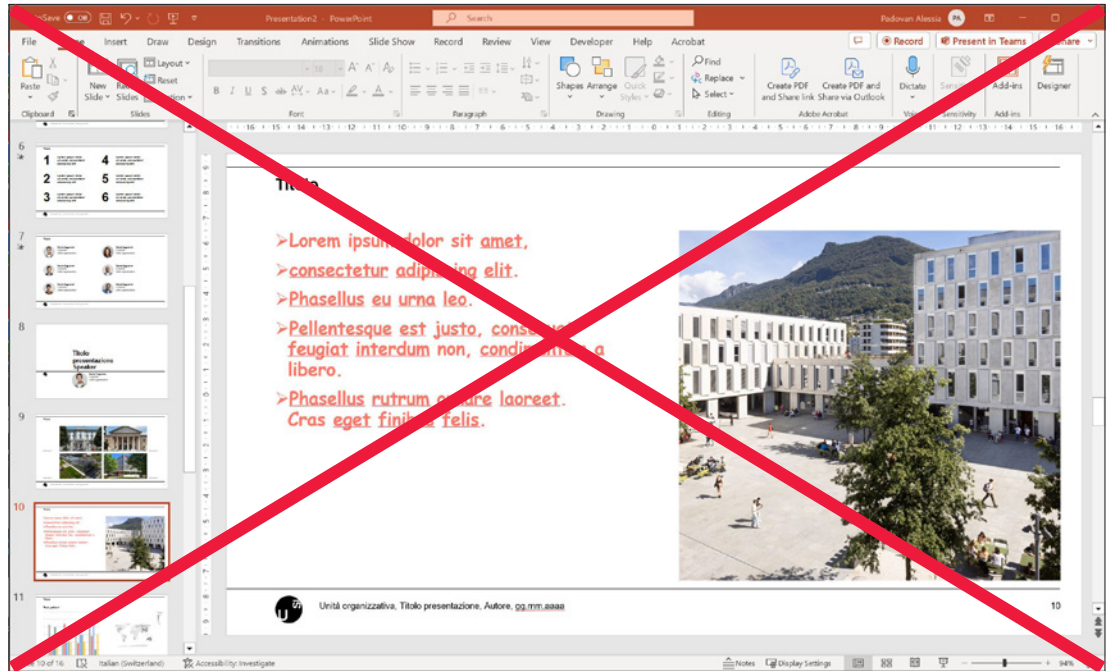
It is better to have several slides with captivating and well-calibrated content on each slide, rather than a few very busy slides.

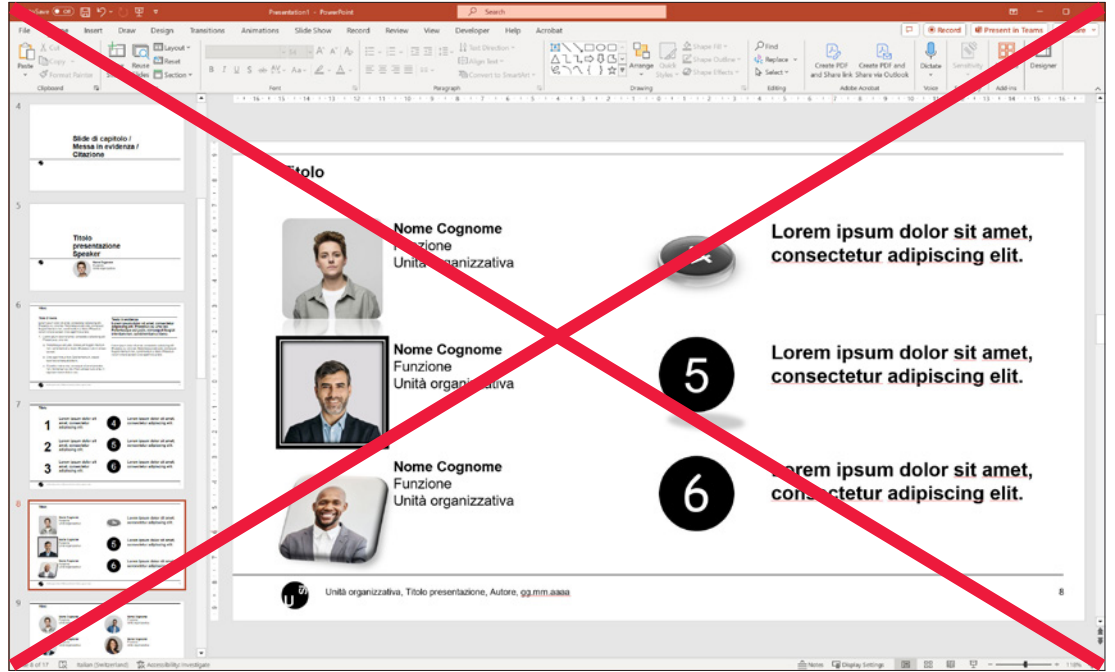
In this example, it is unclear which information should be emphasised.



In order to keep a clean graphic design consistent with USI's Corporate Image it is forbidden to use:

- fonts not included,
- colours not consistent with the rest of the slides,
- cluttered or overlapping images,
- processing of elements with gradients, or filters that are not allowed (page 31).





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**How to...?**

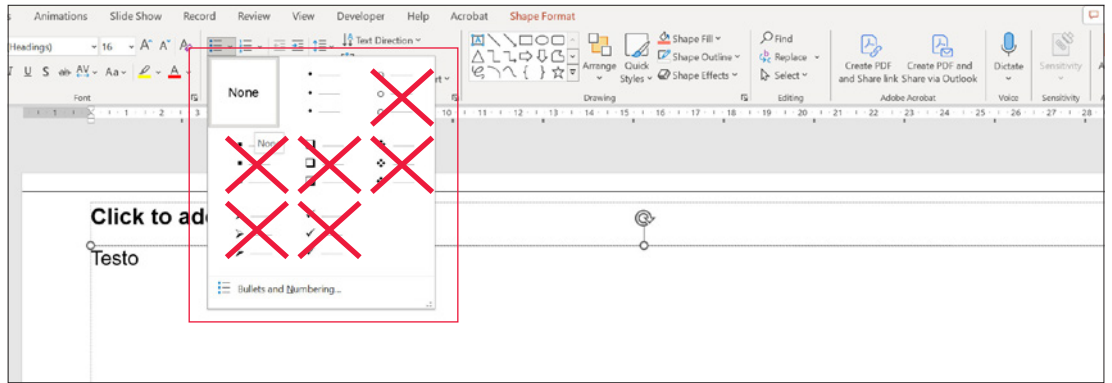
Always maintain graphic and aesthetic consistency, avoiding filters or effects.

To add text, click on the boxes that indicate this sentence. Each box has a preset style.



If the size and line spacing are changed, it is essential to apply these changes consistently across all slides to prevent any optical distortions between them.

To remove the bulleted or numbered list, simply select the text and from the menu Home → Paragraph select 'None'.



To associate plain text with bullet points or numbers, select the appropriate options from the same menu.



The boxes containing this series of icons give the possibility of inserting, in addition to text, a series of elements, which can be managed directly from the slide, such as:

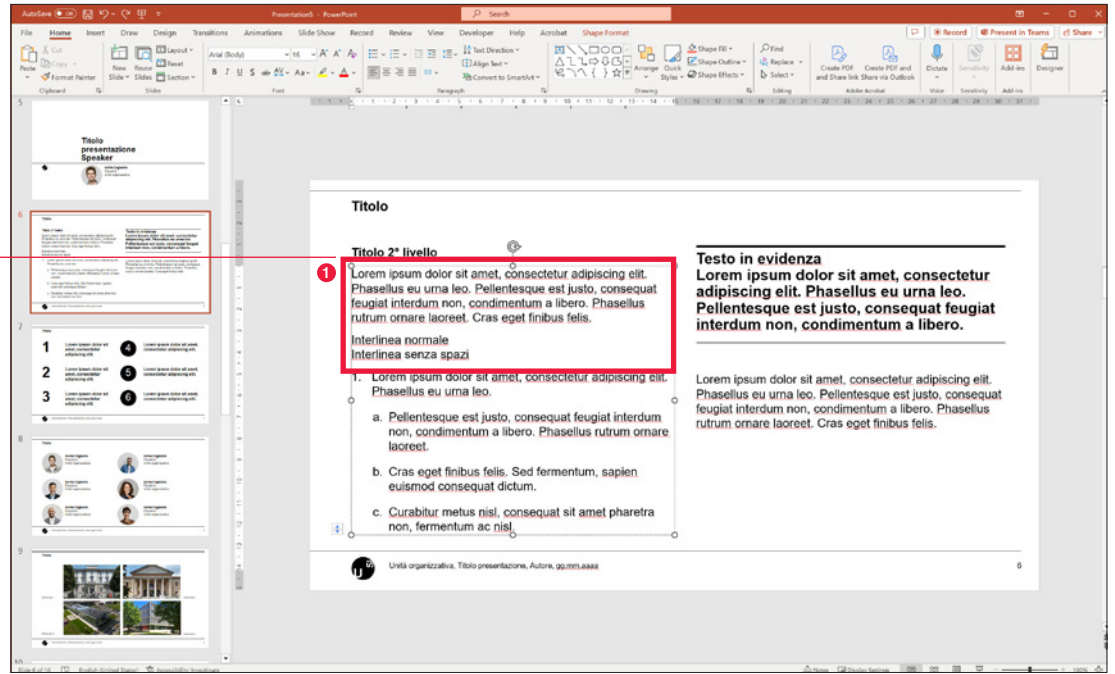
- a. online stock images
- b. image on the pc
- c. icons/pictograms from online stock
- d. SmartArt Graphic - infographics
- e. cameo
- f. video
- g. charts
- h. diagrams

These elements can be added by selecting them from your source folder or through online stock available in PowerPoint.

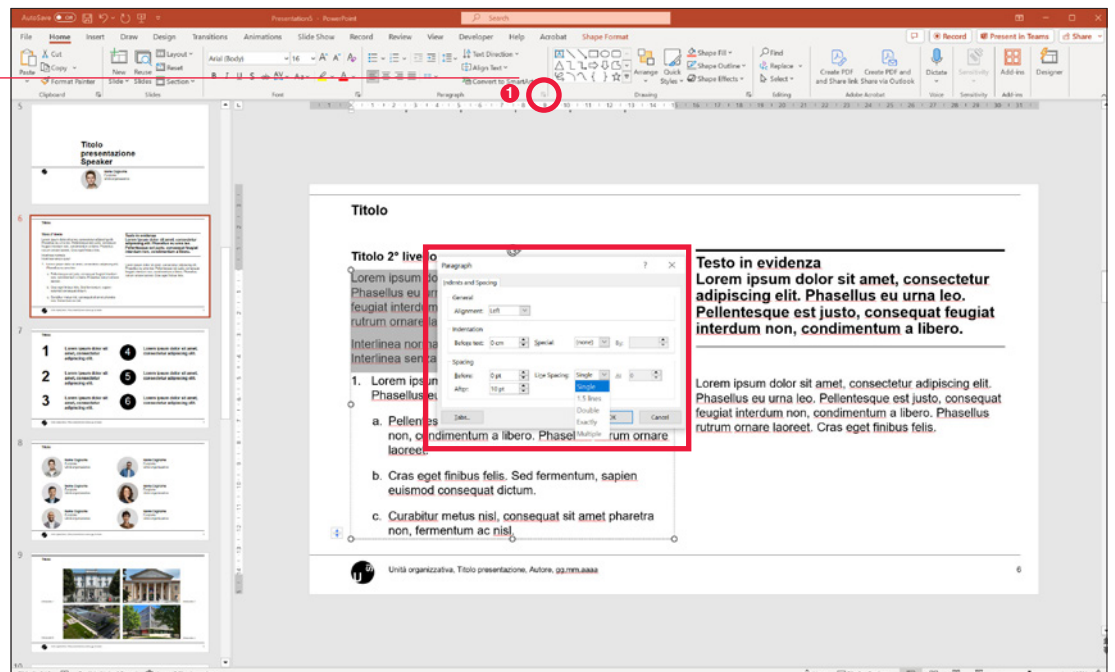
Always maintain graphic and aesthetic consistency, avoiding filters or effects.

1 By default, the line spacing of the text has a 10pt space after each "line break ←" and list. This is used to divide paragraphs.

If you do not wish to have this space, simply hold down 'shift + enter' ↑ + Refer to the example here on the side.



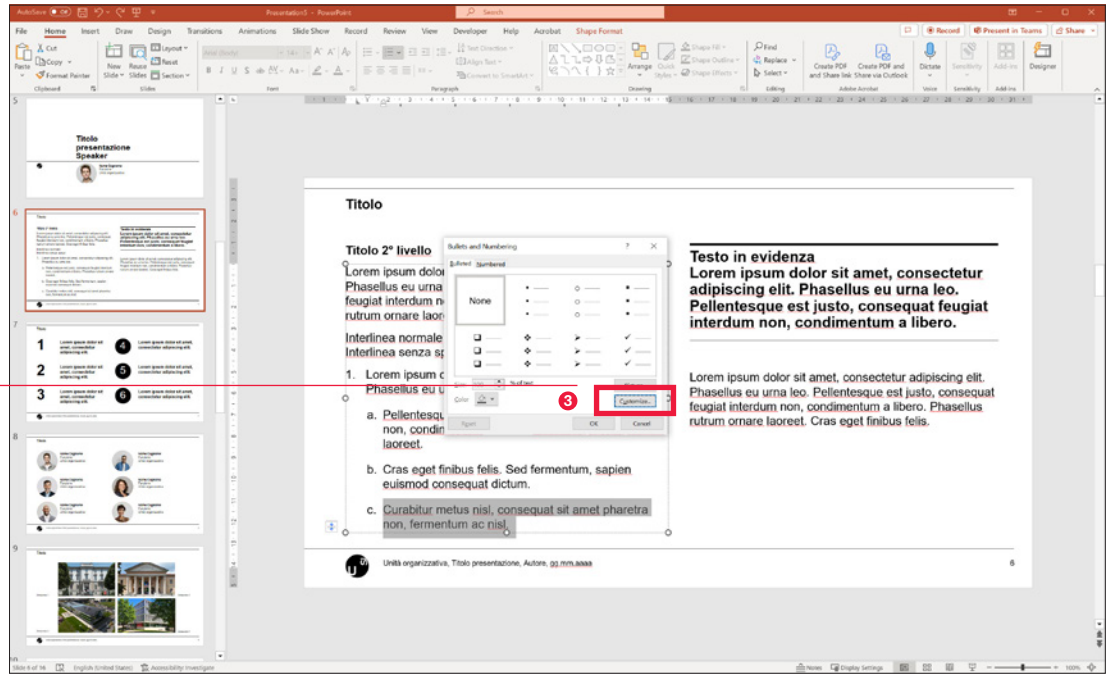
1 From the "Paragraph" menu, the line spacing can be changed manually. If changes are made, they should be applied to all slides to prevent optical distortions between them.



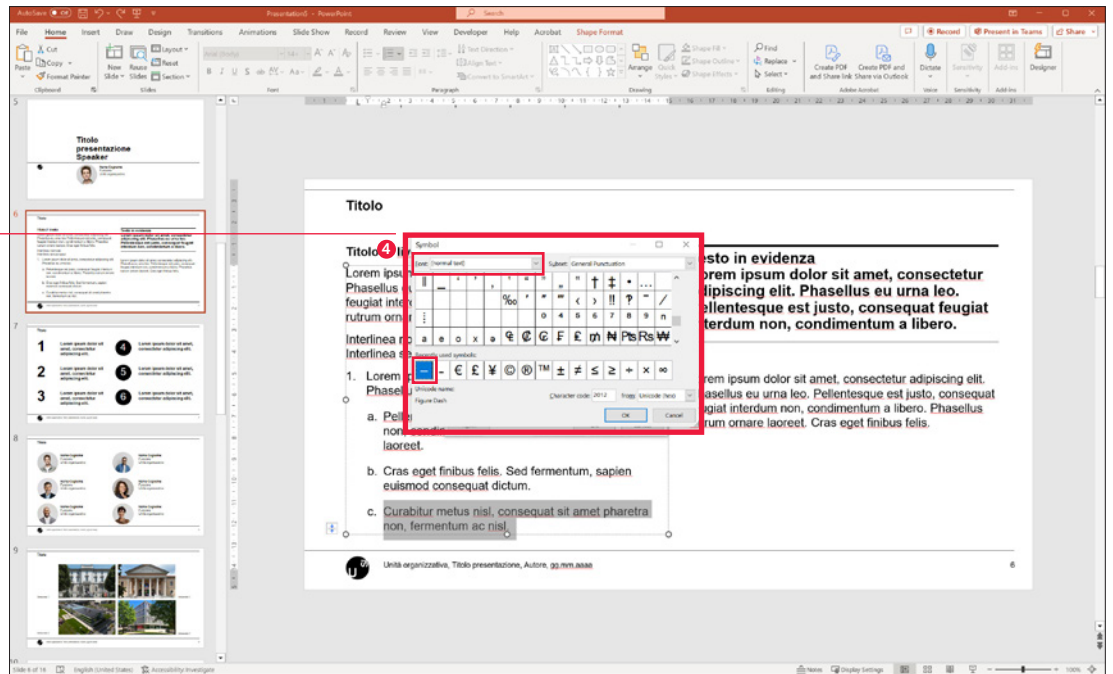


Always maintain graphic and aesthetic consistency, avoiding filters or effects.

3 Click "Customize" to open the "Symbol" window

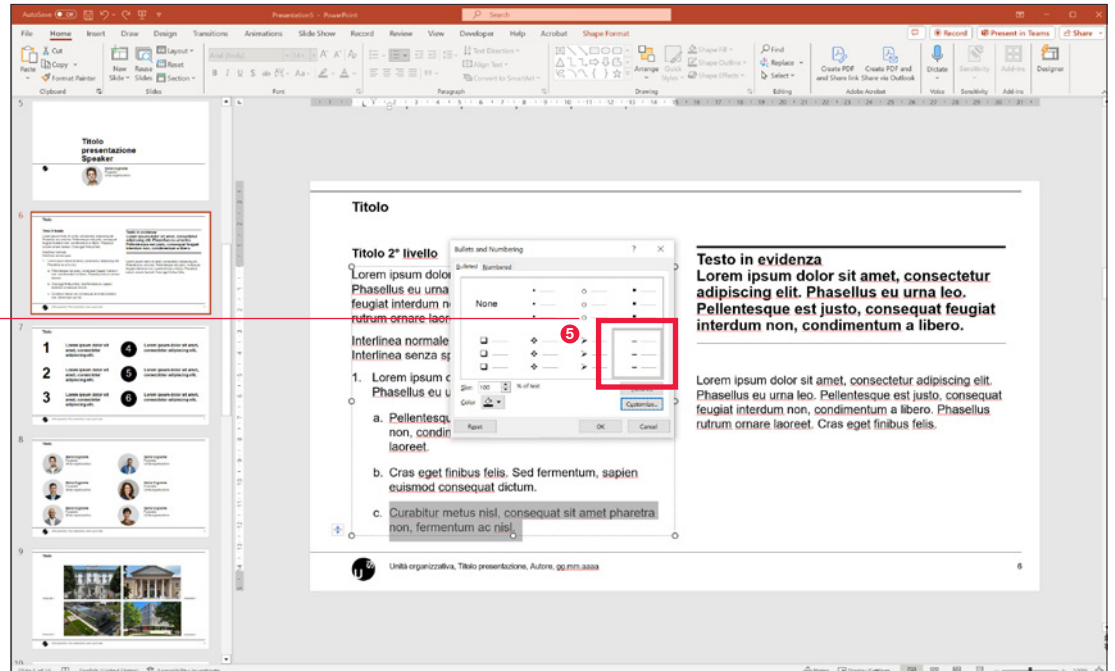


4 It is possible to search for specific symbols, as an example we will use "-".

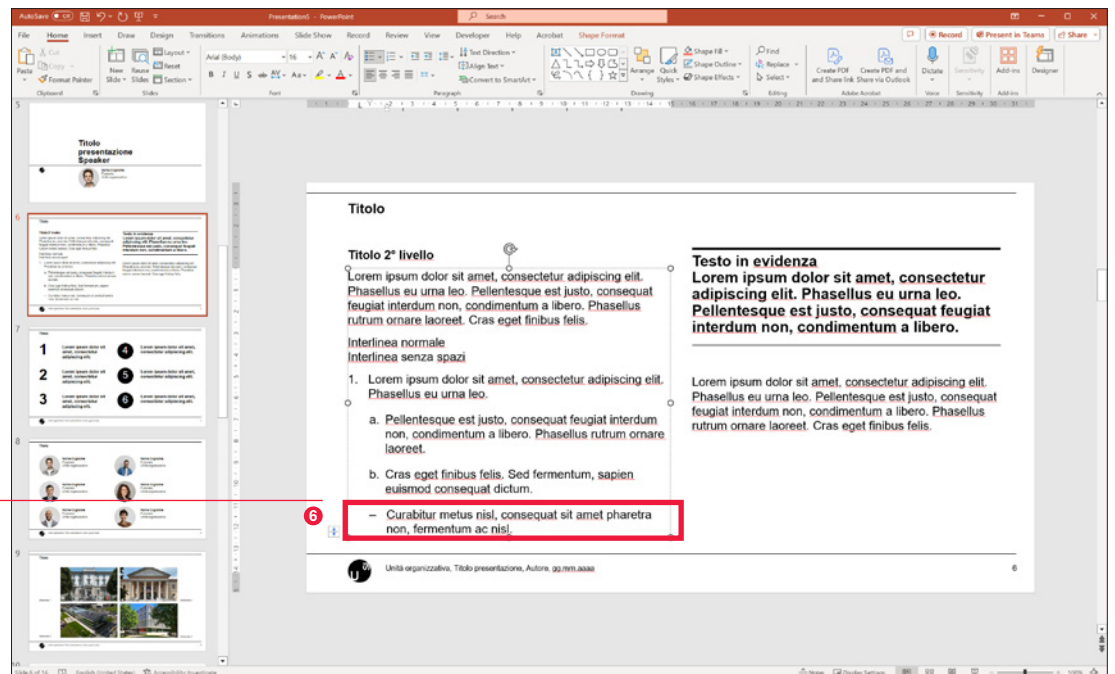


Always maintain graphic and aesthetic consistency, avoiding filters or effects.

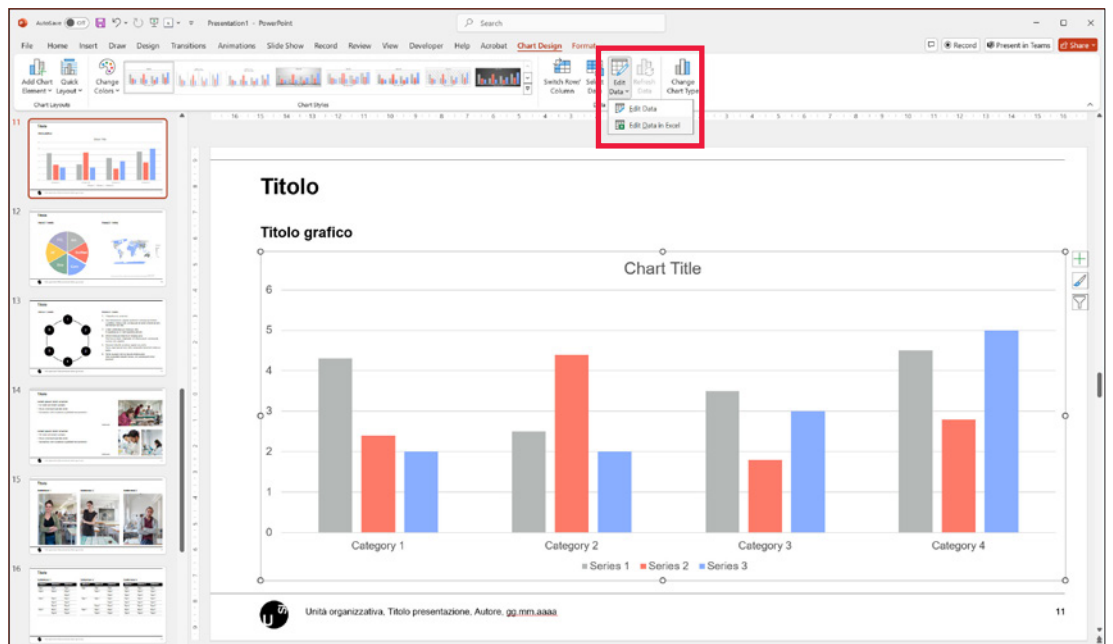
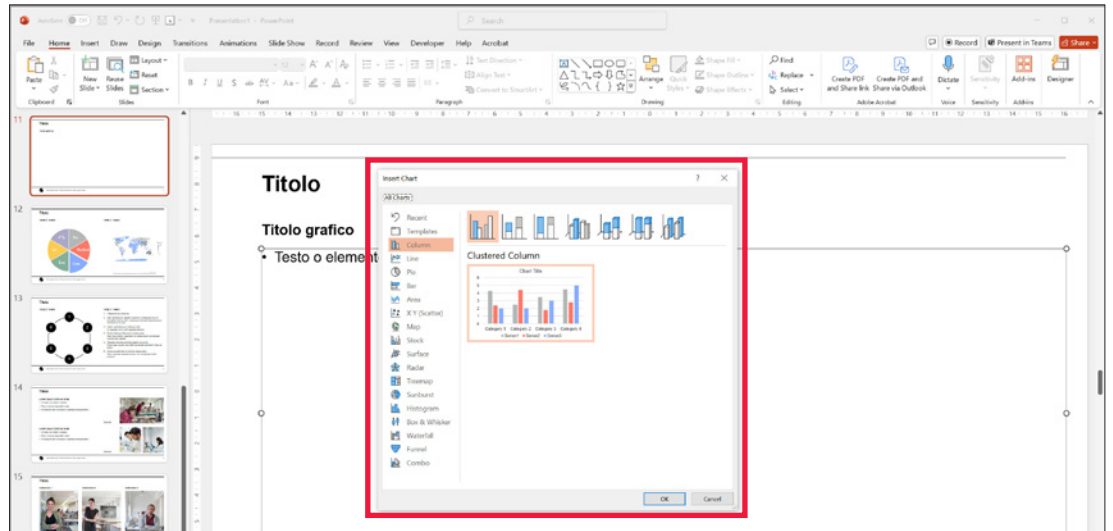
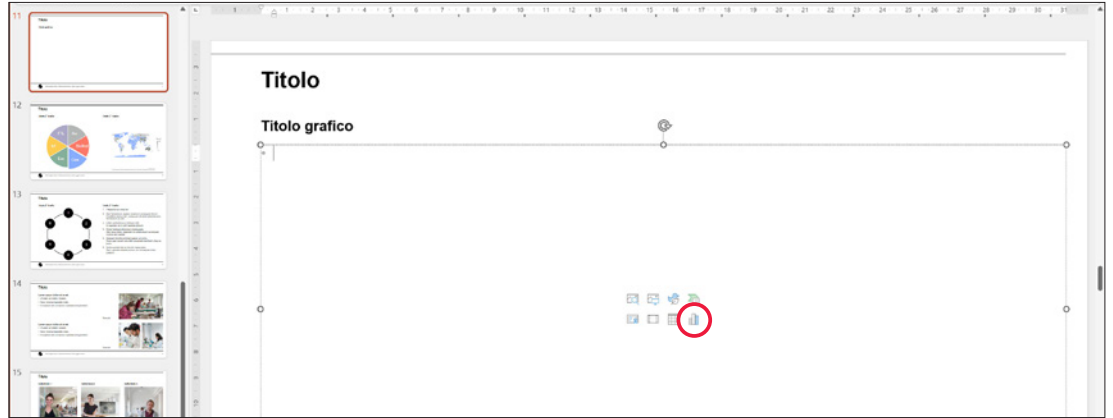
5 The new symbol will show up here.

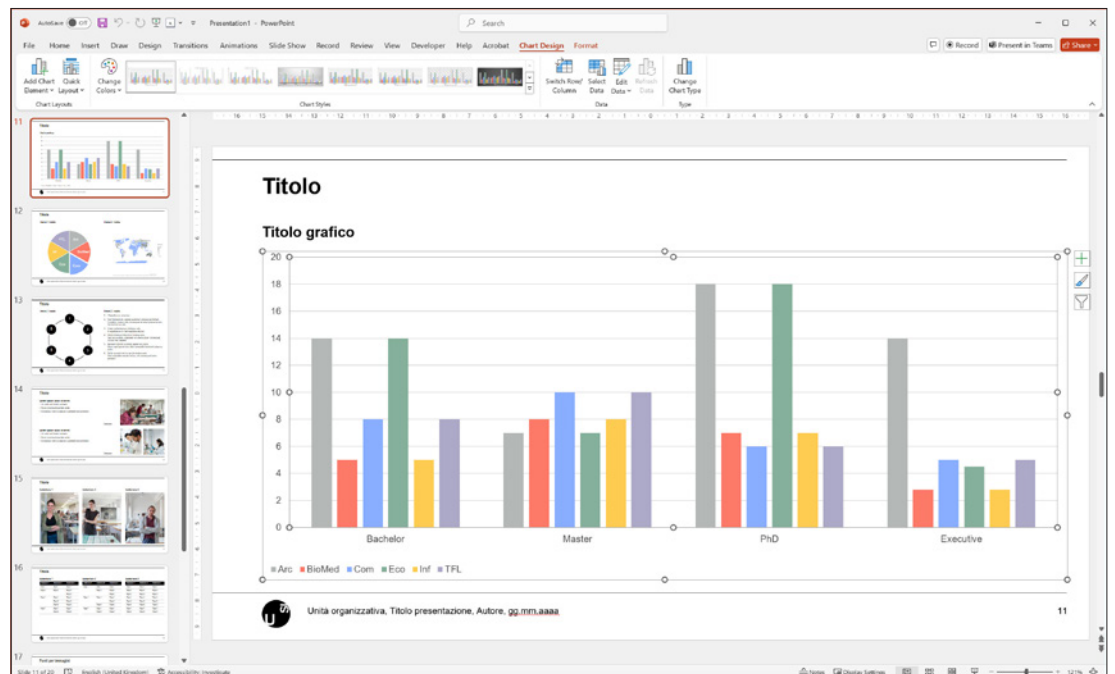
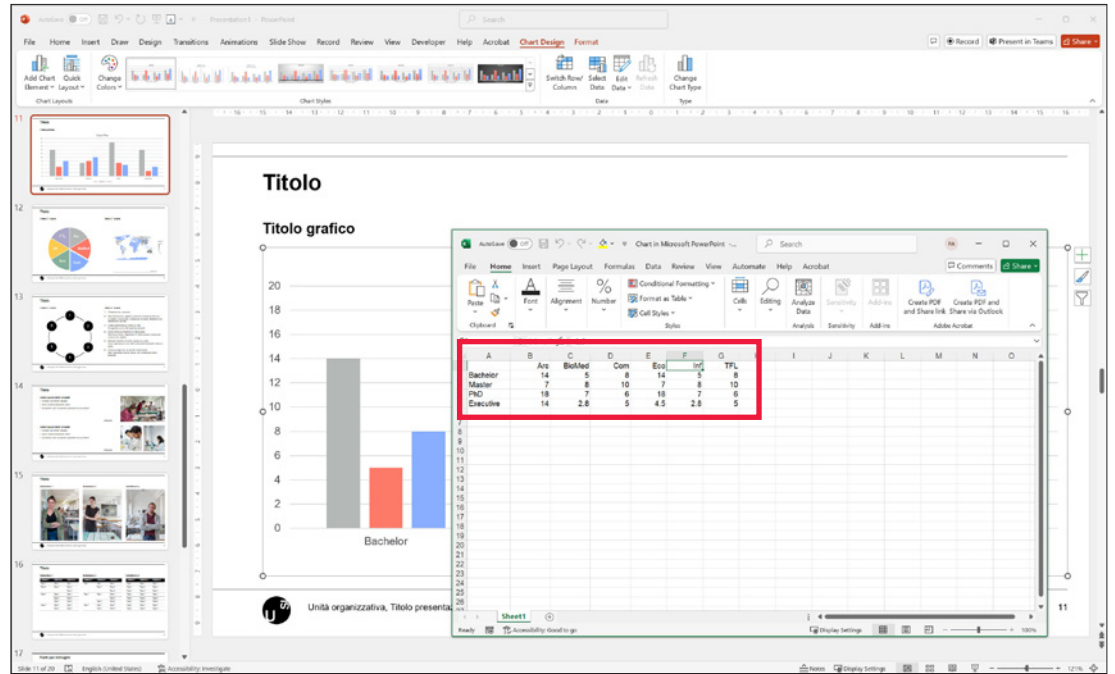


6 Here is the new second-level bullet point.

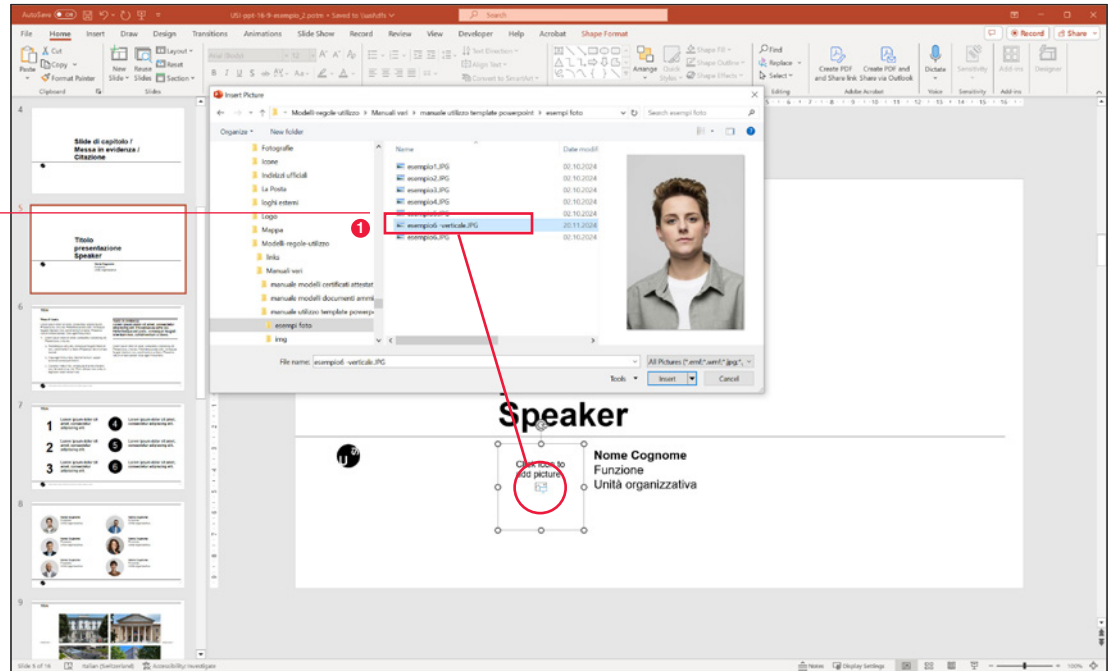


Inserting charts and tables directly from PowerPoint has many advantages, one of which is that the data can be easily edited at any time.



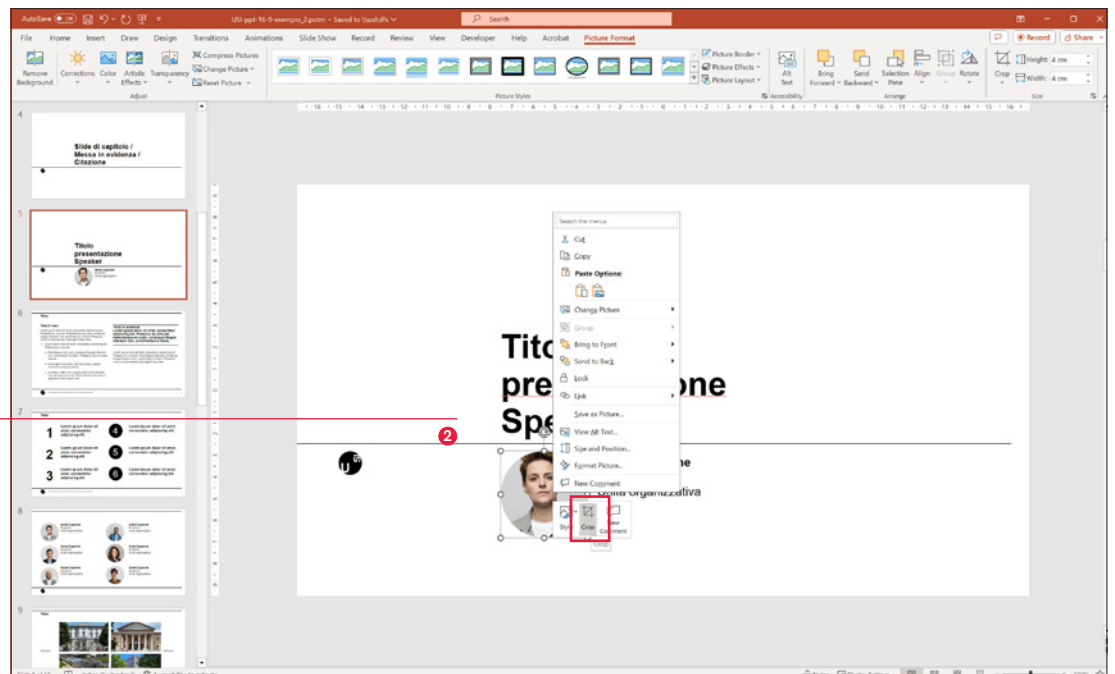


- 1 Choose the desired image  
Click on insert.

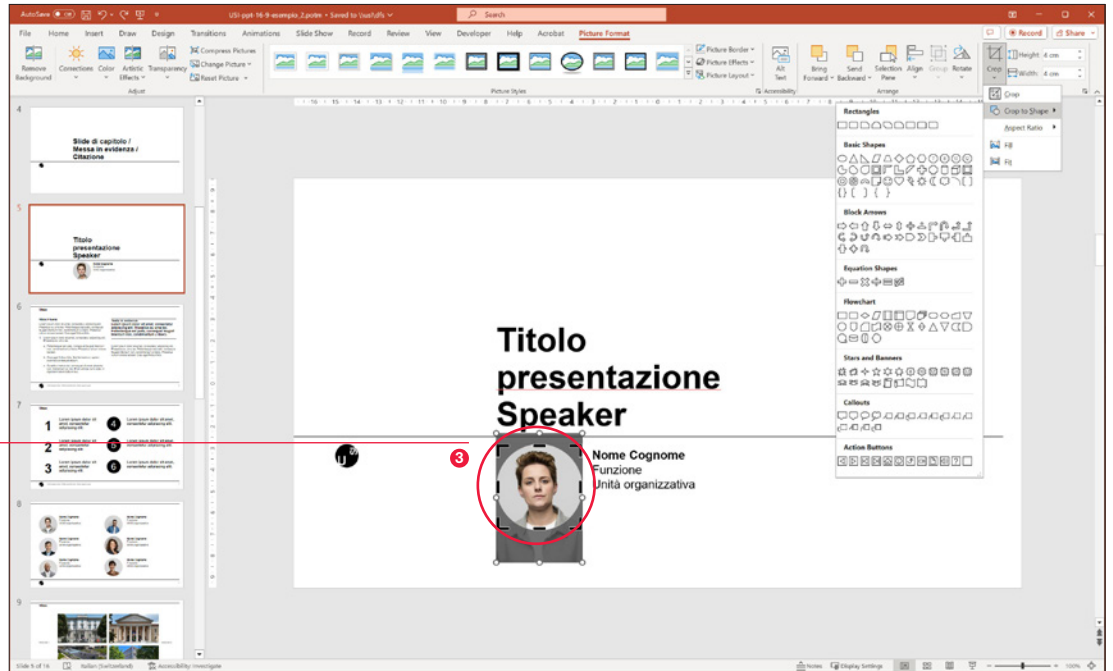


- 2 Once loaded, in this case, the image is displayed off-centre.

To better centre the person's face within the circle: right-click on "Crop".

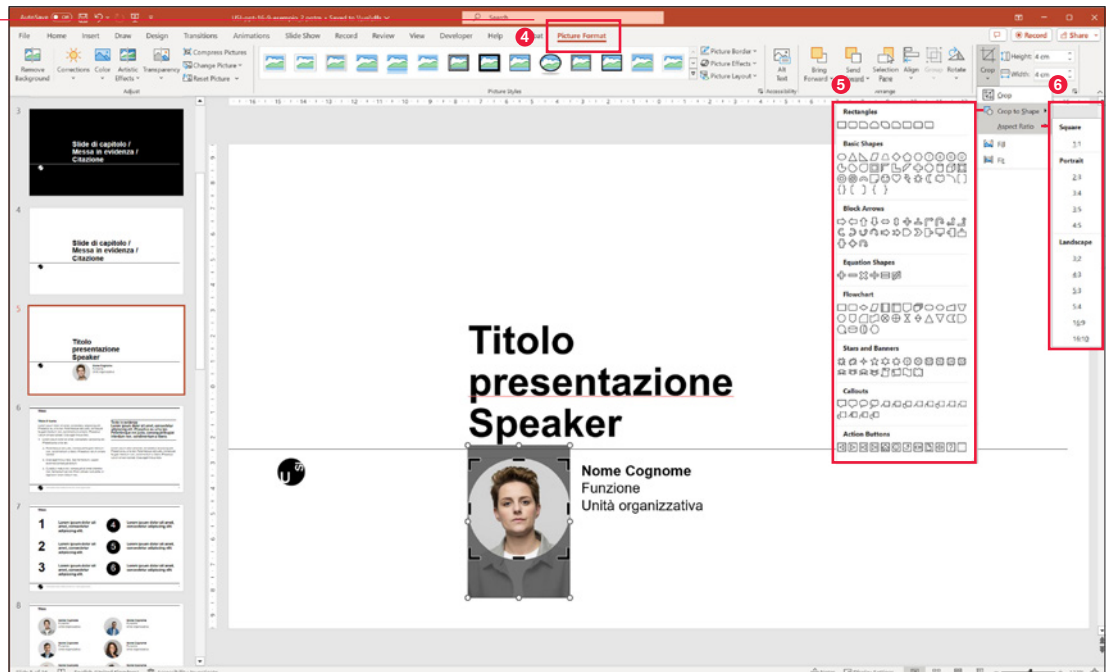


3 Drag the photo with your mouse to centre the object in the circle.

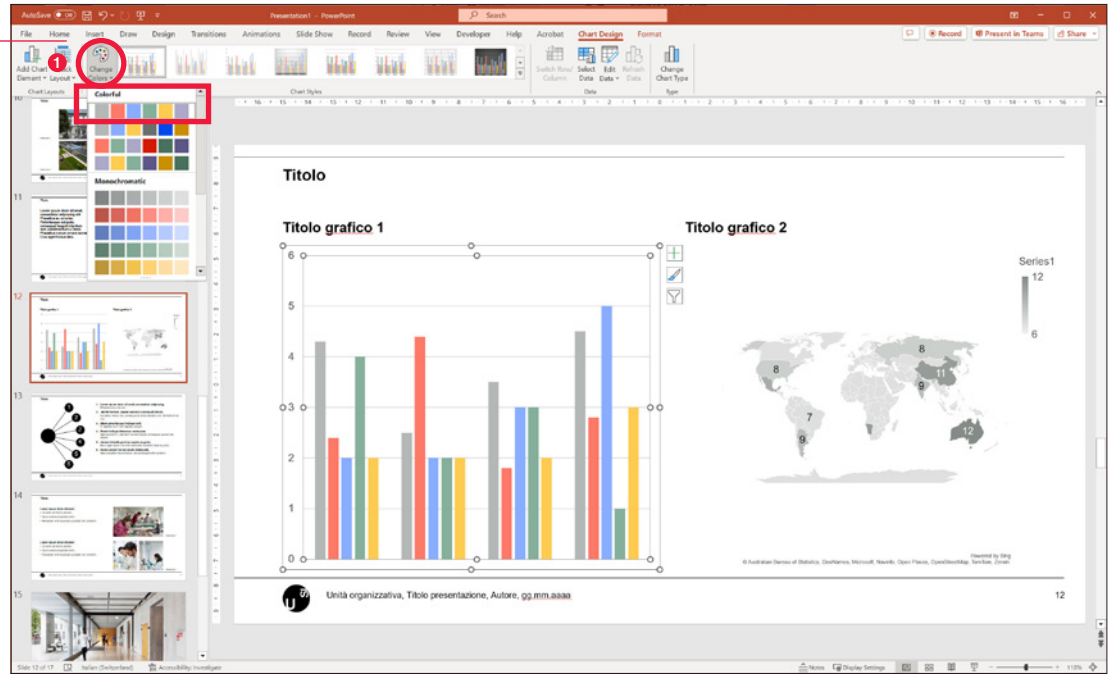


4 When creating a new box for a photo, the default shape is rectangular.

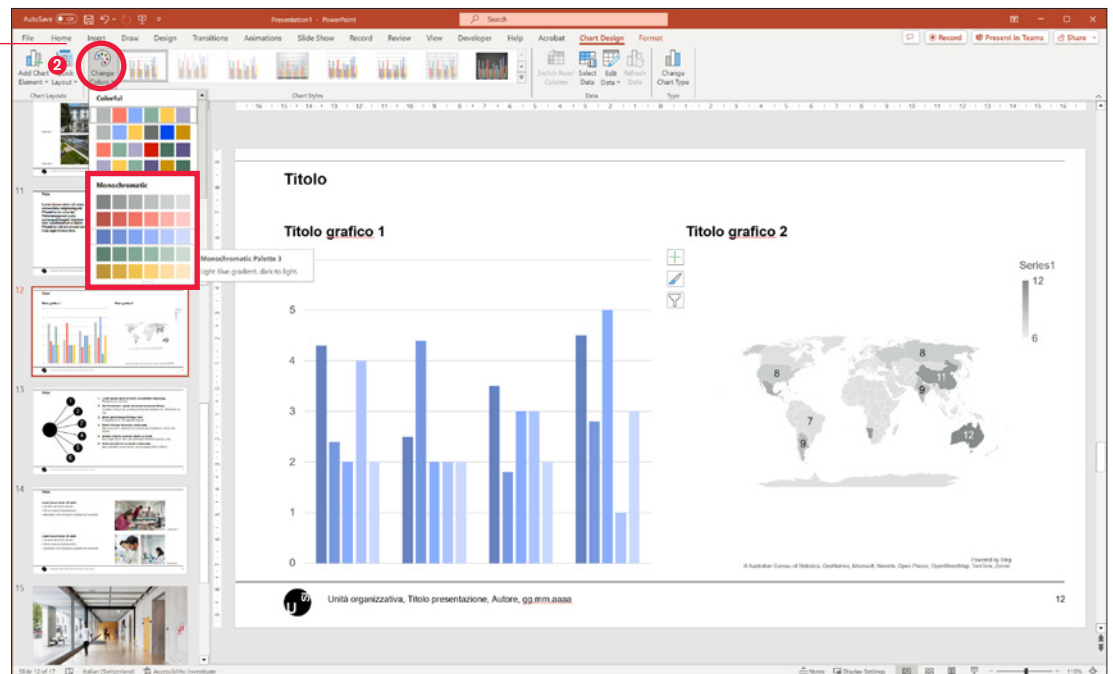
The options "Crop to shape" and "Aspect Ratio" under the option "Crop" of the "Picture format" menu help insert a photo of the desired shape (use circle for speakers).



- 1 It is recommended to use the reference colours for all elements, including texts, shapes, graphics, and infographics related to Faculties (see page 12).



- 2 Each Faculty can associate colours using its reference colour in its shades.



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