

## COLOUR

Without exception, all colours contained within the slide master profile are to be used. There is to be no variation from the core philosophy colours which have been chosen to represent the values of META.

Slide Master 4 shows options for a 1,2,3 and 4 image layout per slide. It is acceptable to use a specified colour in either the far left or right hand box of the layout, never in the centre (on a 3 or 4 image slide). Please refer to Slide Master 7 on how to use a colour box with an image in this instance. For graphs, charts and tables, please use the colour themes shown on Slide Master 6.

## IMAGE HANDLING

Import images into the layouts. You can double click on an image to bring up options to handle attributes. If an image appears oversized/undersized, use the crop option to fill the image box bounds. Ensure that all images are reduced in file size using the 'Compress Pictures' option within each image attribute. Full page images are set as the bottom layer in the page hierarchy. If the image used is light in appearance, please use the master slide with a dark META logo and if the image is dark, use a light META logo.

## TYPOGRAPHY

Styles, sizes, weights and colours are generally represented on master slides. Without exception the attributes as set up should be adhered to. If, in some instances, information will not fit into the space required with the designated attributes, you will need to reduce the word count as you see fit. Do not reduce point size or extend the box to make text fit. You will be thinning the brand and the visual impact the presentation delivers.

For any embedded text area not required in the presentation (*Example, footer notes holding appendix information*), you are able to leave these areas blank by using a space in the box.

## BACKGROUNDS

Background master slides (*Slide Master 3*) should be used to drive the META philosophy. They are used to present information that is particularly visual such as the 9 META attitudes. The backgrounds are there to support and enhance the message that is placed onto them. You will find 24 background variants on Slide Master 3. Without exception, these are to be used as they appear without formatting, editing or changing of colours.

## GRAPHS & TABLES

Master Slide 6 has been designed to hold ALL graphs, charts and tables within the slide size. You will need to adapt your column heights, widths, bars and segments of information accordingly. Click the small graph icon in the middle of the box to show options.