

# Guide to Slide Presentations



The diagram illustrates the 'rule of fifths' for vertical centering. It features a vertical axis on the left with arrows at both ends, and a horizontal yellow line representing the baseline. A dotted line is positioned above the baseline, and another dotted line is positioned below it. The vertical distance between the top dotted line and the baseline is divided into five equal parts by four horizontal dotted lines. The numbers 1, 2, 3, 4, and 5 are stacked vertically on the right side of the diagram, with the number 2 centered on the baseline and the number 3 centered on the first dotted line below the baseline. The text 'Vertical "centering"' is written in red above the baseline, and '— use the rule of fifths' is written in red below the baseline.

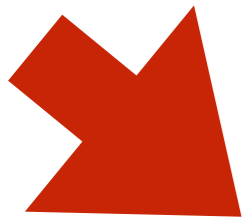
Vertical “centering”

— use the rule of fifths

Use dark type on a light background.

And no complicated backgrounds that make the text hard to read.

Use large high-res images,  
maximum of 3 on a slide.



On a slide with lots of text, stick the same top and left corner to start your slide.

And use left-justified for bulleted or body text.

It's okay to center a phrase

Avoid text effects like  
outlining, reflections, and  
drop shadows.

Avoid flashy transitions  
or animation.

If you must, use only one  
kind, like a simple fade.



Don't read your slides to the audience. Treat your slide text as an unspoken point in your outline.

Don't turn your head away from the audience to stare at your slide—it's on the computer in front of you!

And if you need to have lots of text on a slide:

- maintain healthy margins
- generous line spacing
- use bullets or number
- do not center horizontally
- do not justify right and left

Limit the number of words  
on a slide to **3 or 4** lines no  
smaller than 60 points and  
avoid light typefaces

Stick to a few type sizes:

**110** pt for headlines

**96** pt for subheads

**72** pt for less text

**60** pt (minimum) for more

You can do it with one  
typeface, but two at most:  
one *serif* and one sans-serif.

Use sans for the head

And a serif for the body if you must.

lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Praesent tincidunt  
imperdiet justo, ac rhoncus urna  
sollicitudin vitae. Duis eu dolor eu dui  
tempor cursus.

Never mix two serif  
typefaces or two sans-serif.



Never use all-caps,  
especially en-mass: just too  
hard to read, especially with  
lots of text.

Stick to the classics:

Helvetica

Baskerville

~~Times~~ ~~Comic Sans~~ ~~Papyrus~~

- Avoid more than a few bullet points on a slide

- Avoid more than a few bullet points on a slide
- And reveal them one point at a time

- Avoid more than a few bullet points on a slide
- And reveal them one point at a time
- And highlight on the one being talked about

Most of all:  
have great content.

Rehearse it.

And deliver it like  
you believe all of it.