Business and Finance presentation guidelines

This quick reference guide is to help keep presentations within the ASU brand guidelines. Refer to the ASU brand guide for the full writing style guide.

Abbreviations

1. Use the organizations full name on first reference only. Use an acronym for subsequent references.
   a. Do not follow an organization name with an abbreviation. Example: FEMA
2. Spell out all ASU campus names. Example: Downtown Phoenix campus

Capitalizations

1. Use sentence case for headlines. Capitalize the first letter of the first word and proper nouns only.

Days, months, years, seasons and time

1. Do not use zeroes for the top of the hour: 1 p.m.
2. For spans of time in text, use to instead of a hyphen.
   a. Example: The program is scheduled from 9 a.m. to 3 p.m.
3. Morning and afternoon abbreviations are lowercase with periods: a.m. and p.m.
   Use figures except for noon and midnight.
4. Spell out days of the week or months. Use three-letter abbreviation without periods in tabular format.
   a. Spell out months with five or less letters.
6. Do not use ordinal suffixes with dates, e.g. July 12th.
7. Do not use numerical treatments of dates, i.e., 8/14/16, in headlines or narrative content.

Formatting

1. Use only numbers and hyphens for phone numbers: 480-555-5555.
2. Use bold sparingly.
3. Do not use italics, parenthesis or underline text.
4. Use quotation marks for quotes only.
5. Hyperlink copy to email address and URLs. Do not expose links.

Lists

1. Use the numbered list style for information in a specific order, such as step-by-step instructions, and arrange the lines in sequence.
2. Use the bulleted-list style for information in random order and arrange the lines in alphabetical order.
3. Use parallel construction, beginning each bulleted line with the same part of speech noun, verb, etc.
   a. Statements begin with capital letters and end with periods.
   b. Do not break a statement into bulleted statements.
   c. Example:
      • First-time college residents tend to:
        o bring too many items from home.
        o wish they left some items at home.

**Numerals**

1. Spell out a number at the beginning of a sentence, except for calendar years.
2. Spell out one through nine, except in headlines.
3. Use figures for percentages and temperature even for numbers less than 10.
4. Use numbers in sequential, statistical or tabular format.

**Punctuation and symbols**

1. Do not use ampersands or exclamation points.
2. The en dash (–) connects things that are related to each other by distance, to indicate a range, such as between dates, times or numbers, except when the words to, or or and are preferable. Do not use a space before or after an en dash. Examples:
   a. 2012–13
   b. 1–2 p.m., 10 a.m.–noon
   c. April 16–May 12, April 16–17
3. A hyphen connects two or more words to form a single idea or compound modifier. Example: tie-in, toll-free call.
4. Do not use a slash or parentheses with words to indicate readers’ choices:
   a. Example: and/or, college/school, he/she, test(s).

**Titles**

1. Lower case titles and place after names. Only capitalize proper nouns.
   a. Example: Morgan R. Olsen, ASU executive vice president, treasurer and Chief Financial Officer
2. Capitalize and spell out formal academic titles such as chancellor, provost or professor only when they precede a person’s name.
   a. Do not precede or follow a name with an abbreviation for an academic degree. Use a phrase instead of an abbreviation.
Business and Finance PowerPoint graphic guidelines

1. Login to the ASU Brand guidelines | Presentations using your ASURite ID and review the standards for presentations. Download the approved ASU PowerPoint or Google slide template.
2. Use the provided template pages.

Layout tips

1. Presentation size
   
   - Use widescreen format or 16:9 ratio

2. ASU logo
   
   - Only one ASU logo should appear on each presentation.
     The preferred location for the ASU logo is first slide lower left corner. Use the default master slide with the ASU logo already in position to ensure the proper area of isolation surrounds the logo.
     - ASU logos should not be added throughout the presentation.
     - An ASU logo can be added on the last slide, if desired.

The department or unit name should appear on the title slide in the subhead or tag text area.

Business and Finance requests that all presentations enable date and page number display for all slides. The date and page number is found in the slide master layout.
3. Fonts

- **Arial** is the approved font for PowerPoint presentations. The template should be pre-built with Arial. If you are using an edited or old version of the presentation, check for non-standard fonts. To check for font usage in a presentation go to > **Edit > Find > Replace fonts**

Replace Calibri and other fonts with Arial.

- Use **Arial bold** and color to emphasize and highlight important text or words. Do not use drop shadows, rotated text or other special effects.
4. Graphics and shapes

- Use standard shapes. Rectangles and squares are preferred and align with brand standards. Circles can be added but should be used sparingly.

![Regular shapes: rectangles and squares, circles can be used sparingly](image1)

![No irregular shapes](image2)

- Special effects should not be added to shapes.

![No special effects](image3)

![Do not add bevels, drop shadows, rounded edges or other special effects](image4)

5. Colors

- Use ASU brand colors. Use secondary colors sparingly and less prominently than maroon, gold and black.

![Pie chart with ASU brand colors](image5)
6. Images and photography

From the ASU brand guide on photography

Visual cues to keep in mind

- Does the imagery strike an emotional chord and capture a live event or moment?
- Does the imagery of people feel natural and not too staged?
- Is there an authenticity to the image, as if the camera was invisible to the subject?
- Capture a sense of empowerment and control.
- Look for individual and unique expressions of ASU’s thriving culture.
- Get close and be direct with camera angles — no extreme angles to avoid distortion.
- Natural light when possible — avoid the use of artificial light unless it can be balanced with natural light.
- **Do not add borders, drop shadows or special effects to photos.**
Icons

- The university supports limited use of icons from the Noun Project. Keep icons bold, clean and simple.
- Do not use clipart or unusual icons.

More information:

For more information, review the ASU brand guide.

If you have questions, email the ASU Business and Finance Support Services group.