

# J-PAL Beamer Theme

Rebranding comes to  $\text{\LaTeX}$ !

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# Introduction

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## Motivation

In 2016 J-PAL underwent a rebranding which greatly improves and unifies its identity. Although there is a well designed PowerPoint template accompanying this rebranding, **a LaTeX beamer template is missing.**

LaTeX presentations, under several circumstances, provide serious advantages over PowerPoint. However, LaTeX presentations' aesthetics are very outdated and difficult to customize. This theme aims to solve both issues, providing a **base template which already complies with the new guidelines** and also making it easy to tweak.

## Technical specifications and disclaimer

The **J-PAL Theme** theme is a LaTeX Beamer theme with minimal visual noise and designed to comply with J-PAL's latest rebranding guidelines. The theme is based on the *Metropolis* Beamer Theme by Matthias Vogelgesang.

Although it relies on XeLaTeX to compile using custom fonts, the theme can also be used with PDFLaTeX. It also requires a TikZ installation.

## Using the theme

- This theme is simply a set of customizations on the `metropolis` beamer theme, which is included in the latest distributions of TeXLive and MiKTeX.
- If `metropolis` is installed, all that must be done is to place `jpaltheme.tex` in the same directory as your document.

Enable the theme by loading

```
\documentclass{beamer}  
\usetheme{metropolis}  
\input{jpaltheme}
```

## Guidelines Compliance

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# Logo

J-PAL's new logo can be easily inserted and positioned in the front page, as showcased in this presentation's first slide.

- Logos or other graphics can be easily included in the title slide using the `titlegraphic` command.
- The logo's width can be set in the `includegraphics` command. Proper spacing is already taken care of.
- More logos can be included by using `includegraphics` several times.

# Colors

J-PAL's primary color palette is already implemented in the theme.

- All emphasized elements use J-PAL Red, while some subtler visual elements use J-PAL Teal.
- The J-PAL color palette is fully implemented and its colors' names are as follows:
  - JPALblack
  - JPALred
  - JPALgreen
  - JPALyellow
  - JPALslate
  - JPALteal



# Typography

To use proper typography, several issues must be considered:

- In order to choose any system font, documents must be compiled with XeLaTeX.
- Open Sans font is freely available (this document was compiled with it), but recommended for *web* use.
- The official typefaces, Futura and Mrs Eaves, are not available for free and don't come preinstalled in many OSs.
- If installed, this theme defaults to Mozilla's *Fira Sans* fonts, which are also freely available on the web.

If compiling with XeLaTeX, any font can be chosen with the `setsansfont` command in the preamble. See the `fontspec` package for more details.

# Elements

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# Introduction

The following section showcases several usual LaTeX elements and how they are implemented in the **J-PAL Theme**. It is mostly based on the original Demo developed by Matthias Vogelgesang.

# Typography

The theme provides sensible defaults to  
`\emph{emphasize}` text, `\alert{accent}` parts  
or show `\textbf{bold}` results.

becomes

The theme provides sensible defaults to *emphasize* text, **accent**  
parts or show **bold** results.

## Font feature test

Test if your loaded typeface has all these variations:

- Regular
- *Italic*
- SmallCaps
- **Bold**
- ***Bold Italic***
- **Bold SmallCaps**
- Monospace
- *Monospace Italic*
- **Monospace Bold**
- ***Monospace Bold Italic***

# Lists

Lists are indented for enhanced readability. This is consistent with J-PAL's Brand Guidelines.

## Items

- Milk
- Eggs
- Potatos

## Enumerations

1. First,
2. Second and
3. Last.

## Descriptions

**PowerPoint** Meeh.  
**Beamer** Yeeeha.

# References and footnotes

Footnotes can be easily added.<sup>1</sup> References, on the other hand, follow LaTeX rules and conventions.

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<sup>1</sup>This is a footnote.

# Animation

- This is important



# Animation

- This is important
- Now this

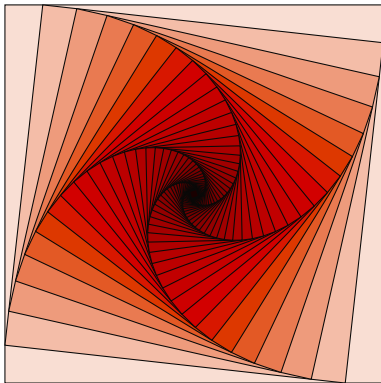
# Animation

- This is important
- Now this
- And now this

# Animation

- This is *really* important
- Now this
- And now this

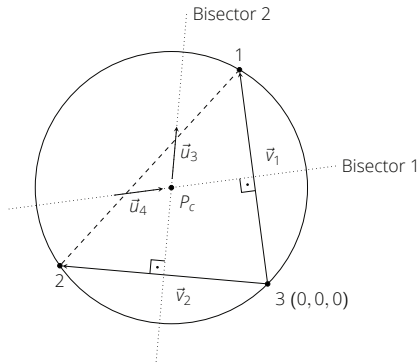
## Figures



**Figure 1:** Rotated square from texample.net.

## Text and figure side by side

- A perpendicular bisector of a line segment is a line which is perpendicular to this line and passes through its midpoint.
- Figure 2 shows perpendicular bisectors of a triangle.
- Both bisectors meet in the center of the circumcircle of the triangle.



**Figure 2:** Perpendicular bisectors of a triangle from texample.net.

# Tables

**Table 1:** Largest cities in the world

City	Population
Mexico City	20,116,842
Shanghai	19,210,000
Peking	15,796,450
Istanbul	14,160,467

*Source:* Wikipedia

# Blocks

Three different block environments are pre-defined and may be styled with an optional background color.

## Default

Block content.

## Alert

Block content.

## Example

Block content.

## Default

Block content.

## Alert

Block content.

## Example

Block content.

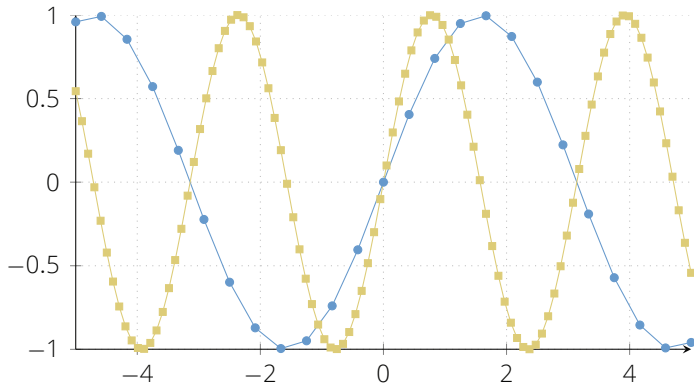
# Math

Of course, math typesets beautifully in LaTeX. Check out this elegant equation:

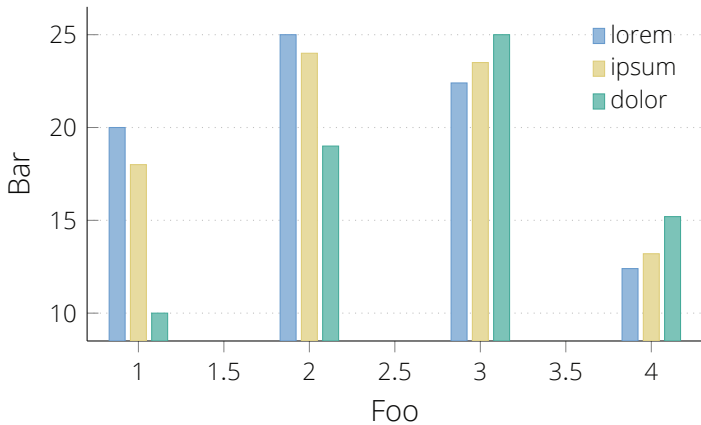
$$e = \lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n.$$



# Line plots



## Bar charts



## Quotes

*I seek not to know the answers, but to understand the questions.*

¡Thank you!

Please email comments or suggestions to

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