



Takeda PowerPoint Template BAX335 FaBrY



Welcome to the NEW Corporate PowerPoint Template PP335 HuNter



This PowerPoint deck contains a collection of template layouts and sample slides with design elements to help you present your ideas in a consistent, clean and on-brand manner. TAK-754

Key updates include additional space for content with narrower margins, new layouts to encourage use of column text rather than full slide text boxes, and the new color theme to make graphs, charts, graphics more engaging.

Inserting slides from current decks to the new template will be challenging and the design formatting will not be applied correctly. For the best design outcome, you can start new presentations in the new template and rebuild slides as needed going forward. FVIII

Please delete all sample slides prior to using the template when they are no longer needed – the actual templates will remain in the slide master (View > Slide Master).

For any questions regarding this template, please contact corporate_branding@takeda.com

Design tips SHP654 ConFidenTIAL

Maintain consistent margins

HuNter

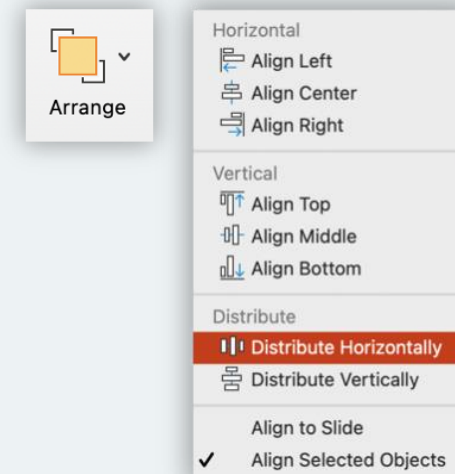
To maximize the content space on each slide, the margins are set from the outside of the Takeda edge to the outside of the Takeda logo. BAX888

You will note that the slide title is indented and the slide content text box aligns with the Takeda edge.



Align tool for great design

Perfectly align and distribute multiple text boxes or other content automatically by using the tools on the *Arrange* menu.



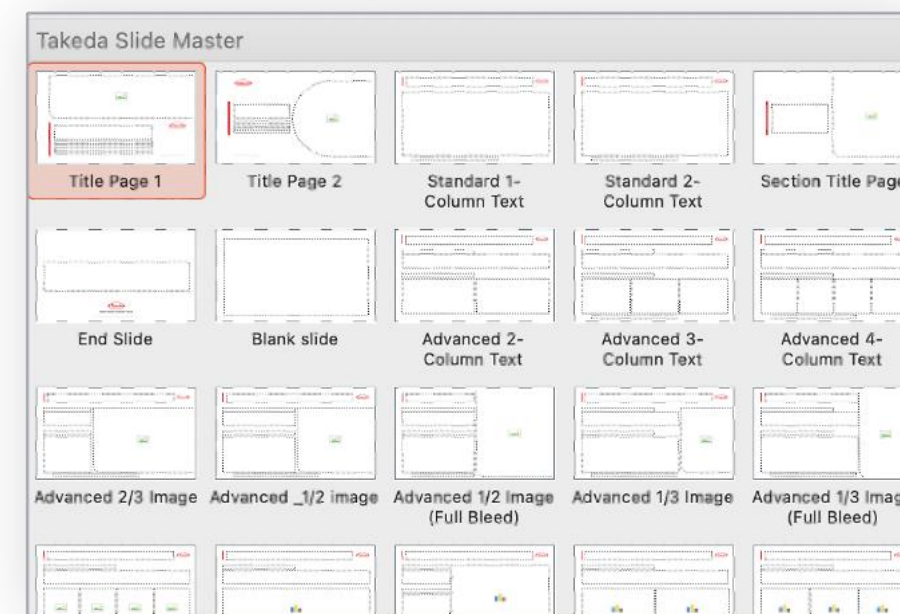
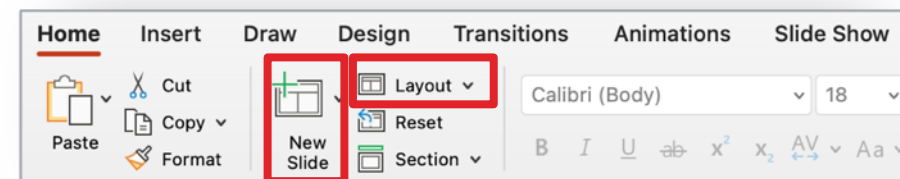
Quick Start Guide



- 1 **Delete** all slides in this PowerPoint document prior to developing or presenting your new PowerPoint deck
- 2 Click on “**New Slide**” or “**Layout**” and select a template for your new slide HEM
- 3 Add your content

Please note: PP754

- **Additional cover slide options** are available to download from the [Brand Portal on myTakeda](#). PP654
- **Takeda’s color palette (including Takeda Red)** has changed as of August 2021. This template uses the new color palette.
- If your presentation is for **product or promotional use**, please delete the tagline ‘Better Health, Brighter Future.’
- If your presentation is for **external** use, please delete the confidentiality notice in the footer.



These layouts can be modified as needed, but when doing so please try to maintain a clean, aligned look and feel.

Color Palette



Takeda’s color palette is the default theme. It can be found by clicking on any color picker and is the top row.

Try to avoid using additional colors for text and color blocks. However, in situations when a chart requires more colors than are contained in the theme, three additional tints may be used.

When using tints, please copy the colors from the samples on the right.



The Takeda Color Palette TAK-748

Including a new Takeda Red

Takeda Red HEX #E1242A RGB 225.36.42	Azuki Maroon TAK748 HEX #891515	Dark Grey HEX #34373f RGB 52.55.63
	White HEX #FFFFFF RGB 255.255.255	Medium Grey HEX #A1A4AC RGB 161.164.172
	Black HEX #000000 RGB 0.0.0	Light Grey HEX #EDF2F4 RGB 237.242.244

Tints

Three additional colors can be used when the primary palette alone does not provide enough colors for your design, such as in complex charts and graphs.

Light Red SPH648 HEX #F78C85 RGB: 247.140.133	Dark Red HEX #BD120A RGB 189.18.10	Dark Maroon HEX #450A0A RGB 69.10.10
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Color Combinations



To maintain accessibility and legibility of text, sufficient contrast is needed between text and background.

The color combinations provided here are in accordance with the Web Content Accessibility Guidelines (WCAG) at AA or AAA rating.

Please refrain from creating additional color combinations for text. Hem B



Dark Grey on Light Grey



Takeda Red on Light Grey



Azuki Maroon on Light Grey



White on Dark Grey



Dark Grey on Medium Grey



White on Takeda Red
(please use only for large text such as headlines/priority content)



White on Azuki Maroon

Curved Corners



There are new curved corner design elements, inspired by the Dakiyama. Hemophilia B

These can be applied to images or call out text box frames. The easiest application of this design is to use the template layout or example slides provided. The following slides explain how to do this.

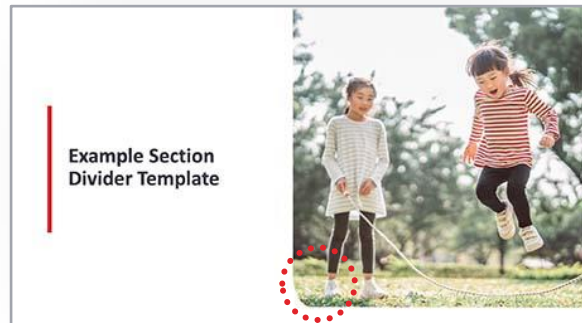
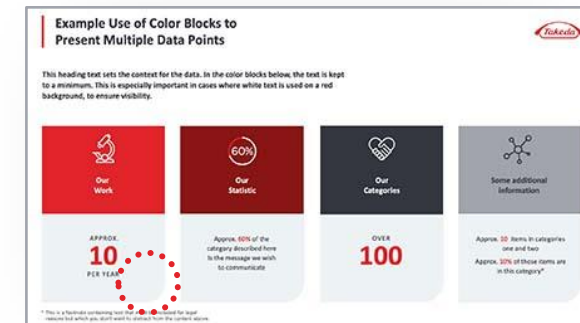
Bottom Rounded Corner Picture Frame PP648



Fully Rounded Picture Frame



Bottom Rounded Text Box Frame



Applying Curved Corners

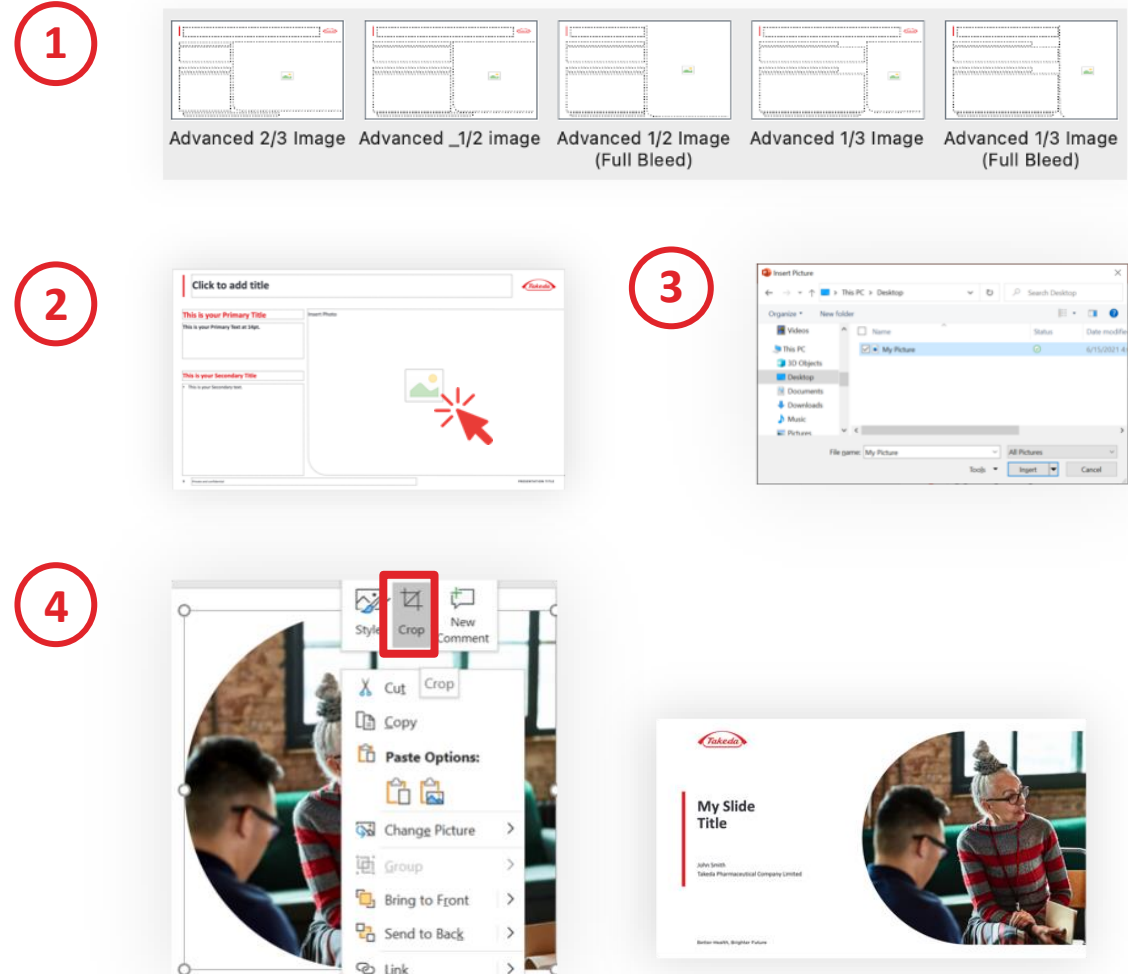


Picture Frames

- 1 Select the slide layout containing a rounded corner picture frame from the **New Slide** or **Layout** menu.
- 2 Click the **picture** icon in the Image box PP748
- 3 Select the image to be placed from its location on your computer or server.
- 4 The image should automatically adopt the corner and crop. You can adjust the size/position of the image inside the frame by right-clicking the image and selecting “**crop**” from the menu

Please note: PP748

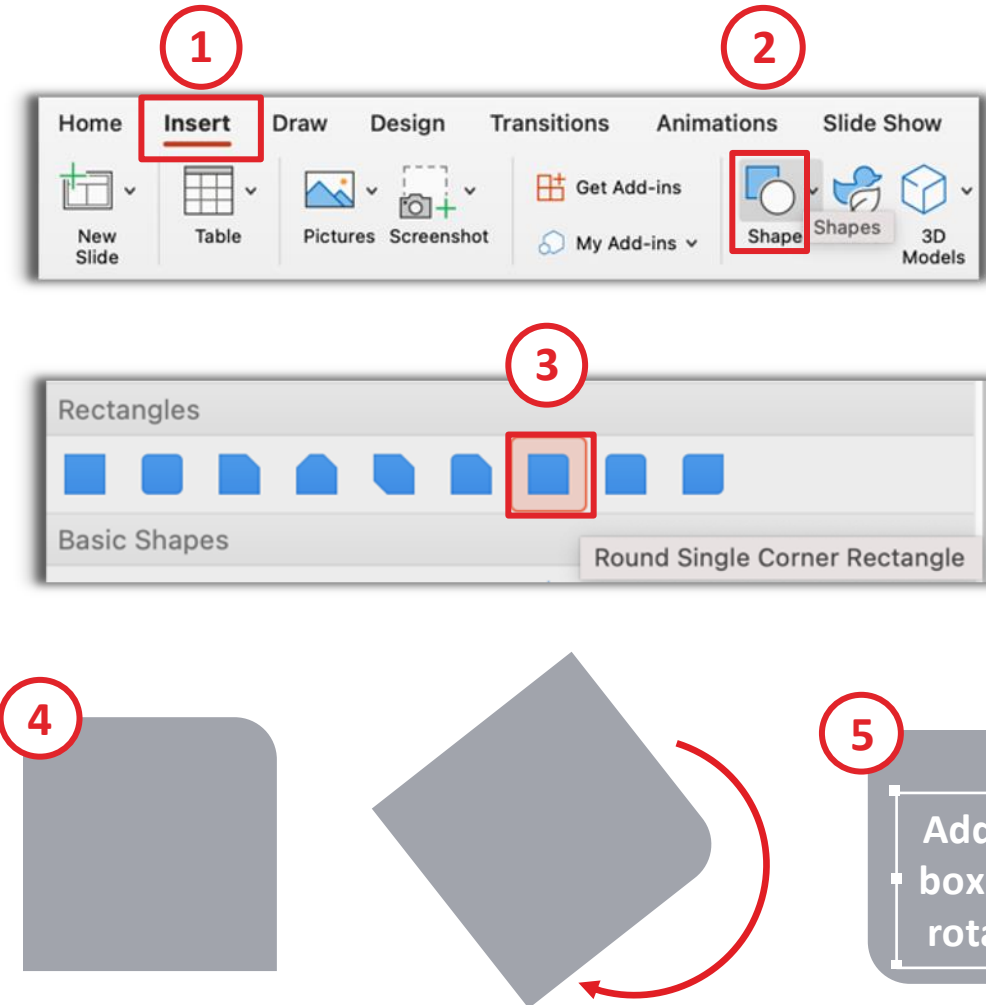
- Drag and drop or copy/paste into the image box may not automatically apply the corner element correctly.
- If you wish to replace an existing picture, delete that picture before adding a new one. PP748



Applying Curved Corners

Text Frames

- ① Go to the **Insert** tab
- ② Select **Shapes**
- ③ Choose **Round Single Corner Rectangle** and draw the shape on the slide.
- ④ By default, the rounded corner is on the top-right side of the rectangle, so you will need to click and rotate the shape for the desired bottom corner location. To do this, in the top ribbon go to **Arrange > Rotate > Rotate Right 90 degrees**. Repeat if a bottom-left curve is needed.
- ⑤ **Insert a standard text box** over the curved frame element (do not type within the text frame shape itself as the content will be upside down and/or backward).



Recommended text sizes: Page Title at 28pt (Automatically resizes to 25pt for two line titles)



This is the Primary Title at 20pt

This is your Primary Text at 16pt. This is for the most important piece of information in your slide. It is recommended to keep it short and simple.

This is the Secondary Title at 18pt

- This is secondary text at 14pt. It is recommended that the secondary text style be used for your main content on slides that contain a lot of text.

This is the Tertiary Title at 14pt. Azuki Maroon is recommended

- This is the Tertiary text at 13pt.*

LINKS AND ANNOTATIONS CAN BE IN UPPERCASE AT 12PT

* For footnotes, 11pt is recommended. These text sizes and styles are recommendations only.

Updated Icons for Focus Areas



The icons representing our Focus Areas have been refined with a more consistent style across all six areas.



ONCOLOGY



NEUROSCIENCE



GASTRO-
ENTEROLOGY



RARE DISEASES



PLASMA-DERIVED
THERAPIES



VACCINES



Title Slide Template Sample



Title Slide Template Sample

Example Section Divider Template

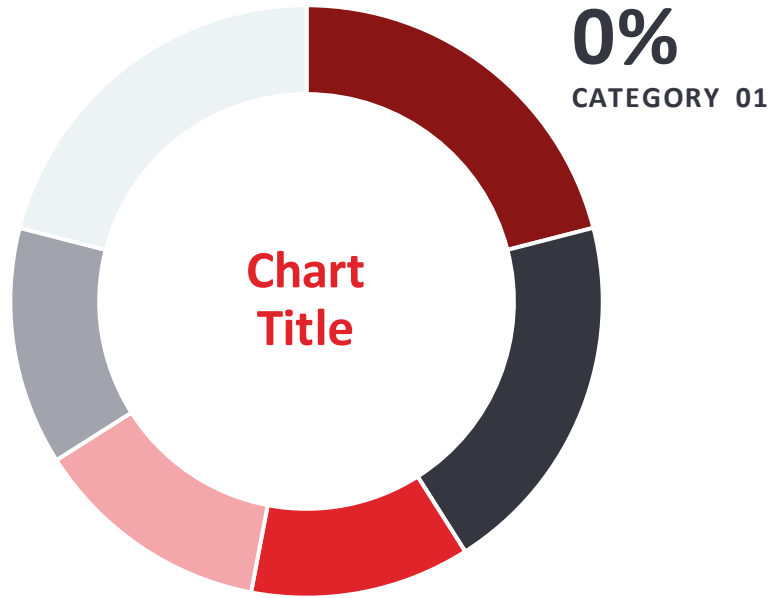


Example Charts and Graphs



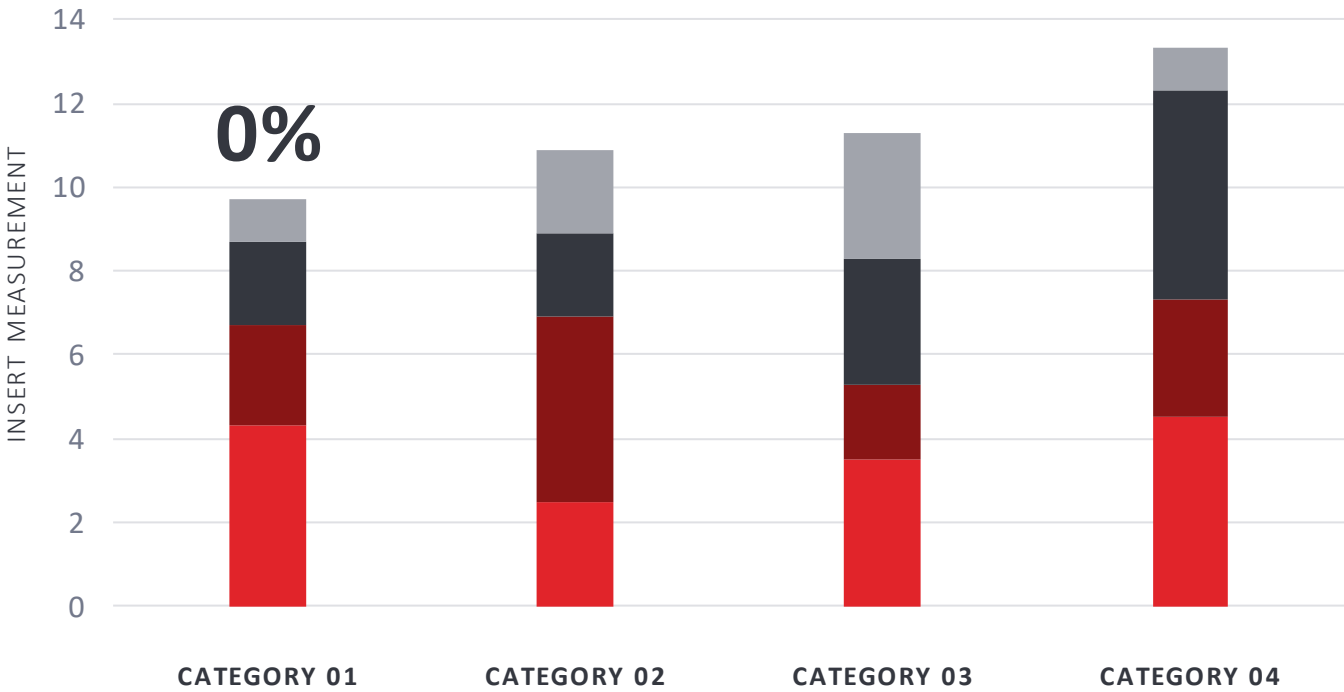
These example charts and graphs can be copied into your own document. Right-click on the chart to “Edit the Data in Excel.”

DOUGHNUT STYLE



VERTICAL STYLE

Graph Title



EXAMPLE KEY

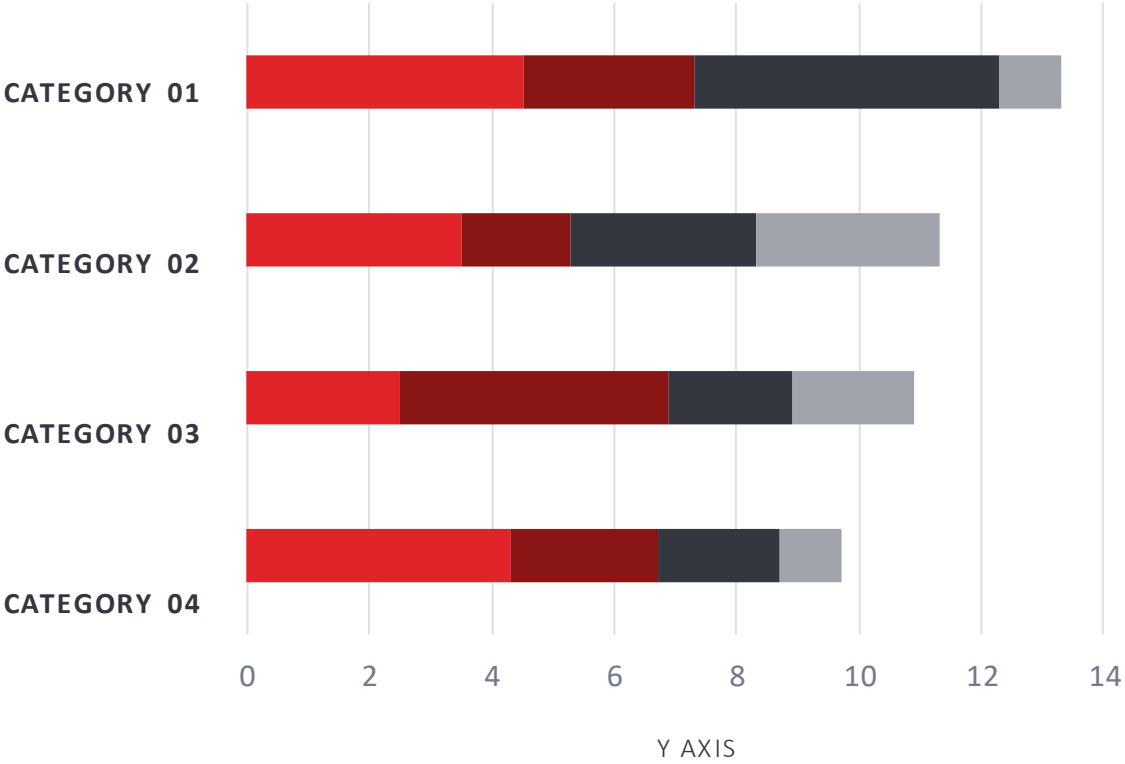


Example Charts and Graphs

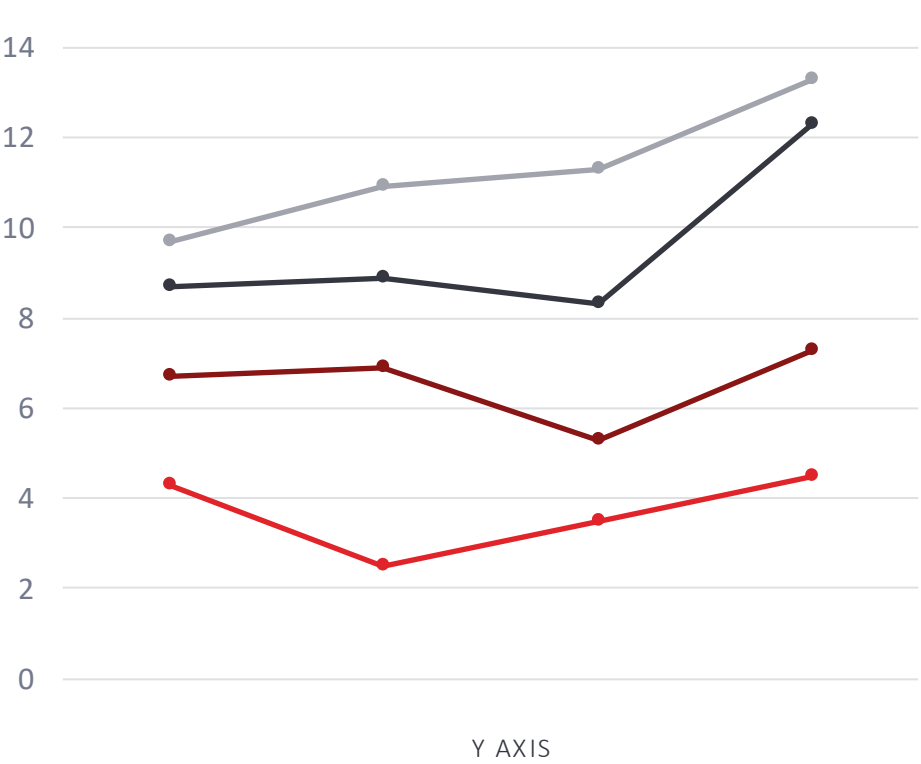


HORIZONTAL STYLE

Horizontal Bar Chart Title



Line Graph Title



SERIES 01 SERIES 02 SERIES 03 SERIES 04

Example Table Style Guide



TABLE STYLE 01

	CATEGORY 01	CATEGORY 02	CATEGORY 03	CATEGORY 04
1. Series01	PPSIS	TAK-686	TAK686	
2. Series02				
3. Series03				
4. Series04				

TABLE STYLE 02

	CATEGORY 01	CATEGORY 02	CATEGORY 03	CATEGORY 04
1. Series01				
2. Series02	SHP686	Huntingtons Disease	HD	PP686
3. Series03		Venustus		
4. Series04				

Example Timeline Style Guide



INSERT DATE

Event Title

It is recommended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

Event Title

It is recommended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

Event Title

It is recommended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

Event Title

It is recommended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

Example Use of Color Blocks to Present Multiple Data Points



This heading text sets the context for the data. In the color blocks below, the text is kept to a minimum. This is especially important in cases where white text is used on a red background, to ensure visibility.



Our
Work

APPROX.
10
PER YEAR



Our
Statistic

Approx. **60%** of the
category described here
Is the message we wish
to communicate



Our
Categories

OVER
100



Some additional
information

Approximately **10** items in
categories one and two*

* This is a footnote containing text that must be included for legal reasons but which you don't want to distract from the content above.

Example Slide Showing Multiple Data Points And Curved Corner on Main Visual



A TITLE FOR THE DATA

1 DATA POINT
AS OF DATE

A TITLE FOR THE DATA

2 DATA POINT
AS OF DATE

A TITLE FOR THE DATA

3 DATA POINT
AS OF DATE

Example Use of Thin-lined Icons with a Main Image



This text provides the context for the content below. The icons used consist of thin lines in Takeda's corporate colors

HEADING



CATEGORY 1



CATEGORY 2



CATEGORY 3



CATEGORY 4



CATEGORY 5



CATEGORY 6





Better Health, Brighter Future