

# Add or remove placeholders from a slide layout

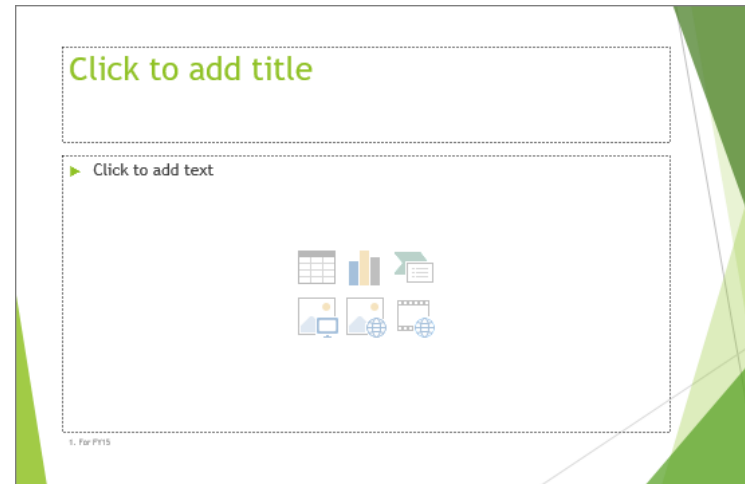
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In PowerPoint, a *placeholder* is a pre-formatted container on a slide for content (text, graphics, or video). The pre-set formatting makes it easier to format slides consistently.

You format a placeholder in Slide Master view. Then you use the placeholder—add content to it—in Normal view.

The pictured slide has two placeholders:

1. The (upper) Title placeholder prompts the user for text and formats it in the default Heading font, size, and color
2. The (lower) Content placeholder accepts text, or a table, chart, SmartArt, picture, or video, as indicated by the icons at its center.



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## macOS

Newer versions

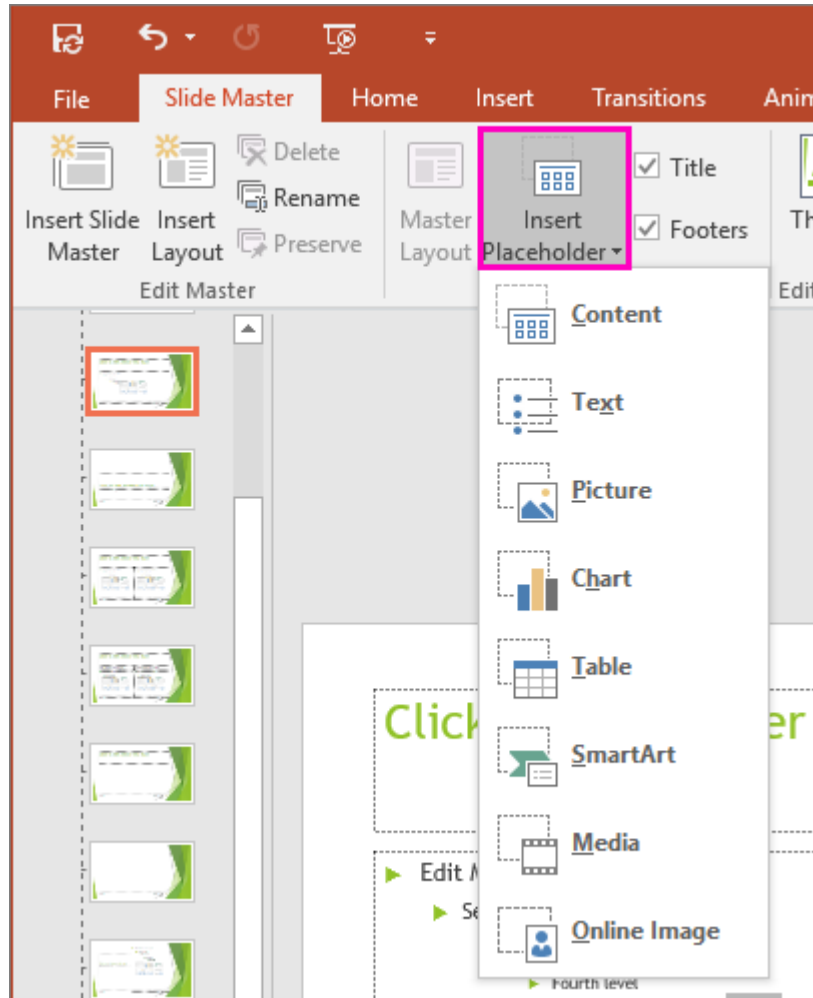


## Add a placeholder to a slide layout

Placeholders can only be added to slide layouts, not individual slides in a presentation. If you haven't worked with slide layouts, check out [What is a slide layout?](#) and [What is a slide master?](#) to learn more before reading on.

1. On the **View** tab, click **Slide Master**.
2. In the left thumbnail pane, click the slide layout that you want to add one or more placeholders to.

3. On the **Slide Master** tab, click **Insert Placeholder**, and then click the type of placeholder that you want to add.



4. Click a location on the slide layout, and then drag to draw the placeholder. You can add as many placeholders as you like.
5. If you add a text placeholder, you can customize the prompt text that appears in it:

Select the default text in the placeholder, and replace it with your own prompt text.

Switch to the **Home** tab to format the prompt text as you want it to appear.

With the text selected, you can change the **Font** or **Font Size**. If an unwanted bullet appears before your custom prompt text, in the **Paragraph** group, click the down arrow next to **Bullets**, and then click **None**.

6. When you're done, on the **Slide Master** tab, click **Close Master View**.
7. To see your revisions in Normal view, do one of the following:
  - To reapply the newly changed layout to an existing slide, in the slide thumbnail list, select the slide, and then on the **Home** tab, click **Layout**, and then select the revised layout.
  - To add a new slide that contains the layout (with the newly added placeholders), on the **Home** tab, click **New Slide**, and then select the slide revised layout.

You can change a placeholder by resizing it, moving it, or changing the font, size, case, color, or spacing of text within it. You can also delete a placeholder from a slide layout or an individual slide by selecting it and pressing Delete.

## Replace the prompt text in a placeholder

If you're creating a template and want to provide specific instructions for what content should be added to a placeholder on a slide, you can replace the prompt text in slide master view. In the following example "Click to add project title" replaces the default prompt text in a title placeholder.

1. On the **View** menu, point to **Master Views**, and then click **Slide Master**.
2. In slide master view, click the first slide layout below the slide master in the navigation pane. Slide layouts are below the slide master which is the top slide in the navigation pane.

3. To replace the placeholder text, select the text **Click to edit Master title style**, and then type or paste the custom text, **Click to add project title**.

The placeholder text changes to **Click to add project title**, and you see this new prompt text in the placeholder when you return to normal view.

4. When you complete the changes in slide master view, on the **Slide Master** tab, click **Close Master** to return to normal view.

**Tip:** Modifications to the slide master and the corresponding slide layouts are temporarily added to the theme that is applied to your presentation. If you apply a different theme, then the slide master changes are discarded. If you want to keep the changes for future use, in the **Edit Theme** group, click **Themes**, and then click **Save Current Theme**.

## Change the prompt text in a placeholder

If you're creating a template and want to provide specific instructions for what content should be added to a placeholder on a slide, you can replace the generic prompt text for that placeholder.

1. On the **View** tab, in the **Master Views** group, select **Slide Master**.
2. In slide master view, in the thumbnail pane, select the layout that you want to revise.
3. In the main pane, on the layout, select the current prompt text (such as **Click to edit text**, and then type the text you want to use instead.
4. When you complete the changes in slide master view, on the **Slide Master** tab, select **Close Master View** to return to Normal view.

**Tip:** Modifications to the slide master and the corresponding slide layouts are temporarily added to the theme that is applied to your presentation. If you apply a different theme, then the slide master changes are discarded. If you want to keep the changes for future use, in the **Edit Theme** group, click **Themes**, and then click **Save Current Theme**.

## Remove a placeholder

We recommend that you don't remove a placeholder from a pre-built slide layout. If you want to make a change like that, duplicate that layout, give it a distinct name, and then edit that copy.

1. On the **View** tab, click **Slide Master**.
2. In the left thumbnail pane, click the slide layout that you want to revise.
3. Select the placeholder on the layout, then press the Delete key.



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