



FIS PRESENTATION GUIDELINES

Presentation templates

4:3 – Standard use (printing) & projectors



16:9 – Widescreen, HD & TV

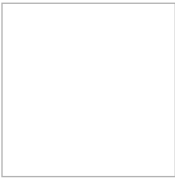


***When preparing a presentation for a large auditorium screen, use a dark background color as white backgrounds are often too bright for the audience.**

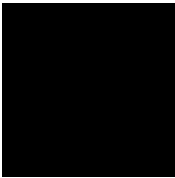
Color palette

Only FIS brand colors should be used in presentations. Some of our colors are built into the presentation template’s color theme. To access additional colors, download the FIS presentation template **provided on FIS & me** and follow the directions given on slide 15.

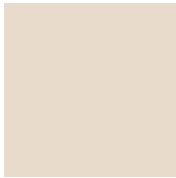
Theme colors



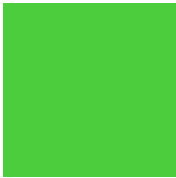
WHITE
HEX: #FFFFFF
RGB: 255, 255, 255



BLACK
HEX: #000000
RGB: 0, 0, 0



NEUTRAL
HEX: #E8DBC8
RGB: 232, 219, 203



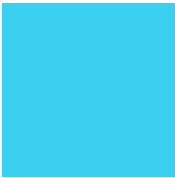
GREEN 1
HEX: #4BCD3E
RGB: 75, 205, 62



GREEN 4
HEX: #012834
RGB: 1, 40, 52



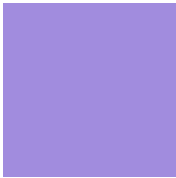
GREEN 3
HEX: #015B7E
RGB: 1, 91, 126



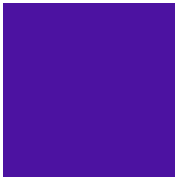
BLUE 1
HEX: #3BCFF0
RGB: 59, 207, 240



BLUE 2
HEX: #285BC5
RGB: 40, 91, 197

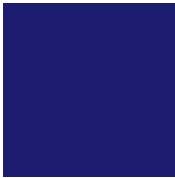


PURPLE 1
HEX: #A18CDE
RGB: 161, 140, 222



PURPLE 2
HEX: #4C12A1
RGB: 76, 18, 161

Additional colors



BLUE 3
HEX: #1B1B6F
RGB: 27, 27, 111



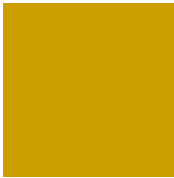
RED 1
HEX: #FD8D62
RGB: 253, 141, 98



RED 2
HEX: #FF1F3E
RGB: 255, 31, 62



YELLOW 1
HEX: #FFC845
RGB: 255, 200, 69



YELLOW 2
HEX: #CC9E00
RGB: 204, 158, 0

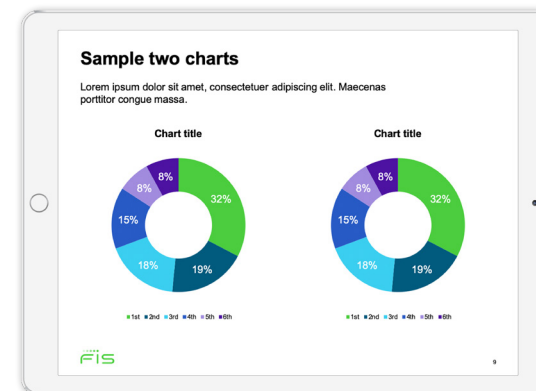
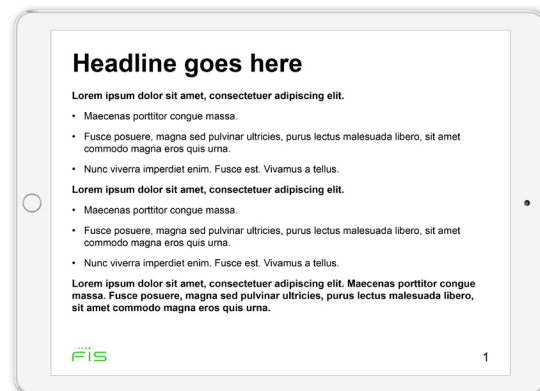
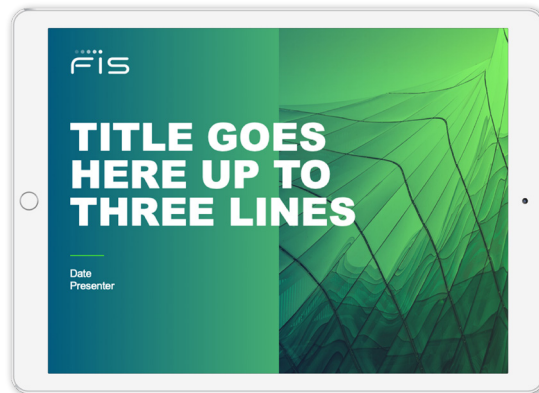


GREEN 2
HEX: #009775
RGB: 0, 151, 117

Content formatting

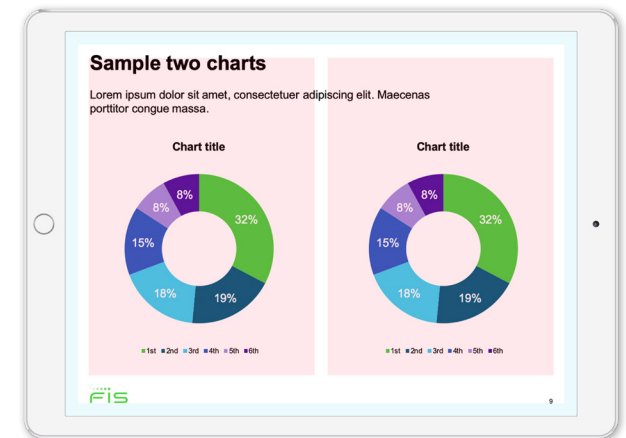
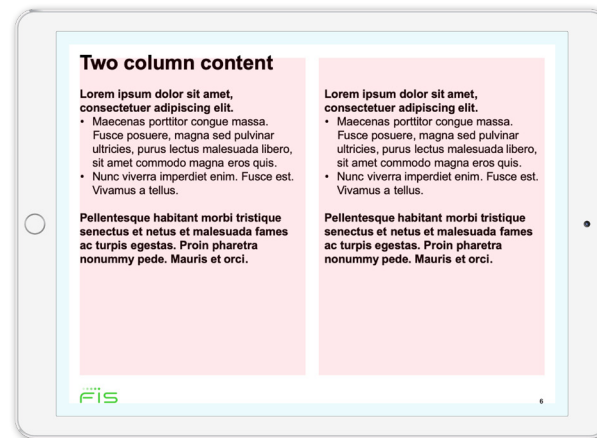
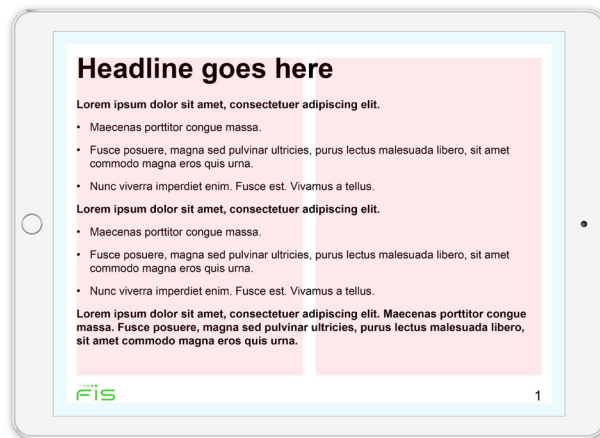
Presentation styles should be consistent with the FIS brand guidelines and uniform with the entire presentation.

Arial should be the only font used in PowerPoint presentations. Avoid font effects such as underline, italics, shadow and emboss. PowerPoint templates are **provided on FIS & me** with built-in font restrictions in order to keep styles consistent throughout the presentation. Arial is used as the general PowerPoint font for user accessibility reasons, it is not a primary FIS-branded font in any other instances.



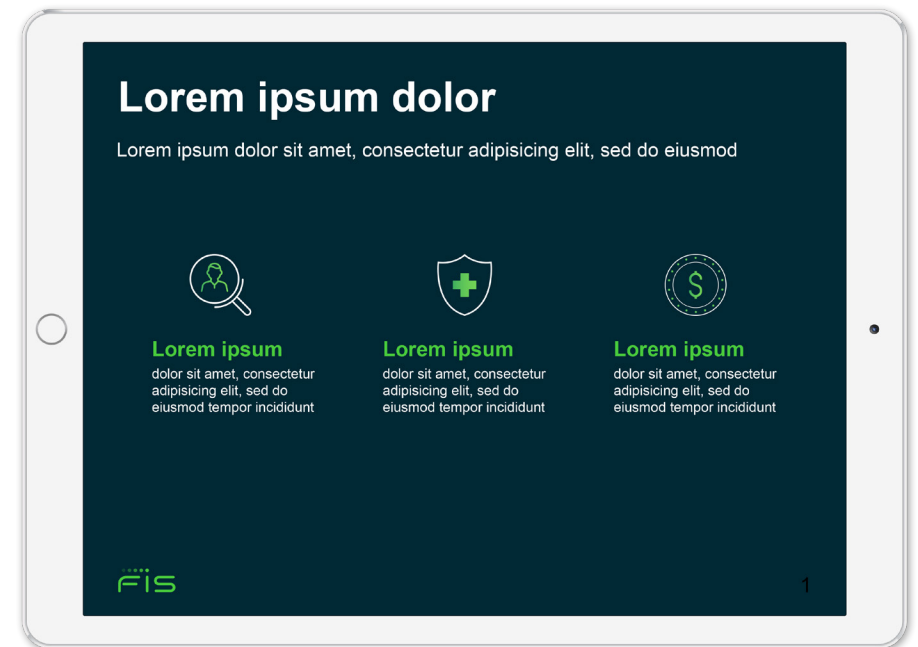
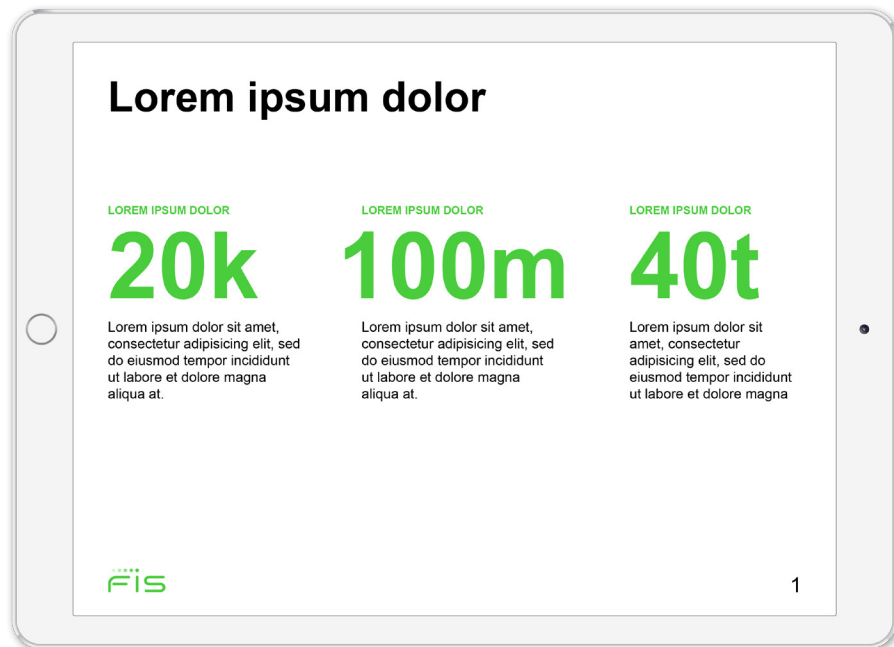
Using the grid

Grids bring organization and balance to your presentation. Using an invisible grid allows you to align elements on the page in relation to each other, producing a design that is cleaner, more efficient and easier to adapt. Grids come in different shapes and sizes and are built to suit your design.



Emphasis and scale

The eye needs a focal point to hold its interest. Having purposeful hierarchy within your design will not only emphasize your content but also give it the structure and composition it needs to retain attention. Information becomes much easier to digest and make sense of when hierarchy is distributed to certain elements.

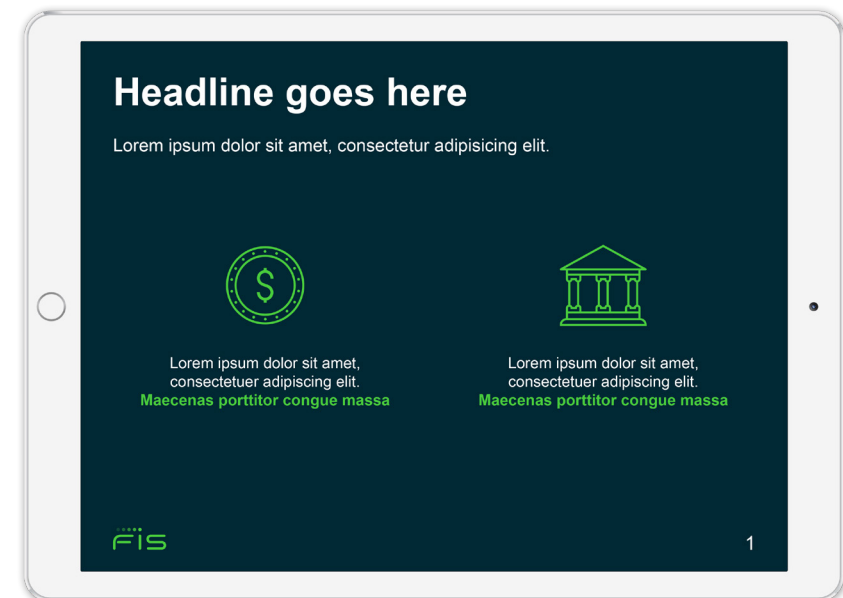


Less is more

We see presentations, we don't read them. Keeping the message streamlined is one of the hardest PowerPoint tips to implement. The most common mistake made when creating presentations is cramming several thoughts/points onto one slide.

The key thing to remember is that you don't have to say everything on the slide: use visual prompts that you can present around. Doing this will make your content easier to understand and prevent you from reading the slide versus presenting the information.

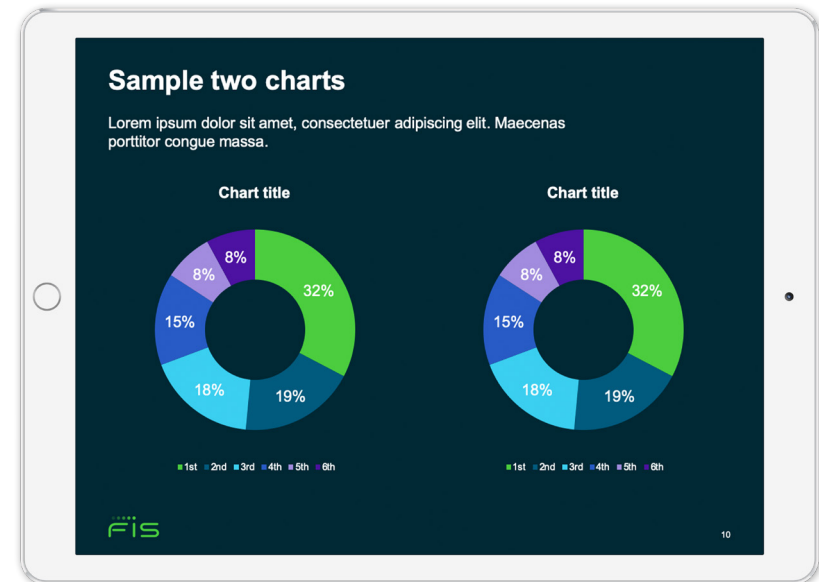
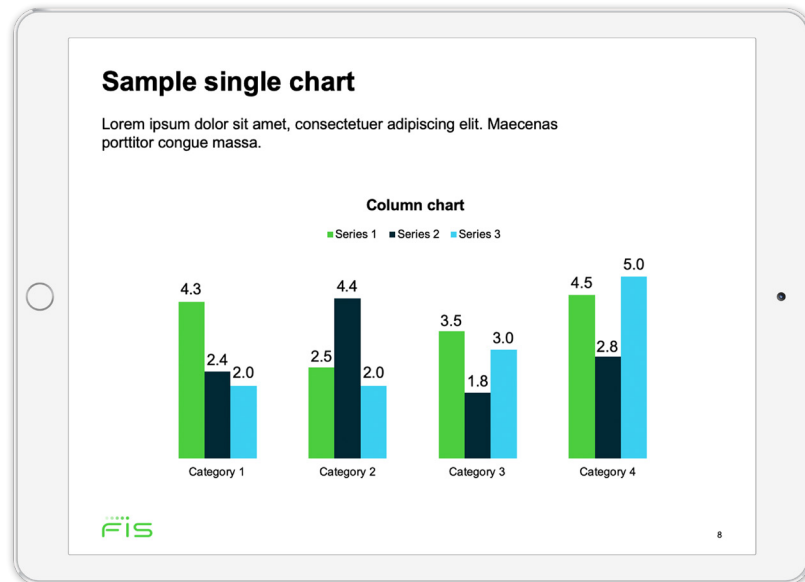
Overstyling is also something to avoid. Just because you can add images, icons, transitions and other elements, doesn't mean you should. Overstyling can take the significance away from your content and lose the audience's attention altogether.



Tell a story with data

Use visuals to emphasize what you want the audience to focus on. Icons and charts are the best way to visualize your data. However, be sure you're choosing the right chart for your information. Data that is spread across several charts can often be combined into one chart, making for a simpler slide.

Another thing to avoid is having too many different chart styles with multiple colors, all on one slide. Try to limit the slide to one or two charts, using only in-brand colors. All PowerPoint presentation charts should look uniform with the FIS brand, using only brand colors and fonts. PowerPoint chart templates are **available on FIS & me**.





**ADVANCING THE WAY THE WORLD
PAYS, BANKS AND INVESTS™**