Slides That Rock

The original one-page guide to great slide design

Cut the Logo

Unless you are Apple, no one cares about your logo. Put the logo on the first and last page. Leave it out of other slides.

Use a Color Palette

Apply a color palette that supports your brand. If in doubt, use a white background for better contrast.

One Slide One Message

Less is more. Go for one slide, one message. If you previously had a slide with 4 bullets, divide it into 4 slides.

Think Billboard

Each slide should be easy to understand. Just like a billboard. The audience should 'get' your slide in less than 3 seconds.

Make Fonts Bigger

Treat each slide as a poster. Use less text and bigger fonts. Make it easier to read. Use a font size bigger than 30.

Animate Bullets

If you have bullets, limit them to three. Use subtle animation to show one point at a time, so you control the timing.

High Definition Images

Use only high definition images. If you can't find what you need, use your phone to take your own. Resource: unsplash.com

Fill The Slide

Make your image (or images) fill the whole slide. Leave no white space. Make your images shine. Put your text message on top.

Use Icons

Say "NO!" to 1990s clip art and cartoons. Use professional icons for simple illustrations. Resource: flaticon.com

Simplify Data

Avoid the Excel table. Prioritize your data. Only show numbers relevant to your message. Highlight trends and key figures.

Put Details in Handout

Keep your presentation simple and focused. Put additional data and supporting materials in a handout.

Ask For Help

Design can be hard and time-consuming. Few people are design experts, so ask for help. Your presentation will be better.