

SLIDES DESIGN FOR PRESENTATION

OVID HEALTH / 2022



IT'S NOT
ABOUT IDEAS
IT'S ABOUT
**MAKING IDEAS
HAPPEN**



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Brand Communication Studio

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SLIDES DESIGN FOR PRESENTATION

- 1.Colour scheme
- 2.Font size and style
- 3.Spacing and placement
- 4.Text background contrast
- 5.Visual balance
- 6.Highlight
- 7.General



One
COLOUR SCHEME



1.Colour scheme

COLOUR SCHEME & APPLICATION

1. Follow the visual identification (VI) system;
2. Understand the colour of feelings;
3. Apply colour match tools.



1. Colour scheme - colour psychology

The hottest and the most dynamic colour, red is activating, stimulating, passionate, exciting, powerful and expanding.

RED

The brightest and most energizing of warm colours, yellow is happy, warm, stimulating and expansive.

YELLOW

Blue represents dependability, trustworthiness and security. It can also characterize calm and spirituality.

BLUE



ORANGE

Not as overwhelming as red, orange is a balanced colour that is vibrant and energetic while being friendly and inviting.

GREEN

This is cool secondary colour is calming, balancing and rejuvenating. Green represents stability and inspires possibility.

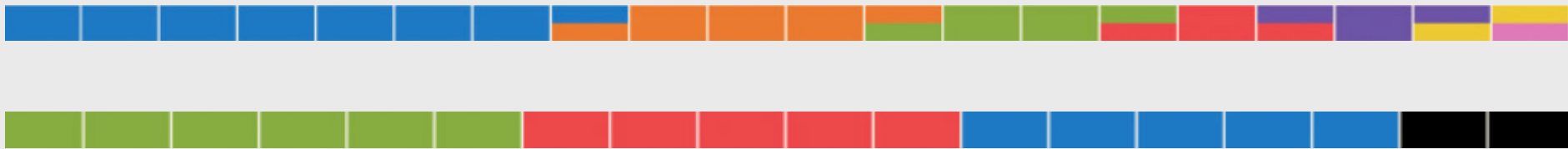
PURPLE

Purple represents nobility, abundance and dignity, but can also stand for creativity and imagination.



1. Colour scheme

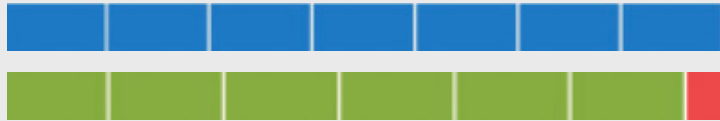
COLOURS FOR HEALTHCARE & MEDICAL INDUSTRIES



1. Colour scheme: colours for healthcare & medical industries

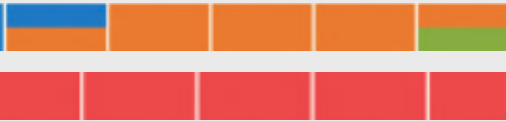
Blue is often used by medical industries as it is commonly associated with cleanliness and health.

Well-being



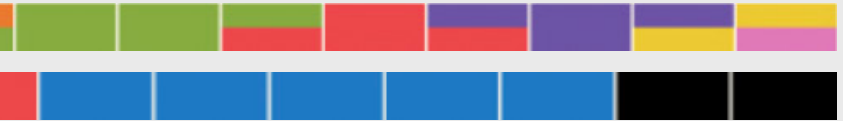
Considered to be a youthful colour, orange is used to invoke feelings of happiness and confidence.

Optimism



With a strong association with nature, green is thought to promote a sense of health and healing.

Vitality



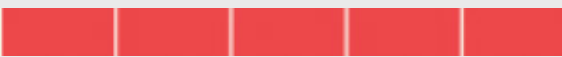
Natural

Green is often associated with the environment and the promotion of natural or dependable products.



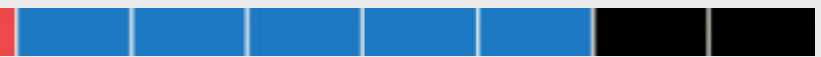
Devotion

As a colour that provokes such a strong physical reaction, red is often associated with passion.



Balance

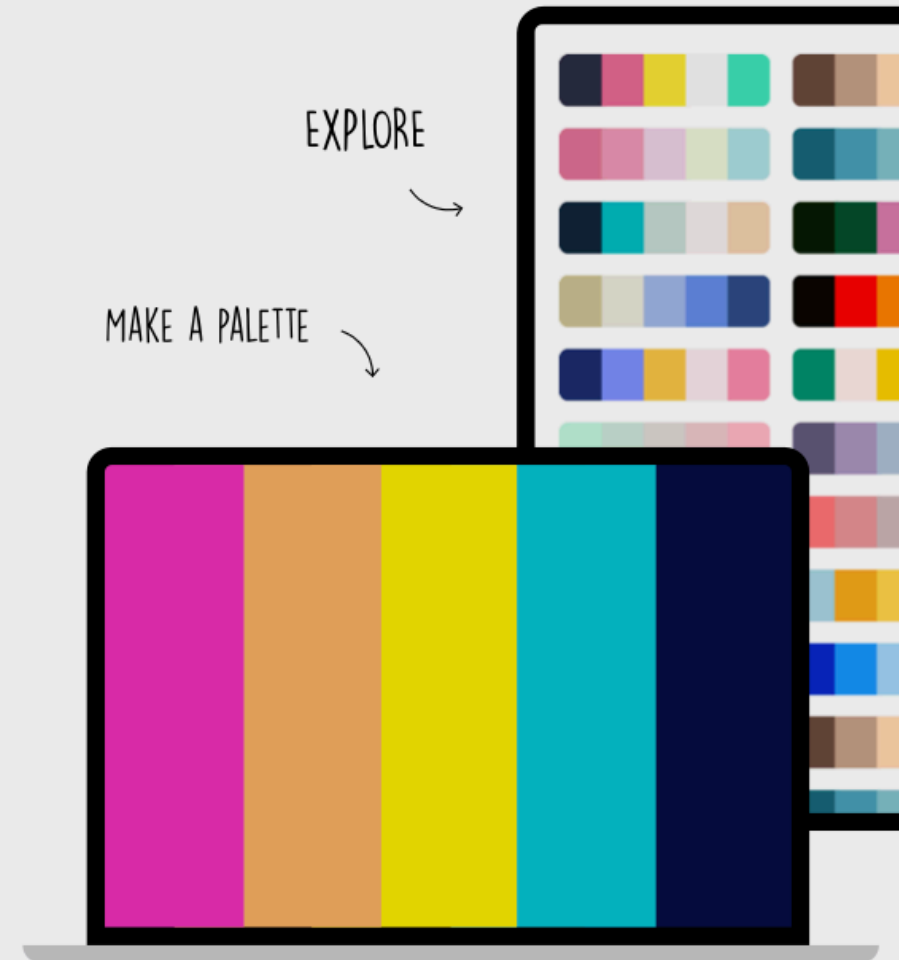
The colour blue, especially the turquoise spectrum, is thought to promote mental stability and emotional control.



1. Colour scheme

COLOUR PALETTES & TOOLS

1. Choose a main colour, and then select/generate additional colours from colour palette or colour wheel;
2. No more than 3 colours for one colour scheme;
3. Colours Palette: <https://colors.co>;
4. Adobe Colour Wheel: <https://color.adobe.com/create/color-wheel>;



Two

FONT SIZE & STYLE



2. Font size and style

CONSISTENT FONT STYLE AND SIZE

1. All font size setting must be consistent through the whole the document;
2. Apply the provided font style and size according to the VI pack;
3. Overview the slide page in 60% scale view;
4. Leading (line spacing) to be 1.5 - 2 times of font size;
5. Font size for slide show;
6. Hierarchy of font size and style.



2. Font size for slide show

FONT SIZE

Screen size	Font Size							
	12pt	14pt	18pt	24pt	28pt	32pt	36pt	40pt
36"	4	4	6	8	9	10	11	13
48"	5	6	8	11	12	14	15	17
60"	6	7	10	13	15	17	19	21
72"	8	9	11	16	18	18	23	25
84"	9	10	13	19	21	24	27	29
96"	10	12	15	21	24	28	31	34
120"	13	15	19	27	31	34	38	42

(metre)



2. Font size and style - hierarchy and spacing - example

1x headline \approx **2x sub-headline** \approx **4x paragraph**
50pt 21pt 12pt



2. Font size and style - hierarchy and spacing - example - no spacing

HEADLINE ONE: REINVENTING HEALTHCARE COMMUNICATIONS

Headline Two: Reinventing Healthcare communications

Paragraph: We are a leading independent health comms agency specialising in healthcare public affairs, patient advocacy and communications. Our purpose is to increase the number of people living healthy lives and inspiring good care through the power of communications.

We are ranked 30th in PRWeek UK's Top 150 rankings for healthcare communications agencies and we're in the top 20 independent health consultancies in the UK.

Our consultants have backgrounds in politics, journalism, campaigns, policy-making, life sciences, market access, public affairs and strategic communications at a UK and global level.

As an agency we are recognised as industry-leaders in patient advocacy and patient partnership working, and we are proud to have founded the Patient Partnership Index 2020 .



Three
**SPACING &
PLACEMENT**



3. Spacing and placement

Too tight

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Too loose

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Normal

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3. Spacing and placement

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3. Spacing and placement

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3. Spacing and placement

SUB HEADLINE

REINVENTING HEALTHCARE COMMUNICATIONS

Reinventing Healthcare communications



3. Spacing and placement

SUB HEADLINE

REINVENTING HEALTHCARE COMMUNICATIONS

Reinventing Healthcare communications



3. Spacing and placement

“

REINVENTING HEALTHCARE COMMUNICATIONS

- OVID Health -

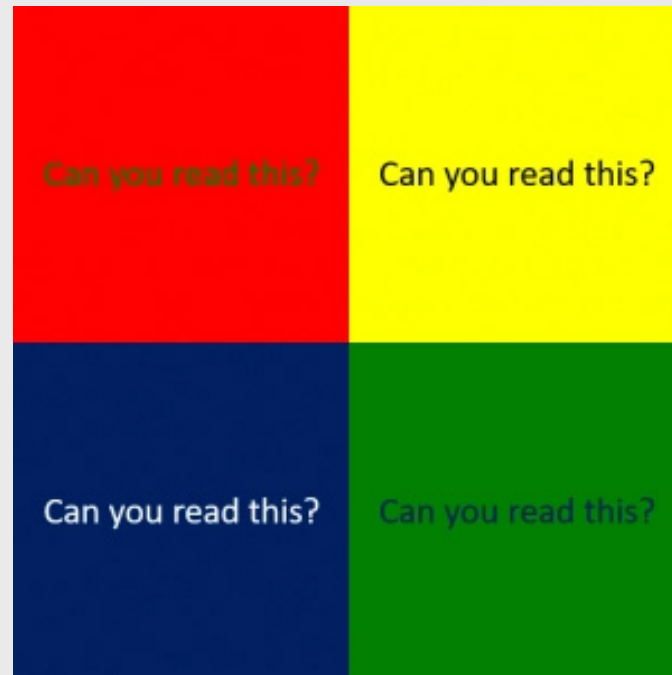


Four

TEXT BACKGROUND CONTRAST



4. Text Background Contrast



4. Text Background Contrast

COLOR SELECTION ⓘ

SEE GRAYSCALE | SHARE SAMPLE | RESET

FOREGROUND
FFFFFF

BACKGROUND
743C44

Sample 12px
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elusmod rom tempor incididunt ut labore et dolore magna aliqua erat volupat.

Sample 18px
Lorem ipsum dolor sit amet, consectetur adipiscing elit

GET FROM IMAGE | RATIO: **8.49** | + ADD TO HISTORY

AA ✓ | AAA ✓ | AA18pt ✓ | AAA18pt ✓ | COLORS PASS ✓ | COLOR DIFF 521 ✓

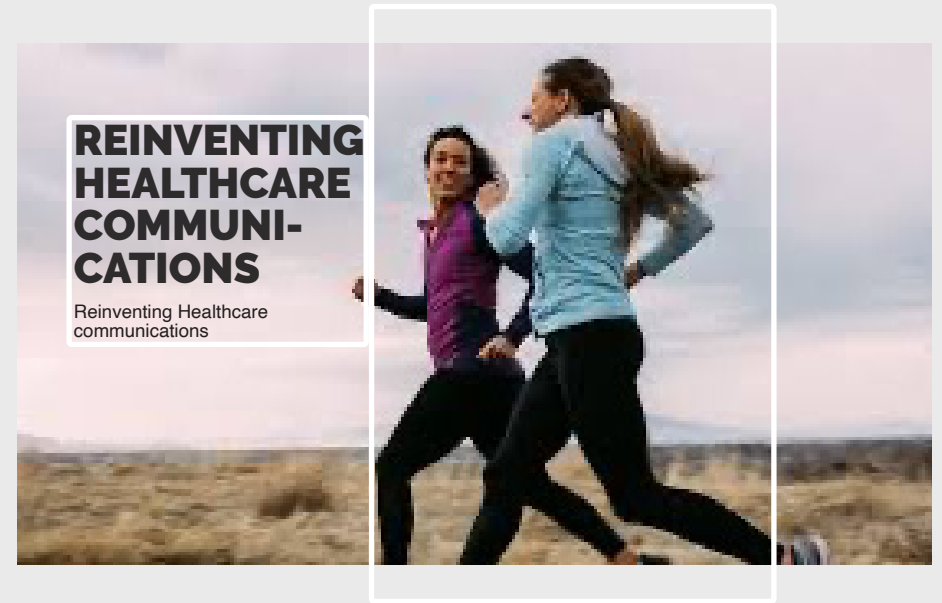
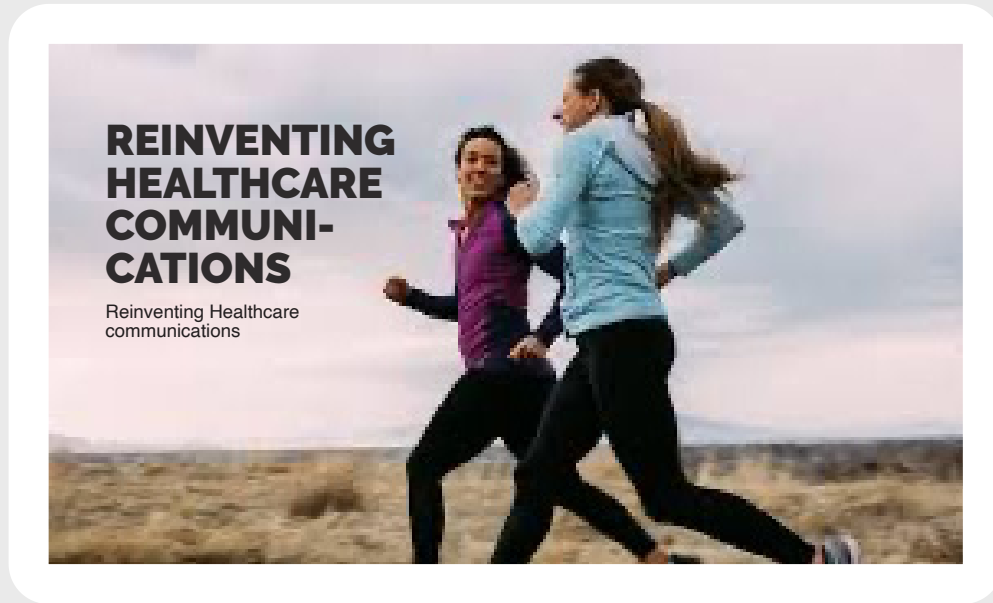


Five

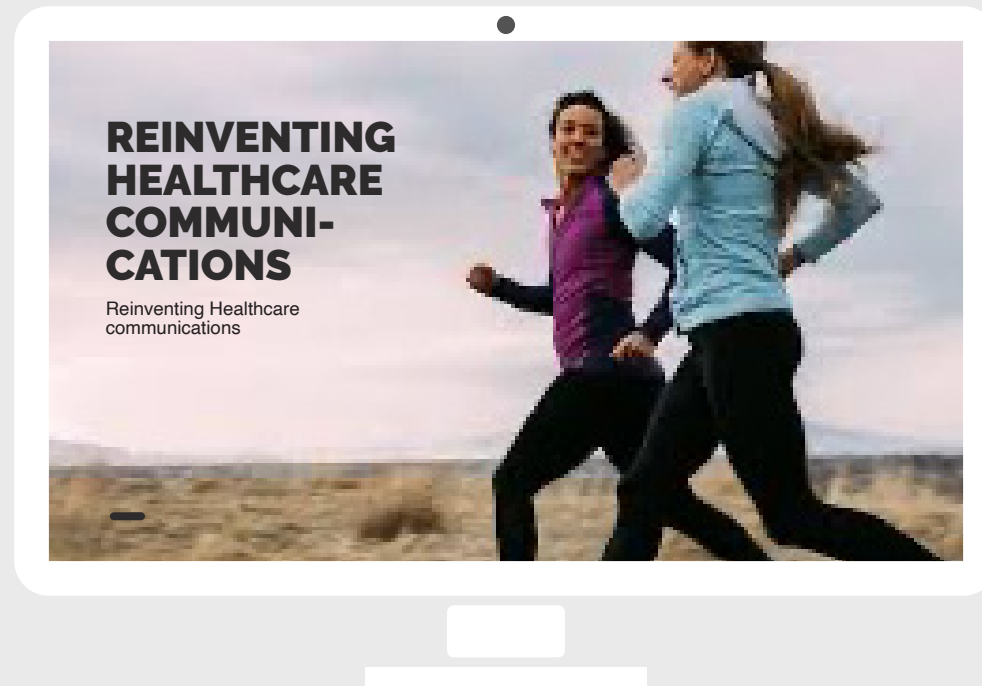
VISUAL BALANCE



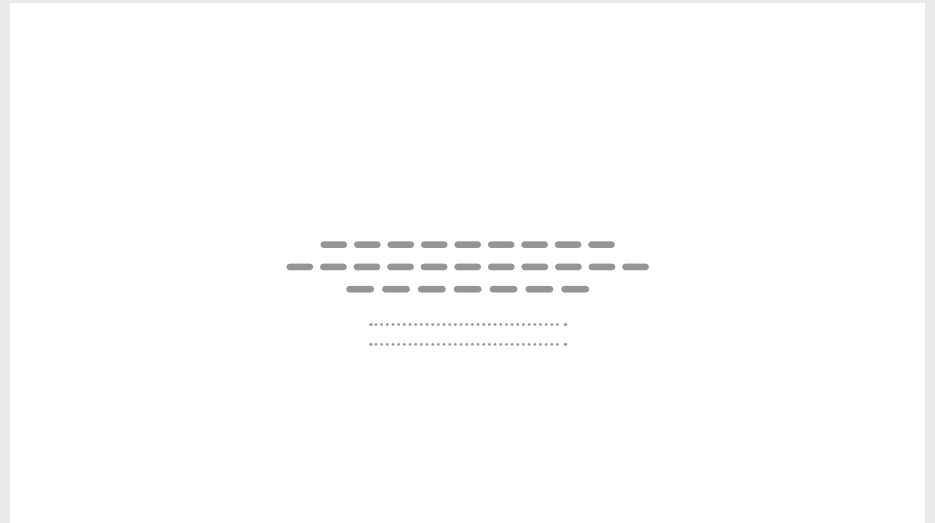
5. Visual balance



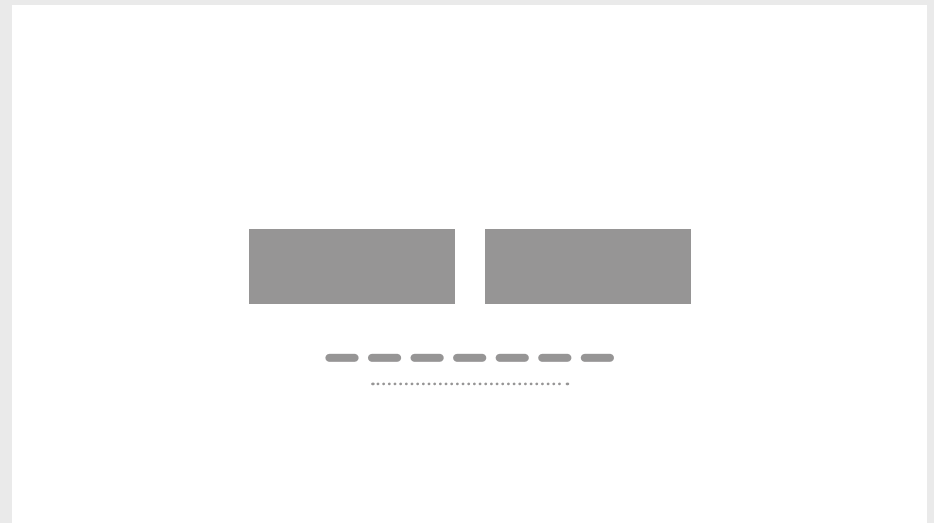
5. Visual balance



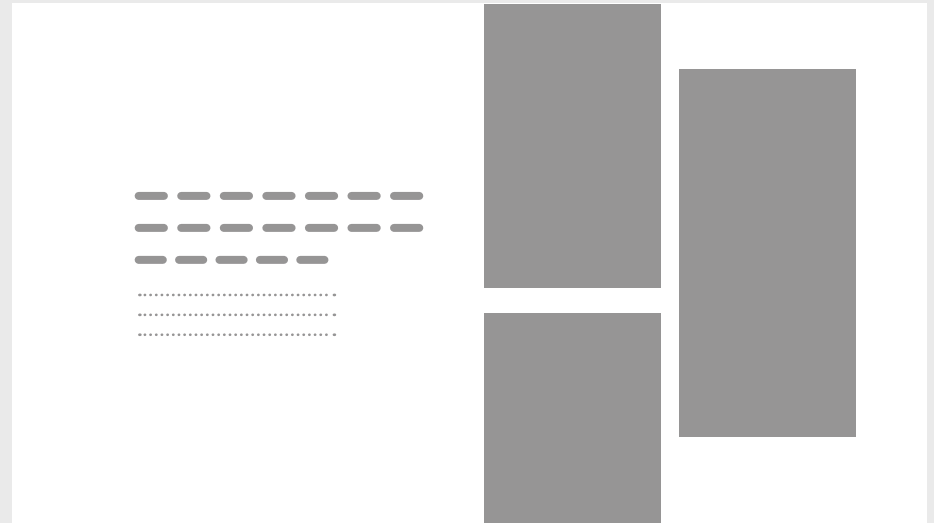
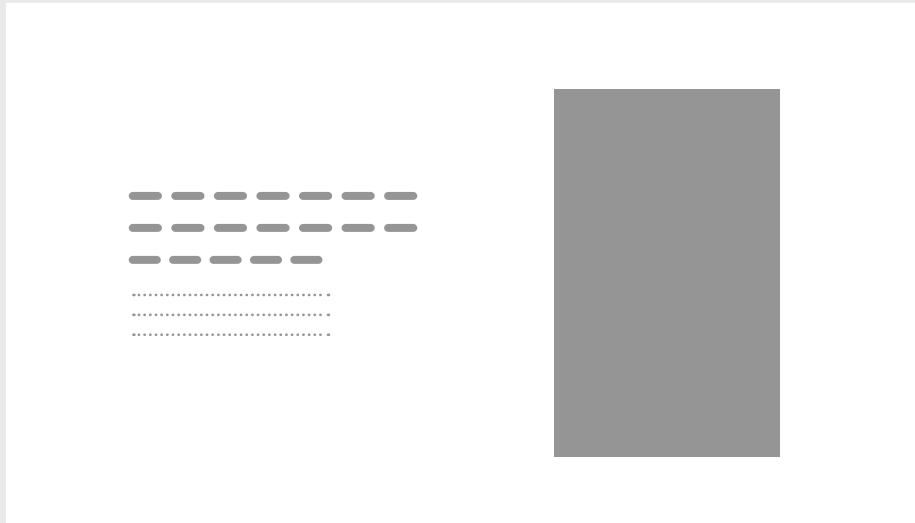
5. Visual balance



5. Visual balance



5. Visual balance



Six
HIGHLIGHT



6. Highlight

USE FONT STYLE TO HIGHLIGHT



6. *Highlight - Bold*

Use font style to ***highlight***



6. Highlight - Shading

Use font style to **highlight**



6. *Highlight - Font style*

Use font style to highlight



Seven
GENERAL



7. General

GENERAL NOTES

1. Do NOT care about the quantity of slides, as white-spacing is more important in terms of design;
2. Crop images into same size (length & width) in the same slide, in case of multi images are required;
3. Desaturate image colours when the colour tone is too diverse between different images in the same slide;
4. Remove background for logos when listing numbers of different company logos; additionally, change colour to be B&W in particular need;
5. Made a headline/highlight for small paragraphs;
6. No more than 2 font family in one slide;
7. No transition motions.



Thank you!

