

Guidance on Using the Duke-Margolis Slide Template

July 2019

The Center offers a slide template for use by Duke-Margolis staff, scholars, students, and core and affiliated faculty. The following is guidance for using this template. The template was created deliberately to provide you the flexibility to craft presentations that effectively tell the story of your research and work. That said, some elements of the template should not be changed. Importantly, the Center brand must not be changed or moved from the lower right-hand corner of the template. The template includes a rich palette of colors for your use—please don't stray from these colors or add others. Finally, the template uses a specific typeface for headlines (Garamond) and for subheads and body copy (Trebuchet MS). If you prefer using only one typeface in your presentations, please use Trebuchet MS.

As you use the template, we welcome your questions, feedback, and any suggestions to improve it. We also welcome the opportunity to work with you on your presentations to ensure that they are effective, clear, and compelling.

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Sarah Supsiri, Senior Public Relations Specialist, sarah.supsiri@duke.edu

Title Slide—this slides allow you to include lengthy titles as well as co-authors; it also works for short titles.

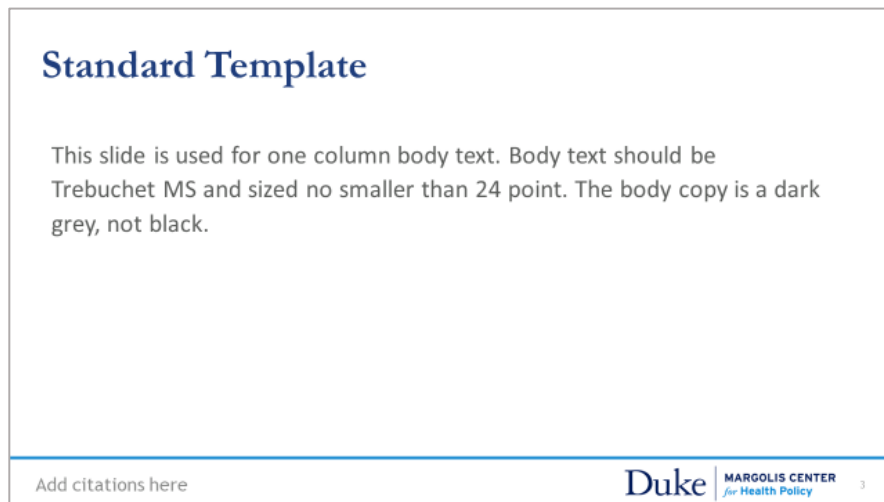
Best Practice: Headlines should be in Garamond and in font size of 48. Font size for other copy should be in Trebuchet MS and no smaller than 24.





Standard Slide: This slide provides examples for headline and sub-head treatments. Headline text is Garmond and is 48 font size. Sub-heads should be Trebuchet MS and 32 font size. Body text should be Trebuchet MS and not sized smaller than 24. The left-hand side of the footer provide space to include citations.

Best practice tip: Colors add vibrancy to your presentation, so use them! But be thoughtful. Use the colors you choose with consistency throughout the presentation. Keep the headlines dark blue. Choose a color for subheads and use that consistently. Choose an accent color. That should be plenty. All of the template colors are packaged in the slide master, in the Custom Theme under the 'Design' tab, and also available in the Color drop down in the 'Font' tab.



Headings are in Garamond and this color

- Sub-headings are available in five colors, including purple
- Light blue
- Light green
- Gold
- Dark green

Citation: add here

Icons: Duke-Margolis has a library of icons for the Center’s focus and topic areas that are available for your use. The icons can be found in the Style Guide on the Staff Resources page of the Duke Margolis website: healthpolicy.duke.edu/style-guide

Best practice tip: Icons add graphic interest and color to your presentation. They are also helpful to use as part of your agenda slide and as “curtain” slides that help the audience follow the presentation as you proceed through your agenda.

Subject Matter Icons



Health Care Transformation



Value-Based Payment



Payment Reform

Slide template with bullets: Bullets are another way to simplify your presentation and make your points clearly and memorably. This template offers three different approaches to bullets, working with the color palette.

Best practice tip: Bullets force you to condense your copy and can give your audience white space to rest their eyes. Choose one color and one bullet style and use it consistently throughout your presentation.

Slide template with three bullet options

- One
- Two
- Three

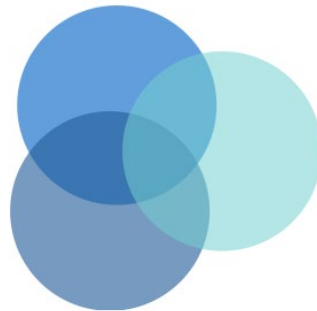
Bullets can be in the body copy dark grey or in any of the palette colors.

Slide template with graphics + columns: Below are templates to incorporate graphics or images into your presentation.

Best practice tip: Images are more memorable than text. If you have a graphic or other image (e.g. photo), please include it in your presentation. If you would like help finding a stock photo for your presentations please contact Sarah Supsiri, sarah.supsiri@duke.edu. The Duke Health System has a large library of images that the Center can access. Finally, the graphics offered here serve as generic creative for slides that need some visual pop. Columns, like bullets, force you to condense your copy and give your audience a visual structure for your content.

Another slide template

- One way to display content with a graphic
- The graphic is provided under the design tab
- This graphic can be replaced with a photo or other image



2-column template using bullets

Column #1

- Pros
 - Content
 - Content
 - Content
- Cons
 - Content

Column #2

- Pros
 - Content
 - Content
 - Content
- Cons
 - Content



Event promotion slide: This template allows you to include information about upcoming events hosted by the Center in the stylized blue copy box. Two slide options are offered: one that promotes a single event and another that allows for promotion of multiple event.

Best practice tip: This is a great slide for break! Make sure your audience is up-to-date on latest Center offerings! To help promote the Center's next coming event, please check the Events tab on the Center's web site or contact Sarah Supsiri, sarah.supsiri@duke.edu, for details.



Publication promotion slide: This template allows to include information about recently published papers by the Center in the stylized green box.

Best practice tip: Similar to the Events slide, this is a great slide to show at breaks or at the end of your presentation. Make sure your audience is up-to-date on the latest Center publications! For more information about the Center's most recent publications, please see the News tab and select Publications from the drop down menu or contact Patty Green, patricia.s.green@duke.edu.



Concluding slide: This slide provides your audience with all the details to engage Duke-Margolis, including subscribing to our monthly newsletters.

Best practice tip: Personalize this slide by adding your contact information—email address, Twitter handle, etc.—so your audience can follow you.

Thank You!

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