

Reseller PowerPoint Template Guidelines

Following are the basic guidelines I recommend for a generic reseller template

1. Put the logo on the bottom right so there is branding, but it doesn't conflict with any possible uses. We do not want our logo on the top—especially if it is text based since there may be times when it may compete with the title text. The resellers will often put their logo on the opposite side for equal branding when they use our template for their presentation. We do not them balancing their logo opposite ours on the top if it is also text-based.
2. There should be a clean white background. There are too many times when either we or the reseller may add graphics. Most graphics have a white background (including the presets that come with PowerPoint) and will show a big ugly white block around it if there is anything but white behind them. We may do something different internally, since we can create graphics that blend with the background (but it is a pain)—but resellers can be pretty rough with their graphics and don't always have good graphical taste—so we need to plan for it with their generic template.
3. We should always use the master template style, versus creating unique text all over the PowerPoint. This way we can change the text style, color or font from the “master template” in seconds, versus having the change dozens of individual slides.
4. In addition, all logos and fixed graphics should be added via the master template, not on every page—PowerPoint will re-use a background and reduce the overall file size (and it is optimal for the PowerPoint to stay under 5 MB so it can go through most e-mail systems).
5. No transitions. Do not put transitions for lines of text or between the slides. The resellers can add these quickly if they so choose, but sometimes they need the text to know what to say until they get it down.