



## ICON Microsoft Office templates

Style and user guidelines to project a strong brand and maintain consistency across communications.



# MS Office templates and theme

A range of PowerPoint and Word templates have been developed, in addition to an ICON brand office theme. You can also download all templates from the [Brand Portal](#)

## Photography and icons

We have commissioned new and engaging photography, all of which can be downloaded from the [Imagery section within the Brand Portal](#).

There are several collections including 'Business People', 'Therapeutics', 'Digital & Data', 'Clinical and Labs' and 'Patients and Doctors'

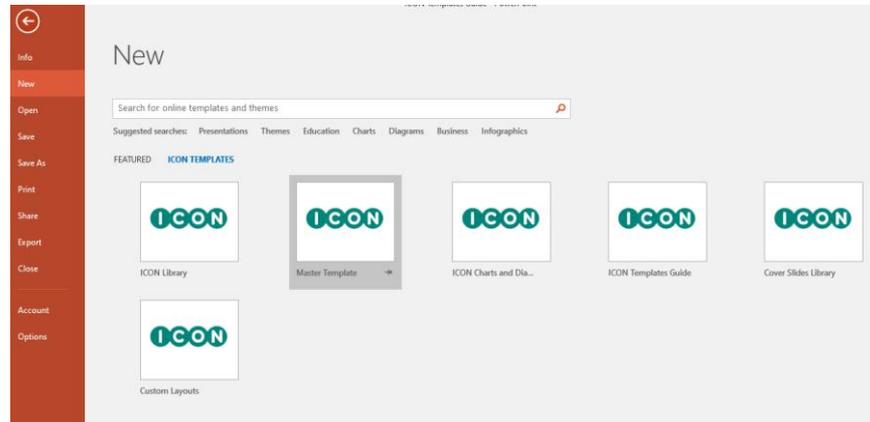
There is an extensive library of custom ICON icons including 'Business', 'Currency', 'Therapeutics', 'Labs', 'Healthcare', 'Data/Metrics', 'Events', 'Digital/Communication', 'Wearables', 'Cybersecurity', 'Careers', 'Environment' and 'Religion'

As ICON owned photography and iconography these can be freely used.

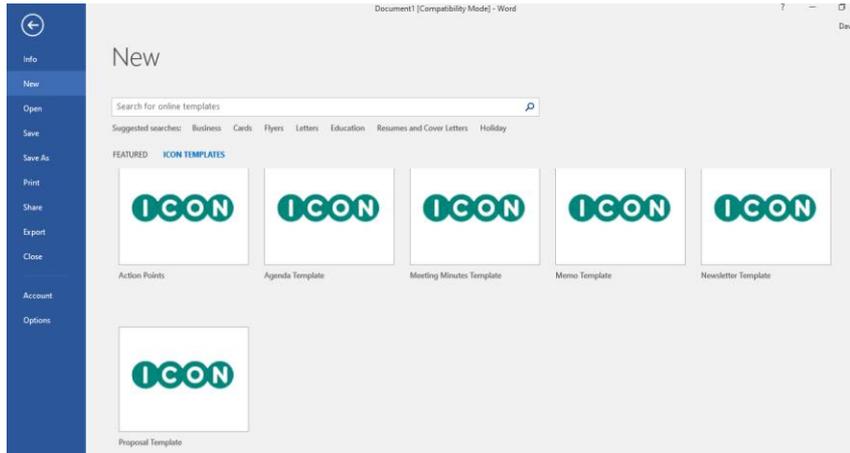
# ICON PowerPoint templates

Within PowerPoint a new presentation will default to an ICON branded deck – additional templates are available by selecting File > New > ICON templates.

These include a larger Master template with a greater range of layouts, a library of icons and a comprehensive slide deck full of charts, maps, process diagrams etc. All PowerPoint templates are in 16:9 aspect ratio.



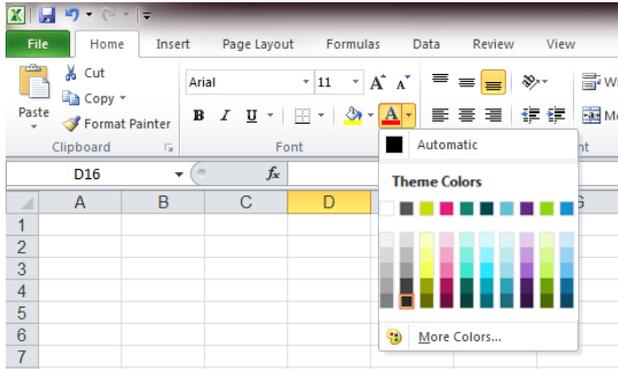
# ICON Word template



Within Word a new document will include ICON brand font styling and colours – additional templates are available by selecting:

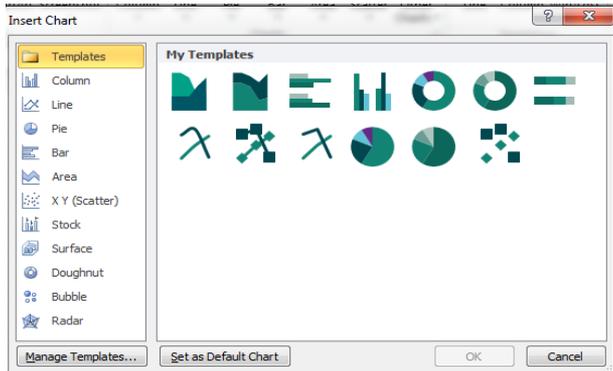
File > New > ICON templates.

# ICON Excel template



The ICON brand theme will be applied to excel and can be used when creating tables and charts.

A selection of ICON charts can also be found by selecting Insert Chart > Templates





# Creating an ICON PowerPoint

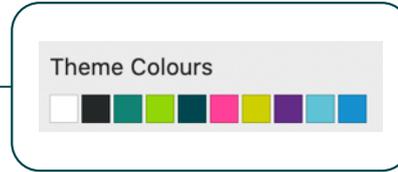
Step-by-step guide to begin a new ICON PowerPoint

# Introduction

- This Style and User Guide will assist you in presenting clear and engaging presentations, in keeping with the ICON brand.
- ICON uses presentations on a regular basis and it is a great opportunity to project our strong brand. It is important that ICON staff follow the guidelines and design policies described in this Style and User Guide to maintain a consistent appearance across all presentations.
- Included are some quick ‘how-to’ guides for certain situations and best practice for designing slides correctly. It is possible some slides may need manual adjustments due to the content or diagrams etc.

# Quick PowerPoint style guide

- No Clipart under any circumstance
- Adhere to the built in ICON colour palette
- Font should always be Arial
- Heading font to be size 20
- Second level to be size 18
- All PowerPoint templates are in 16:9 aspect ratio.
- When you have completed your presentation you can reduce the file size by:  
Selecting 'View' > 'Slide Master' > remove any unused templates
- Compress images: click on image > select **'Format' > 'Compress Pictures' > select 'Web'**



# What are Master slides?

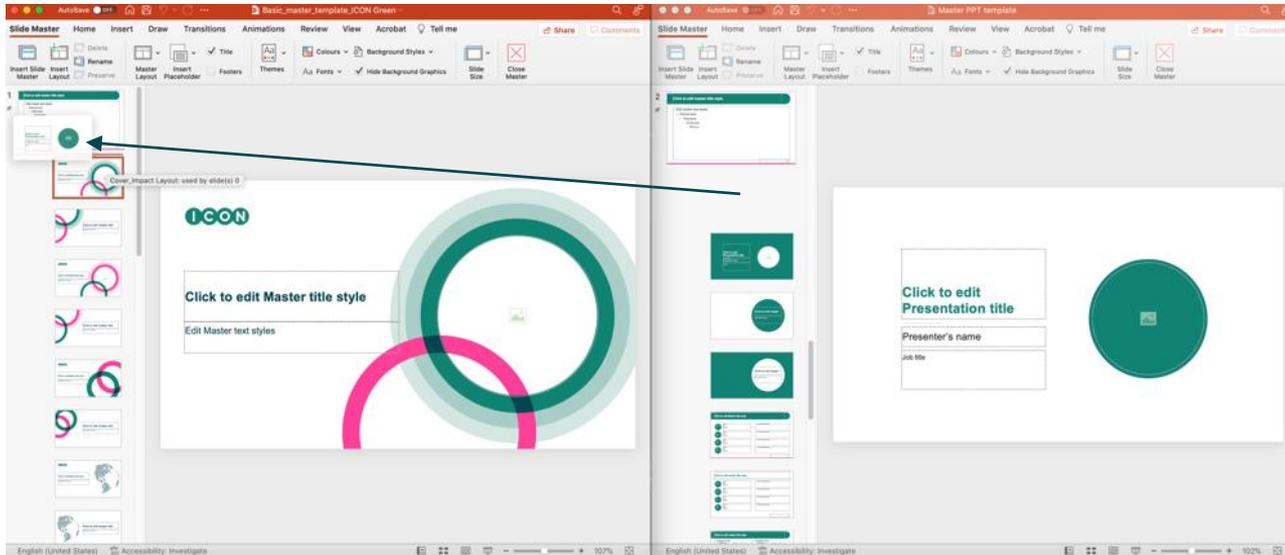
- Master slides are PowerPoint templates designed to keep presentations looking consistent and in keeping with house style. They save time when adding new slides, as the user only has to choose which slide they want from a drop-down menu
- For ease of creating a branded ICON PowerPoint your Master templates have been automated for Colour, Font, Text Formatting, Bullet Points and Slide Numbers
- They also ensure all text and colours are consistent with the ICON brand
- The ICON template library has a selection of pre-designed master template slides that can be added to a new PowerPoint at any time
- These slides cover a variety of categories, such as Title, Chapter, Agenda, Presenter, Text, Charts & Diagrams and Custom Layout slides

# Setting up an ICON PowerPoint presentation

- Within PowerPoint a new presentation will default to an ICON branded deck
- Additional templates are available by selecting File > New > ICON templates. These include a larger Master template with a greater range of layouts, a library of icons and a comprehensive slide deck full of charts, maps, process diagrams etc.
- To add a new layout Go to View > Slide Master
- Next open the relevant Template Library, and browse to see which slide(s) you wish to add to your presentation
- Once you have chosen which selection of slides you wish to add, 'select and drag' the slides from the template library into your new presentation

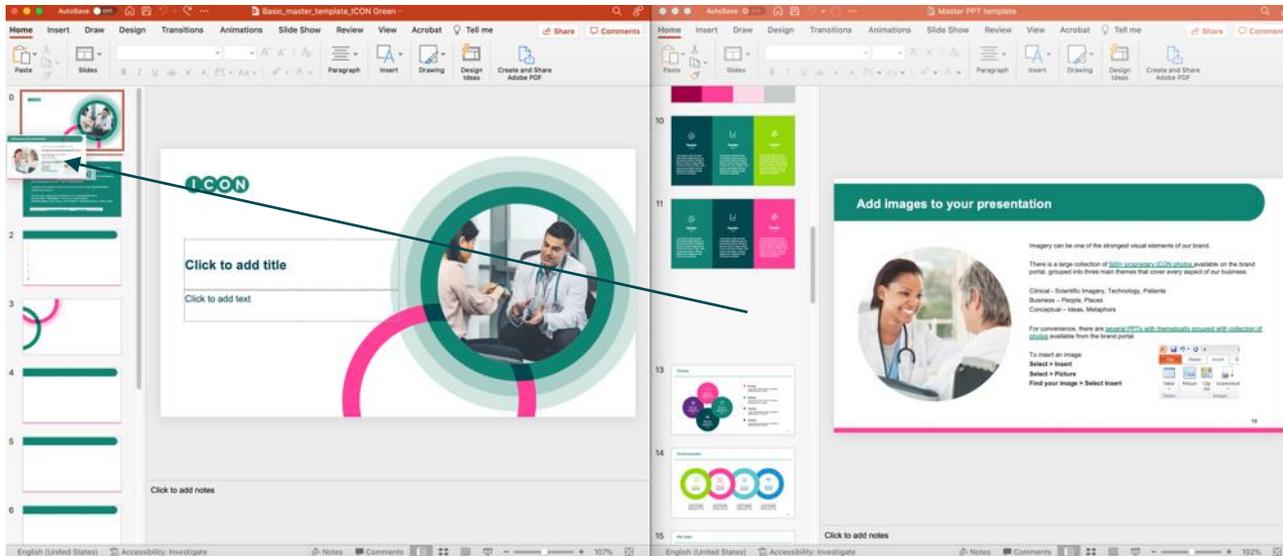
# Setting up an ICON PowerPoint presentation

- Drag only the slides you wish to use. If the entire master collection of slides copies from the second presentation make sure to delete the unwanted slides before closing the Master View



# Setting up an ICON PowerPoint presentation

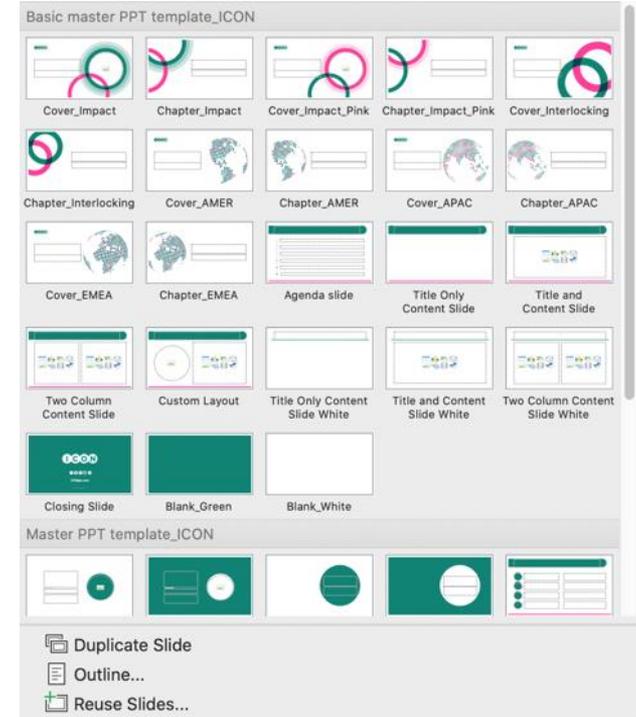
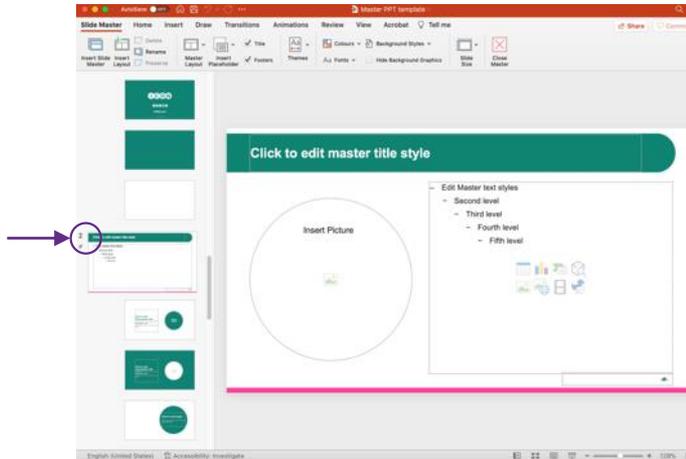
- If you are adding slides from a presentation drag and drop your selected slides into your new deck



# Saving an ICON PowerPoint presentation

- Before saving your ICON PowerPoint presentation please complete the following checks to keep the file size to a minimum
- To see your Slide Master select New Slide if you see multiple decks go to Open Slide Master View

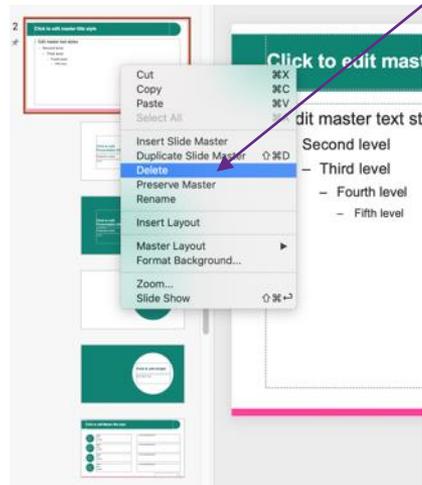
Duplicate Slide Master Decks will be numbered in the Master View



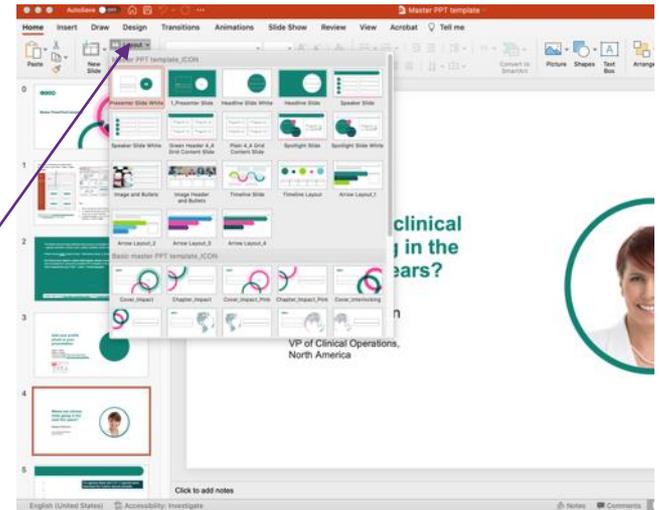
# Saving an ICON PowerPoint presentation

- If your new deck is using slides from a duplicate/unwanted deck complete the following steps:

On hover over you will see a message if the Slide Master is used in your deck.  
If it is used by no slides: Right Click and select Delete Master

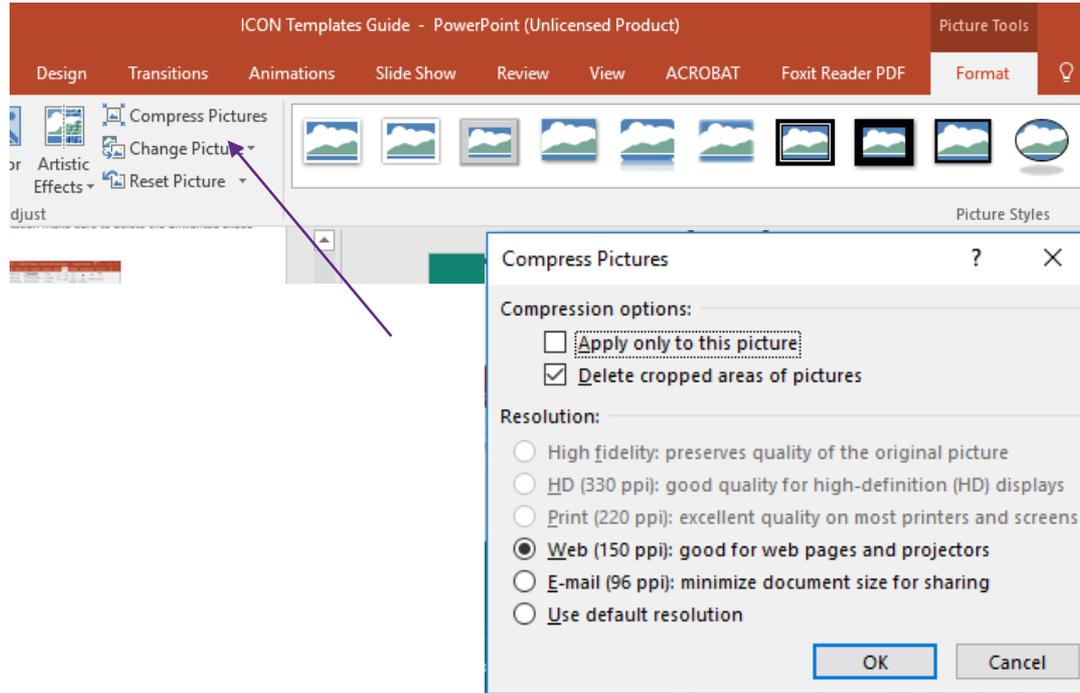


If the slide is used within the deck you will need to update the layout.  
Note the number of the slides.  
Close Master View  
Select a slide to update  
Select Layout  
Select the new Layout  
When complete go to Master View  
Delete old Slides / Slide Master designs



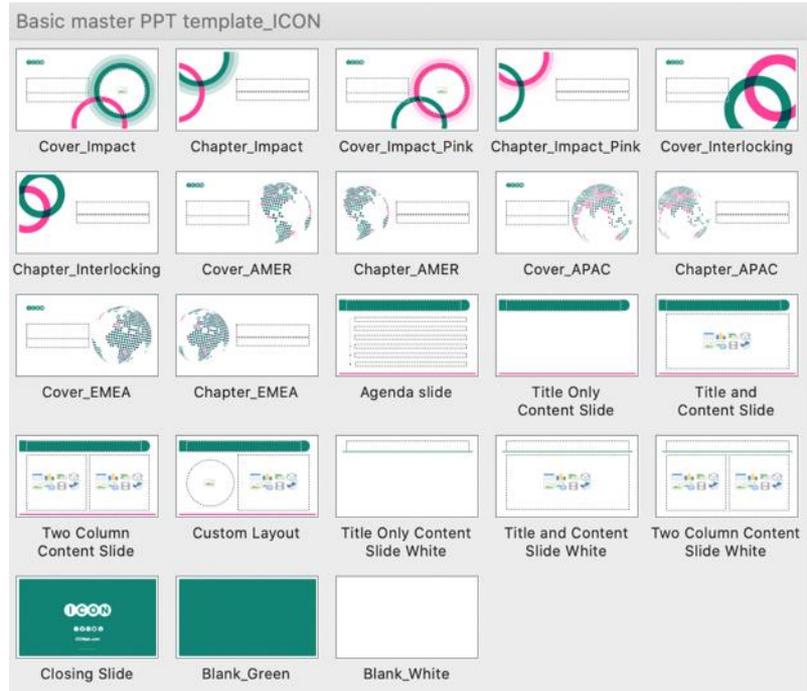
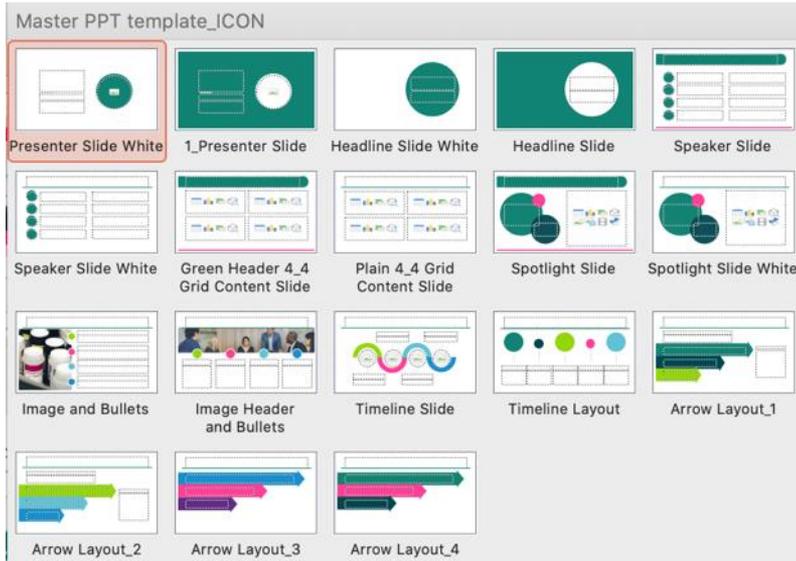
# Saving an ICON PowerPoint presentation

- The final step to complete is reducing the file size of images in your presentation:



- Select an image in your presentation
- Select the Picture Tools ribbon
- Select Compress Pictures
- Select Web (150 ppi)
- Deselect Apply only to this picture
- Select Delete cropped areas of pictures

# Selection of templates available

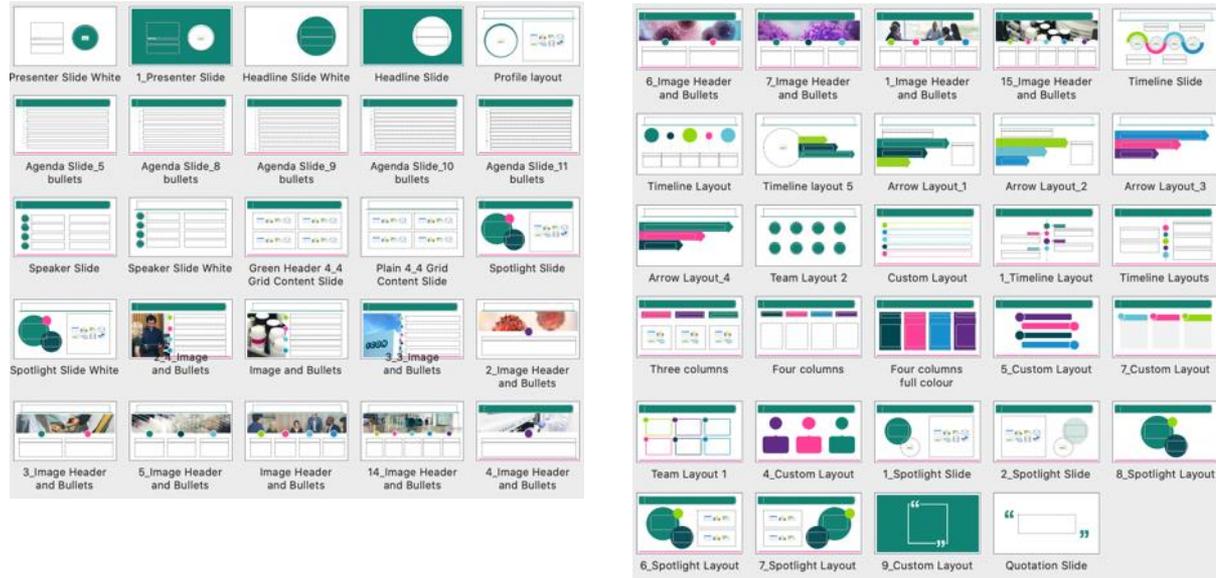


ICON [Extended Master](#) Layouts

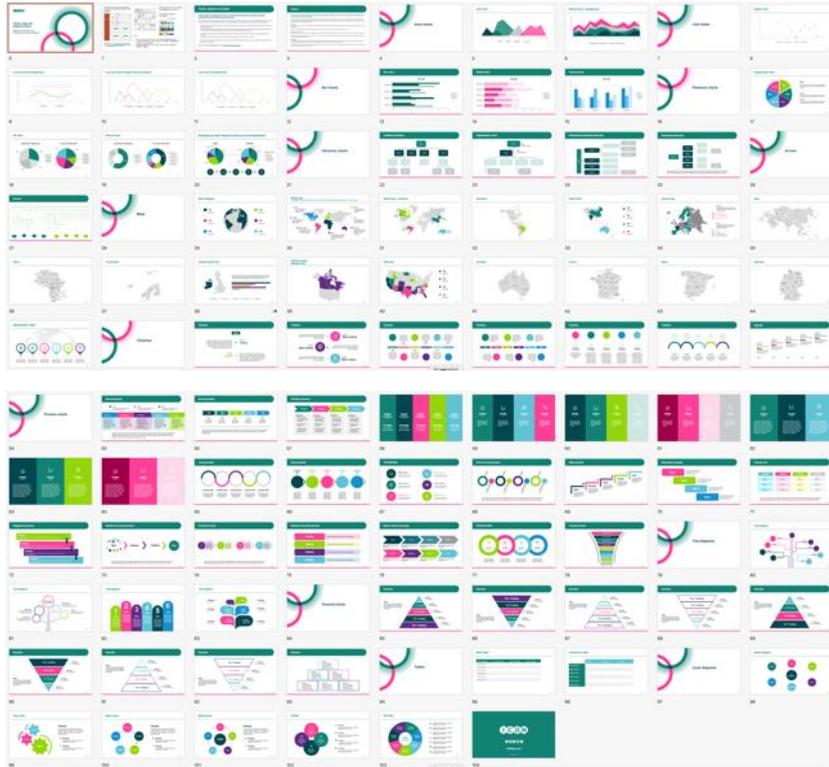
ICON [Basic Master](#) Slides

# Custom layout template

Choose from an extensive collection of [Custom Layouts](#) which have been designed to enhance presentation of information with graphics and photography.



# Charts and Diagrams template



Choose from a series of [Charts and Diagrams](#) including ICON Tables, Area, Line, Bar, Pie/Donut, Hierarchy Charts, Editable World Maps, Timeline, Process, Pyramid, Tree, Spider and Cycle Diagrams.

# Icons library

Illustrate information with [ICON brand icons](#). Categories include: 'Business', 'Currency', 'Therapeutics', 'Labs', 'Healthcare', 'Data/Metrics', 'Events', 'Digital/Communication', 'Wearables', 'Cybersecurity', 'Careers', 'Environment' and 'Religion'

The image displays six panels of icons from the ICON brand library, arranged in two rows of three. Each panel is a collection of white icons on a dark green background, with labels and numbers below them.

- Panel 5:** Titled "Business Part 2" and "Currency". It contains 24 icons representing various business and financial concepts.
- Panel 6:** Titled "Digital/Communication". It contains 24 icons representing digital and communication themes.
- Panel 7:** Titled "Digital | Communication Part 2" and "Wearables". It contains 18 icons representing digital communication and wearable technology.
- Panel 13:** Titled "Business". It contains 30 icons representing a wide range of business-related concepts.
- Panel 14:** Titled "Business Part 2" and "Currency". It contains 24 icons representing business and financial concepts.
- Panel 15:** Titled "Digital/Communication". It contains 24 icons representing digital and communication themes.



# Converting to the new template

How to update old presentations

# Converting to the new template

- At some point you may have to convert an old presentation into the new format.
- We have provided two options when transferring content from an old PowerPoint:
  - Option 1 - Add in an Old Slide
  - Option 2 - Update a Whole Deck

# Option 1 - Add in an old slide

- This technique is ideal when bringing in old content to the new slide template. Do not drag in your old slides into the new presentation. This will only add the old template to the new presentation and content will not look consistent.
  - 1) In your new presentation insert a new page from the menu
  - 2) Select the slide layout you want from the available templates
  - 3) In the old deck highlight and copy the text content, but do not paste entire text boxes as they will not pick up the new formatting
  - 4) Paste the content into the relevant placeholder, i.e. title into the title placeholder
  - 5) Your text content should paste in the new deck's placeholder style. If not, 'break' the formatting on that text by first converting to plain text in a Notepad application or similar, then copy back out and into your new deck
  - 6) Copying and pasting tables and graphics may need more manual attention
- If there are many slides to merge, first apply the new template to your old deck (as described on the next page), and only then drag those slides in. This ensures old template layouts do not enter your new deck

## Option 2 - Update a whole deck

- 1) Open the old presentation
- 2) Go to Design and Select the ICON Theme
- 3) The new template layouts will add to the existing layouts, the font will update, and the new brand colours will now be the default.
- 4) Old template slide layouts can not be deleted from the menu until no slide in the present deck has reference to it; i.e. update all slides to the new format then delete the old template layouts.
- 5) Finalise the new format. You will need to update slides one by one for each layout e.g. title, agenda, content, etc. You may need to press the apply button twice per slide to clear all old styling. If the old styling cannot be removed through this process, the layouts may need to be manually corrected within the Slide Master view, as sometimes the new layouts merge with the existing layouts. It is recommended that you contact ICON Marketing for guidance on how to solve this issue.
- 6) Speed the process up by selecting similar slides at once and apply the new format.
- 7) Review each slide for what has updated and update what needs manual correction.



# Formatting slides

Simple guides to edit each slide



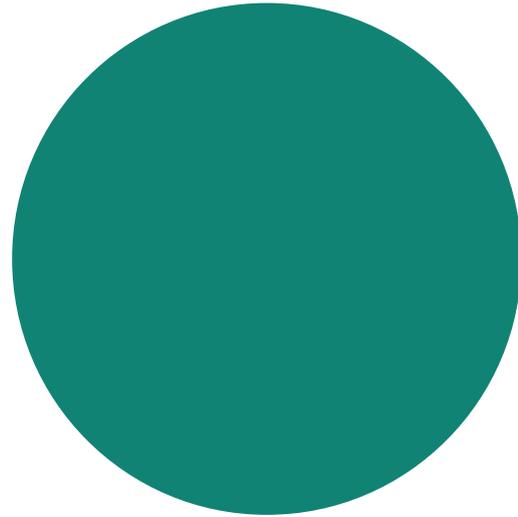
# **Choose photography from the ICON photo libraries to add to your cover slide**

Simply click 'Insert Picture' to customise your slide

# Add your profile photo to your presentation:

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Select > Insert  
Select > Picture  
Find your Profile Photo and select Insert



# Where are clinical trials going in the next five years?

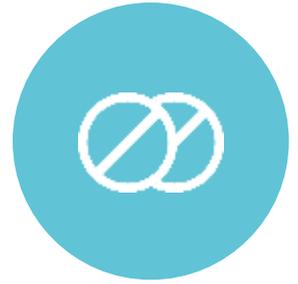
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Megan Robinson

VP of Clinical Operations,  
North America



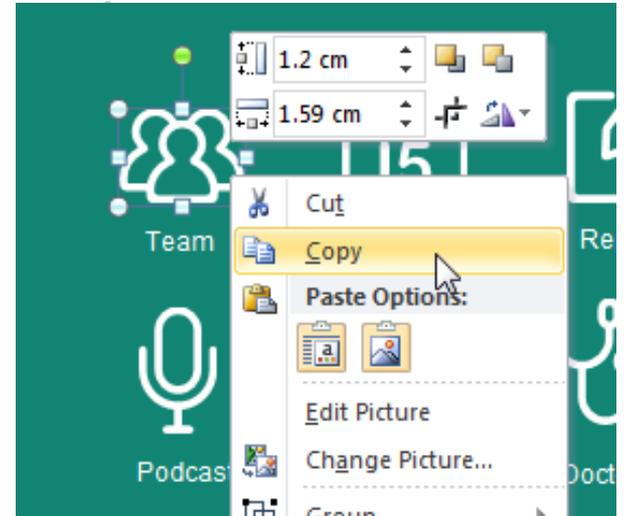
# Highlight information with ICON-approved icons:



## Add icons to your slides:

You will find a collection of ICON-approved icons saved in the **Icon Library** in the [Brand Portal](#)

Simply copy and paste your selected icons to your presentation and evenly resize to suit the position on your slide



# Bullet point + icon layout



# Add images to your presentation



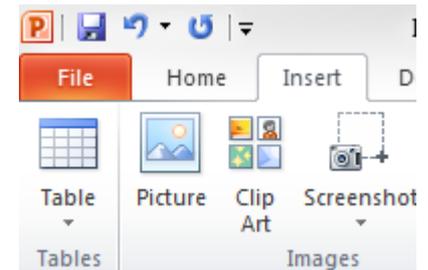
Imagery can be one of the strongest visual elements of our brand, giving an automatic perception of our credibility as a leading CRO.

When used within our Spotlight System with strong headlines and engaging copy, they bring our brand to life through three main themes that cover every aspect of our business:

The Clinical World - Scientific Imagery, Technology, Patients  
Business – People, Places  
Conceptual – Ideas, Metaphors

You will find ICON Photo Libraries within the [Brand Portal](#)  
And where indicated on Master Slides:

**Select > Insert**  
**Select > Picture**  
**Find your image > Select Insert**



# Timeline plus photography

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## Add Photography

To enhance your bullet points choose custom layouts with graphics and photo placeholders.



# Timeline layout

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Text boxes have been pre-styled for ease of use

Simply click the text box and enter your copy.



## Charts and Diagrams

- An extensive library of editable charts and diagrams is available on My Desk.

# Charts, Diagrams and Tables

**Charts, tables and diagrams are used to convey data, information and make it easier to understand. They should be clear and concise.**

It is important to choose the correct type of chart to show information in the most effective way. Sometimes a simple table or list can work better than a map or complicated diagram. Below are some rules that should be considered when producing information graphics.

- Always include a title that describes what the chart, table or diagram is about and where possible include a key so that information is easy to understand.
- When placing an information graphic within a layout, leave clear space around it and ensure all related information is positioned close to it. Where space is minimal, a keyline box can be used to set the chart apart from body copy.
- Keep layouts for charts clear and uncluttered, using the bare minimum of simple, geometric shapes. Too many elements create confusion.
- Always use the ICON colour palette. Follow the principles in this section for using tints of our colours.
- Flat colours and 2 dimensional graphics are more effective for communicating information. Don't use decorative effects such as drop shadows, 3D or shading.

Note: You can find detailed guidance in the [ICON Visual Identity Guidelines](#).

# Colour

**Only use colour from the ICON colour palette for charts, tables and diagrams. For ease of use the colour palette has been built into the Master PowerPoint template.**

Use as few colours as you can to make your point effectively. The default text colour of 80% black should be used for text and keylines. Do not fill bars and segments within a chart with black. When constructing bar charts, coloured bars can be separated with white space as an alternative to using keylines. There are three ways to colour our information graphics:

## **One Colour**

Use just one of our colours from the palette with 80% black (for text/keylines) or white (for space) where appropriate. A chart can often be simplified by the use of a single colour.

Grey can be added to single colour information graphics as it is a neutral colour. However, grey should not be used on its own.

## **One Colour and its Tints**

Alternatively, use one of our colours from the palette with its tints plus 80% black (for text/keylines) or white (for space). Use tints of 100%, 80%, 60% and 20%.

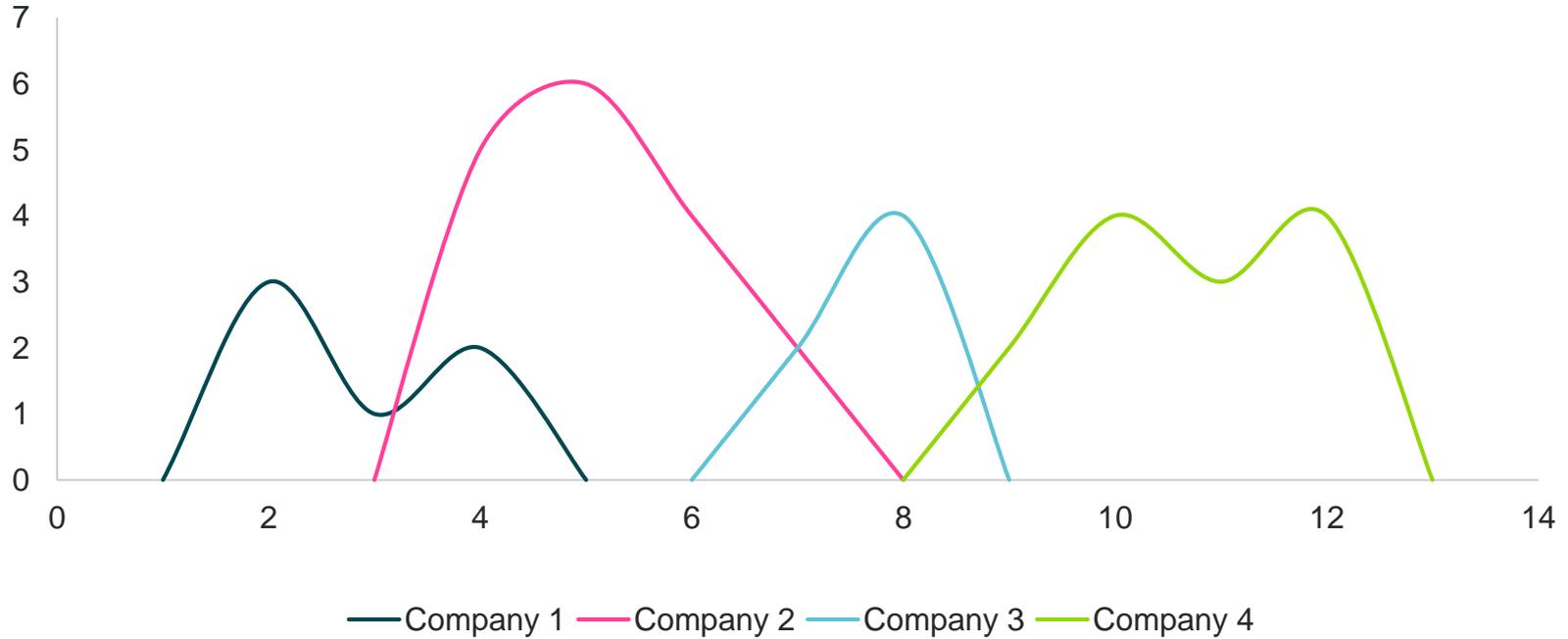
If more colours are needed then grey can be used as it is a neutral colour. If adding grey still does not provide enough colours to communicate the information, use a multi colour information graphic.

## **Multi-Colour**

It is possible to create multi-coloured charts, tables and diagrams. We only recommend this direction when there is a large amount of information that needs to be clearly communicated. For example, this is particularly effective on graph charts when data overlap each other.

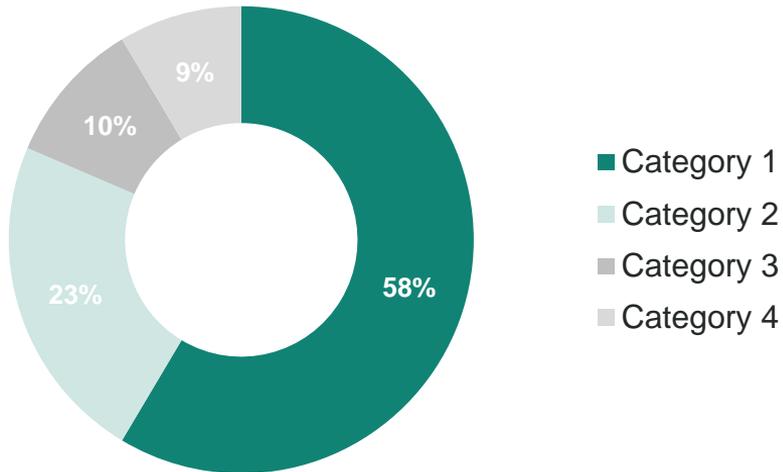
Use ICON colours at 100% for multi-colour information graphics. Occasionally more colours than our palette provides may be required. Only in these instances it is permissible to use a 50% tint of each colour.

# Line chart smoothed lines

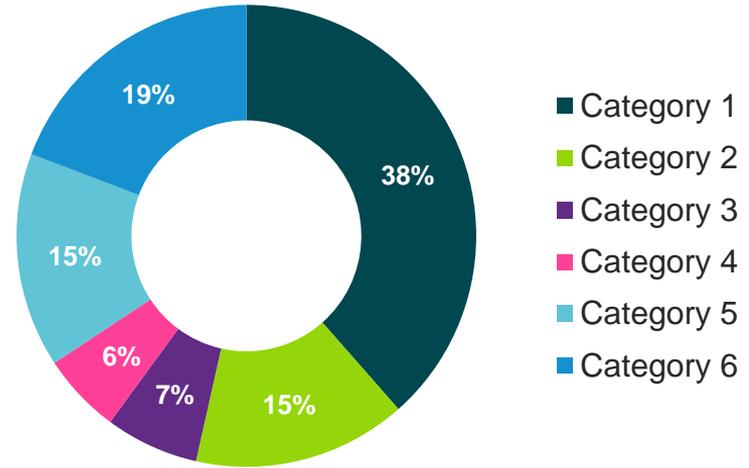


# Donut charts

## Less than 5 data sets

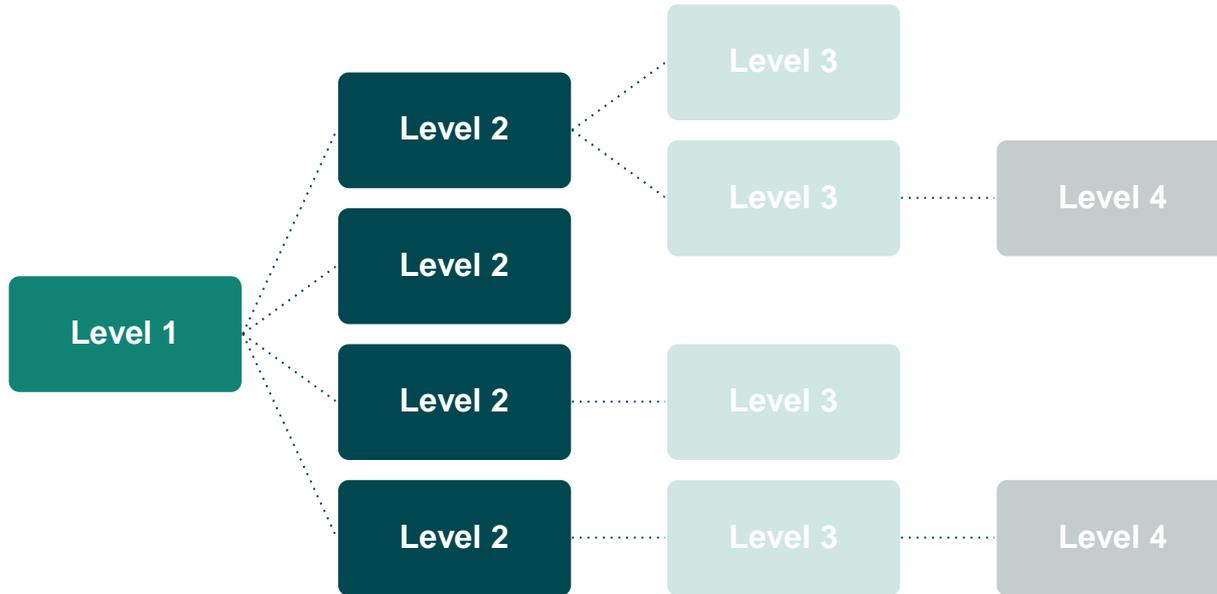


## 5 or more data sets



# Horizontal hierarchy

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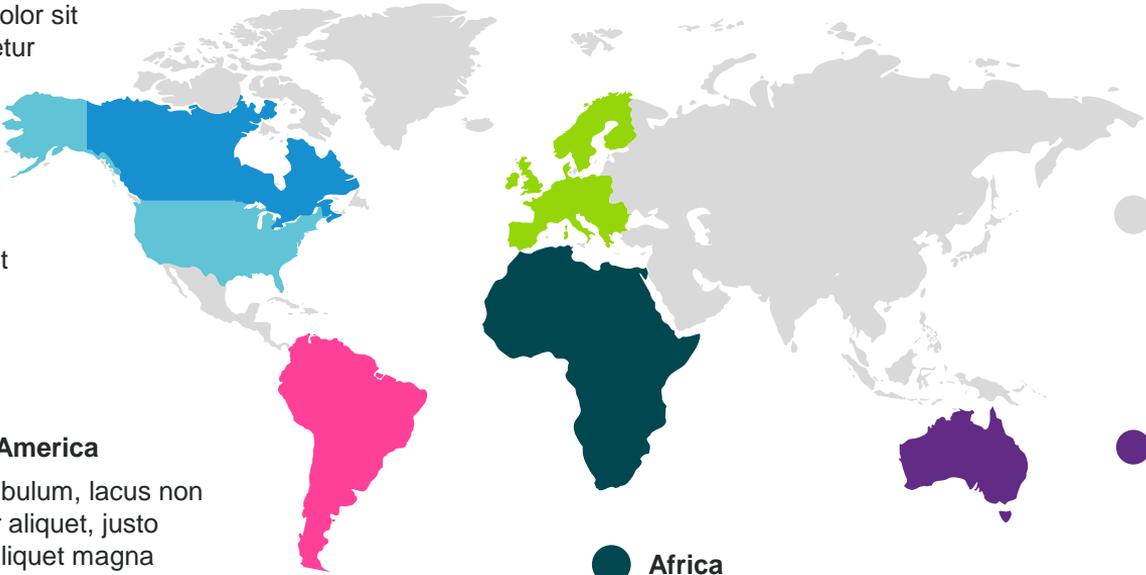


Click on a shape and select 'Format > Shape Fill' to select a different colour from the ICON colour palette

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# World map

To highlight a country with colour: click country > right click Format Shape, Shape Fill > select colour



**USA**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit

**CANADA**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit

**South America**  
Ut vestibulum, lacus non semper aliquet, justo purus aliquet magna

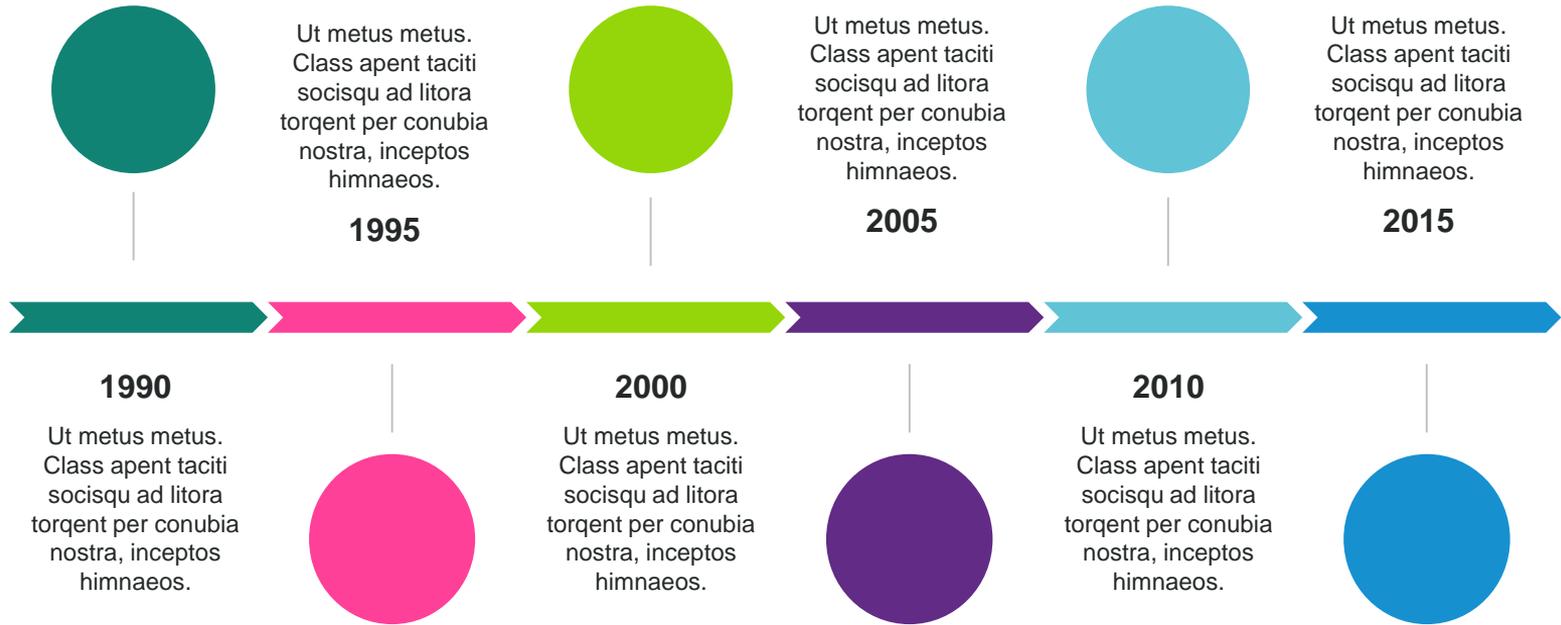
**Europe**  
Vivamus porttitor bibendum odio sed efficitur

**Asia**  
Litora torquent per conubia nostra, per inceptos himenaeos.

**Australia**  
Nunc sagittis aliquam sagittis. Donec at elit sit amet leo rutrum venenatis

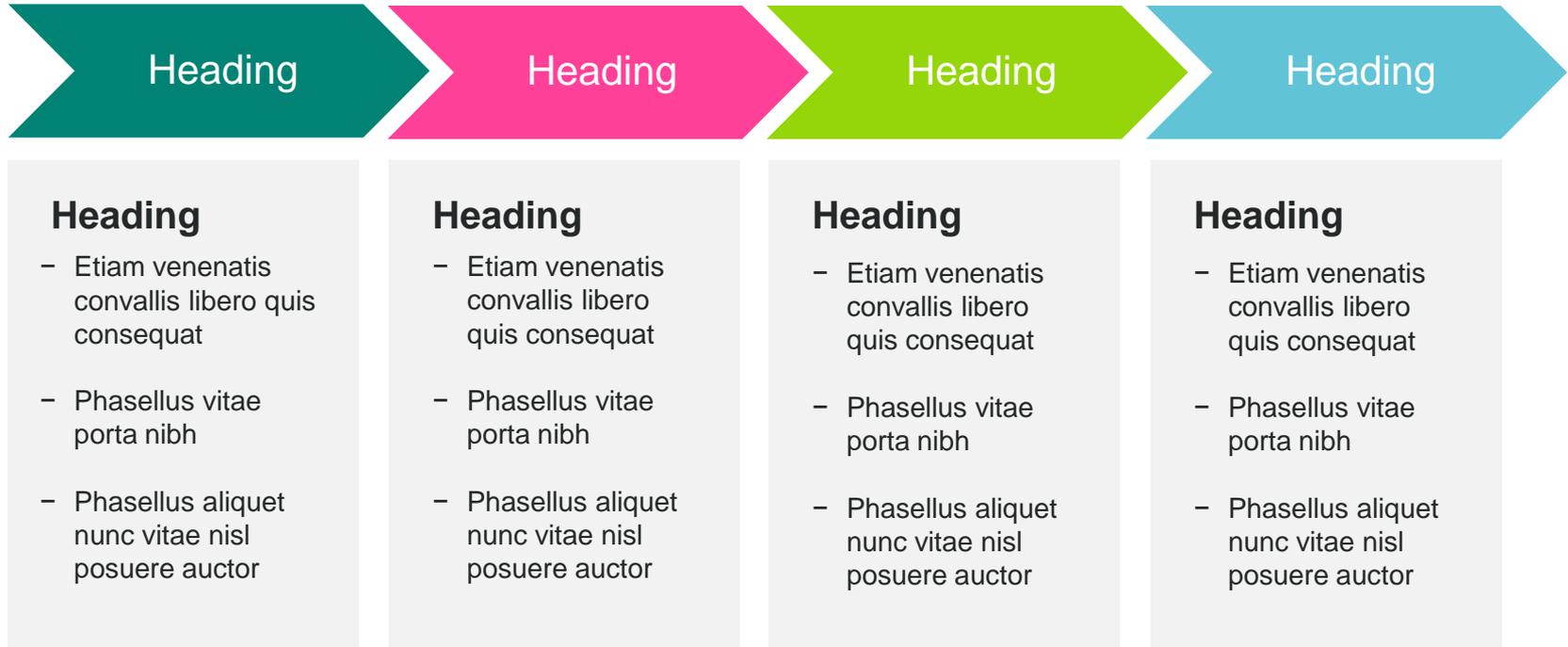
**Africa**  
Proin tristique lorem laoreet eros iaculis blandit. Nulla quis nibh sit amet tellus tristique

# Timeline



# Timeline chevron

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[ICONplc.com](https://www.ICONplc.com)