

Design in
POWERPOINT
like **InDesign**



A Step-by-Step Guide



Exact Market is a woman-owned,
WBENC-certified business



So, you just started your own small business. You have established a brand, albeit small, but you have managed to get together your colors and fonts. The next thing you want is to create a corporate website and brochure.

For the website, you are just going to use a web hosting company that offers the service and drag and drop to build. But, for the corporate brochure, what do you do?

Should you hire a freelance designer?

No, you want to do this yourself as you have design ideas of your own.

You look around on your laptop to see what applications you have that you could use for a brochure design.

Excel, no. Word, maybe. PowerPoint...hmmm...

You already have some experience in PowerPoint presentation design. But can you design a corporate brochure in PowerPoint that looks like it came from an industry standard design application like Adobe InDesign?

The answer is yes!

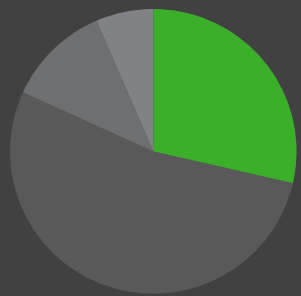
did you know



Over
500
MILLION PEOPLE
use PowerPoint

About
300
MILLION PRESENTATIONS
are created each day

PowerPoint is the most used presentation software across all age groups, with 3.4 million 16–24-year-olds and a third of those over 55 having used it.



PowerPoint has a **23.93%** market share in the presentation market

Software	Market Share
Canva	44.55%
Scribd	9.81%
Prezi	5.43%
PowerPoint	23.93%

CHAPTERS



Setting up your document



Adding a color palette



Embedding your fonts



Adding images to your layout



Making a gradient fill



Adding and styling your text

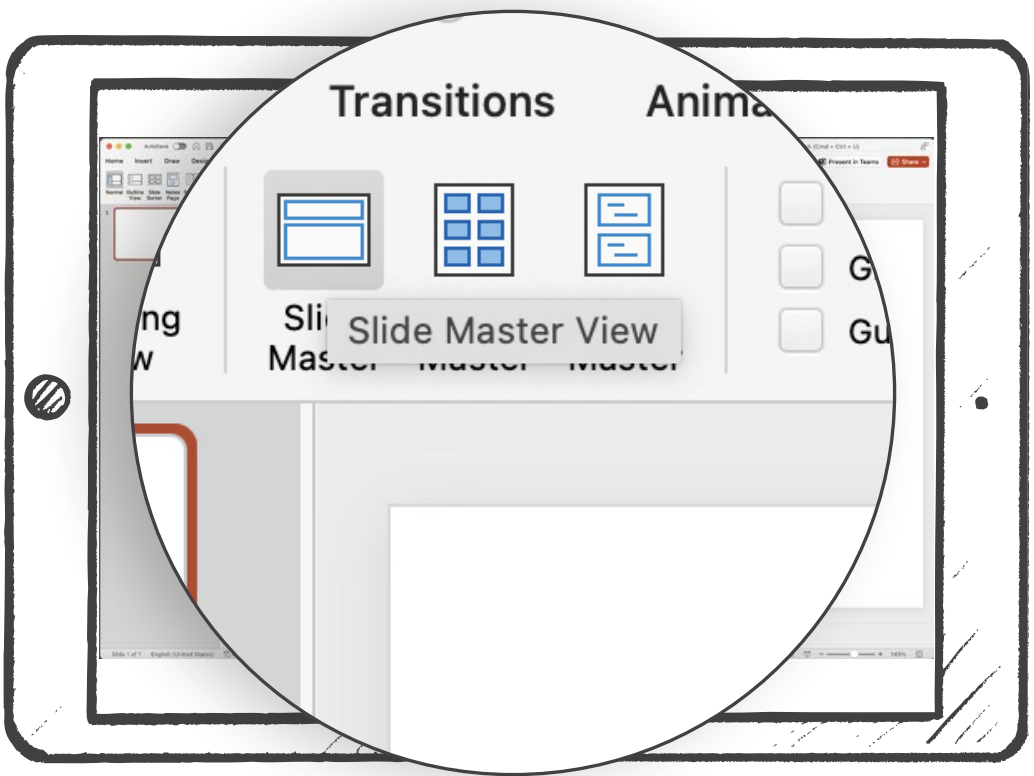


Creating custom line spacing



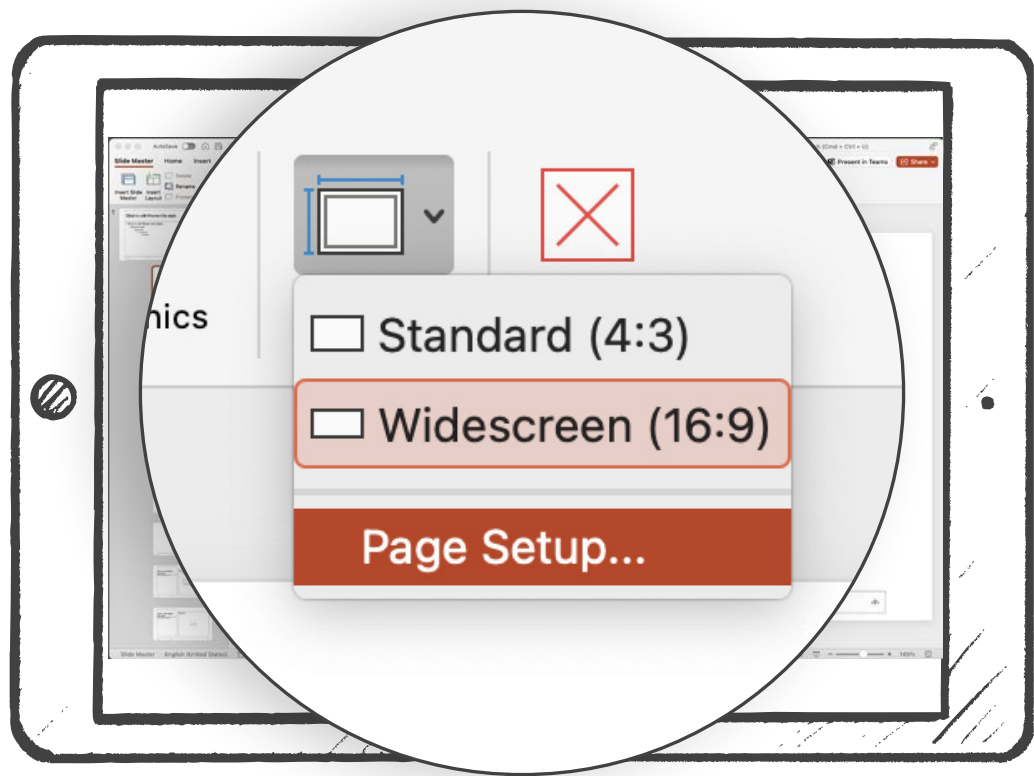
Adding a drop shadow to a shape

First, you will need to setup the PowerPoint document in the correct format. Assuming you are in the United States, the common format and size would be letter or 8.5 in (tall) X 11 in (wide).



Step 1

Open PowerPoint and go to the Slide Master.



Step 2

Click on the Slide Size button and click on Page Setup.

did you know...

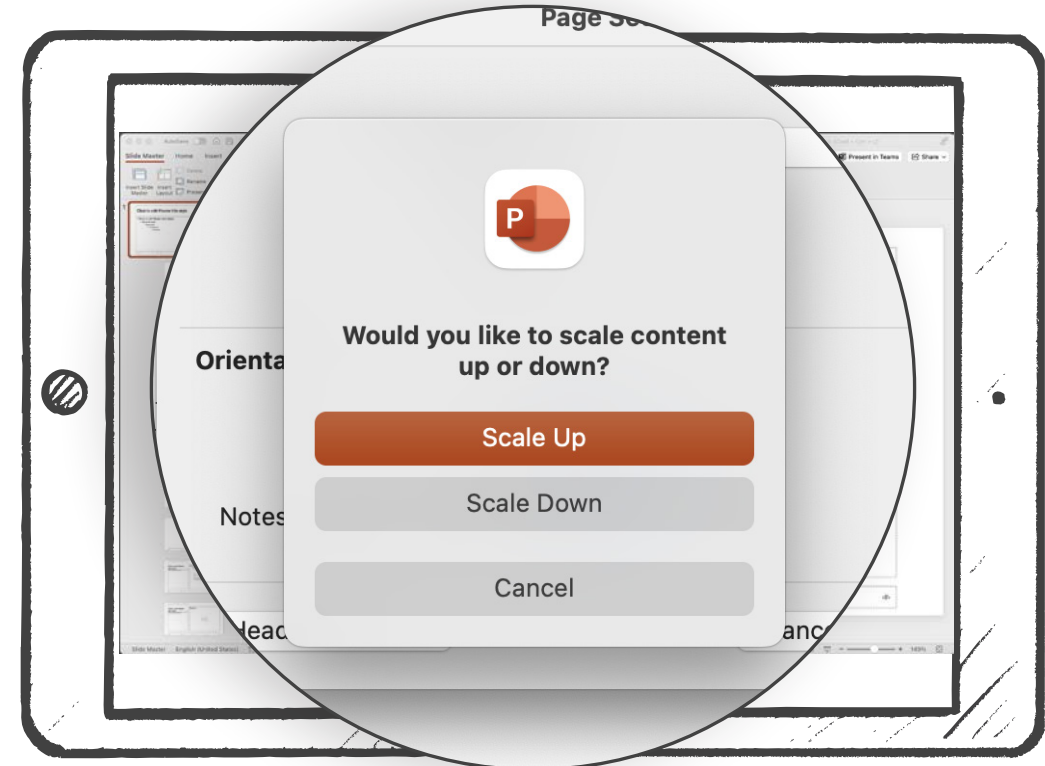


The ISO 216 standard, which includes the commonly used A4 size, is the international standard for paper size.¹



Step 3

Once there, change the current size to 8.5 in and 11 in.
Then press Ok.



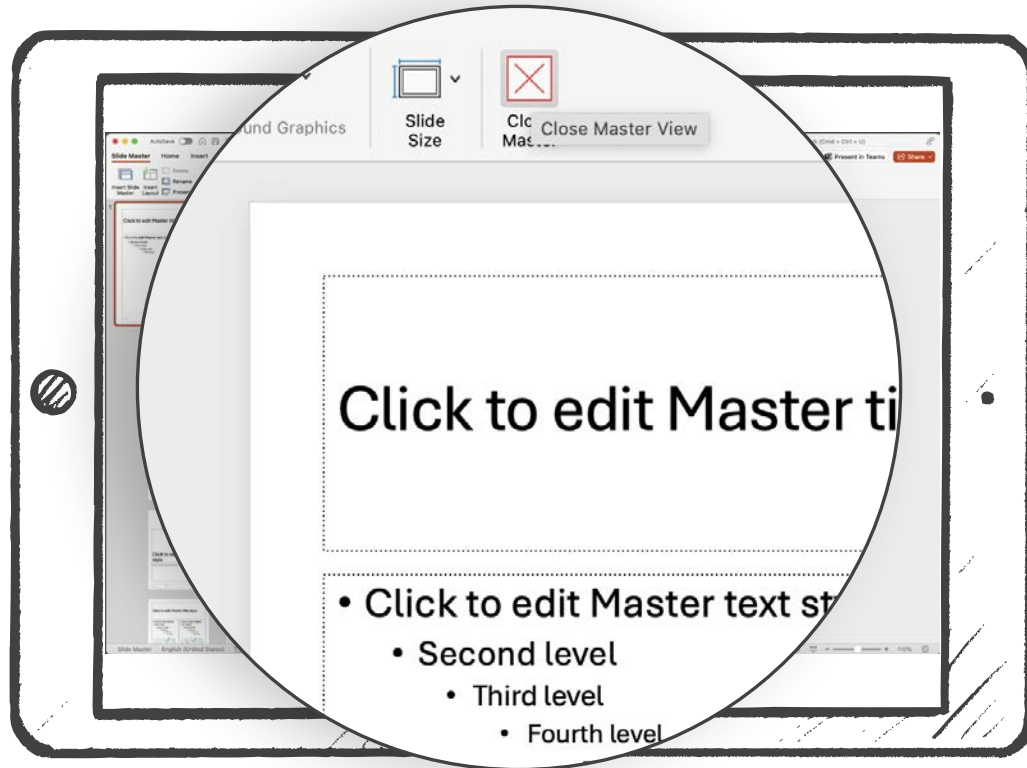
Step 4

You will get an alert about scaling content; you don't need to be worried about this. Just press Scale Up.

1. https://en.wikipedia.org/wiki/Paper_size

did you know...

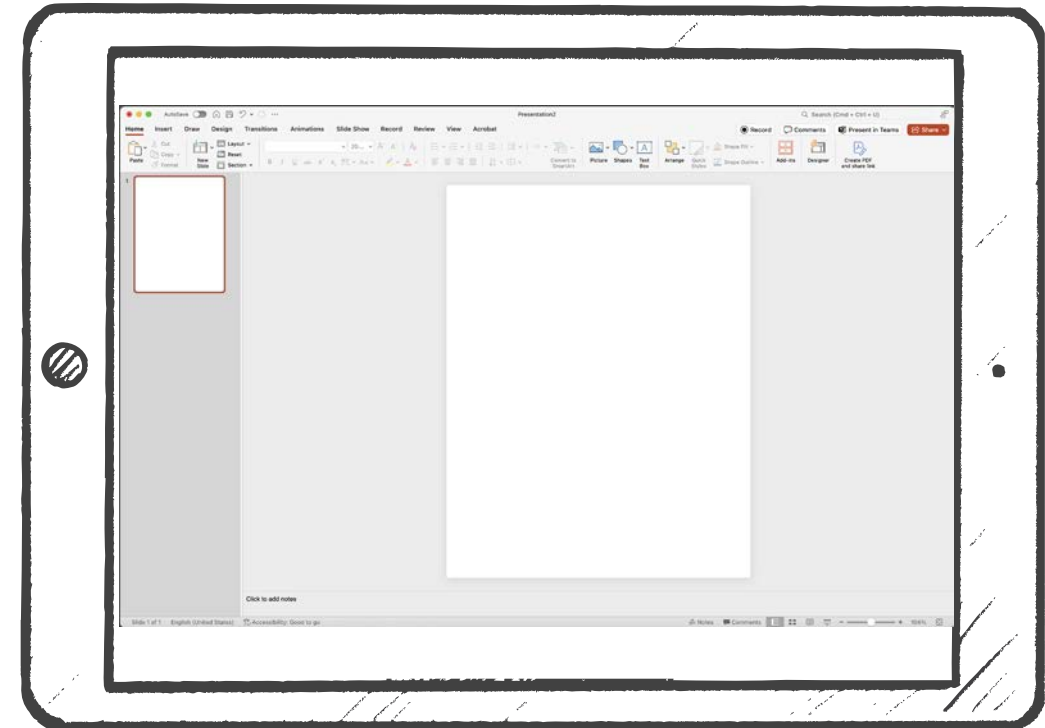
It (A4) is used across the world except in North America and parts of Central and South America, where North American paper sizes such as “Letter” and “Legal” are used.¹



Step 5

The document will now be in the correct letter size needed.

Close the Slide Master.



Step 6

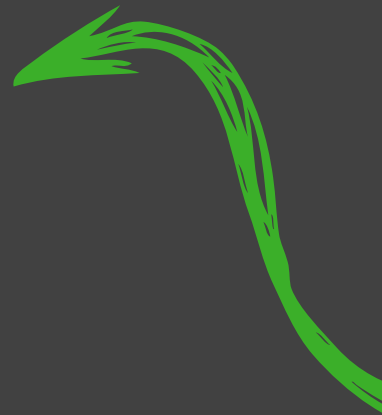
You can delete any template or pre-added content that is on the document as you will not need it.

You now have a blank document to begin your design.

1. https://en.wikipedia.org/wiki/Paper_size



**Now that your document is created,
let's start learning and designing!**





Worldwide sales force can thrive with greater penetration into targeted markets

Enabling sales to be more engaging and relevant within four vertical industries



Unhappy with their ability to compete in vertical opportunities, a tech giant looked to make their sales force more knowledgeable and better equipped to successfully compete. The sales teams lacked the ability to recognize customer pain points, position the proper technology or service to solve them, and transition the conversation to the benefits of their solutions. When N3 was approached to deliver this project on an aggressive 30-day

The Exact Market Approach

Exact Market recognized the wide scope of the project as well as the quick turnaround expectation. We started by creating a messaging foundation agreed upon by the involved stakeholders, while completing extensive research into each of the vertical markets (banking, healthcare, government, and telco). We provided specific industry terminology so that sales could “talk the talk,” and this research, coupled with information from SMEs across multiple internal organizations, was used to create materials to train sales to engage more effectively. A rigorous project management system was established to track input from the various areas in the client’s highly matrixed organization. This process became vital as the project changed midstream due to the closure of a major acquisition, requiring a substantial shift in direction without adjusting the tight schedule. Exact Market’s agility was highly beneficial in accommodating these changes while staying on track to deliver.

Real-life Outcomes

The client’s sales teams are now armed with the knowledge and materials needed to better engage from the start, and then successfully progress those opportunities. With a greater understanding of the vertical markets served, sales is ready for the varying buyer personas they may encounter. They are positioned to have more productive conversations while handling questions or objections, and sellers can transition conversations from the right technology or service to why their solution with a stronger understanding of the competition in each of the four vertical industries.

Needs

- Deeper understanding of our verticals and the competitors in those markets
- Knowledge and resources to start the sales conversation and move deals forward

Solution

Exact Market delivered expert advice and polished content in a fast timeframe to enable the client’s sales teams to be successful in each of the targeted vertical markets.

Outcomes

- Allows sales to better position solutions based on the path the client has taken
- Laid the foundation for more successful engagements and an improved ability to progress opportunities

“The client’s sales force required a substantial amount of information delivered in a way that would be easy to digest and quickly put into practice. That was precisely what Exact Market delivered.

- Exact Market Customer



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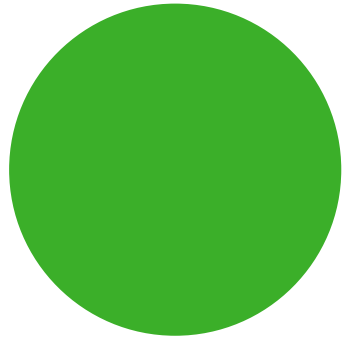


Here is what we will be designing in PowerPoint. This was originally done in InDesign.



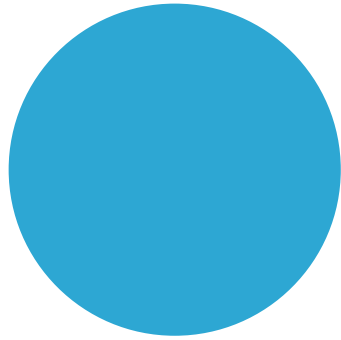
Let's take it apart and see how to achieve this in PowerPoint.

To begin, let's establish the color palette you will be using in the design. Below is the color palette we will be using. Hexadecimals are included.



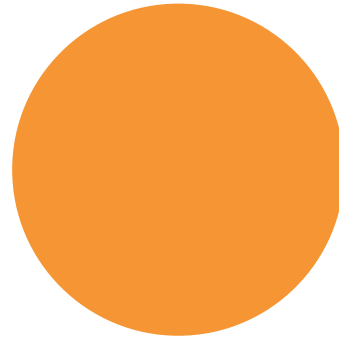
Green

#3baf29



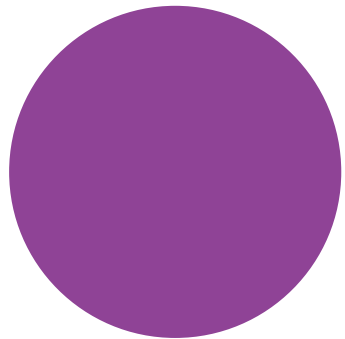
Blue

#2da7d3



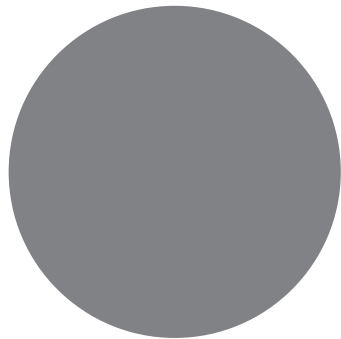
Yellow

#f69533



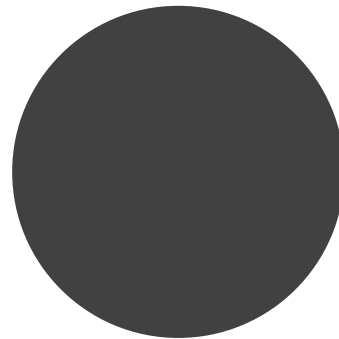
Purple

#8f4396



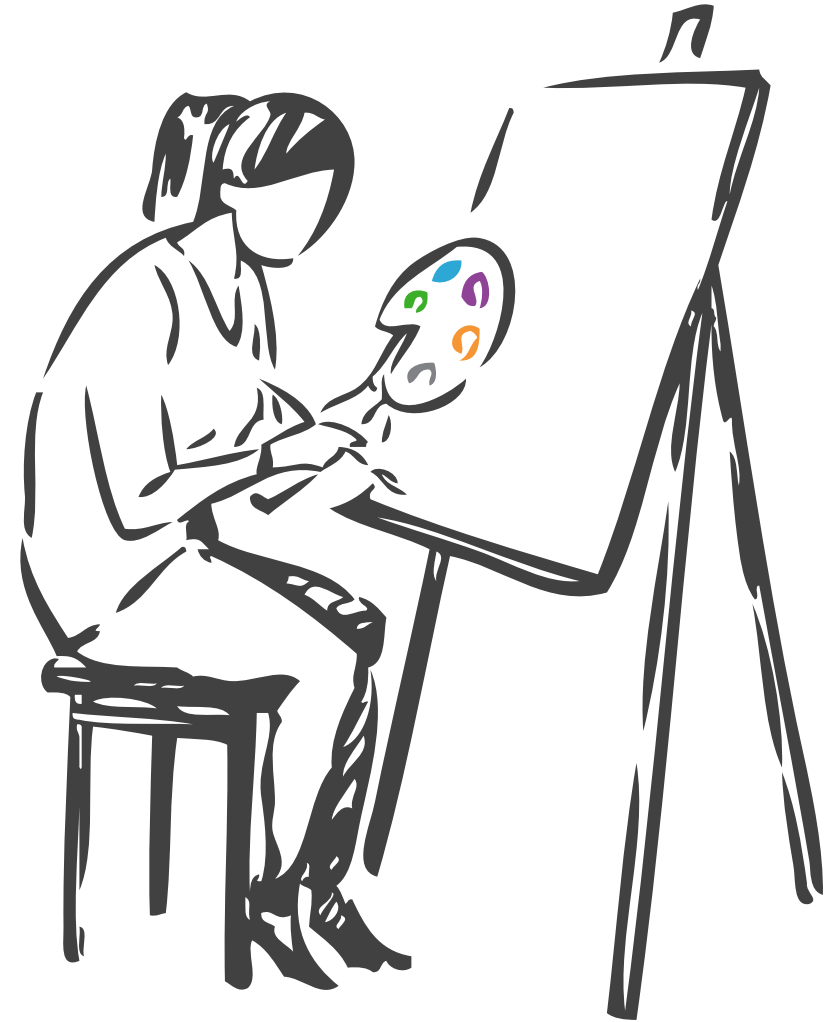
Light Gray

#818285

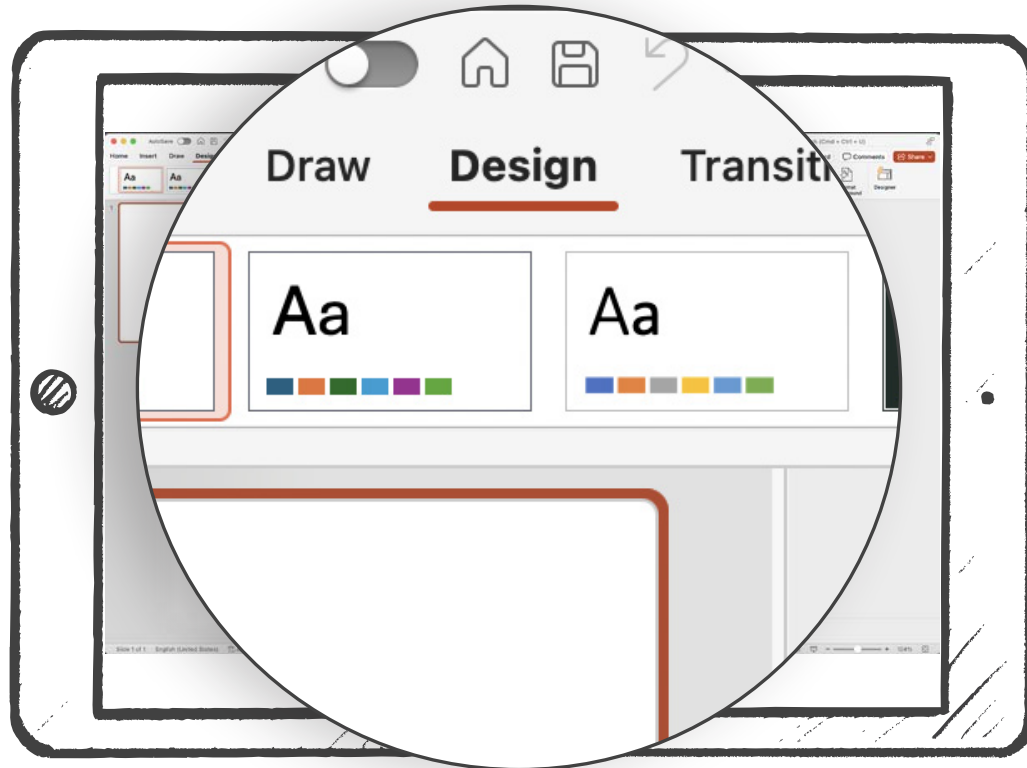


Dark Gray

#414141

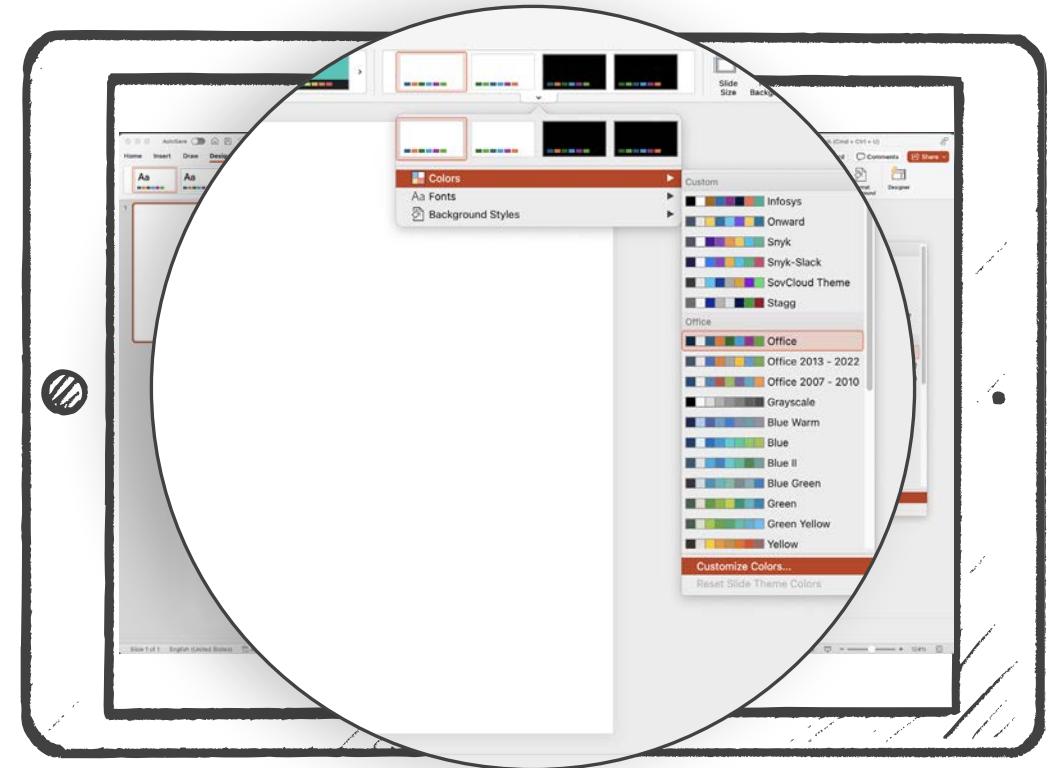


There are a few ways to add colors to PowerPoint, but we are going to our color palette as the 'theme' to this design.



Step 1

Go to the Design tab.

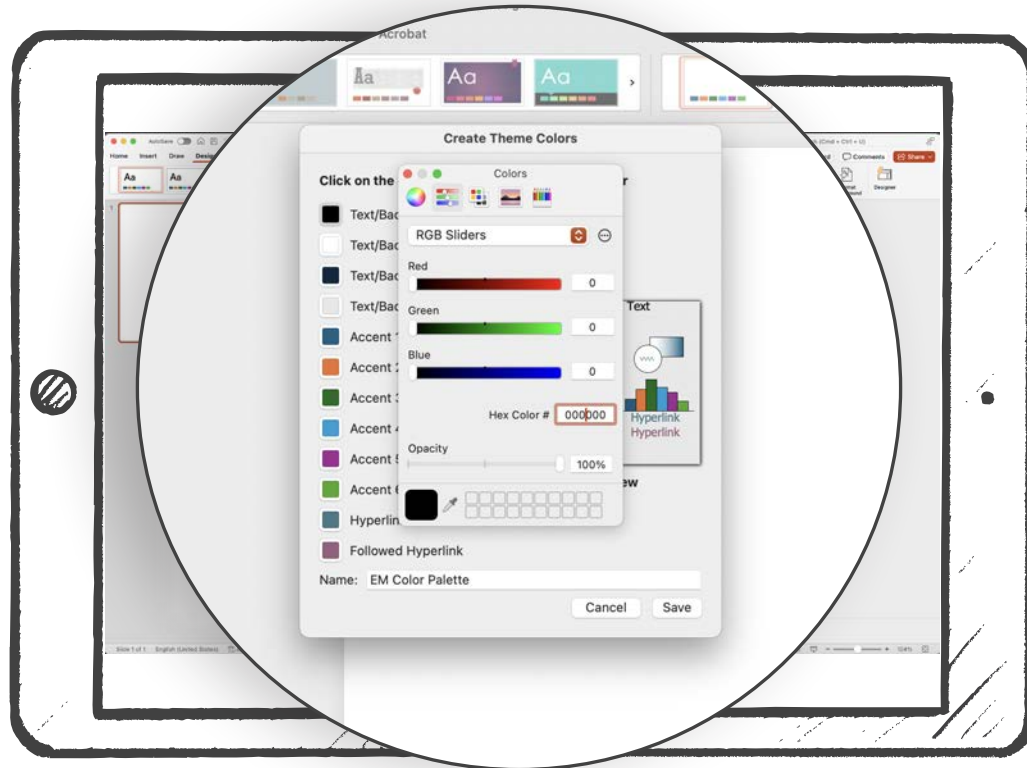


Step 2

Click on the arrow to bring up more options in the theme section. Go colors section, then to the Customize Colors at the bottom.

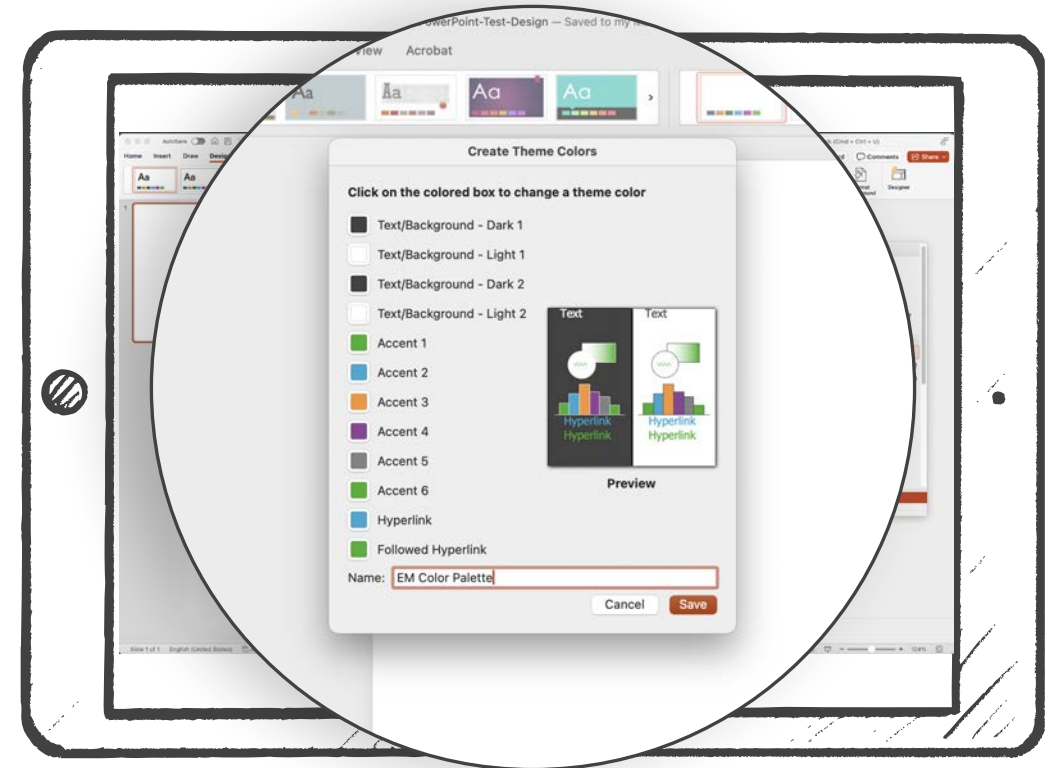
did you know...

Around 1665 Isaac Newton used a prism to turn white light into a rainbow and identified seven colors. He felt the last color, indigo, was a recurrence of the first color, red and decided to arrange the colors in a circle.¹



Step 3

Add the color palette to the color selections available.
If you must repeat a color, that's fine.



Step 4

Name your theme, and you're done!

1. <https://www.designpoolpatterns.com/10-fun-facts-about-color/>

Custom Fonts

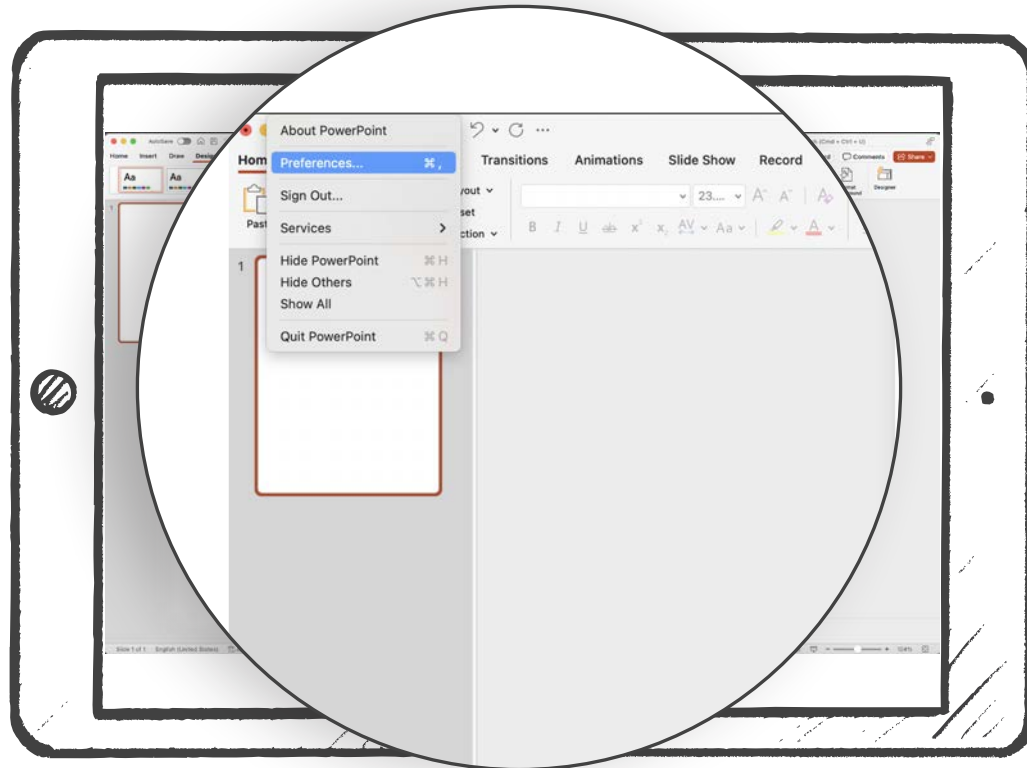
Now that the color palette has been added we will address the use of custom fonts in PowerPoint.

Generally, in the business world, most PowerPoints use a common font – such as Arial, for their presentations. That's because, it's on just about everyone's computer and no further action other than using the font is needed.

In the case of a corporate brochure, you would want to keep your font(s) consistent with your branding guidelines. The good news is PowerPoint will let you do that. You will need to embed your fonts for them to work. This is a good idea to do once you have added text to your layout.

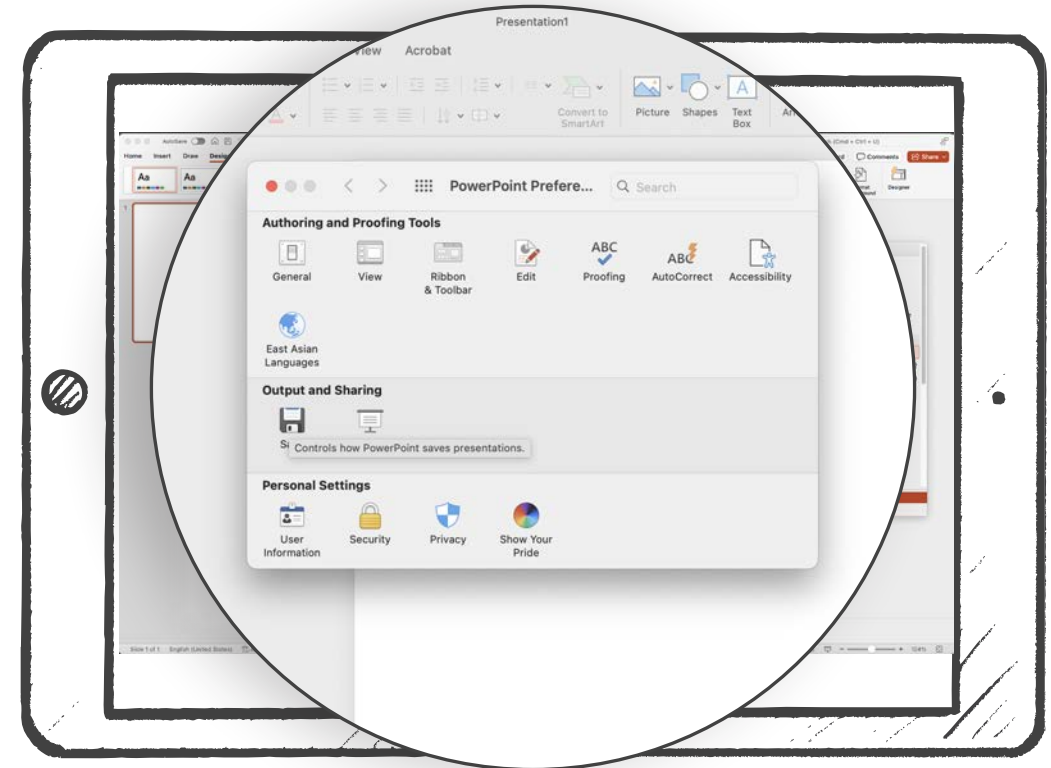


Embedding your fonts



Step 1

Go to Preferences



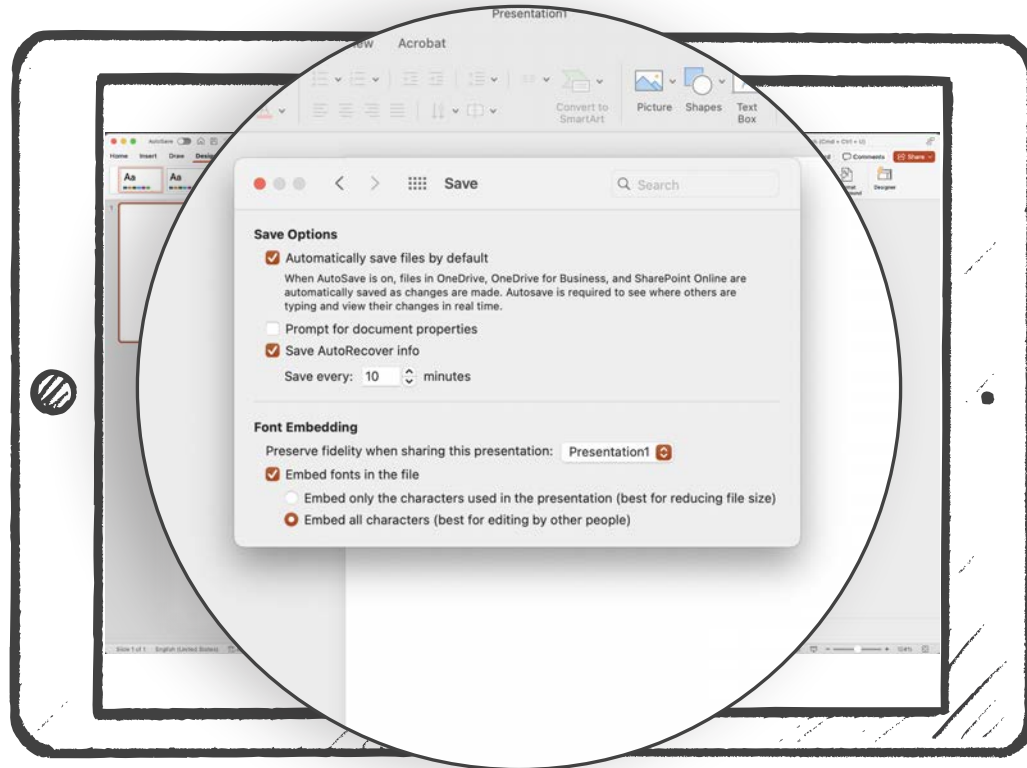
Step 2

Click on Save

did you know...



Consistent use of a specific font can increase brand recognition by up to 80%.¹



Step 3

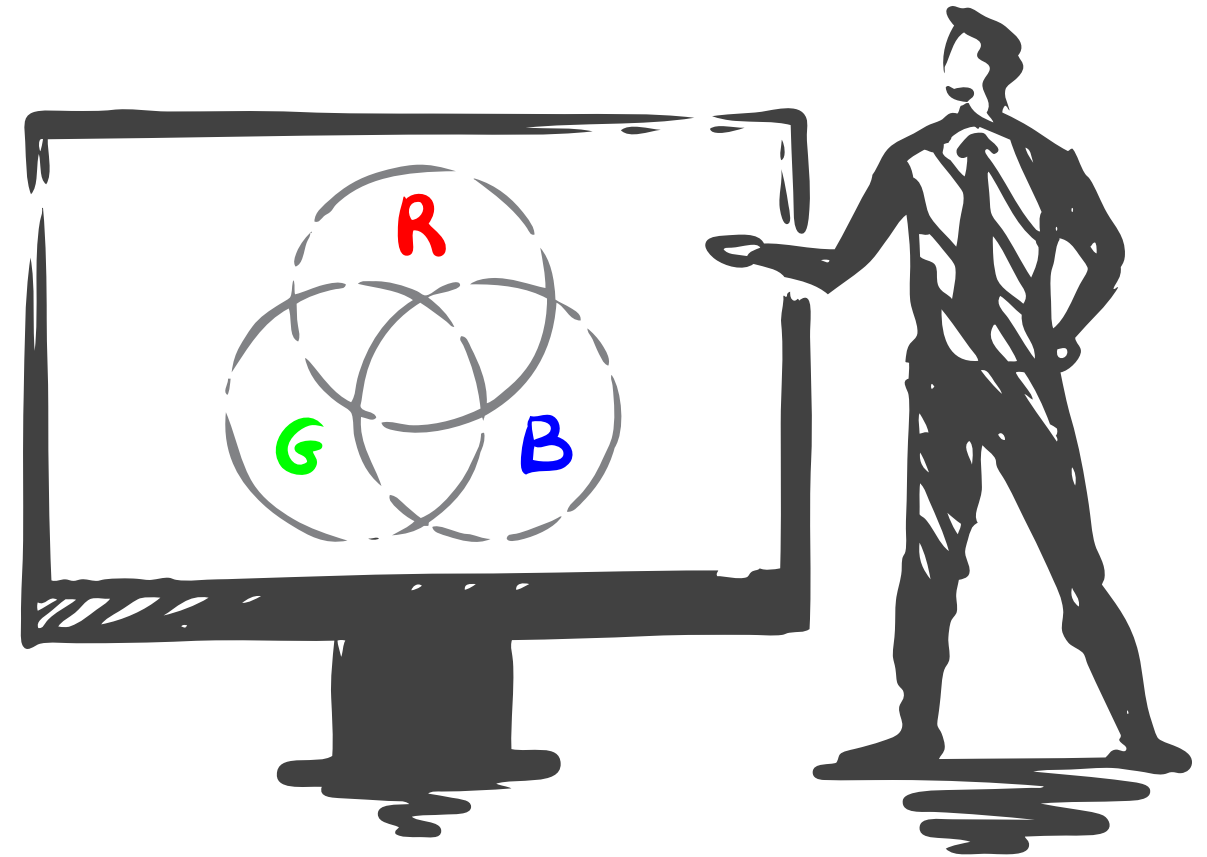
Click the checkbox to embed the fonts and choose to embed all fonts.

1. <https://www.linearity.io/blog/font-statistics/>

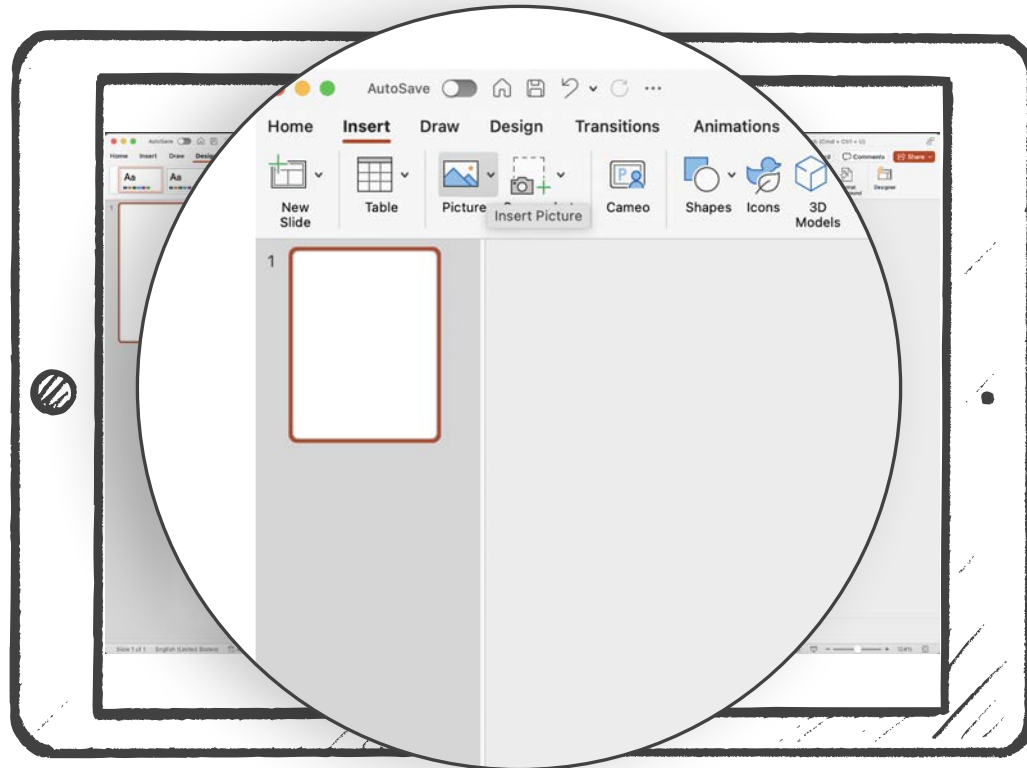
Images and Graphics

Let's begin the layout of the brochure. First, we will add the logo.

When adding vector graphics such as .eps, or .ai formats, it is best to try to convert them to .svg formats. SVG's can be converted to PowerPoint shapes and become a native format that can be customized within PowerPoint, i.e. colors, shape editing, etc.

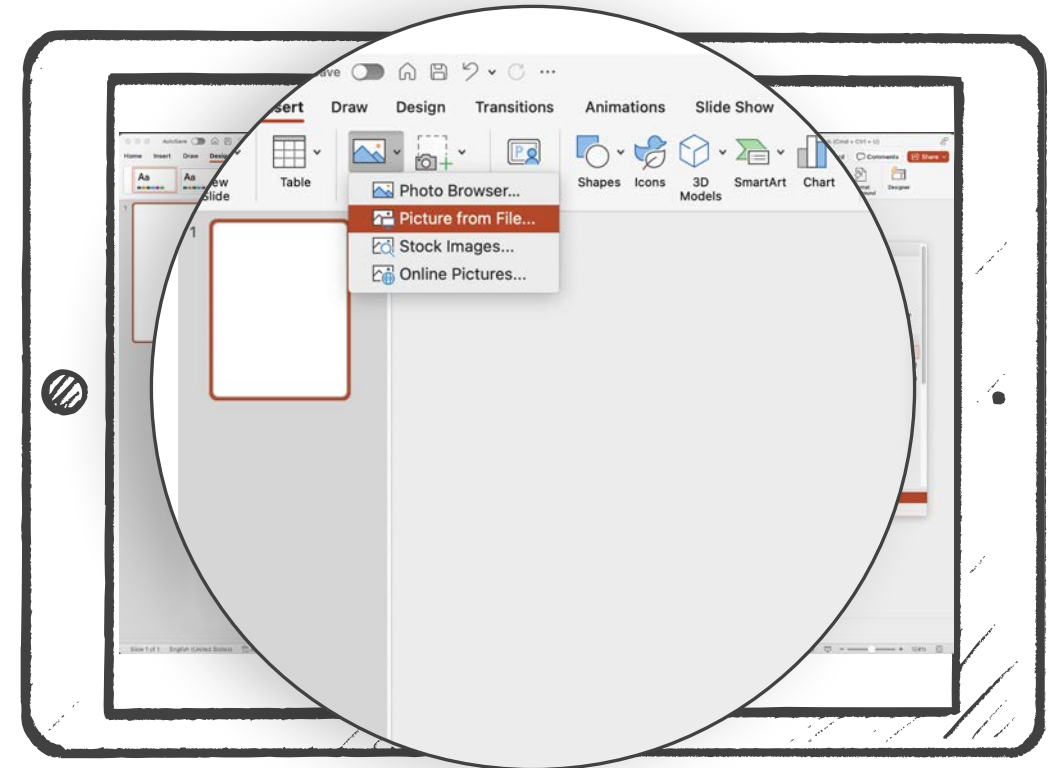


Adding images to your layout



Step 1

Go to Insert tab

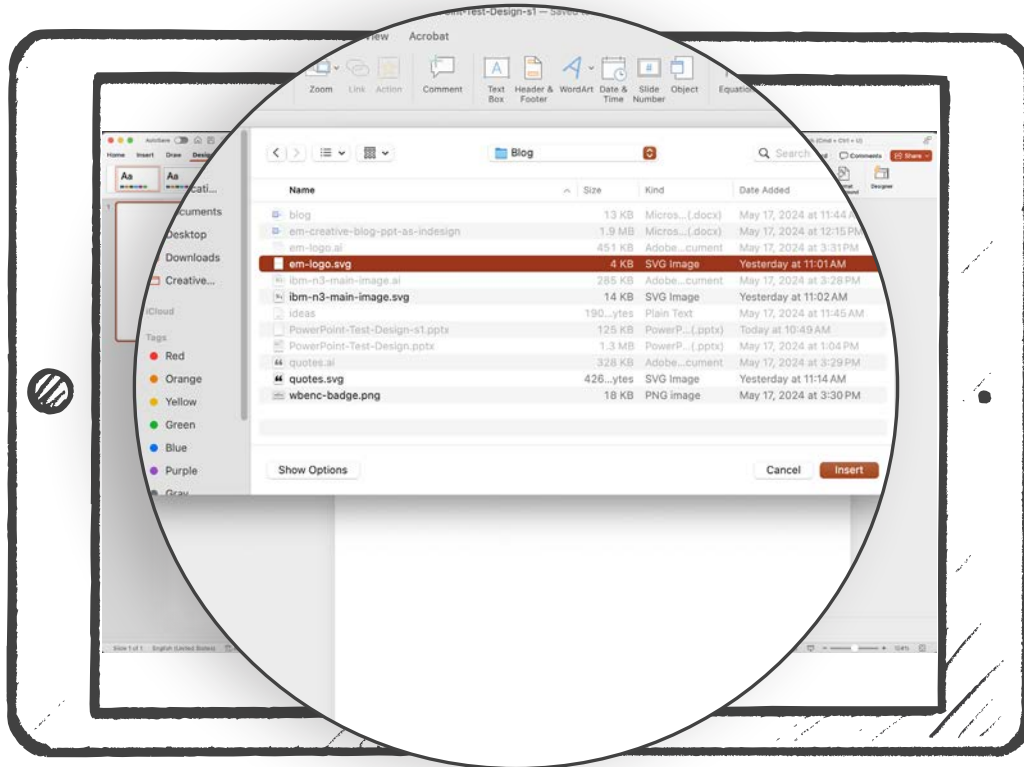


Step 2

Click on Picture, then Picture from File

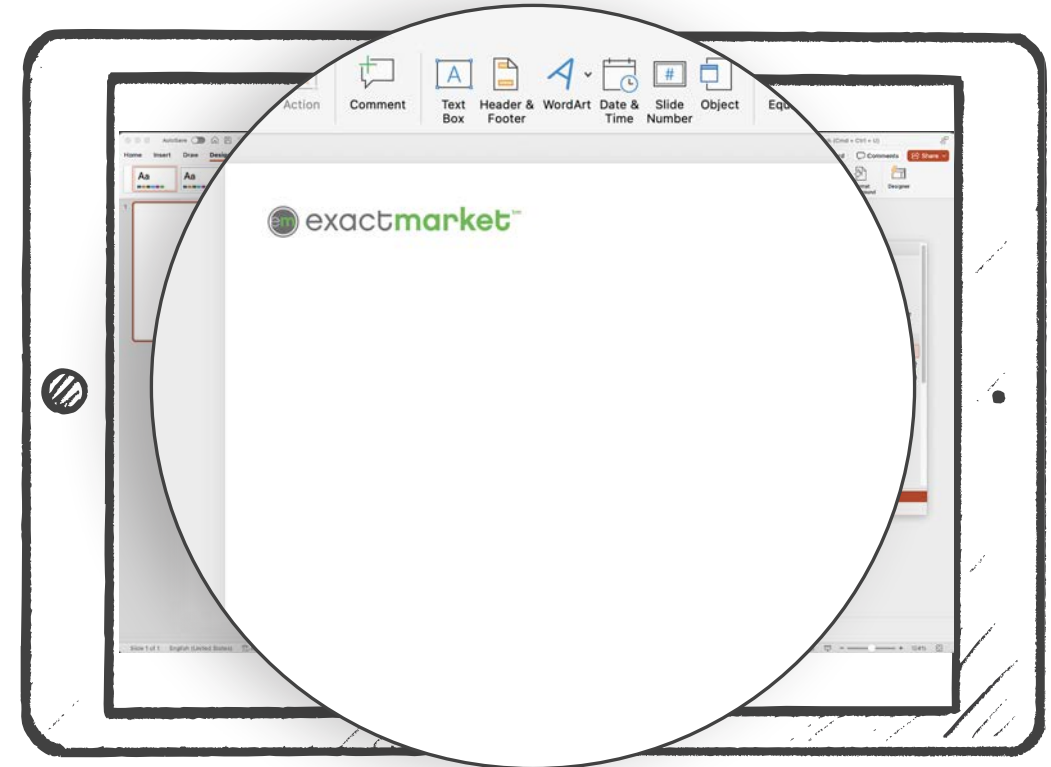
did you know...

Photoshop is the most popular graphic design software with a market share of 43.8%.¹



Step 3

Browse to find the image you want to insert.



Step 4

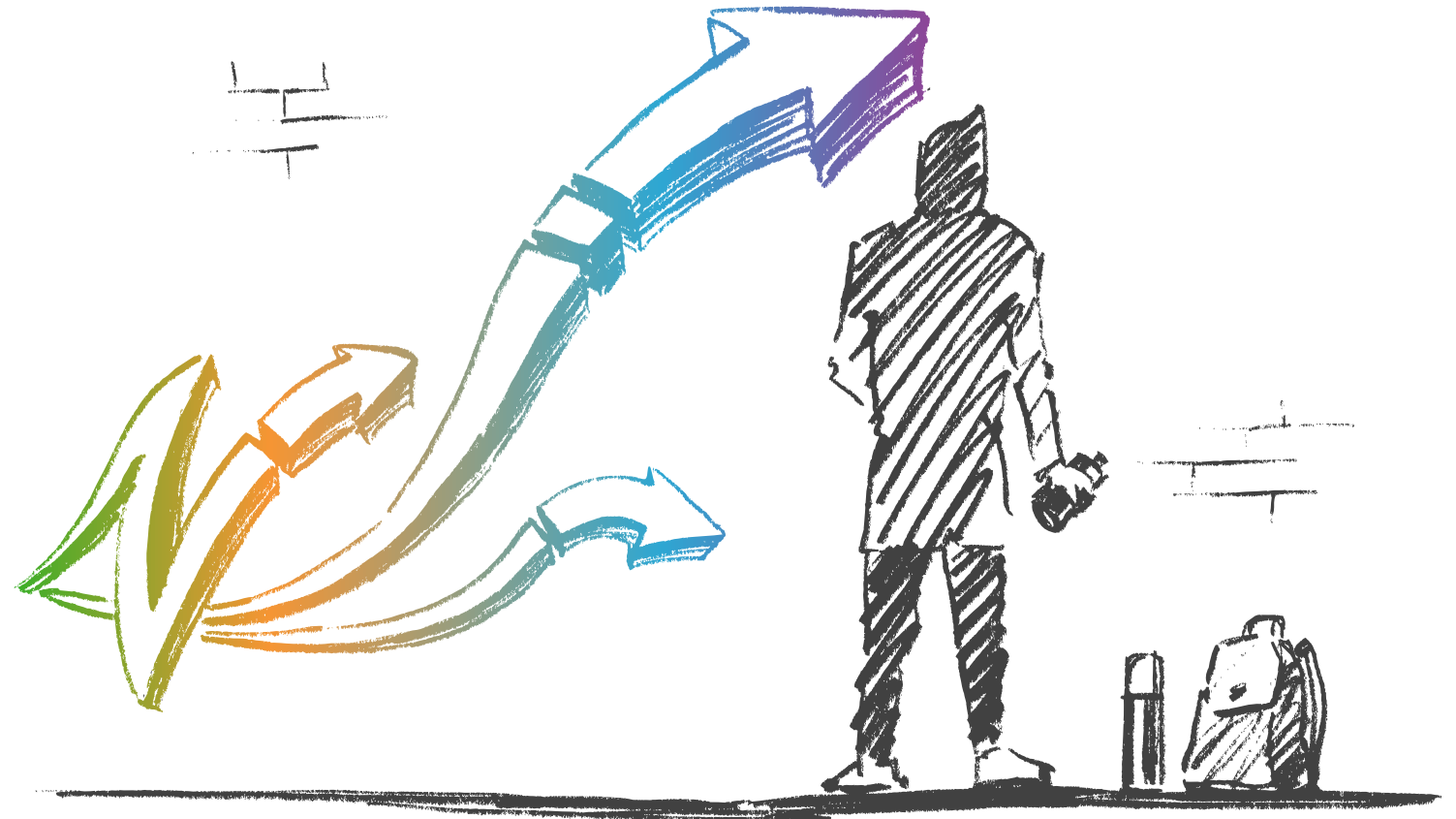
Add and size the image as needed in your layout.

1. <https://colorlib.com/wp/graphic-design-statistics/>

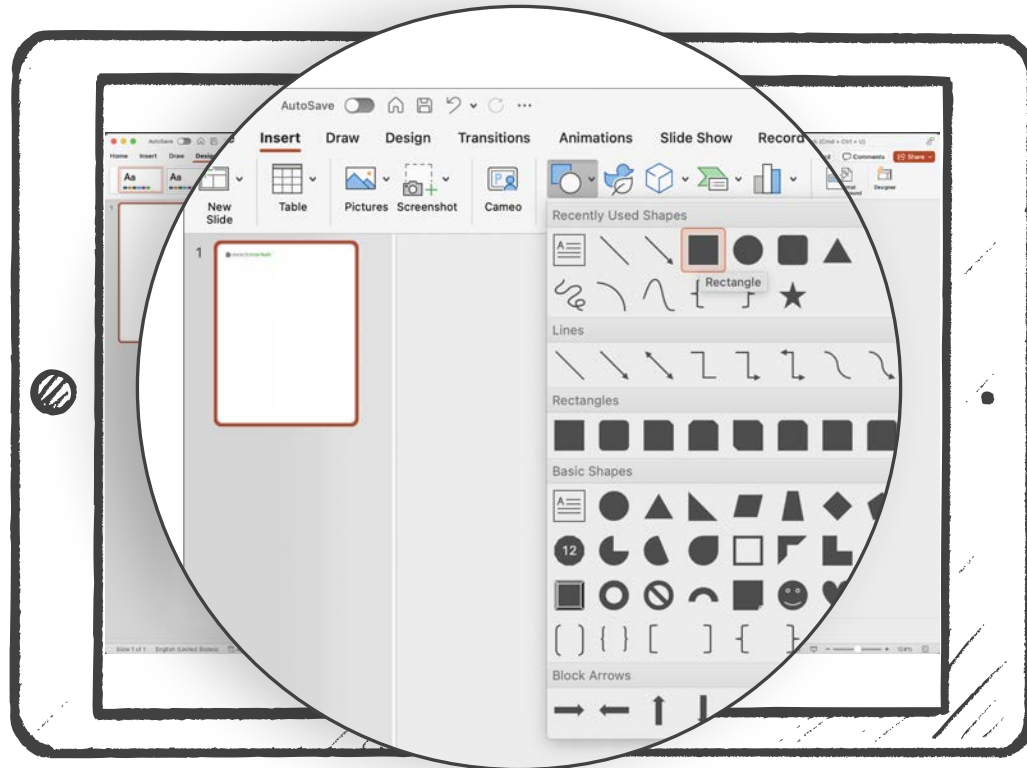
Gradients

Next, lets add the top gradient strip.

Gradual transitions between different hues make it look like the palette is richer than it really is. By using a gradient fill, you can instantly add volume to your shape and turn it into an attention grabber. This is especially helpful when designing shapes that are supposed to catch a user's eye.

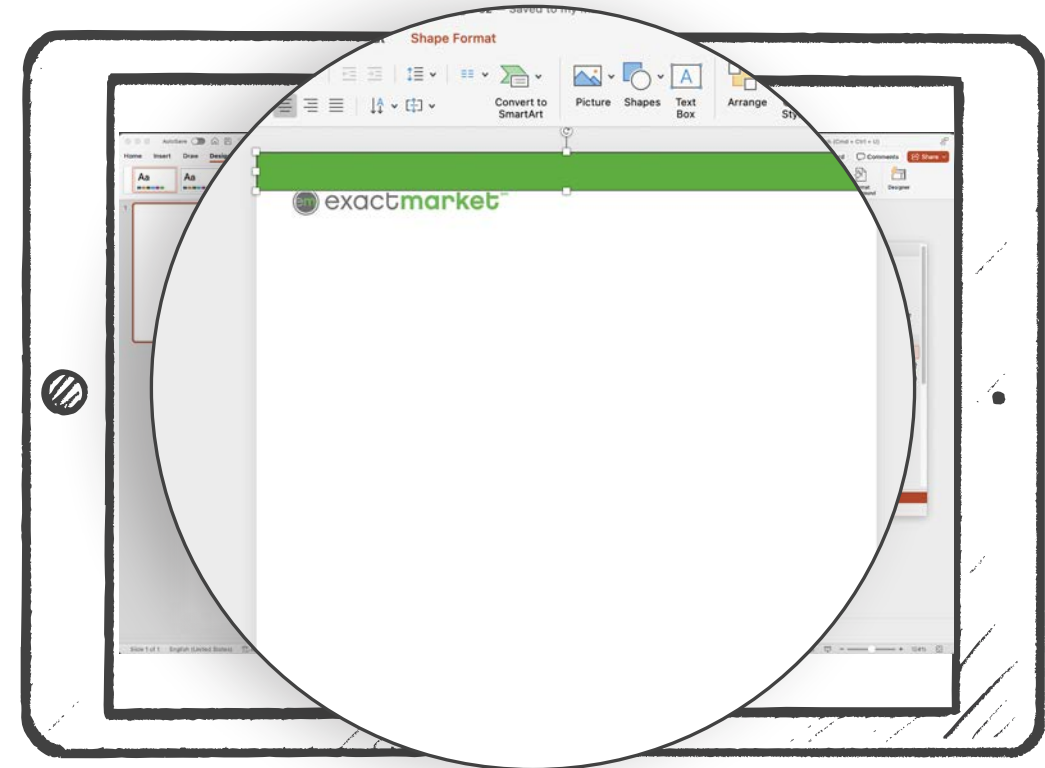


Making a gradient fill



Step 1

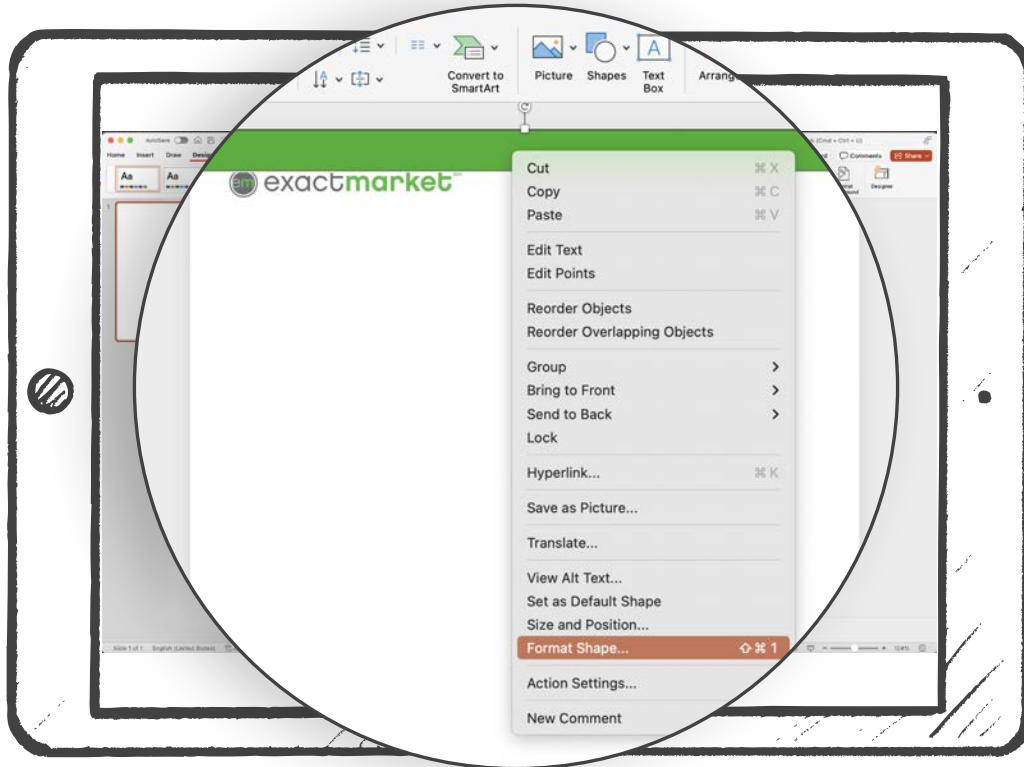
Go to the Insert tab, then to shapes and select the square shape



Step 2

Draw the rectangle at the top of the document.

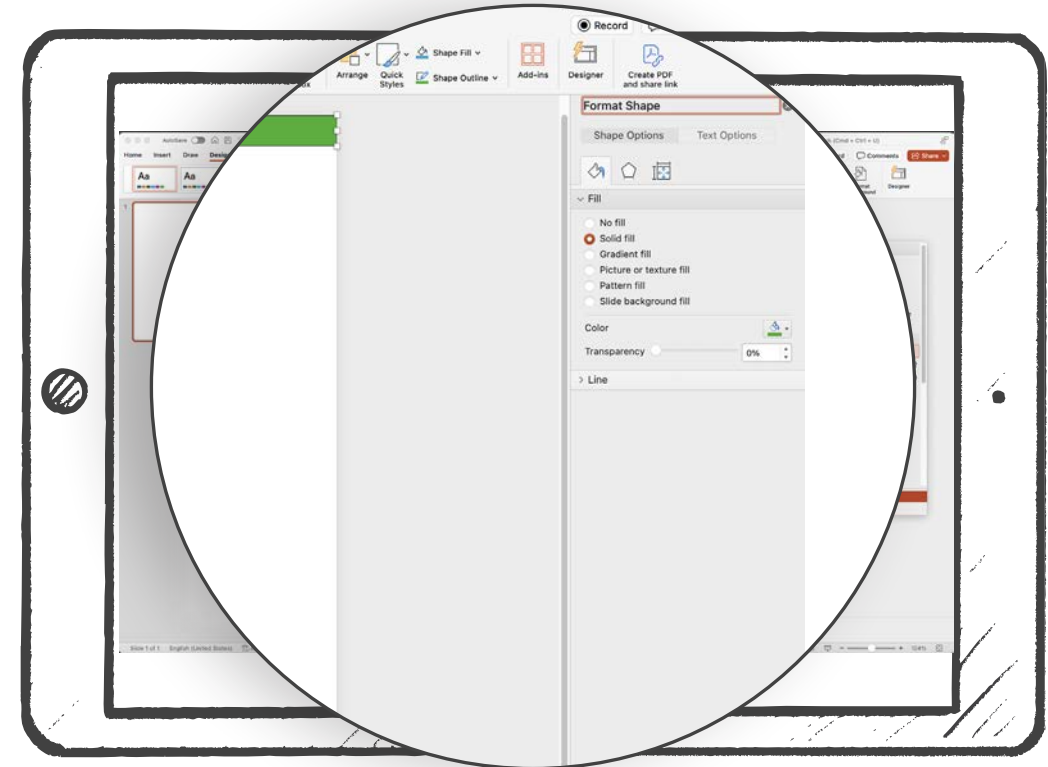
Types of gradients include: linear, radial, angular, diamond, mesh, shape blur, freeform, multiple



Step 3

Next you will need to format the shape.

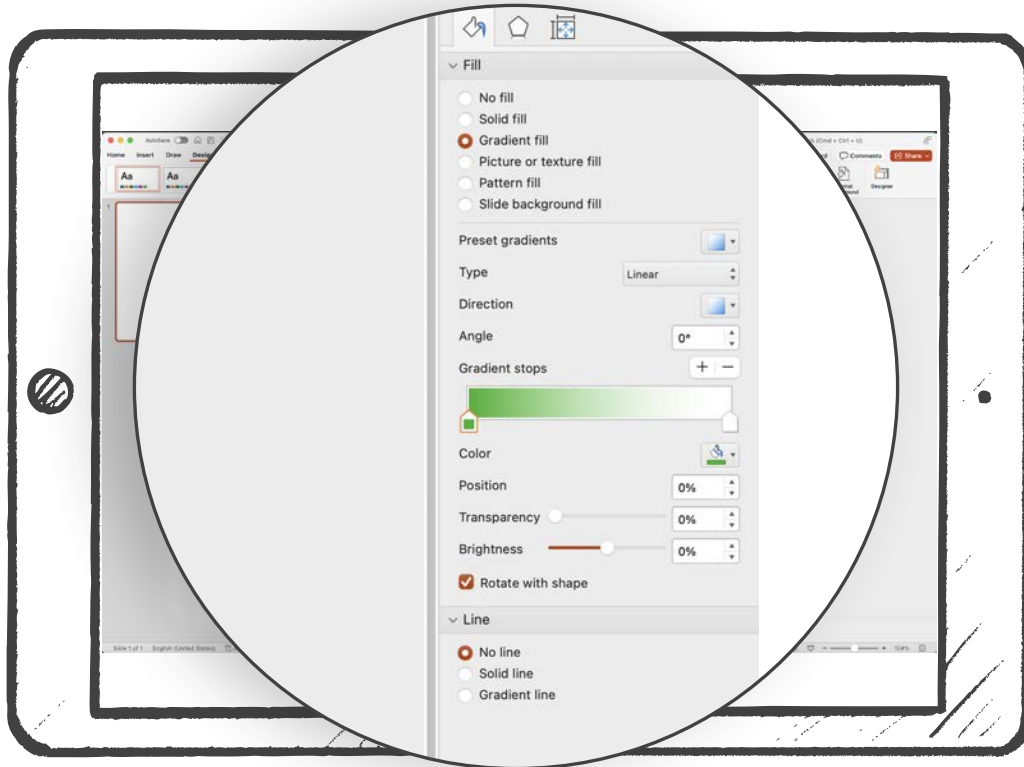
Right click on the shape to bring out the menu and select Format Shape.



Step 4

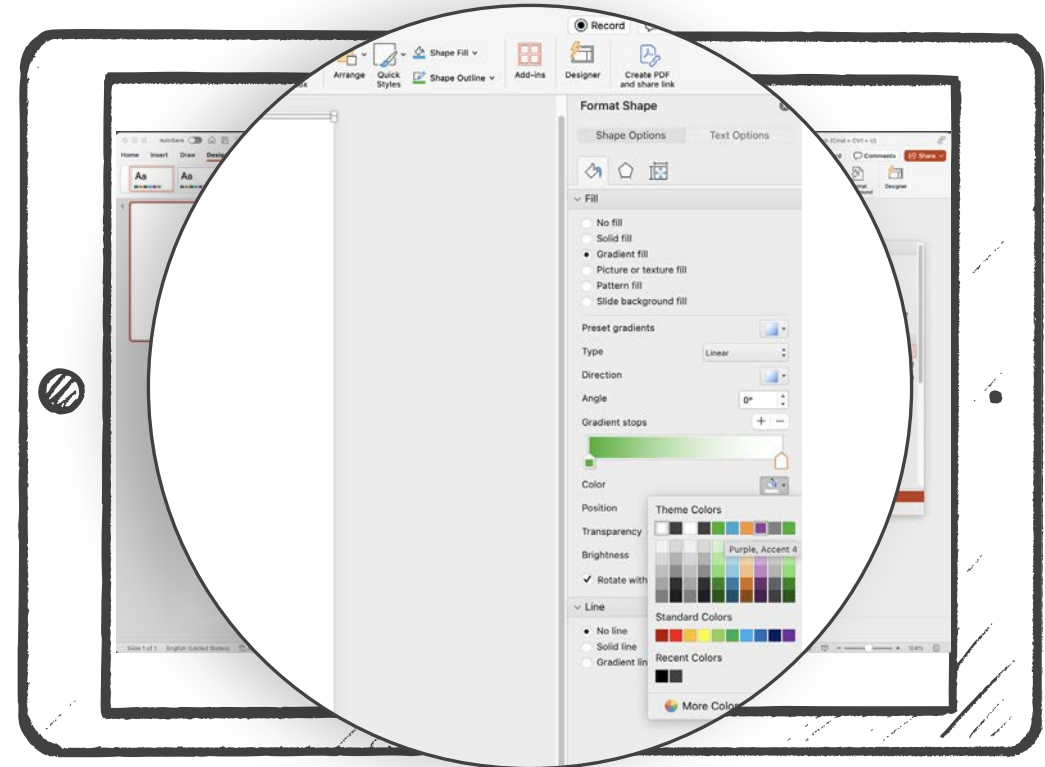
If it's not already visible, the format side bar should appear to the right.

You can add gradients to mimic various lighting effects and create magical visual effects.



Step 5

Select the fill as a gradient and remove the line.
If the default gradient doesn't have the green to start with, you can adjust that with the Direction setting.



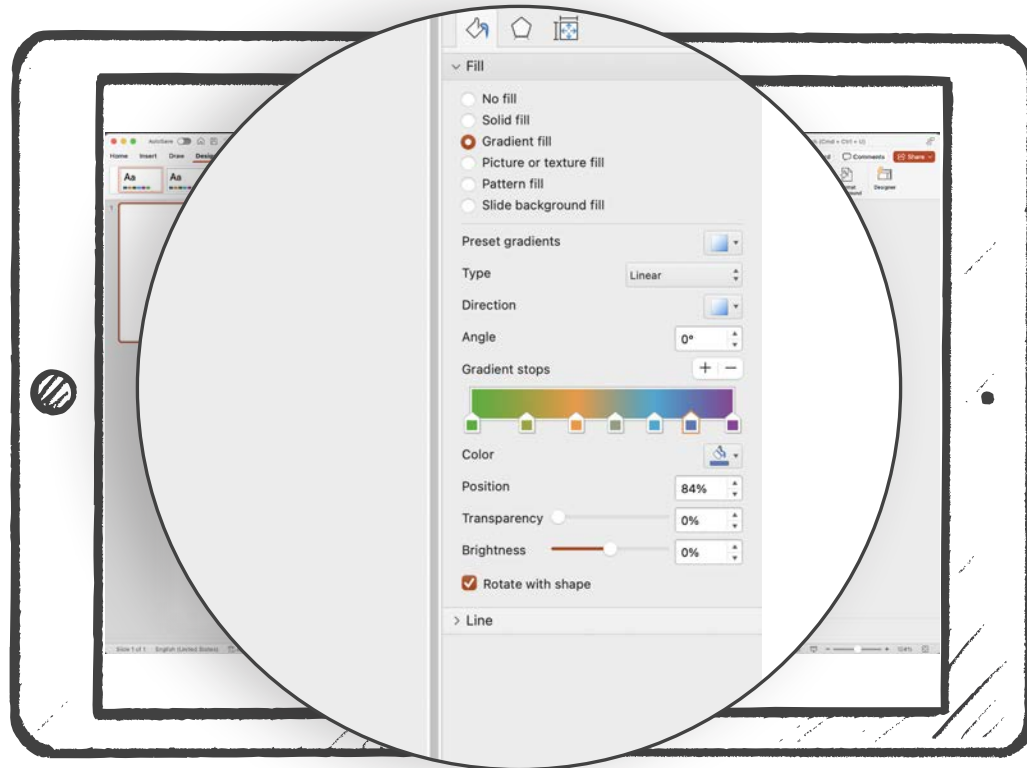
Step 6

Start changing or adding the colors for the gradient.
To add color stoppers, just click on the gradient.

did you know...



Gradients in graphic design date back to the 1880s when Jules Chéret introduced a brand-new printing method — three-stone lithography. It made printing with color possible and even allowed for subtle color blending.



Step 7

Once you have added all the stoppers/colors, your gradient is complete!

Text and Style

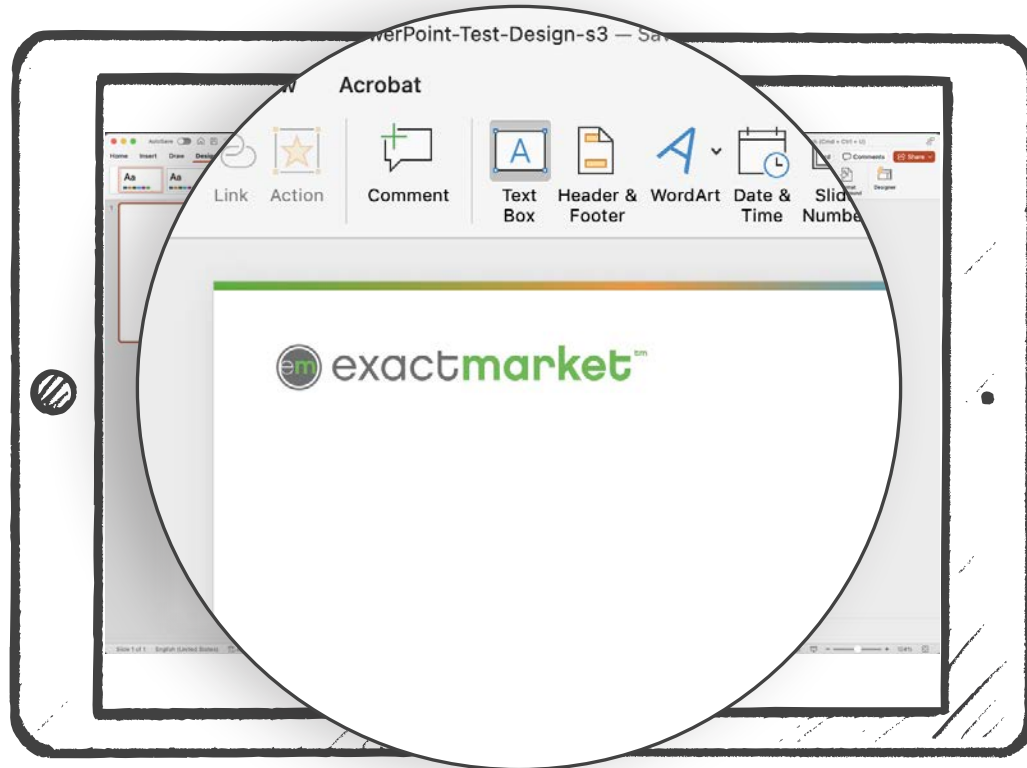
Let's begin to add the text to the layout.
Start with the headline.

A font style refers to the specific design and appearance of characters in a typeface. It encompasses various attributes, such as the shape, weight, spacing, and decorative elements of the letters. Font styles play a crucial role in visual communication by conveying a particular mood or conveying a message effectively. Fonts can give visual clues about the order a document should be read in and which parts are more important than others.^{1,2}



1. https://owl.purdue.edu/owl/general_writing/visual_rhetoric/using_fonts_with_purpose/index.html
2. <https://www.lenovo.com/ph/en/glossary/what-is-font-style/>

Adding and styling your text



Step 1

Go to the Insert tab, then Text Box

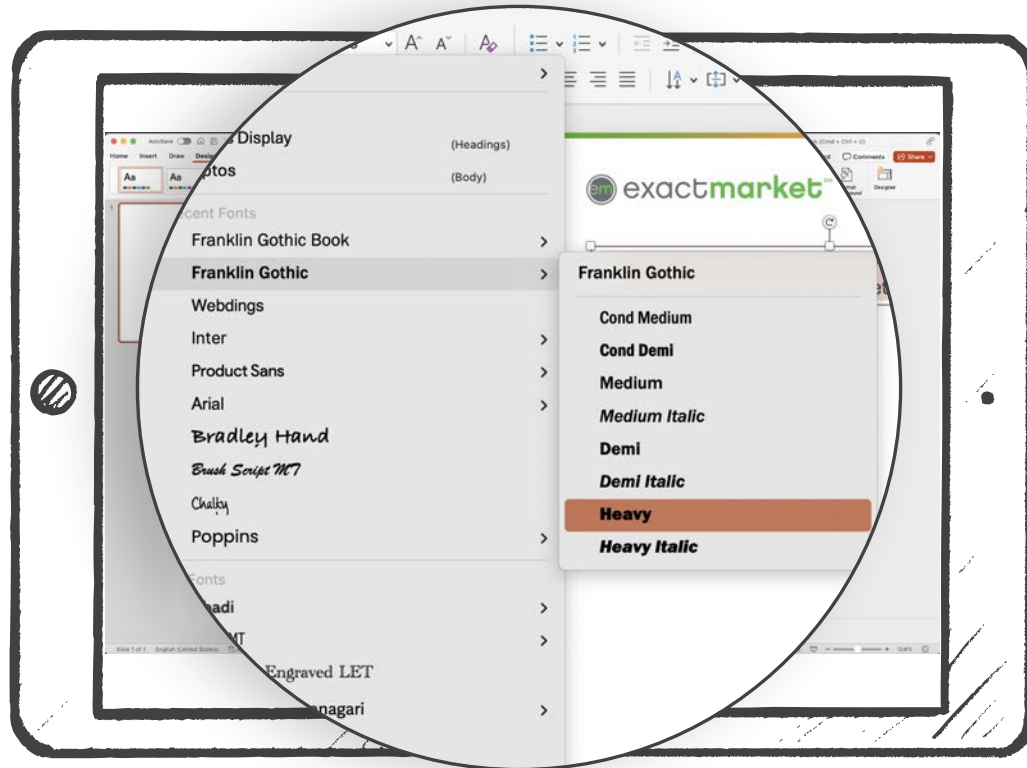


Step 2

Type or paste in your text.

did you know...

Around 70% of Fortune 500 companies use sans-serif fonts in their logos.¹



Step 3

Next you will need to change the default font style to your brand font.

Go to the Home tab, select the text and change it to the desired font face...in this case it is Franklin Gothic Heavy.

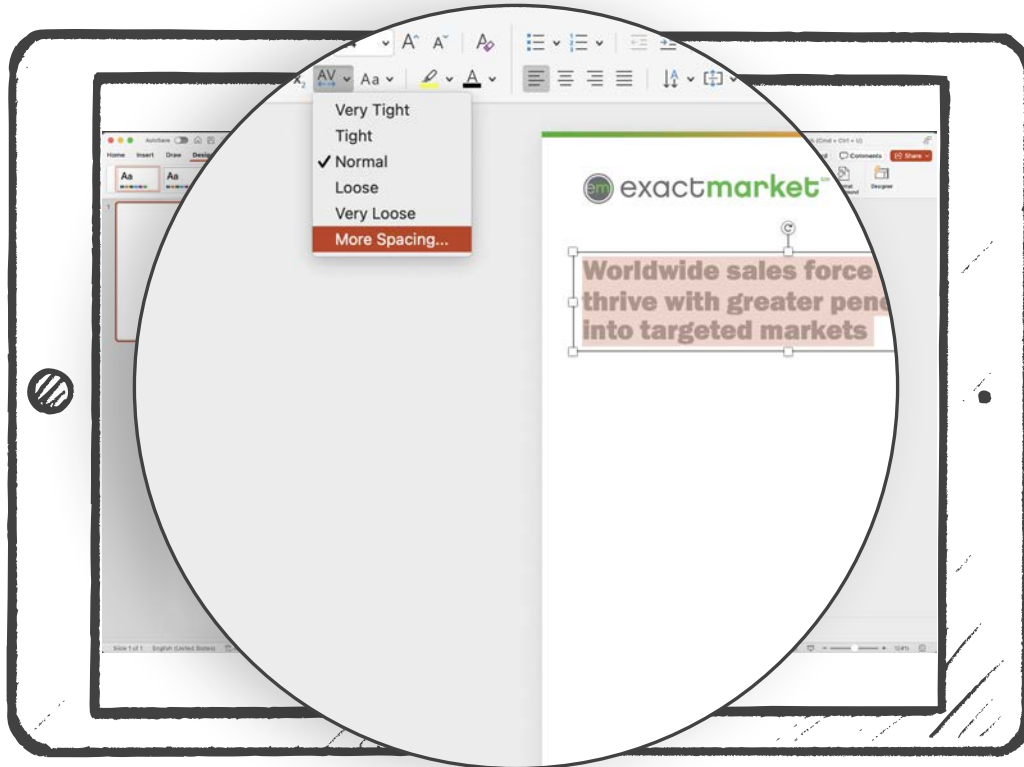


Step 4

Now that the font face has been changed, the characters need to be condensed to look like the example.

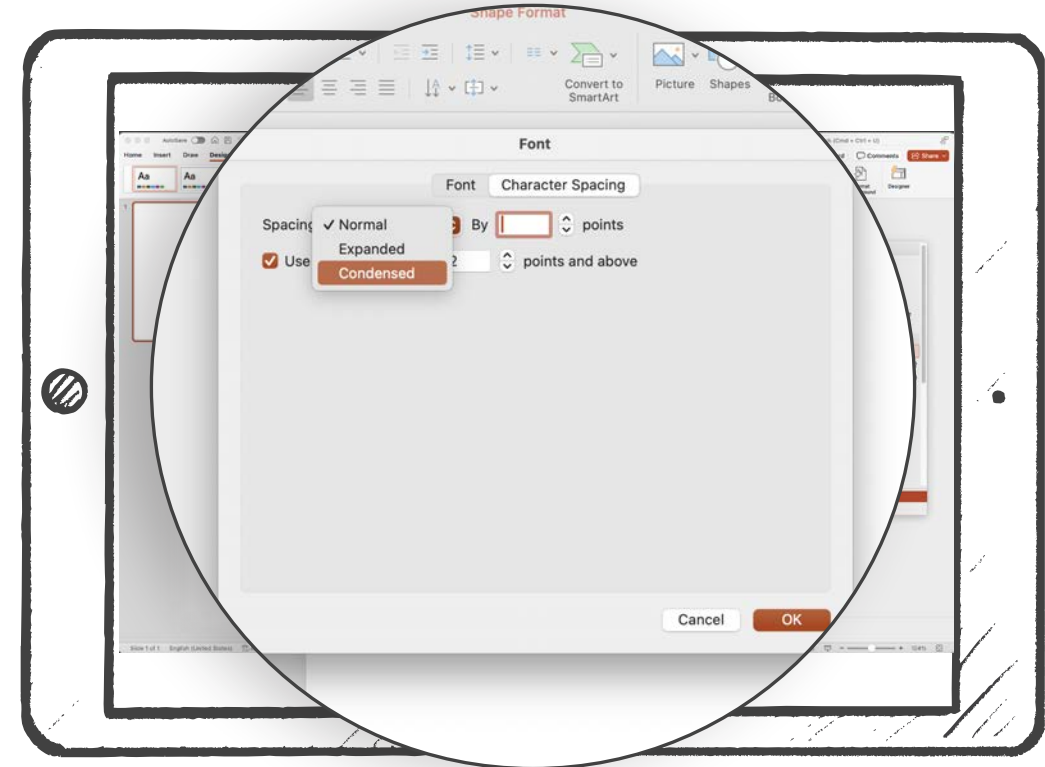
1. <https://www.linearity.io/blog/font-statistics/>

The global font market is projected to reach over \$4 billion by 2025.¹



Step 5

Highlight the text and go to the character spacing button. Once there select More Spacing.



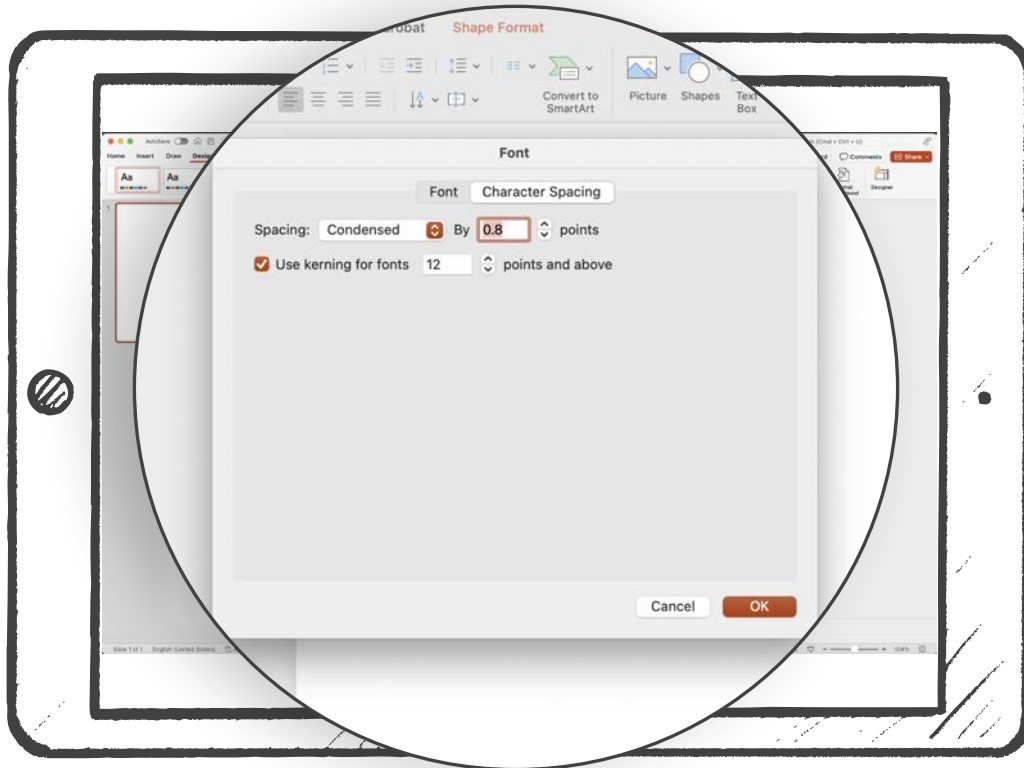
Step 6

Here you can expand or condense text. In this case we want to condense the text some. Change the spacing to Condensed.

1. <https://www.linearity.io/blog/font-statistics/>

did you know...

Google Fonts are used on over 50 million websites.¹



Step 7

Condense the text by 0.8 points.

Change the kerning to 12 if it's not already.



Step 8

Your text should now match the example.

1. <https://www.linearity.io/blog/font-statistics/>



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Unhappy with their ability to compete in vertical opportunities, a tech giant looked to make their sales force more knowledgeable and better equipped to successfully compete. The sales teams lacked the ability to recognize customer pain points, position the proper technology or service to solve them, and transition the conversation to the benefits of their solutions. When N3 was approached to deliver this project on an aggressive 30-day

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Exact Market recognized the wide scope of the project as well as the quick turnaround expectation. We started by creating a messaging foundation agreed upon by the involved stakeholders, while completing extensive research into each of the vertical markets (banking, healthcare, government, and telco). We provided specific industry terminology so that sales could "talk the talk," and this research, coupled with information from SMEs across multiple internal organizations, was used to create materials to train sales to engage more effectively. A rigorous project management system was established to track input from the various areas in the client's highly matrixed organization. This process became vital as the project changed midstream due to the closure of a major acquisition, requiring a substantial shift in direction without adjusting the tight schedule. Exact Market's agility was highly beneficial in accommodating these changes while staying on track to deliver.

Real-life Outcomes

The client's sales teams are now armed with the knowledge and materials needed to better engage from the start, and then successfully progress those opportunities. With a greater understanding of the vertical markets served, sales is ready for the varying buyer personas they may encounter. They are positioned to have more productive conversations while handling questions or objections, and sellers can transition conversations from the right technology or service to why their solution with a stronger understanding of the competition in each of the four vertical industries.

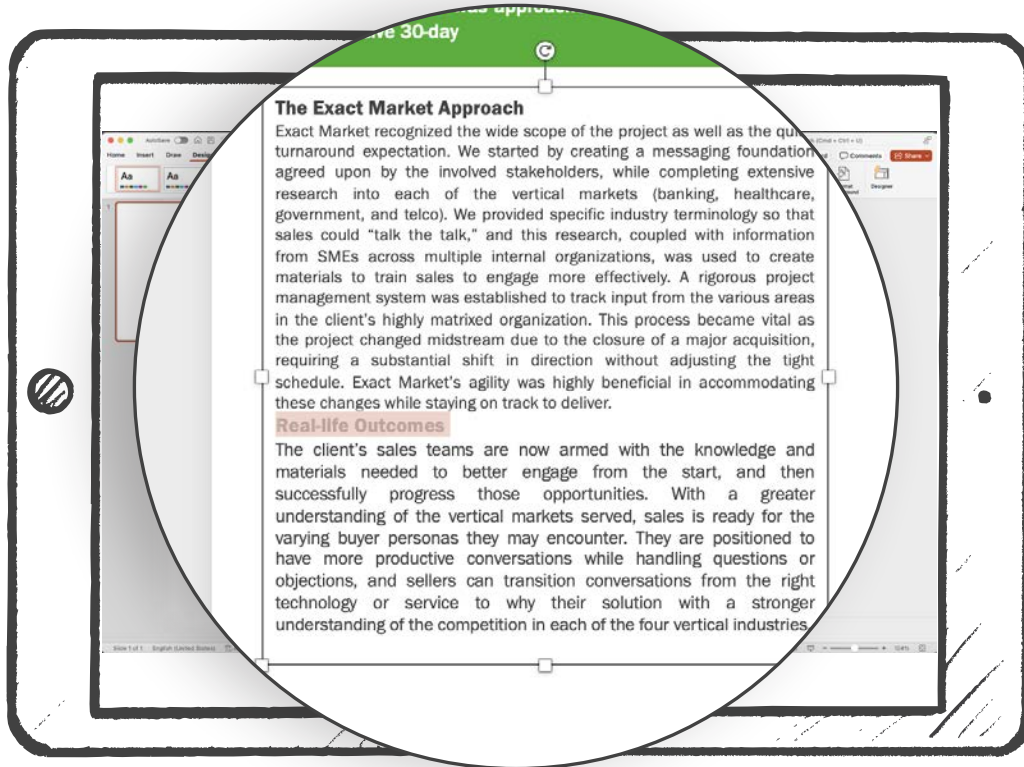


Let's continue to add some text and graphics to the layout until you get to this point



To achieve a specific spacing above and below a line of text, besides just using the enter/return key, you can do the following.

Creating custom line spacing



Step 1

Let's start with the second header in the text column. Highlight the text.

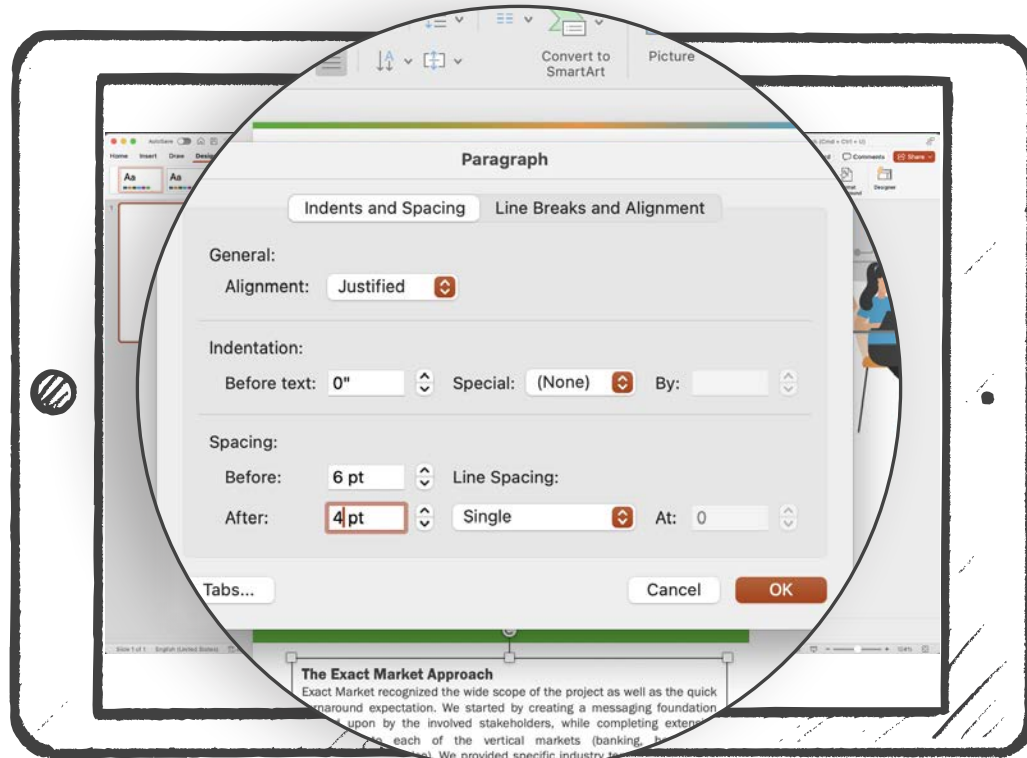


Step 2

Go to the Line Spacing button, then Line Spacing Options.

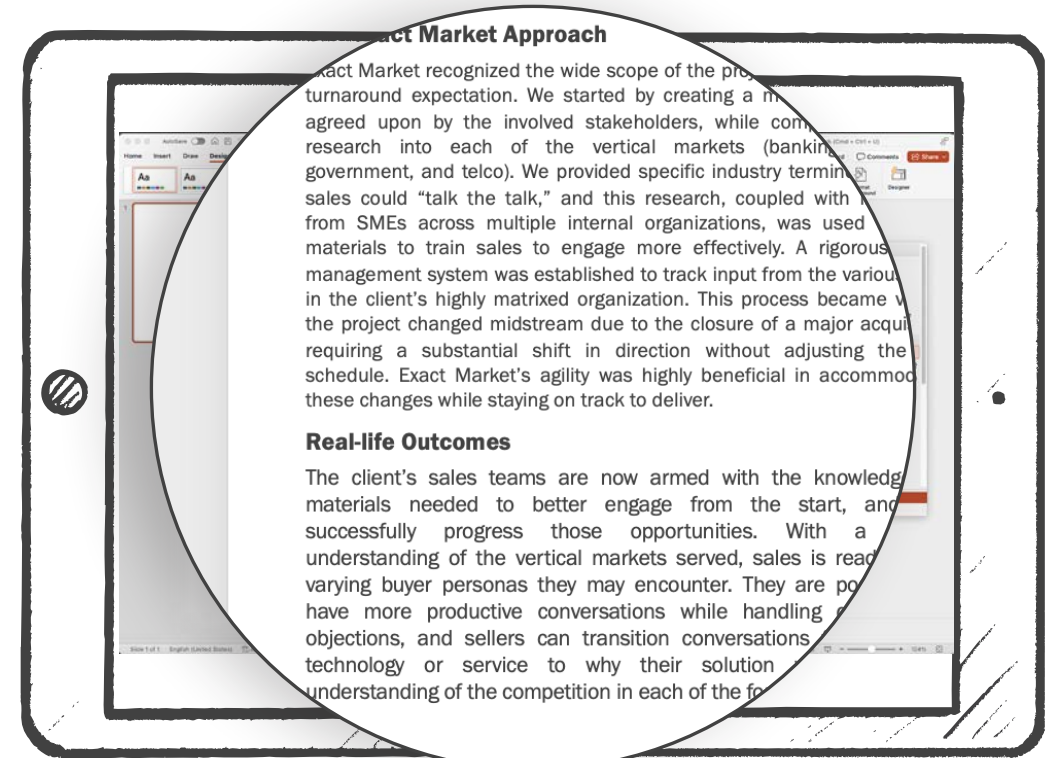
did you know...

For optimal reading speed on the web, keep fonts at 10 points and above. Arial, Verdana, Georgia and Times New Roman all do equally well as far as reading speed goes.



Step 3

For this instance, change the spacing to 6pt for Before and 4pt for After. Then press Ok.



Step 4

Do the same for the first header, except don't add any Before spacing...just the After spacing.



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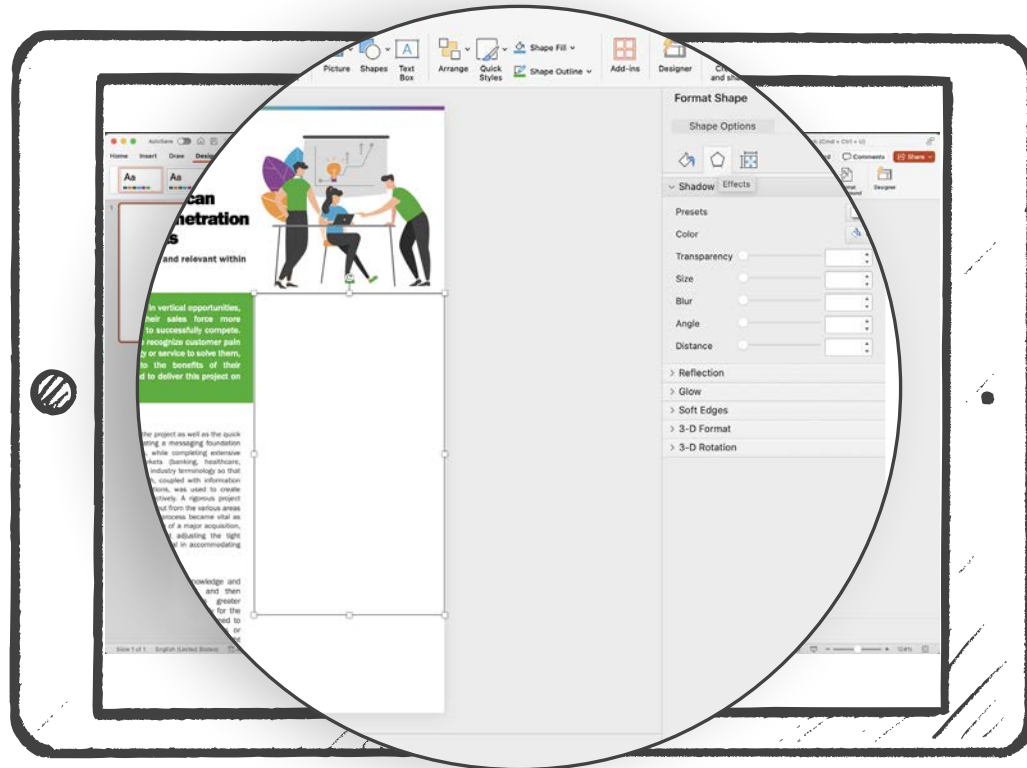
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Now, let’s add the sidebar with a drop shadow.



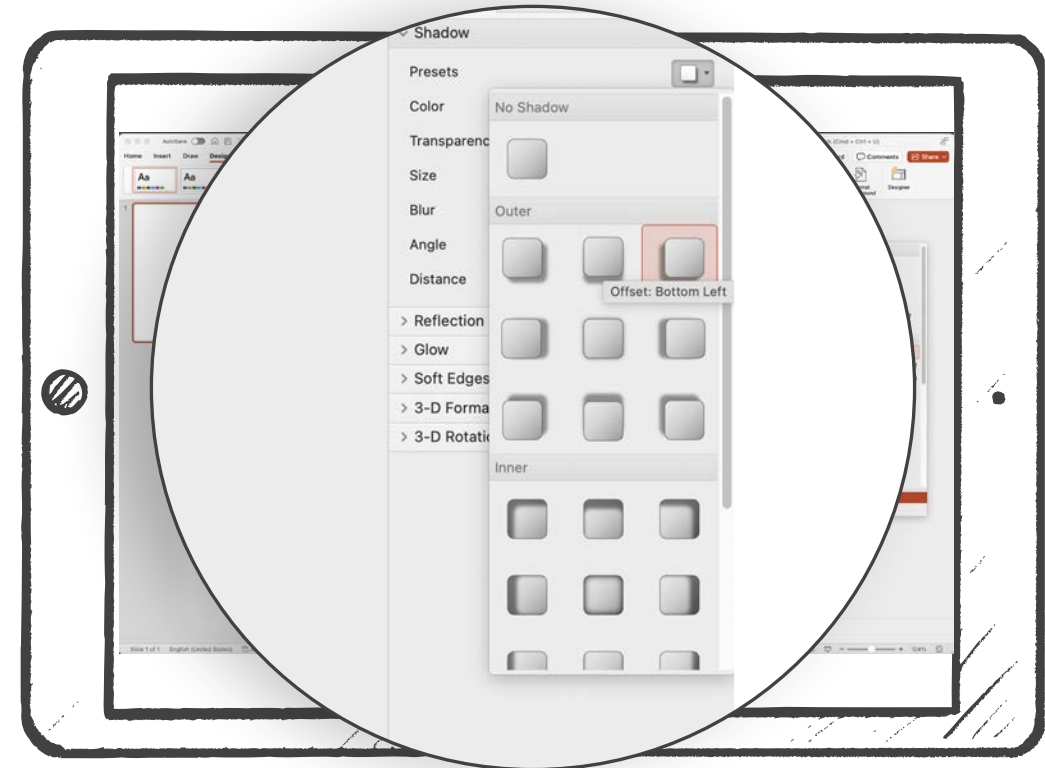
Adding a drop shadow to a shape



Step 1

Draw the shape, fill it with white and have no line.

Move to the effects tab.



Step 2

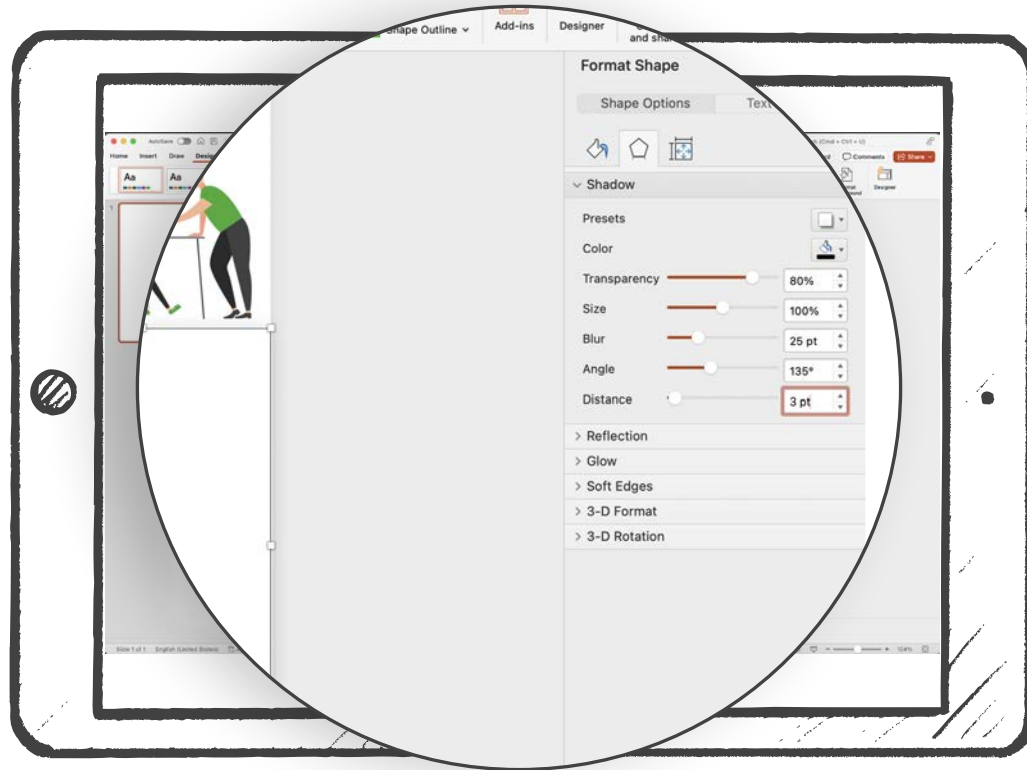
Select the desired drop shadow direction.

With this, choose Outer, Offset: Bottom Left.

did you know...



There are three types of drop shadows: glow, flat, and perspective.¹



Step 3

Next change the transparency and blur.



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Unhappy with their ability to compete in vertical opportunities, a tech giant looked to make their sales force more knowledgeable and better equipped to successfully compete. The sales teams lacked the ability to recognize customer pain points, position the proper technology or service to solve them, and transition the conversation to the benefits of their solutions. When N3 was approached to deliver this project on an aggressive 30-day

The Exact Market Approach

Exact Market recognized the wide scope of the project as well as the quick turnaround expectation. We started by creating a messaging foundation agreed upon by the involved stakeholders, while completing extensive research into each of the vertical markets (banking, healthcare, government, and telco). We provided specific industry terminology so that sales could "talk the talk," and this research, coupled with information from SMEs across multiple internal organizations, was used to create materials to train sales to engage more effectively. A rigorous project management system was established to track input from the various areas in the client's highly matrixed organization. This process became vital as the project changed midstream due to the closure of a major acquisition, requiring a substantial shift in direction without adjusting the tight schedule. Exact Market's agility was highly beneficial in accommodating these changes while staying on track to deliver.

Real-life Outcomes

The client's sales teams are now armed with the knowledge and materials needed to better engage from the start, and then successfully progress those opportunities. With a greater understanding of the vertical markets served, sales is ready for the varying buyer personas they may encounter. They are positioned to have more productive conversations while handling questions or objections, and sellers can transition conversations from the right technology or service to why their solution with a stronger understanding of the competition in each of the four vertical industries.

Needs

- Deeper understanding of our verticals and the competitors in those markets
- Knowledge and resources to start the sales conversation and move deals forward

Solution

Exact Market delivered expert advice and polished content in a fast timeframe to enable the client's sales teams to be successful in each of the targeted vertical markets.

Outcomes

- Allows sales to better position solutions based on the path the client has taken
- Laid the foundation for more successful engagements and an improved ability to progress opportunities

“The client's sales force required a substantial amount of information delivered in a way that would be easy to digest and quickly put into practice. That was precisely what Exact Market delivered.

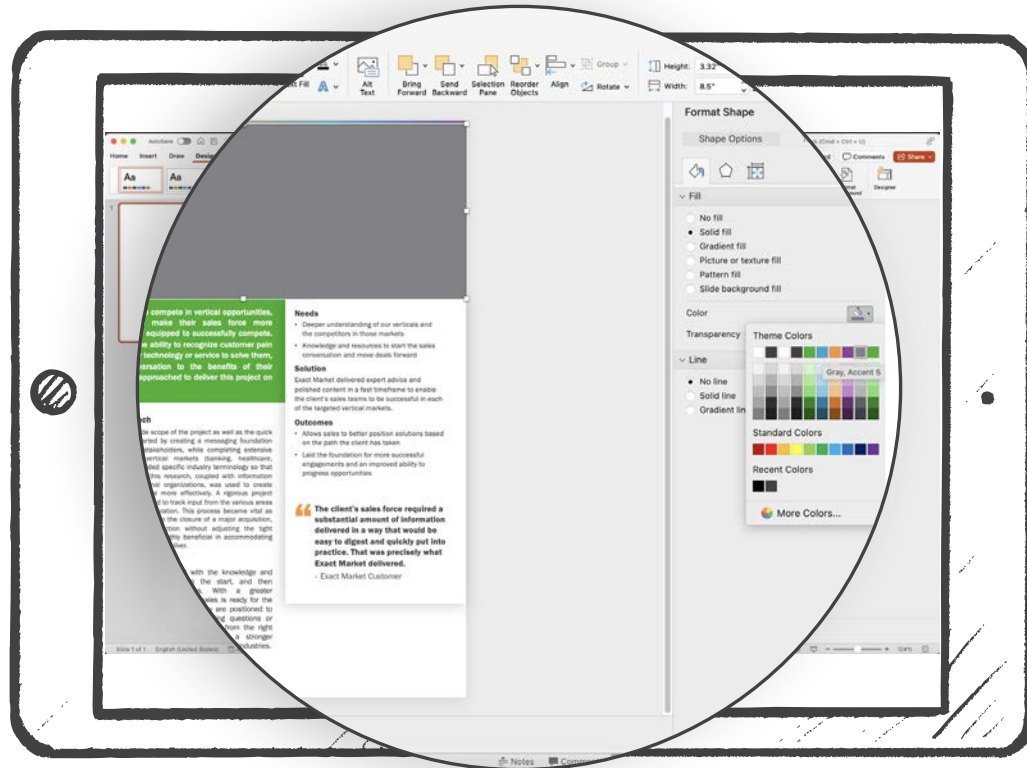
- Exact Market Customer

Now take what you've learned so far and add the text and graphics to the side bar. Your layout should then look like this.



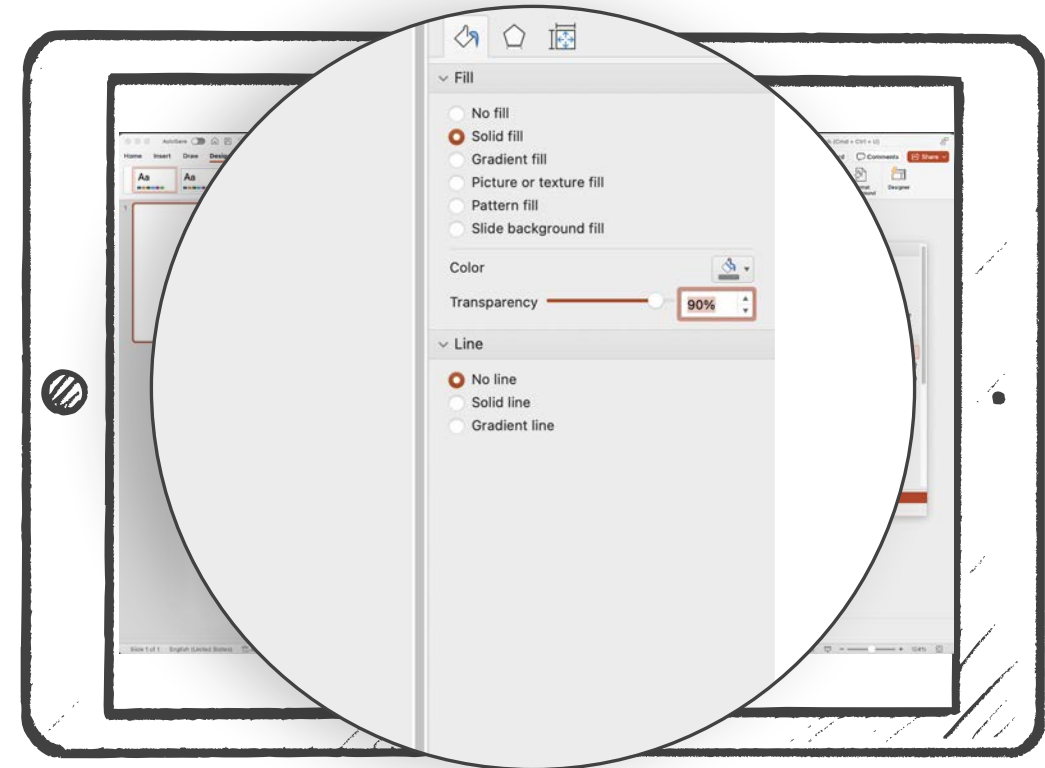
The only things left to add to the layout are the footer and background color at the top.

Adding the finishing touches



Step 1

Draw the shape, fill it with the lighter gray in the theme swatches.

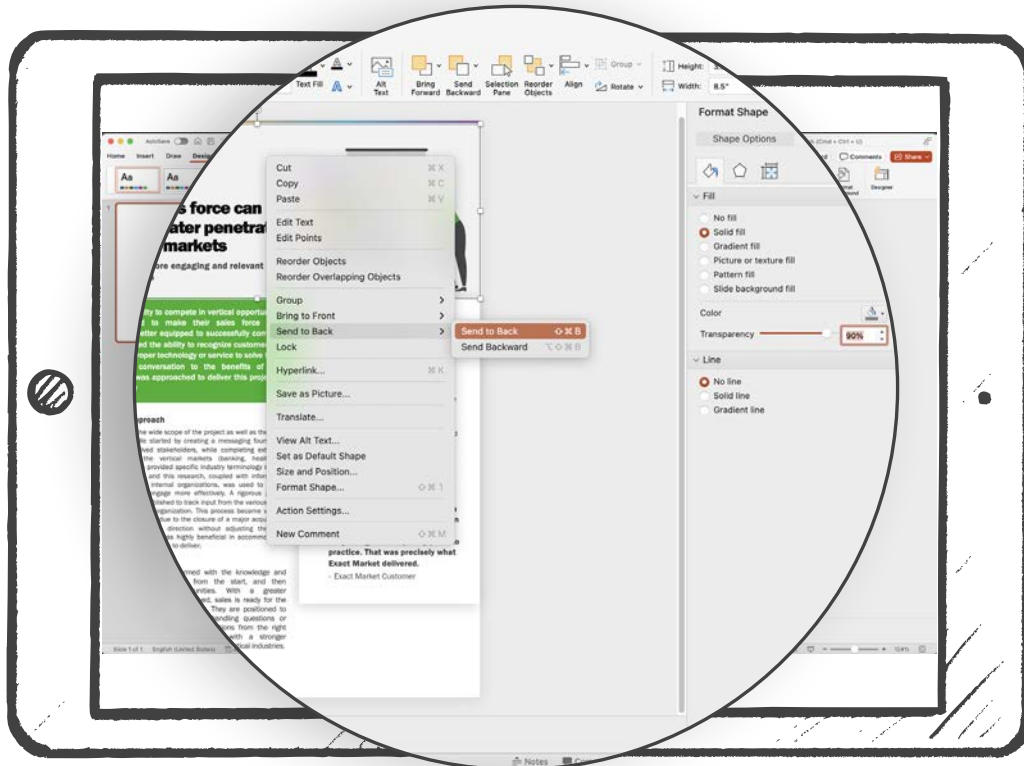


Step 2

Drop the transparency to 90%

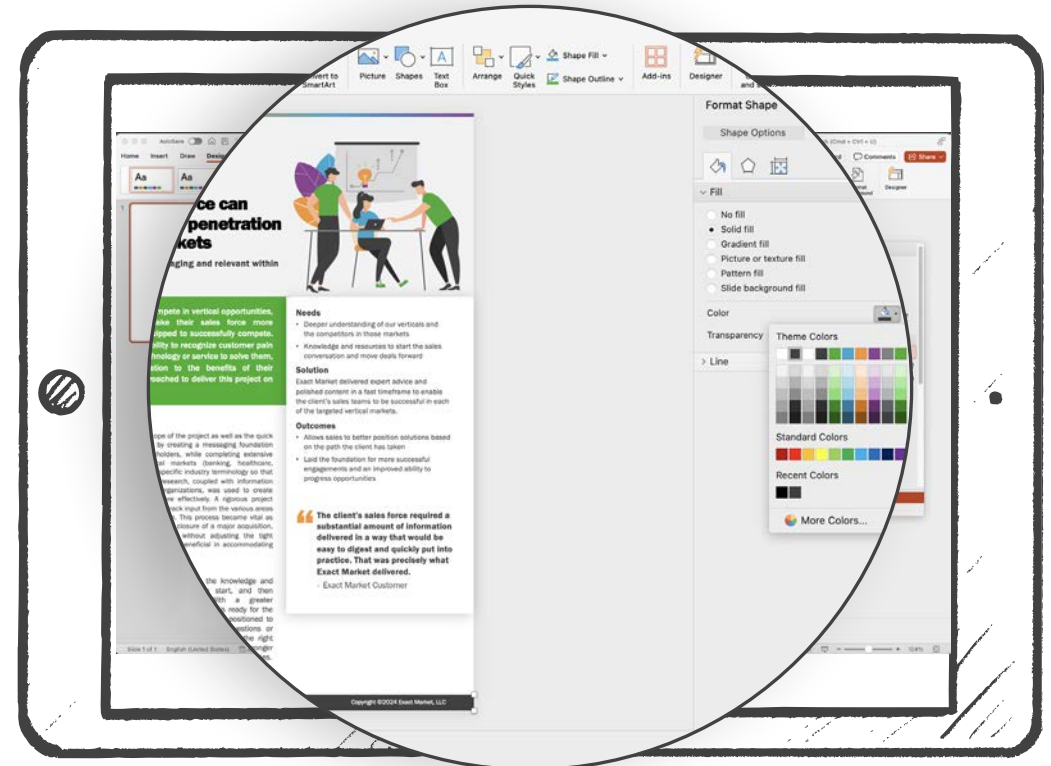
did you know...

If you have visual graphics, 85% of people are attracted to your brands.¹



Step 3

Next send the box to Back.



Step 4

Add the footer. Use the second swatch as the background color.

Add the web address and copyright to the bar.

1. <https://learn.g2.com/graphic-design-statistics>



**That's it! You've successfully created
a brochure in PowerPoint**

About Exact Market

Founded in 2007, Exact Market is a woman-owned, WBENC-certified business focused on unifying marketing and sales around a shared vision to successfully launch your new and existing offerings.

Our F500 clients are diverse and top-tier in their markets, and they look to us to help them differentiate and win. With a global focus, our professional team of strategists, marketers, sales experts, writers and designers can quickly provide custom and unique perspectives, content, and assets that set you and your solutions apart. Our flexible, scalable team, fully cloud-based services, and innovative remote workplace style enable us to scale when your projects are under deadline. We are more than a marketing firm, we are your valued partner and an extension of your team. We can help you design winning strategies—and then help you execute them flawlessly.

Exact Market exists to create comprehensive solutions that will empower your brand, unify relationships, and maximize your ROI.



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WBENC-certified business



