Microsoft

GCPM PowerPoint Style Guide

An at-a-glance overview of font, color, and formatting applications for GCPM branded PowerPoints.

Title text, 36pt

- First line, 24pt
  - Second line, 18pt
    - Third line, 16pt
      - Fourth line, 14pt
        - Fifth line, 12pt

Font: Segoe UI Semibold (default Heading font)
Point Size: 36pt
Text Anchor: Top
Justification: Left
Kerning: Condensed .5pt
Text Box: Resize to fit text + Wrap text in shape
Line Spacing: Single 1.0
Space Before + Space After: 0
Internal margin: Left: 0 Right: 0, Top: 0, Bottom: 0

First level font: Segoe UI 24pt
2nd - 5th level: Segoe UI 18pt, 16pt, 14pt, 12pt (default Body font)
Text Anchor: Top
Justification: Left
Kerning: Normal
Text Box: Resize shape to fit text + Wrap text in shape
Line Spacing: (all lines) Single 1.0
Space Before: (DO NOT CHANGE– default is set by PowerPoint)
Space After: 0
Internal margin: Left: 0 Right: 0, Top: 0, Bottom: 0
Bullet style: Wingdings 158
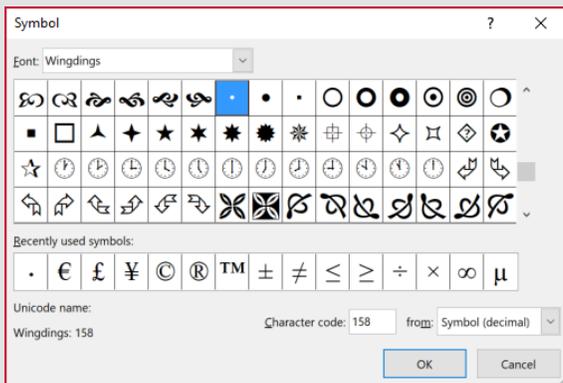
Color palette
Background colors

Primary

Mercury
HEX #E3E3E3
R227 G227 B227

Uses mine shaft (theme color) or standard black for text color
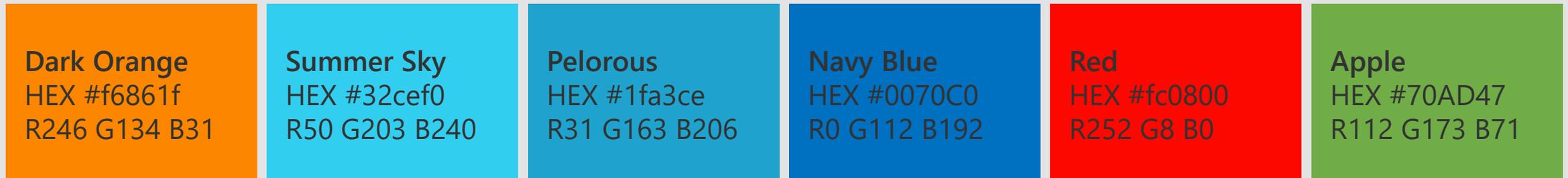
Contrast

Mine Shaft
HEX #323232
R50 G50 B50

Uses white, summer sky, or dark orange for text color

Color palette

Accent Colors: used to draw attention and complement text

Dark Orange	Summer Sky	Pelorous	Navy Blue	Red	Apple
HEX #f6861f	HEX #32cef0	HEX #1fa3ce	HEX #0070C0	HEX #fc0800	HEX #70AD47
R246 G134 B31	R50 G203 B240	R31 G163 B206	R0 G112 B192	R252 G8 B0	R112 G173 B71

Text/Background Colors: used for standard text and to provide contrast

Mine Shaft	Dove Gray	Dusty Gray	Silver	Gallery	White
HEX #323232	HEX #656565	HEX #999999	HEX #CCCCCC	HEX #EAEAEA	HEX #EAEAEA
R50 G50 B50	R101 G101 B101	R153 G153 B153	R204 G204 B204	R234 G234 B234	R255 G255 B255

A quick note about formatting...

GCPM PowerPoints embrace the Microsoft grid layout. This system is designed to organize information, provide a clear hierarchy, and give clean lines and balance.

The pink grid lines you see here represent the grid size that Microsoft recommends. While [following each MS brand standard](#) remains the best practice, we acknowledge that certain situations require more flexibility.

With that in mind, we've built our GCPM template with margins that are slightly smaller, offering you more space for your content.

It may not be 100% brand compliant, but we think you'll find it to be a more practical format for your content.

Anatomy of a GCPM branded email

Element		Requirement
a.	Page Color	#e3e3e3 / RGB (227, 227, 227)
b.	Width	640px (6.67 in)
c.	Header Title	17.5pt, Segoe UI Light, #41c5e7
d.	Header Subtitle	11pt, Segoe UI, #f6861f
e.	Practice Area Image	Defined in templates
f.	Headline	11.5pt, Segoe UI, (white)
g.	Body	10 – 12pt, Segoe UI, black OR #303030
h	GCPM Signature (full name)	10pt, bold Segoe UI, black
	GCPM Signature (contact information)	10pt, Segoe UI, black
i.	MSN Footer	Defined in templates

Note: typography guidelines ordered by font weight, font family, font color.

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Standard Email Template – Best Practices

1. Overview
2. Recommendations

Overview

This document serves as a general framework governing the composition of GCPM emails. Application of the following practices ensures a consistent, unified presentation of the brand, broadcasting a clear sense of reliability and security to your customers and stakeholders.

This document supplements the marketing guidelines dictated by Microsoft and its offerings as of January 2019. It is <u>not</u> intended to replace or disregard these carefully crafted principles. Rather, this guide seeks to provide a few rules that, when consistently applied, give GCPM a look and feel that's uniquely its own, while maintaining a close connection to the Microsoft brand.

For more information on Microsoft brand guidelines, visit:
https://microsoft.sharepoint.com/teams/BrandCentral/Pages/Guidelines.aspx

Recommendations

Please refer to the included PPTX for help identifying template elements.

Just like our companion templates, our emails are designed to be distinctive to the GCPM brand, yet immediately recognizable as a Microsoft property. This is accomplished by modifying the style but preserving the essential HTML of a standard MS email template.

Why is that important? Because Microsoft OFT designers build their templates to accommodate a myriad of different factors, including email client compatibility, viewport controls, and accessibility concerns, to name a few. So while GCPM templates offer some flexibility in terms of how you present your email content, please **resist the temptation to widen the email margins to fit more content.** Doing so will break the carefully coded framework built by the developers, causing unpredictable results for your readers.

With that disclaimer out of the way, here's a few tips to help build engaging emails:

✓ Refer to MS Brand Central for a more detailed overview of best practices

✓ Keep your copy as concise as possible

✓ Funnel your content to a clear CTA (call-to-action)

✓ Use the aka tool to track link clicks

✓ Use the Autofit > Autofit Window tool to compress larger tables to fit within template container

✓ Insert screenshots of large, complicated tables instead of pasting tables directly into template

✗ Change the header title/subtitle(s)

✗ Modify the approved signature template

✗ Remove any of the required email elements

The included emails utilize the following specs:
See "Anatomy of a GCPM branded email" deck

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Microsoft Word Standard Template – Best Practices

1. Overview
2. Typography
3. Margins/layout
4. Tables

Overview

This document serves as a general framework governing the composition of GCPM Microsoft Word documents. Application of the following practices ensures a consistent, unified presentation of the brand, broadcasting a clear sense of reliability and security to your customers and stakeholders.

This document supplements the marketing guidelines dictated by Microsoft and its offerings as of January 2019. It is <u>not</u> intended to replace or disregard these carefully crafted principles. Rather, this guide seeks to provide a few rules that, when consistently applied, give GCPM a look and feel that's uniquely its own, while maintaining a close connection to the Microsoft brand.

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<u>Typography</u>

Segoe is a modern, easy-to-read typeface. Segoe comes in five weights - however, for simplicity, GCPM focuses on just two font weights:

- **Segoe UI Semibold**
- Segoe UI

Use **Segoe UI Semibold** for:	Use Segoe UI for:
- Headlines - Introductions/salutations - First/last name on signature - Calls-to-Action - Row/column headings - Important text that needs **extra emphasis**	Everything else!

Font sizes will vary, depending on the length and distribution of your content. For accessibility concerns, **Microsoft recommends a minimum 12pt font size.**

This template utilizes the following typography specs:

Main topic: Size 20pt Semibold

Size 12pt for subtopic text
Size 12pt for body copy
Line spacing: 1.0
List item indent: 24px left aligned

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<u>Margins/layout</u>

GCPM embraces Microsoft's grid system for organizing information in a clean, clear, and hierarchal fashion. In most situations, that means you should:

✓ Align elements to the left

✓ Include generous spacing between columns (or "gutters")

✓ Provide a readable amount of white space (usually 1.0)

✗ Avoid centering standalone text/images

✗ Avoid excessive line-spacing that restricts white space

When setting up your document, try to maintain the standard page margins contained in the portrait or landscape orientations. This will ensure that none of your content will be cut-off in the printer. If you must adjust margins to accommodate more content, try using the "narrow" margins setting found under the layout tab. Customizing page margins is not recommended, as it can be difficult to maintain proportionality.

This template utilizes the following layout specs:

Standard Portrait Orientation, 8.5" x 11"

Margin left: 1"
Margin right: 1"
List item margin: 24px

<u>Header recommendations</u>
Header from top: .5pt
Microsoft logo: 145 x 35px
Vertical position: Centered relative to top margin
Horizontal position: Left relative to margin

<u>Footer recommendations</u>
Footer from top: .5pt
GCMP logo: 145 x 55px
Vertical: Centered relative to bottom margin
Horizontal: Right relative to margin
2.75"pt #fc8600 (pumpkin) border, centered relative to margin (horizontal position), top relative to bottom margin (vertical position)

Tables

The table is to a Word document what the minivan is to a large family: usually crammed with too much stuff. It's very likely that most of your content will be contained in tables. And if you have an excessive amount of content, it's very easy to introduce formatting issues into the document, rendering the organizational structure of that table useless. Here's a few guidelines to avoid that:

- ✓ Consider splitting up a table into multiple tables, for large data sets
- ✓ Reduce the amount of copy in rows and columns
- ✓ Use a standard alignment across all rows/columns (align center left preferred)
- ✓ Use brand colors as background colors for table columns
- ✓ Use generous row heights and heavy black borders for smaller tables with less data
- ✓ Decrease indents on list-items to save space
- ✓ Use 1pt black borders for larger tables with more data
- ✓ Use a subtle grey (#f2f2f2) as background color for alternating rows
- ✓ Use the Autofit > Autofit Window to stretch your table to the end of the margins
- ✓ Use the Autofit > Autofit Contents to adjust column width or row height automatically
- ✗ Avoid text/column color combinations that don't offer enough contrast
- ✗ Avoid copying complicated tables into Word
- ✗ Avoid >5 columns/table in a standard portrait layout (unless the column headings are less than 5 or 6 characters long)

Here are a few examples of GCMP branded tables:

Comparison Table (a)	Product	Product
Epsum factorial non deposit quid pro quo hic	✓	✗
Olypian quarrels et gorilla congolium sic ad nauseum	✓	✗
Augue duis dolore te feugait nulla facilisi	✓	✗
Quote meon an estimate et non interruptus stadium	✓	✗
Epsum factorial non deposit quid pro quo hic	✓	✗
Olypian quarrels et gorilla congolium sic ad nauseum	✓	✗
Augue duis dolore te feugait nulla facilisi	✓	✗
Quote meon an estimate et non interruptus stadium	✓	✗
Augue duis dolore te feugait nulla facilisi	✓	✗

Comparison Table (b)	Product	Product
Epsum factorial non deposit quid pro quo hic	✓	✗
Olypian quarrels et gorilla congolium sic ad nauseum	✓	✗
Augue duis dolore te feugait nulla facilisi	✓	✗

This template utilizes the following table specs:

Comparison table

Column background colors: #fc8600 (pumpkin), #32cef0 (aqua)

Comparison table (a)
.1" row height (auto row height)
1pt black border

Comparison table (b)
.4" row height
2 ¼ pt black border

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