

How to Find, Download, and Use FPB-Branded PowerPoint Themes

And Other CWRU Branding Resources for School of Nursing Faculty & Staff

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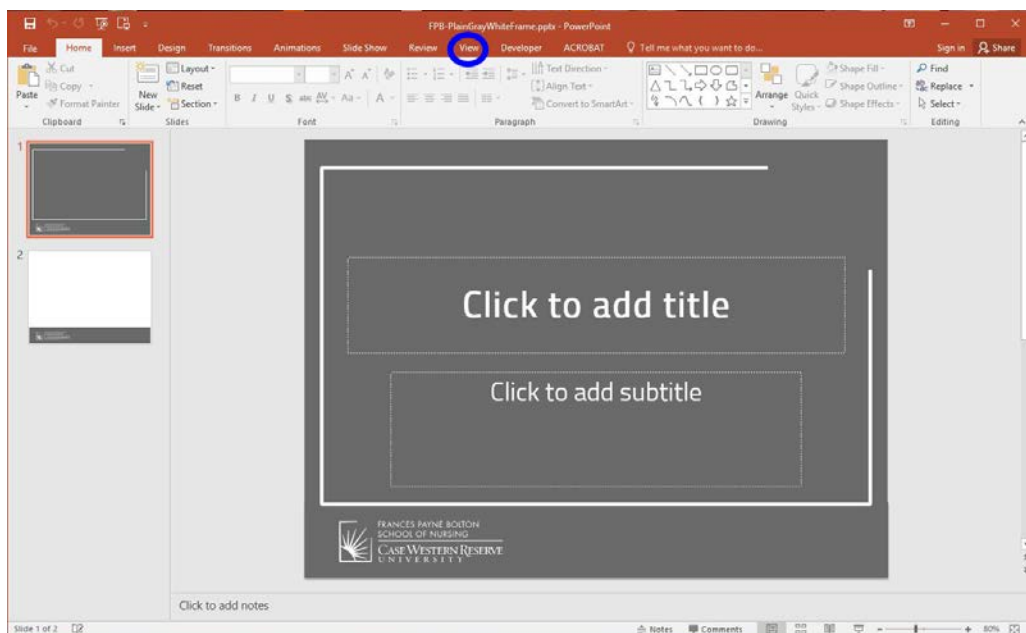
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Where to Find the FPB-Branded PowerPoint Themes on the School of Nursing Website

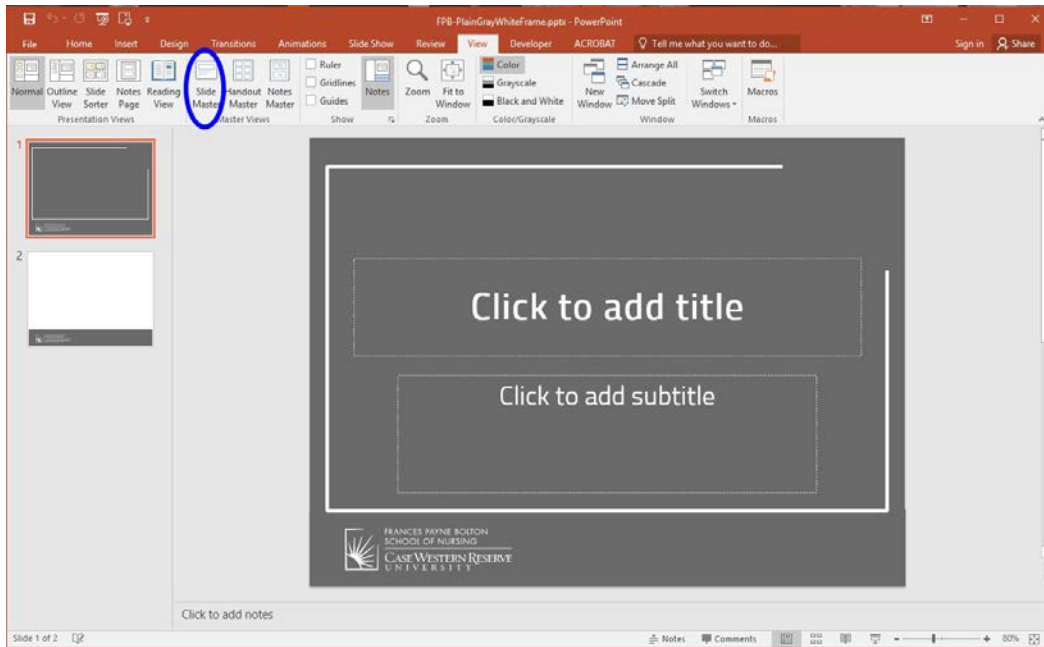
1. Go to the [Faculty & Staff](#) tab at the top of the main website. Once you click, you will be prompted to use your Case ID single sign-on if you are not already logged in.
2. Find the [Forms & Reports](#) page on the left-hand navigation bar and select it.
3. In the bulleted list, find the "FPB PowerPoints" section. You should see a list of all of the PowerPoint presentations created in the respective branded themes. A short description of each theme is next to the name. **[Note: Each FPB-Branded PowerPoint theme is available in Standard Slide Size (4:3) and Widescreen (16:9). If the theme version you downloaded looks skewed, change your slide size to match the theme or download the appropriate size you wish to use. The difference between Standard and Widescreen size PowerPoint slides is discussed later in this document.]**
4. Click on the theme you want to use to download it to your computer. Step-by-step instructions on how to save themes to your computer appear in the next section of this primer.

How to Save a FPB-branded PowerPoint Theme to Your Computer

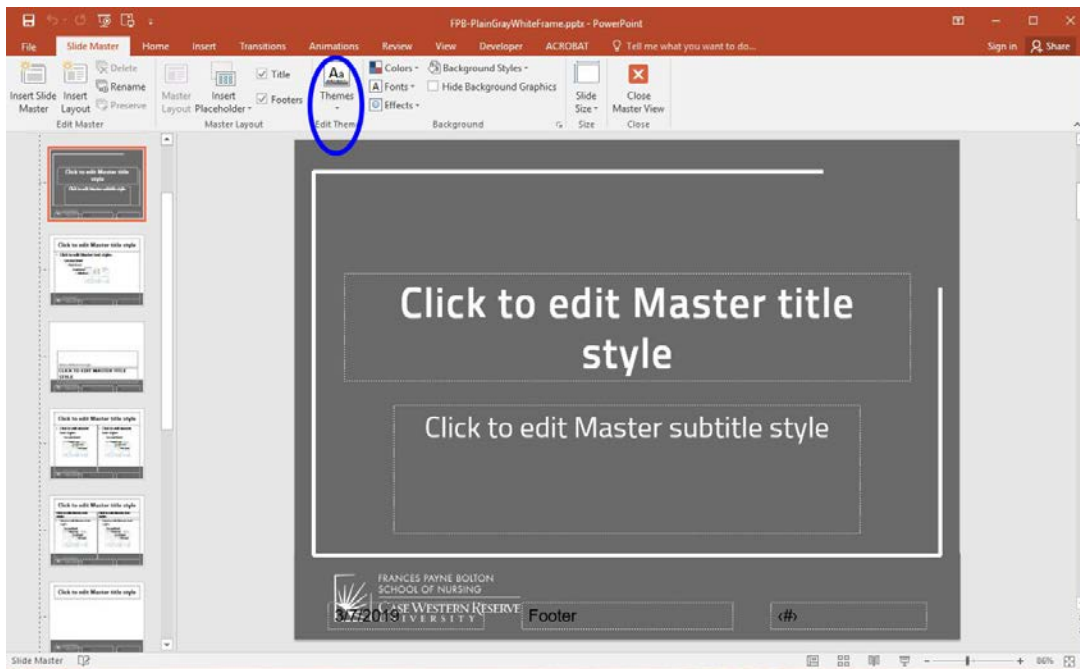
1. Go to the [Forms & Reports](#) web page in the [Faculty & Staff](#) section of the main FPB School of Nursing website.
2. In the first bulleted-list, you will see a listing of FPB PowerPoint Themes available to download. The themes are labeled Presentation Theme 1, Presentation Theme 2, etc. A brief description of each theme is next to the title.
3. Click on the Presentation Theme you wish to use to download it to your computer.
4. The download should appear at the bottom of your screen; click on it to open up the Presentation Theme. If the download does not appear at the bottom of your screen, go to your Downloads folder and find the Presentation Theme file, it will have a .pptx file tag. Each downloadable theme begins with "FPB-..."
5. Once you have the Presentation Theme open, select the "View" tab long the top-most tool bar.



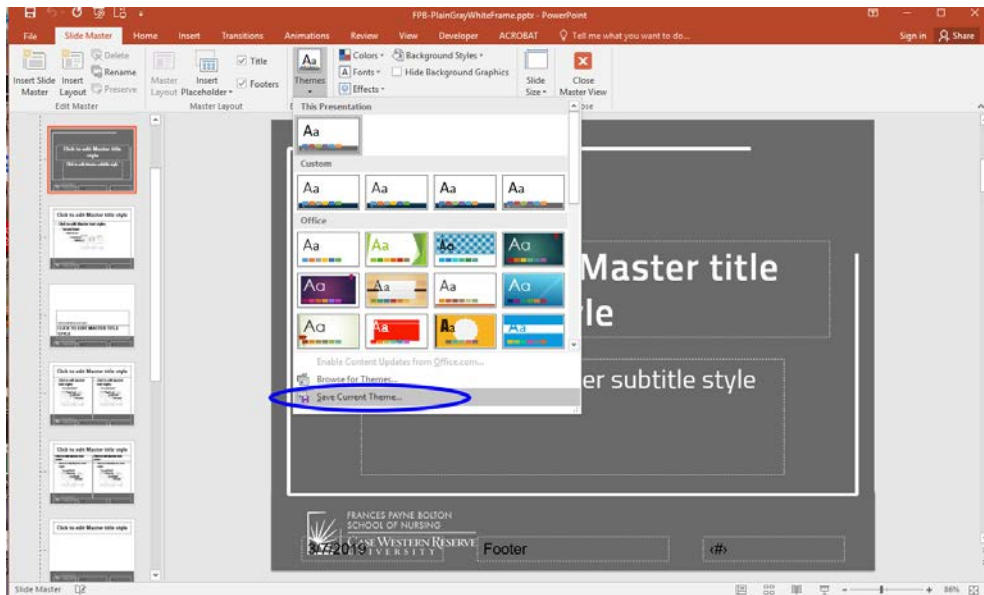
6. In the “Master Views” section on the “View” toolbar, click on “Slide Master.”



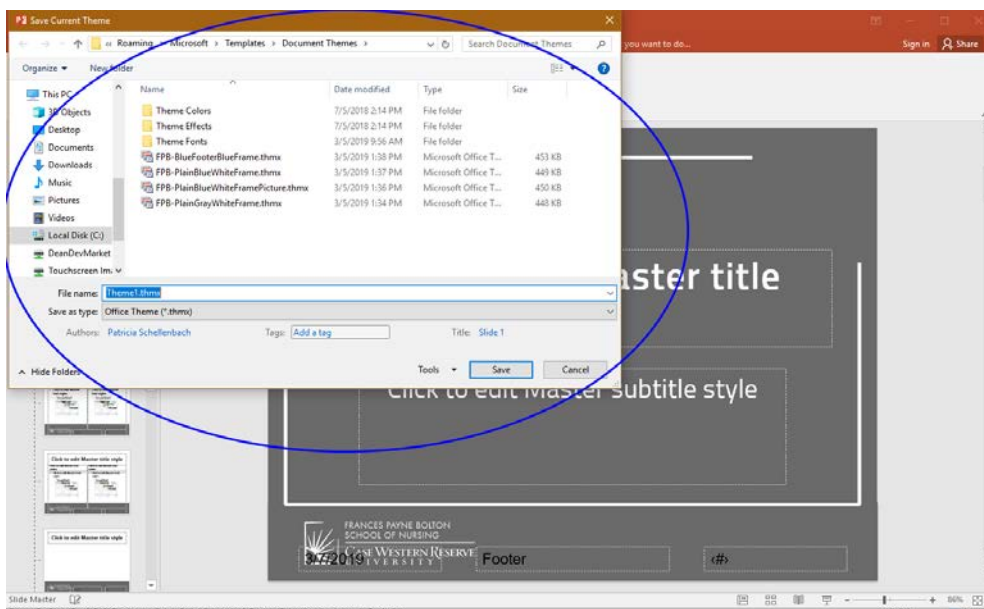
7. The “Slide Master” view will show the look of each slide layout on the left-hand side. In the “Slide Master” toolbar, there will be a section called “Edit Theme.” Click on the drop down arrow underneath the “Themes” icon.



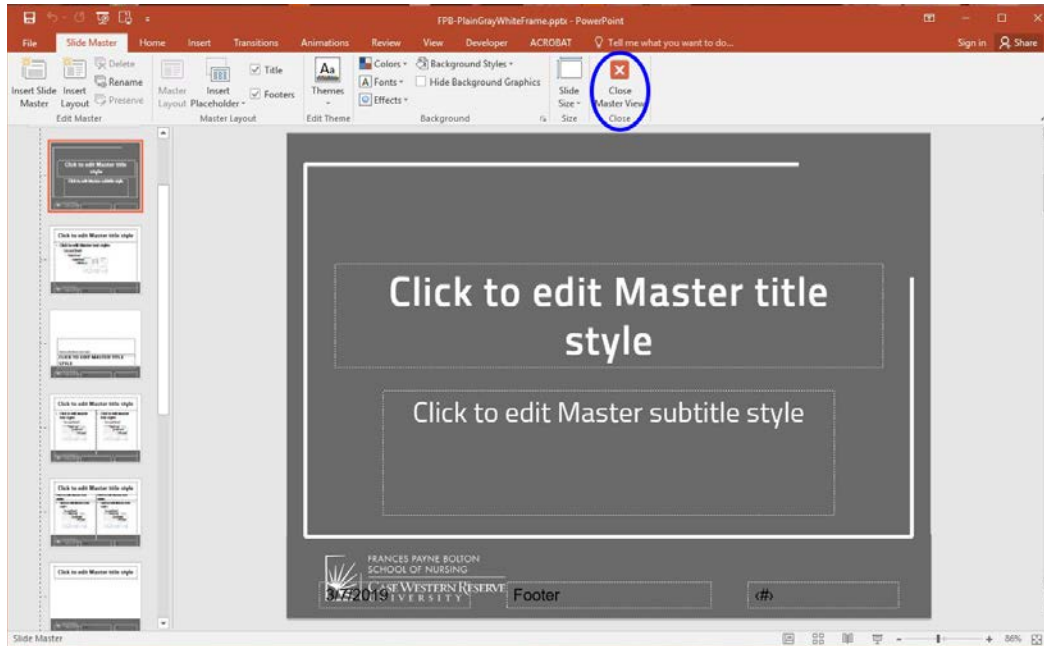
- The drop down will show sections including "This Presentation," and "Office." Below that, you should see a selection for "Save Current Theme." Click it.



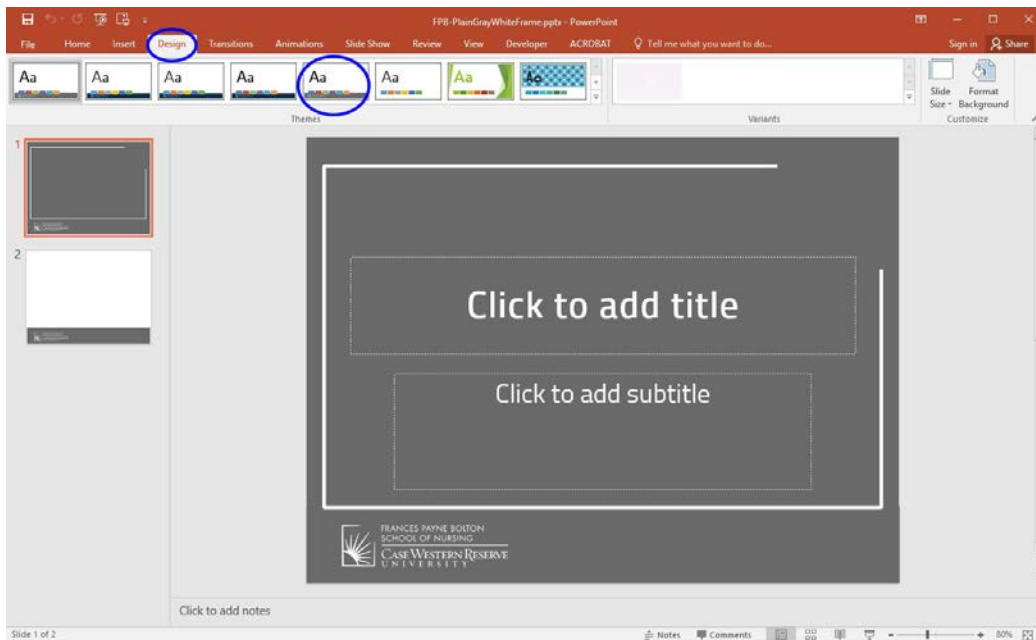
- "Save Current Theme" will bring up a new window prompting you to save the theme in your PowerPoint program's theme folder. The title may default to "Theme1.thmx" but you can save it under whatever name you wish. I would recommend "FPBTheme-gray" or "FPBTheme-Blue." Click "Save" once you have named the custom theme. **IMPORTANT: Do NOT change the saving destination of the theme.** In order for the theme to save properly to the PowerPoint program on your computer, it must be saved in the theme program files.



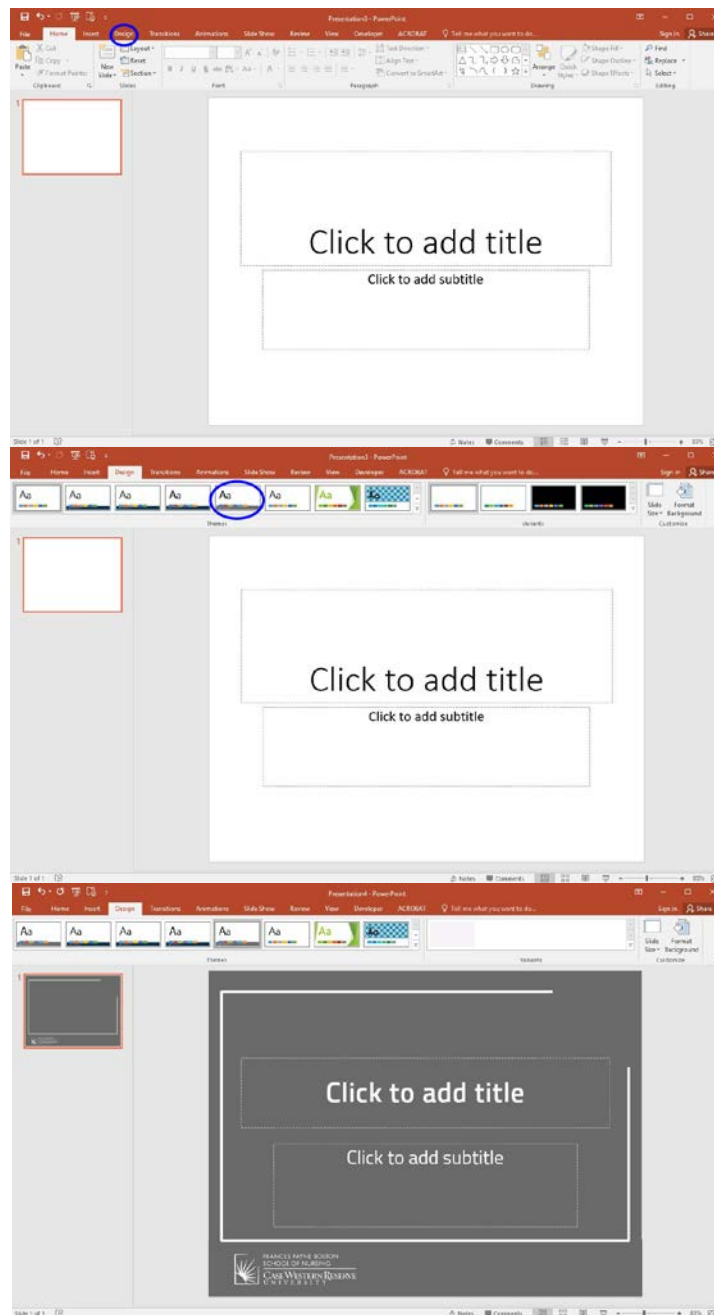
10. When you're returned to the downloaded presentation, you can select "Close Master View" on the top toolbar, it has a red box with a white "X" icon. That should direct you back to the "Home" tab on the main PowerPoint toolbar.



11. Select the "Design" tab on the toolbar. The new theme you saved should appear in the scroll for the "Themes." The program saves newest themes to the front of the queue. ***(Note: This example image was taken from a computer with multiple custom themes saved after the gray one.)***



12. Test this by **opening a brand new PowerPoint presentation** and changing the theme to the FPB-branded theme you saved via the “Design” toolbar.

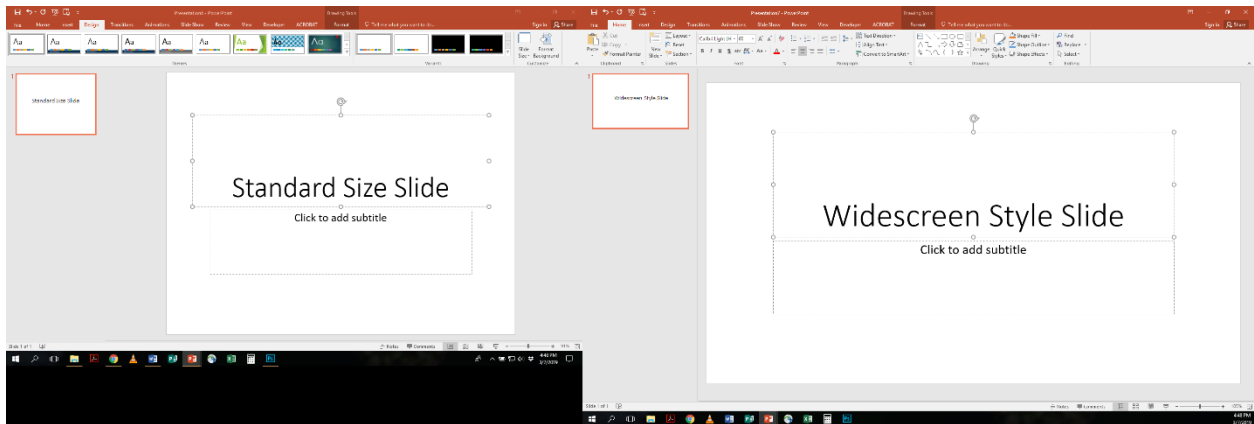


The default first slide is always a title slide in a new presentation. Leave the “Design” tab and return to the “Home” tab. Build your new presentation, and the FPB-branded theme will appear on every slide. You can also change the theme on an existing presentation. Open up the presentation you need/want to change, click on the “Design” tab, and select the proper theme.

The Difference Between Standard and Widescreen Slides

You've successfully downloaded and saved the FPB-branded PowerPoint themes to the PowerPoint program on your computer. However, when you open a new presentation and add the theme, the theme appears stretched on the slides. What's going on?

The FPB-branded themes are available in the Standard (4:3) slide version and the Widescreen (16:9) slide version. Remember, PowerPoint was created in the late 1980s and became a permanent feature of the Microsoft Office Suite in 1993. Most screens—TV, computer, etc.—produced then were square, therefore the original PowerPoint slide aspect ratio, 4:3, was created to be used and projected/viewed on square screens. Nowadays most screens, if not all, are rectangular and use the Widescreen aspect ratio of 16:9. **See the difference in the image below?**

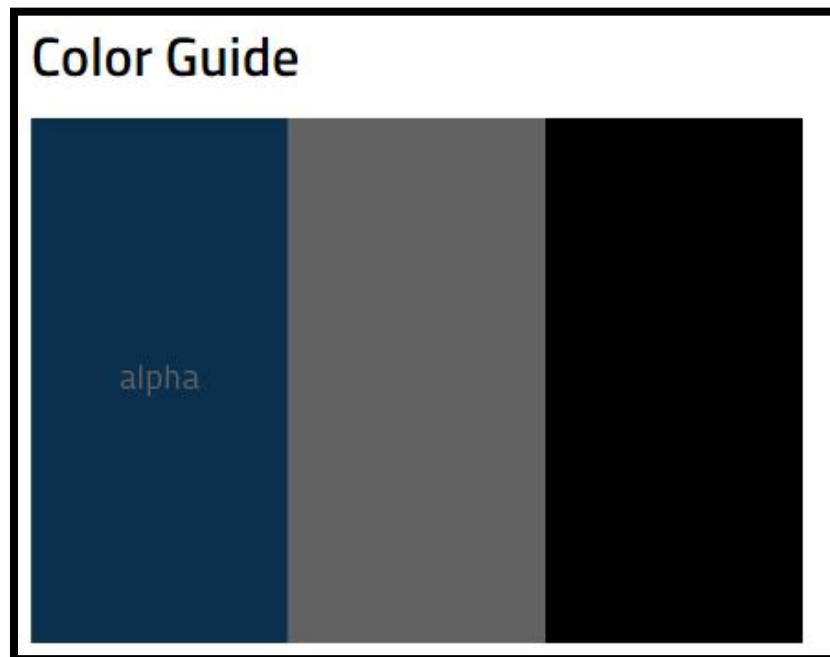


On the Forms & Reports page, the branded PowerPoint themes will be divided into two groups: 1) Standard Size Slides, and 2) Widescreen Style Slides. Each of the four themes are available in both standard and widescreen versions. While you can use either slide style, if you use the standard slide style, you may see vertical black bars on the sides of your PowerPoint when you give your presentation. The black bars are just a way for the program to fill the empty space on a rectangular screen with a square presentation.

Approved CWRU Colors and Fonts

Colors

Case Western Reserve University colors are CWRU Blue, CWRU Gray, Black and White. When advertising for anything with a CWRU logo, be it the school's or the university's, please keep those colors in mind when working with design. While the black and white standard colors appear in the Microsoft Office Suite (Word, PowerPoint, Excel, etc.), CWRU blue and gray are custom university colors. The custom color mixes are listed below for the blue and gray. **Note: Use the CMYK formula for documents that will be printed, and the RGB formula for items that will remain in digital format. CMYK refers to Cyan, Magenta, Yellow, and Black, the ink colors found in commercial printers. RGB refers to Red, Green, and Blue, the colors used in web image design.**



CWRU Blue

- CMYK: C100, M47, Y12, K62
- RGB: R10, G48, B78

CWRU Gray

- CMYK: C35, M22, Y23, K62
- RGB: R106, G106, B106

Fonts

The university's primary font is Titillium. It is available to download off the University Marketing & Communications' website. All official communication or publications coming from the School of Nursing will use the Titillium font. Contact a school IT representative for help in installing the font on your Microsoft Office Suite.

Resources

Since the School of Nursing's Marketing Department assist most faculty and staff on projects and publications for external use, brand compliance is typically a non-issue.

If you're interested in learning more about the CWRU brand, please visit the University Marketing & Communications' website for more detailed information. Direct links to the pertinent information sections are listed below.

- Our Brand: www.case.edu/umc/our-brand
- Logos: www.case.edu/umc/our-brand/logos
- Tagline: www.case.edu/umc/our-brand/tagline
- Color: www.case.edu/umc/our-brand/visual-guidelines/color
- Font: www.case.edu/umc/our-brand/visual-guidelines/font
- Open Frame: www.case.edu/umc/our-brand/visual-guidelines/open-frame