

enSono®

# Ensono PPT template



## PPT template instructions

This resource is for building PowerPoint (PPT) presentations from scratch while ensuring brand accuracy. Prior to use, check with Ensono Marketing to see if there is an existing, pre-approved presentation or set of slides that fit your needs.

### When building a custom deck, keep the following guidelines in mind:

- Use only template slides in this deck. Avoid drag/dropping slides from other decks, which may add non-template slides into the Slide Master library (PPT default function). If adapting content from another deck, copy/paste onto a blank template slide (see tips and tricks).
- For best results, use assets included within this deck and design functions native to PPT. If importing outside assets, make sure they are high quality, appropriately licensed and consistent with brand guidelines.
  - **Images:** If you need an image other than the ones in this deck, visit the [image gallery](#) on the Brand Standards intranet. Use the title and/or divider slide template that provides the option to insert an image.
  - **Infographic icons:** If you need an icon to visually tell your story on a slide, visit the [icons gallery](#) on the Brand Standards intranet.
- If printing your presentation, please note that a white border will appear around all pages, which may crop any full-bleed images.
- Prior to completing your presentation, remove any unused or empty slides and instructional slides bearing the red "INSTRUCTION SLIDE" tag in the upper right corner (including this one).



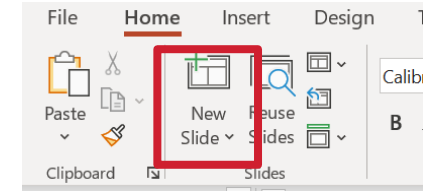
## PPT tips and tricks

### Copy/pasting from an old or previous deck:

- Make sure you "Paste Special" choosing "Use Destination Theme" (right-click to access this option).
- If you drag/drop slides from another deck, PPT will automatically import the master slides into the Slide Master library. Once you've finalized your deck, delete any unwanted master slides in the Slide Master library, which can be found under "View" in the top menu bar (note: if a master slide is being used, PPT will not let you delete it from the Slide Master library).

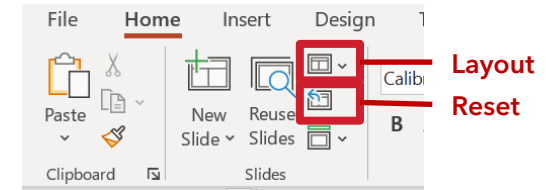
### Inserting a slide to your deck:

- Go to the "New Slide" button and select the correct master slide layout you want added (note: there are different slide layouts available under sections labeled Title, Divider, and Content. If you copy or duplicate a slide, it will pick up the same master slide layout).



### Correcting/changing a slide layout:

- A quick way to ensure formatting is correct is to put the deck in slide sorter view, select all your content slides and click the "Layout" button. Select the correct slide layout and all selected slides will be adjusted to that layout (note: double-check each slide because manual formatting or a "reset" will need to be done in some instances). To reset, hit the "Reset" button.

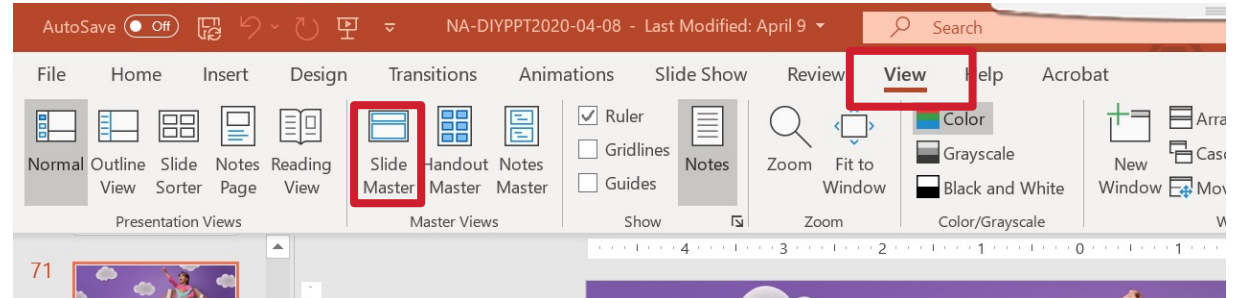




## PPT tips and tricks

### Understanding the Slide Master library:

- The Slide Master library controls all information about the deck theme, slide layouts, backgrounds, color palette, default fonts, etc. It exists in a different view than the Normal view in which you customize your slide content.
- Each slide in Normal view has a master slide layout applied to it. If you change the design of any master slide layout, it will make that change globally to all slides linked to that master slide. The Slide Master library has been pre-designed and approved by Ensono Marketing and should not be modified except in special circumstances. If you need new master slide templates created, please contact Ensono Marketing.
- To view the Slide Master library, click "View" and then click the "Slide Master" button.







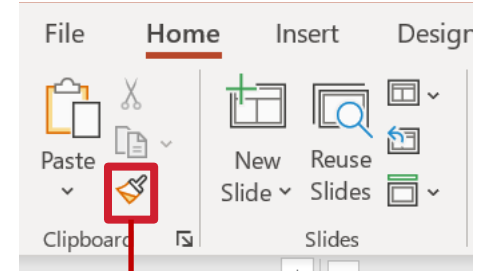
## PPT tips and tricks

### Use the format painter to speed up editing and formatting:

- Highlight the formatting you want to replicate and then hit the "Painter" button.
- Click once: Will apply that formatting to whatever you select next.
- Click twice: Will lock the formatting so you can apply that formatting to numerous places.

### Don't waste your time updating colors in Excel:

The Ensono PPT template has our color palette embedded—so if you copy/paste charts in from Excel, it'll automatically update the chart palette to be on brand.



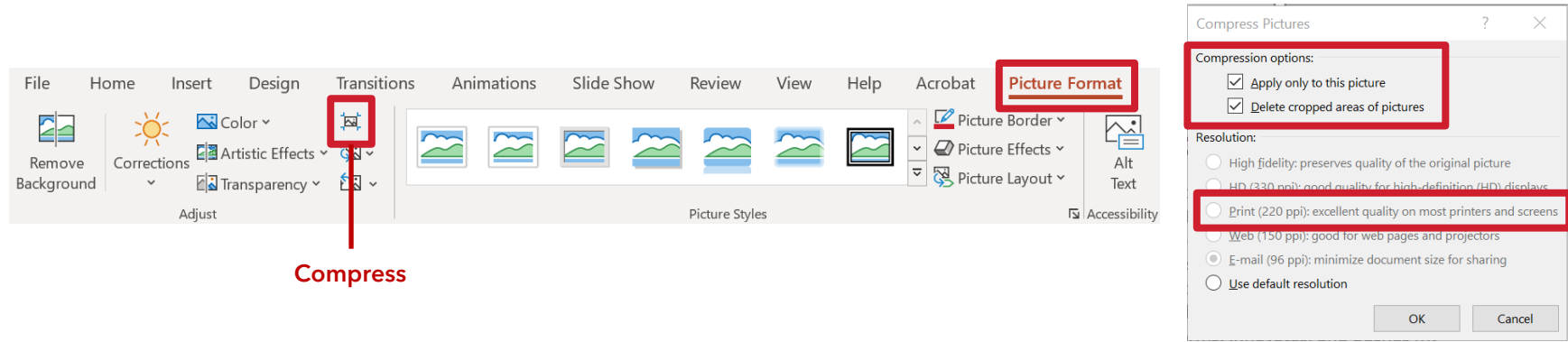
Painter



## PPT tips and tricks

### Reducing the PPT file size:

- As new images, icons or multimedia are added to a PPT, the file size will naturally increase. To help maintain the smallest possible file size you will need to compress your images. To do this, select any image in your PPT and hit the "Compress" button located under "Picture Format." In the dialog box, check "Apply only to this picture," or it will apply your changes to all images in the PPT, and check "Delete cropped areas of pictures" to further maximize compression (note: select 220 ppi resolution for highest image quality both on screen and print). Click OK to apply compression settings (note: this cannot be undone, so save a copy if you need to retain any image data).





## Title slides

**The following slides are for use only as the title slide of your presentation:**

- There are several options to choose from: Custom Image (requires customization) or versions that include pre-approved and licensed images from the Ensono library.
- Use a title slide as the first slide and only when you are changing presenters and their name needs to appear.
- These slides feature the Ensono logo on the top left.
- A set of slides is available with a white band at the bottom to accommodate client or co-branding logos. Only use this title slide if you are inserting a client, partner or advisor logo.

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Win Themes:

1. Transition of Services -  $A \rightarrow B$ , safety & swiftly (Rim  $\rightarrow$  Hos)
2. Consumption pricing
3. Invoicing Agencies
4. TRANSFORMATION  
ESA  
petradia  
EnsonaFlex

4HRA Peak

ENSONO  $\rightarrow$  APPTID  $\rightarrow$  CI

APPTID

ENSONO

-MIS

-SCRT

APPTID

CI





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EMC<sup>2</sup>

VMAX





enso<sup>no</sup>





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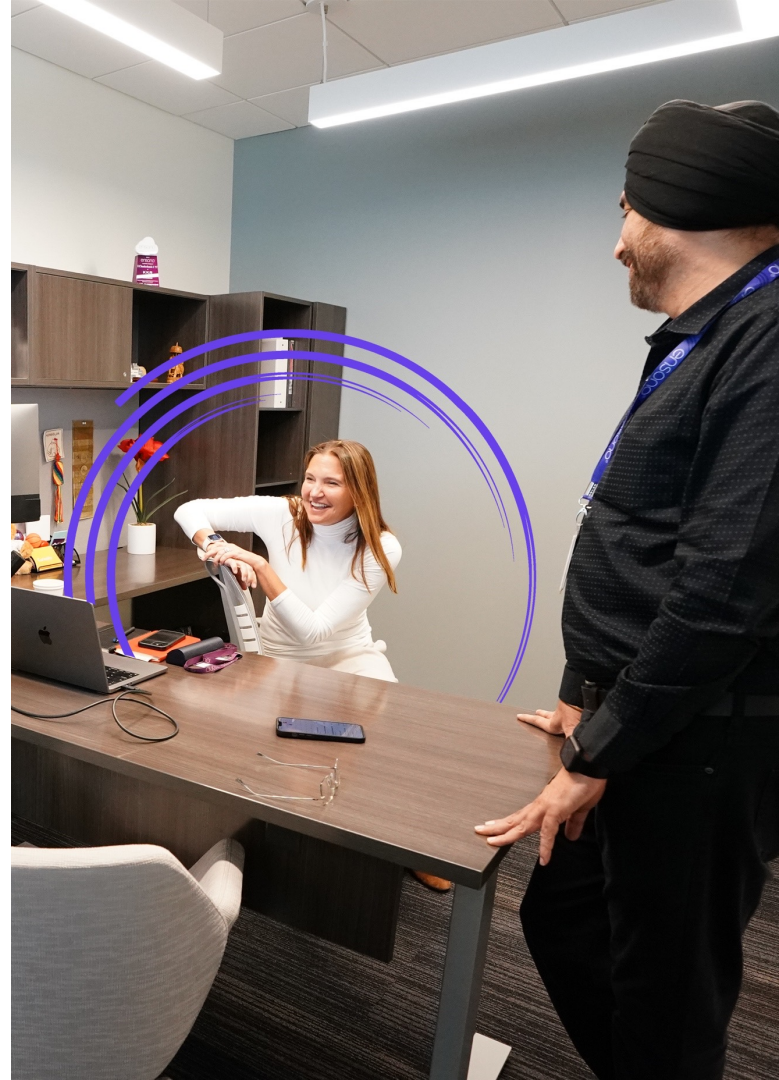


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# ensonno®

Win Themes:

1. Transition of Services - A → B, safety & security (Rim → Hos)
2. Consumption pricing
3. Invoicing Agencies
4. Transformation

4HRA Port

ESA  
ppladica  
Ensonoflex

ENSONO

-MPS  
-SCRT

APPTIO

APPTIO

→ C

Cost  
MPS

← L L L

500K 300K 200K 100K  
-10% -10% -10% -10%  
8% 8% 8% 8%



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ensono®



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EMC<sup>2</sup>

VMAX

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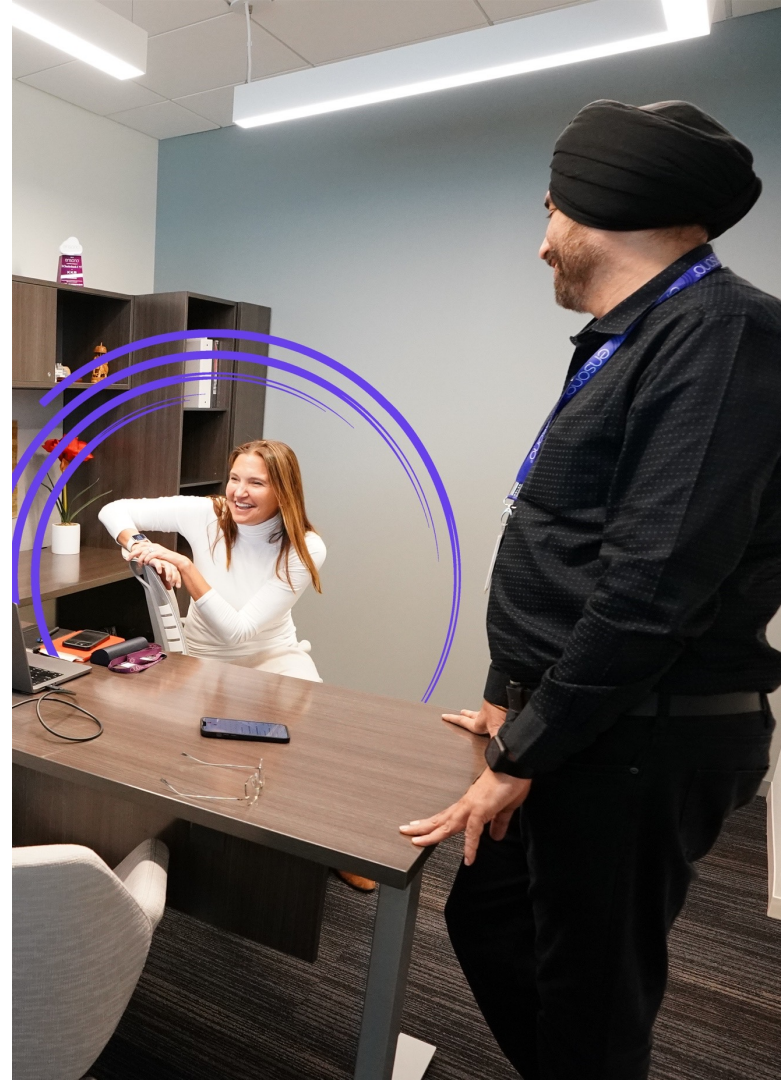




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## Divider slides

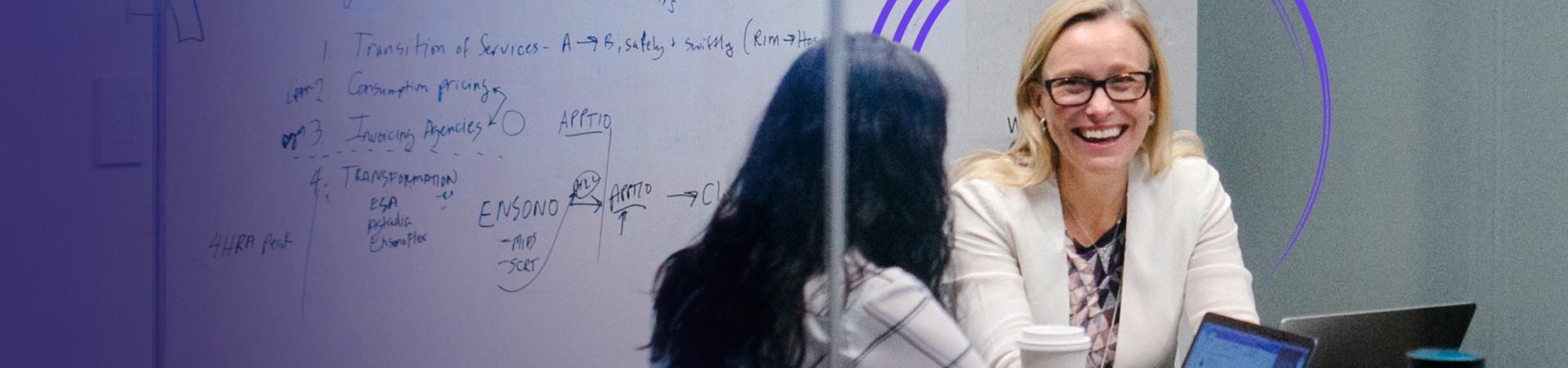
**The following slides are for use as divider slides between sections within the same deck:**

- There are several options to choose from: Custom Image (requires customization) or versions that include pre-approved and licensed images from the Ensono library.
- You may use multiple divider slides within one deck, as necessary, but avoid overuse and try to structure them in a consistent presentation scheme that makes sense to the viewer (i.e., use them to break up sections).
- These slides feature the same Ensono logo as on the title and content slides.

























## Content slides

**The following slides are for extensive use as the content slides (or body) of your presentation:**

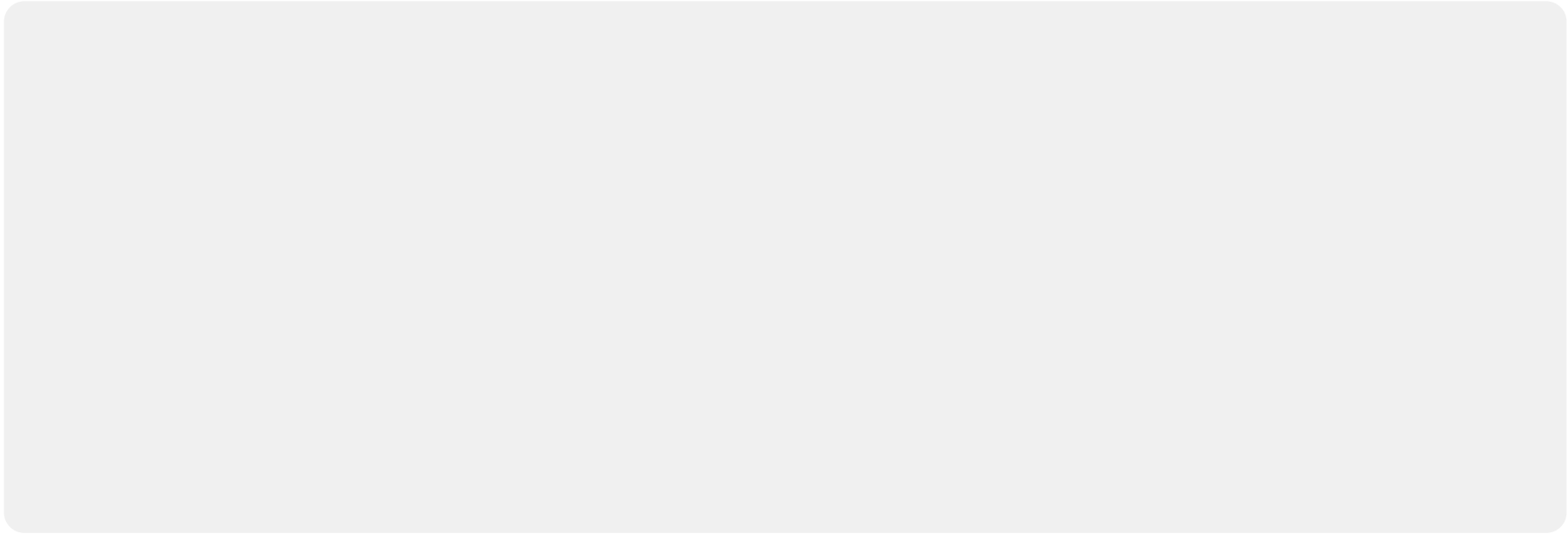
- Content slides come in many variations and should be used for the majority of designed content specific to your presentation.
- These slides feature the same Ensono logo as the title and divider slides.

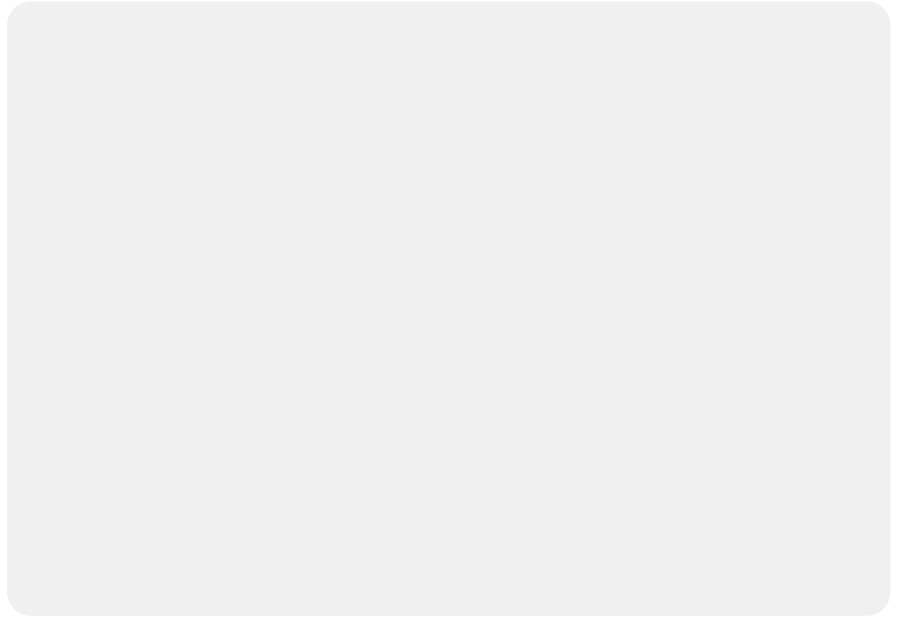
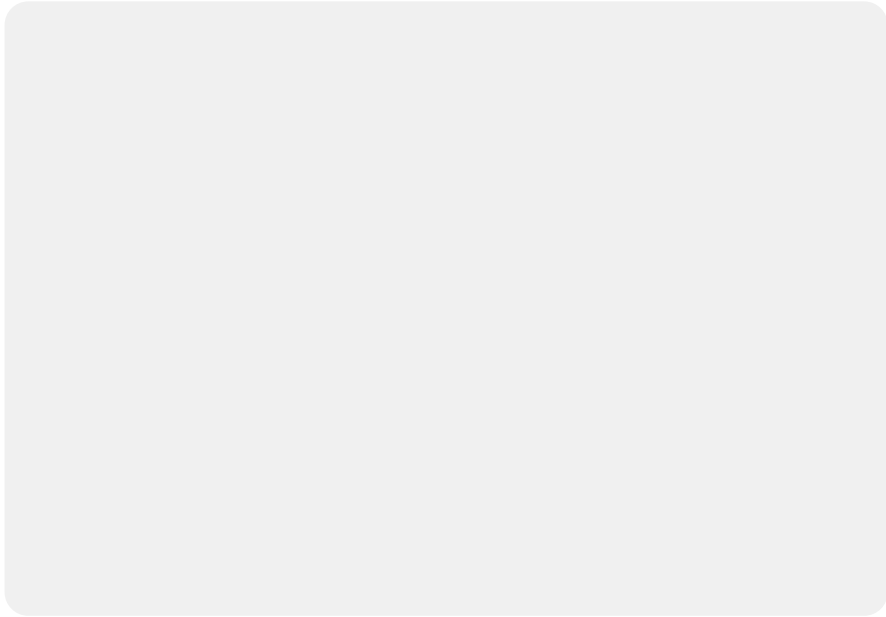


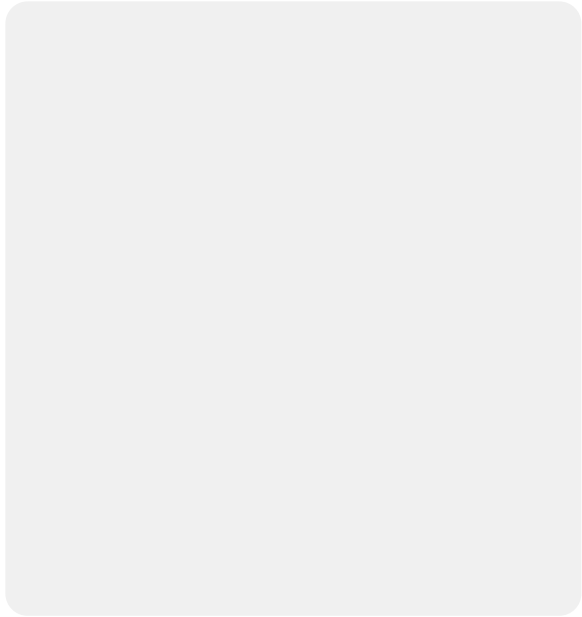
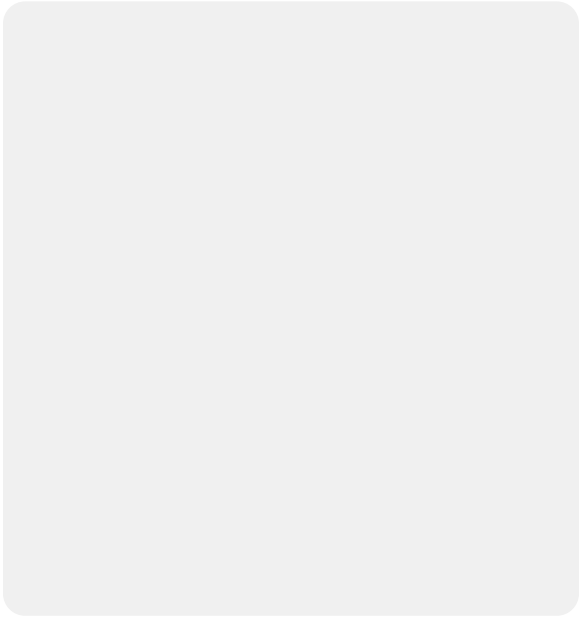
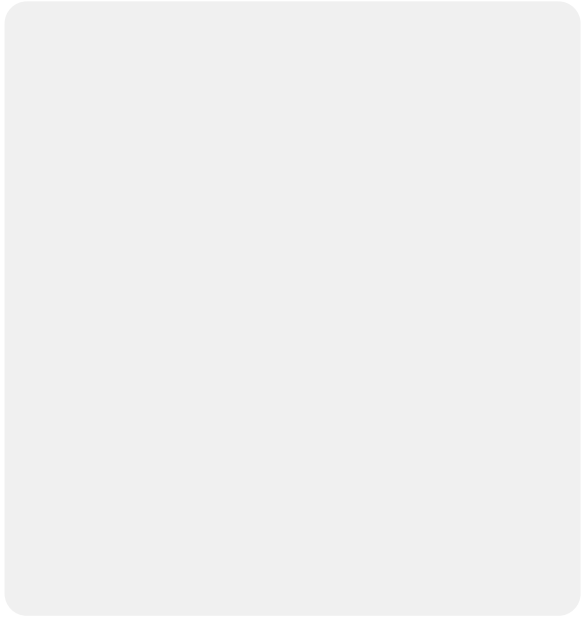


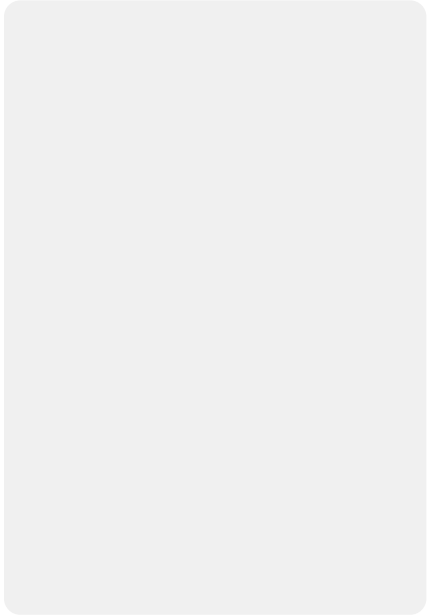
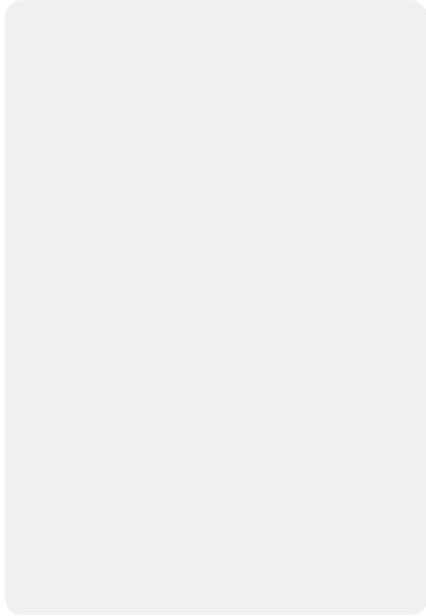
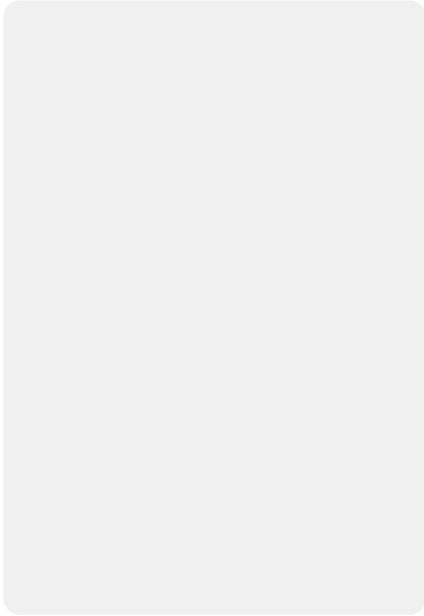
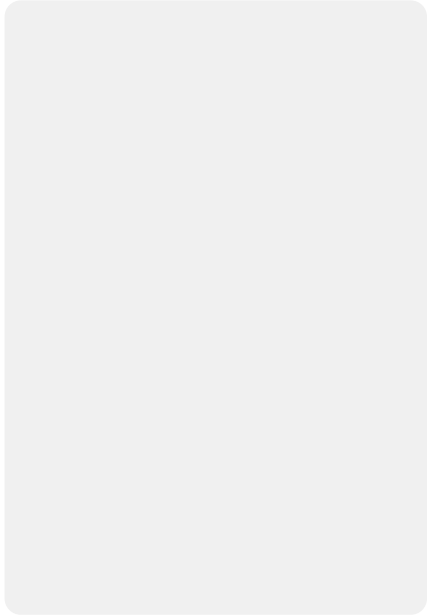
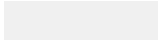




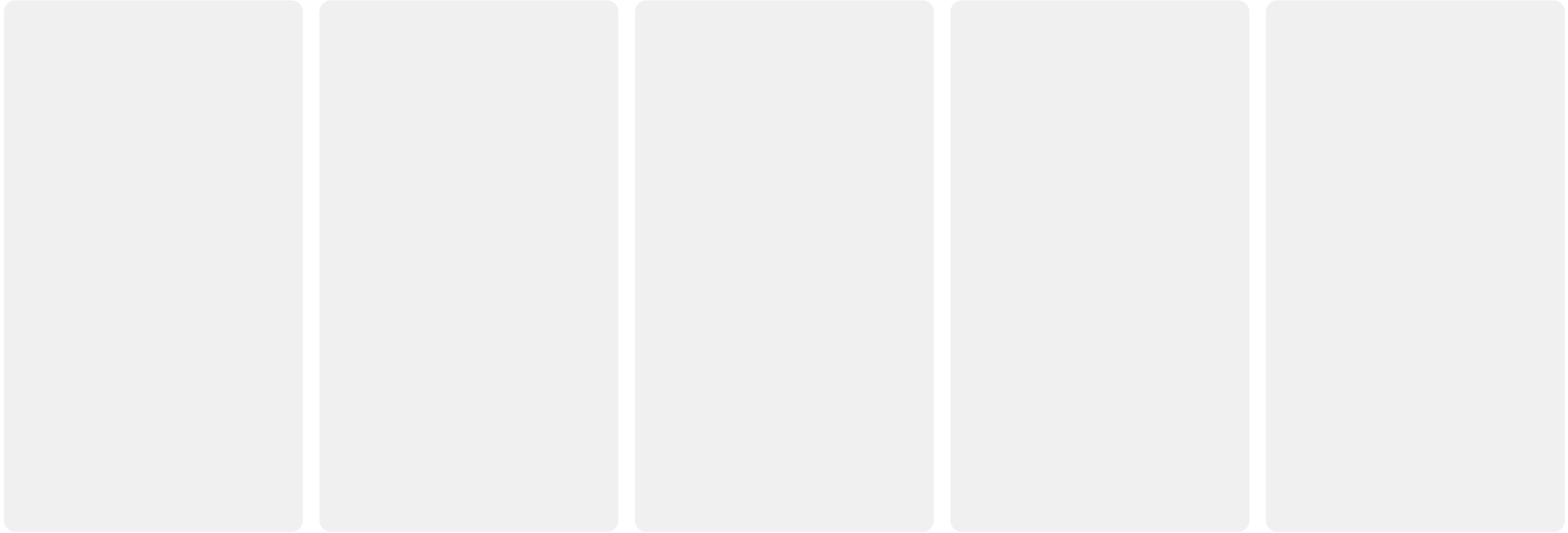


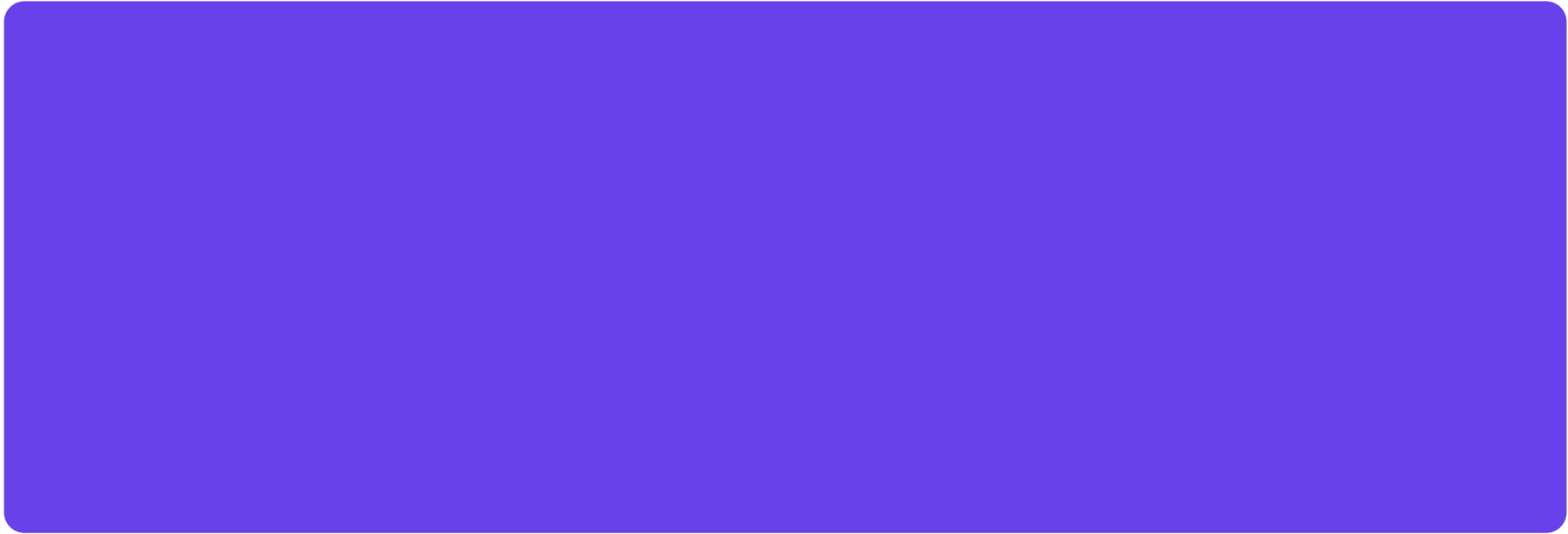


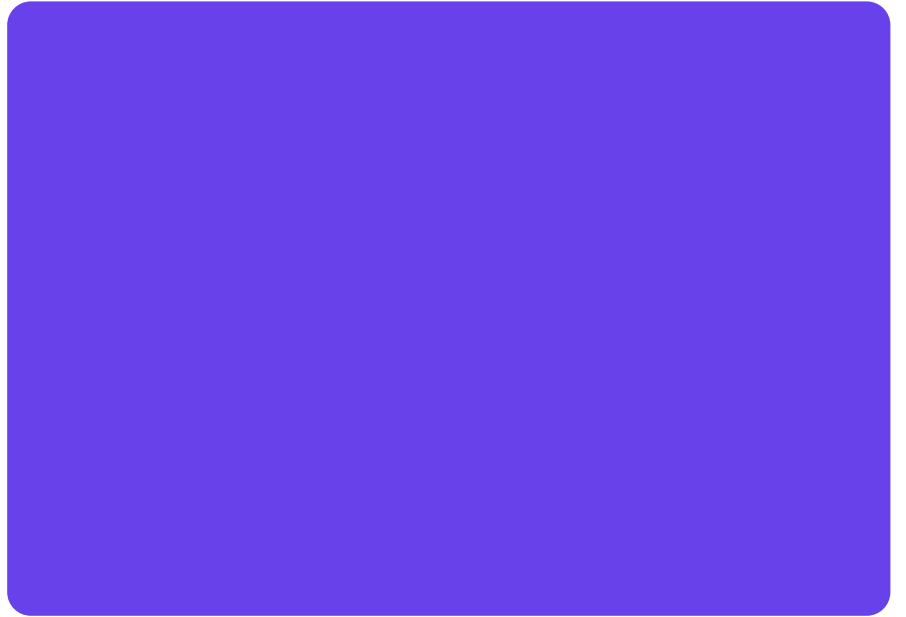
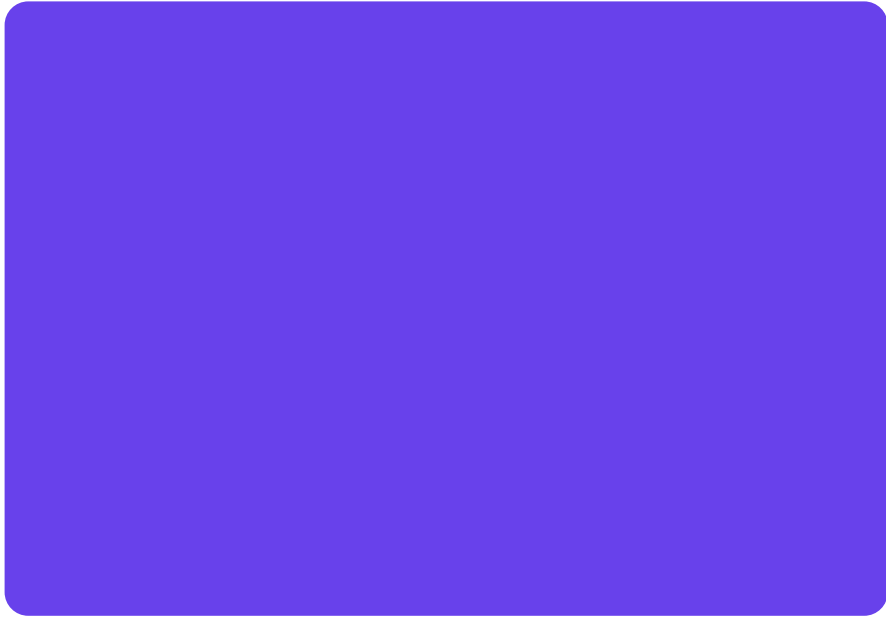


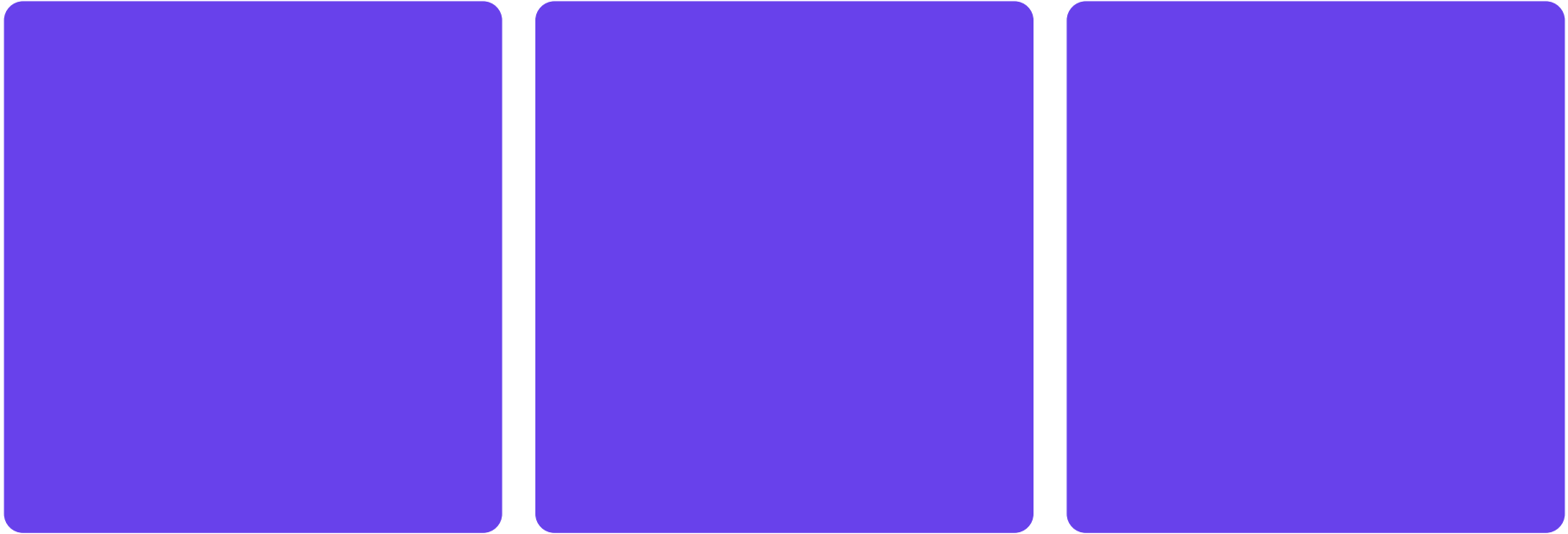
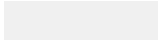


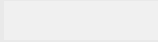




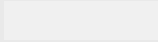


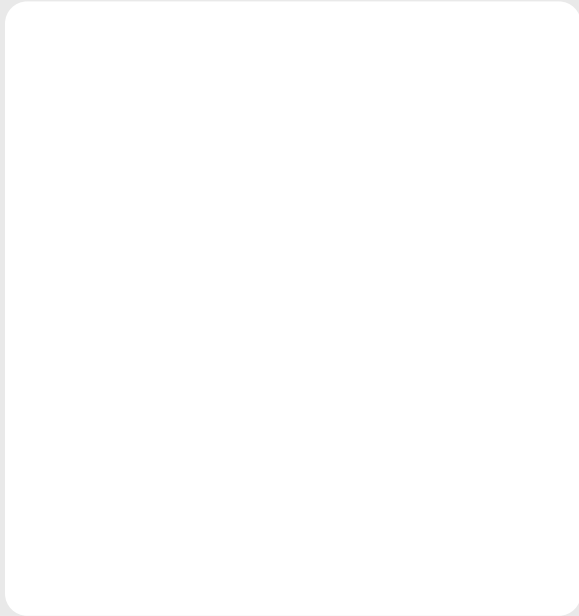
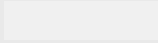


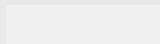


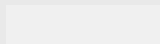


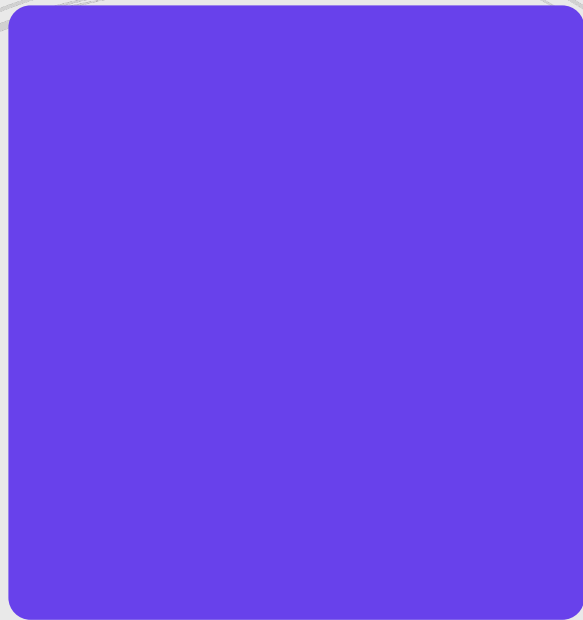
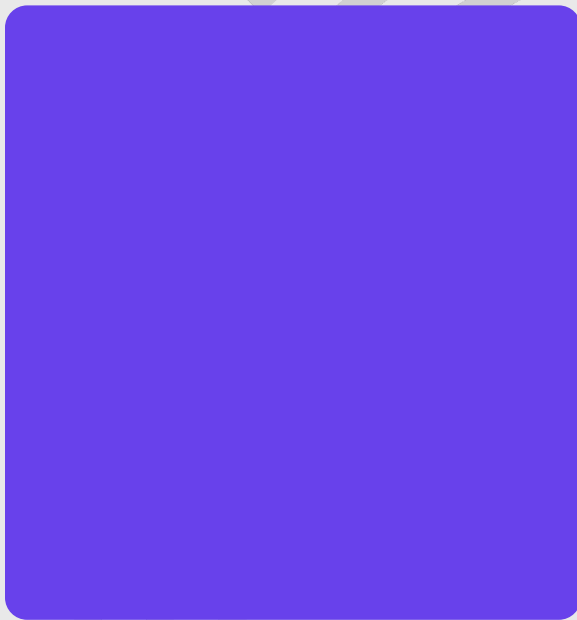
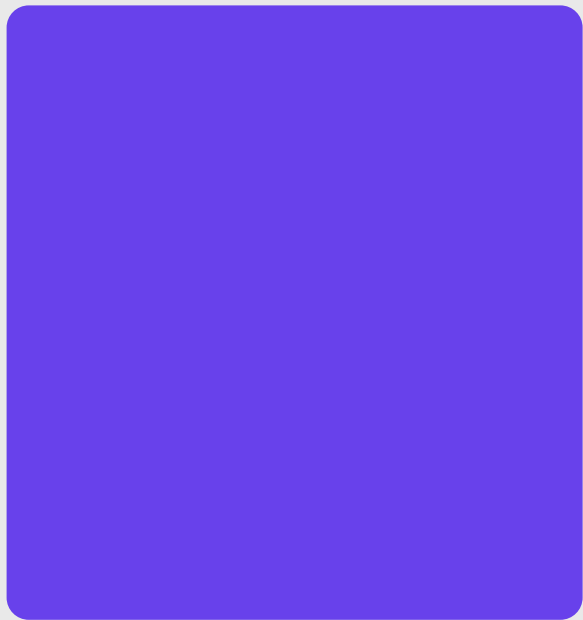
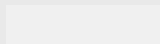








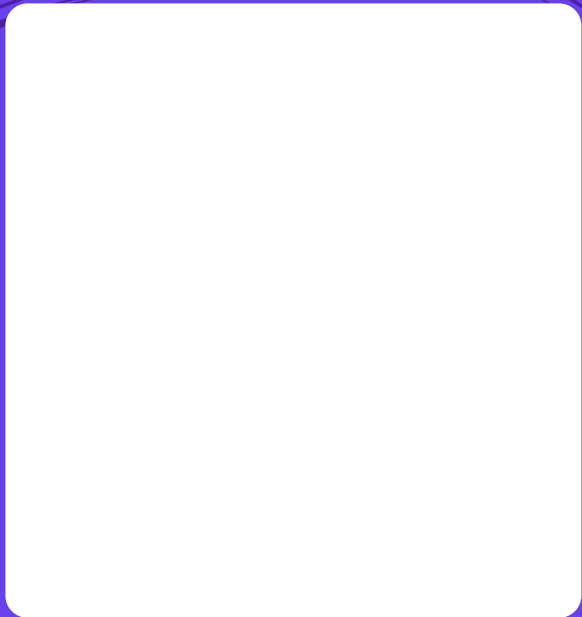


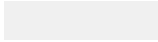


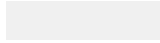






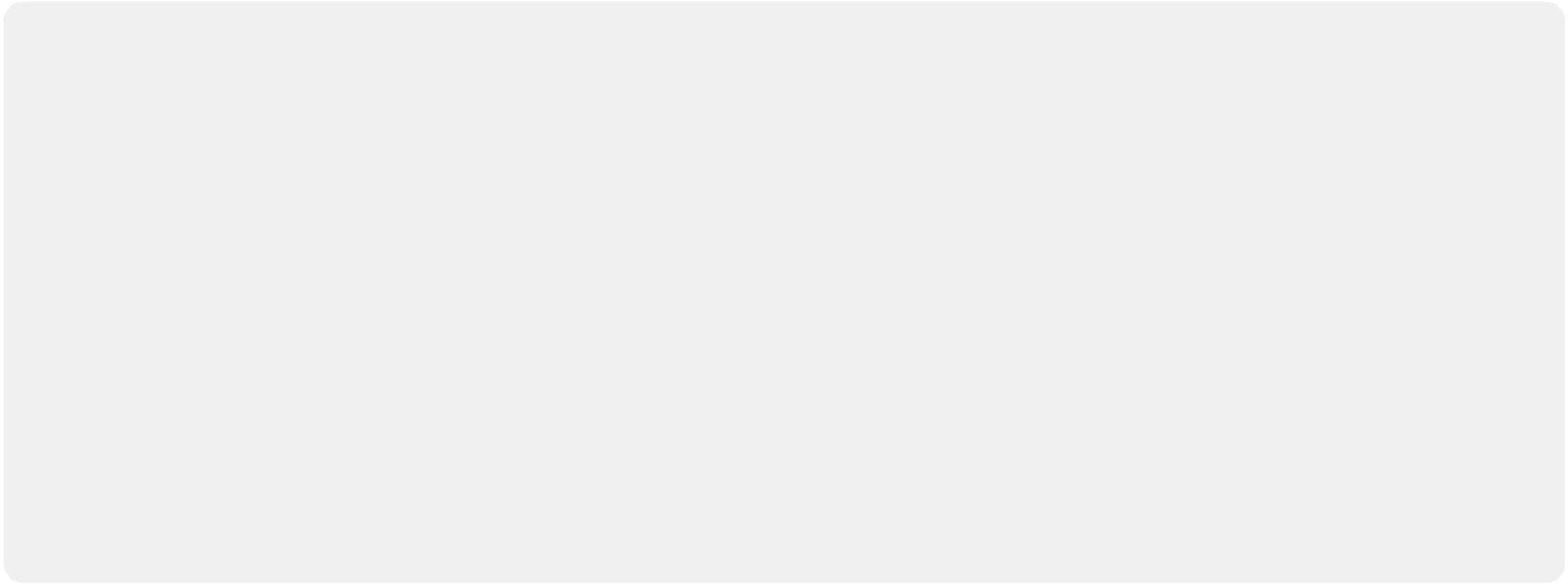


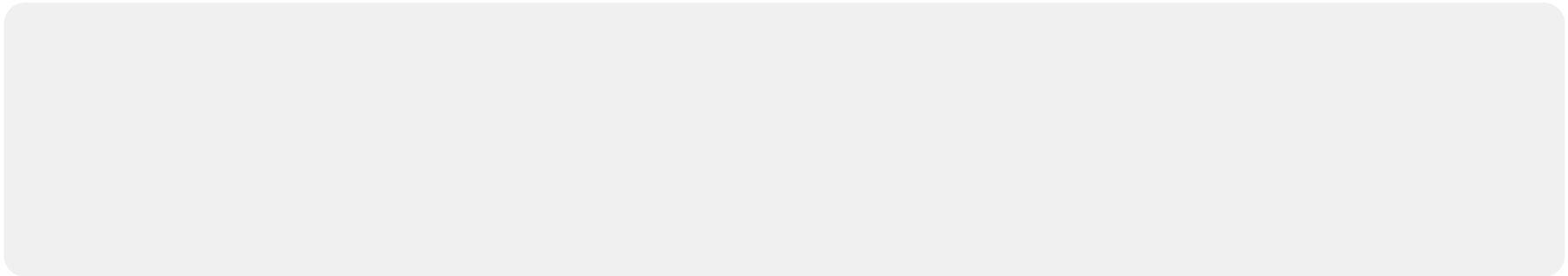
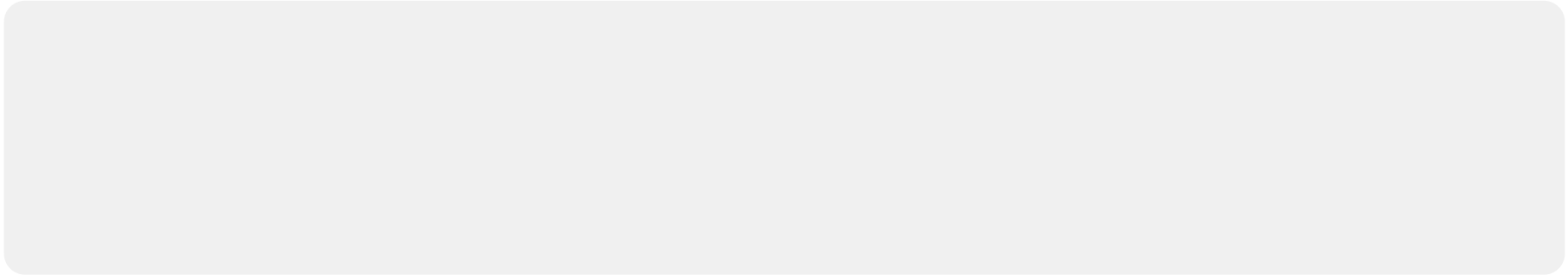


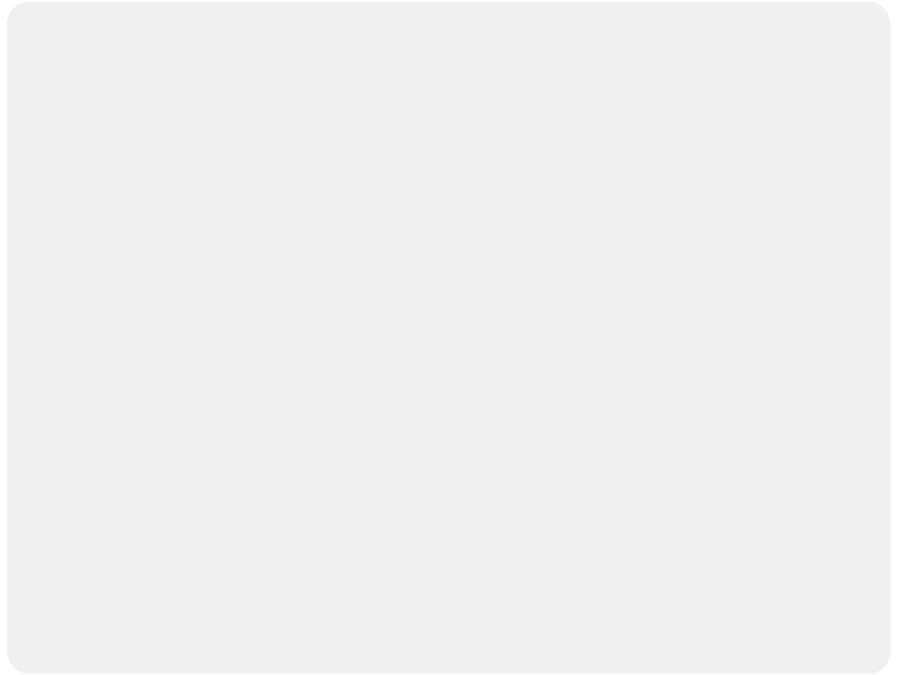
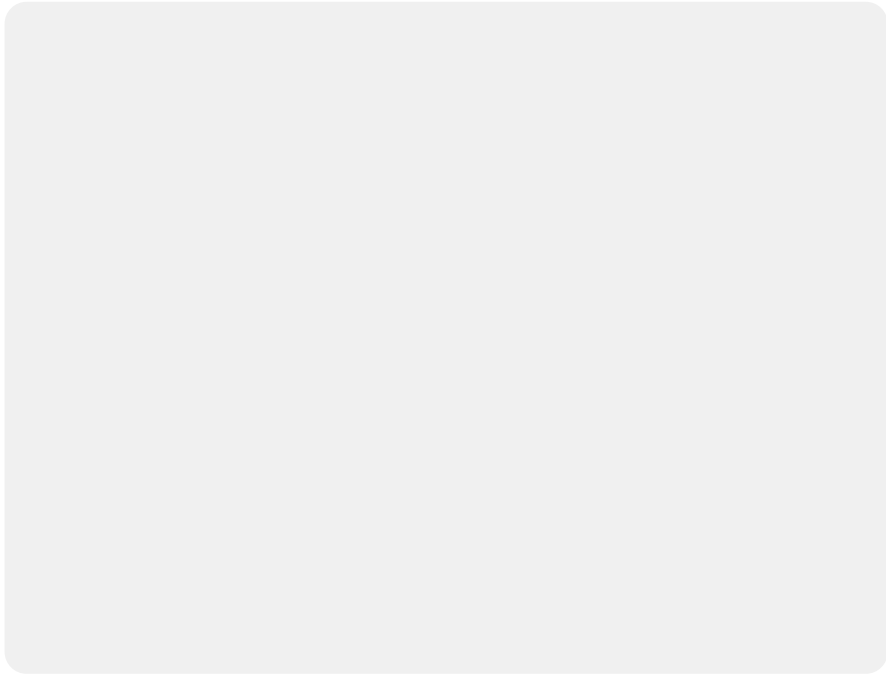
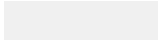


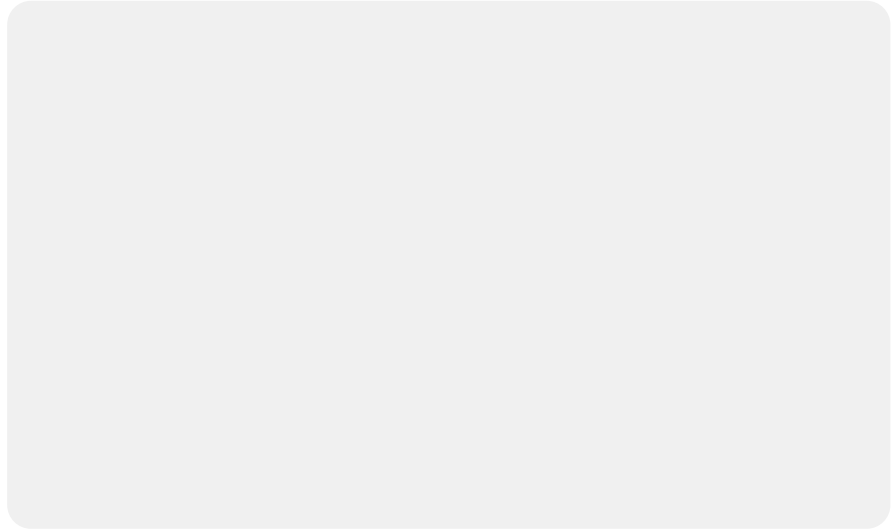
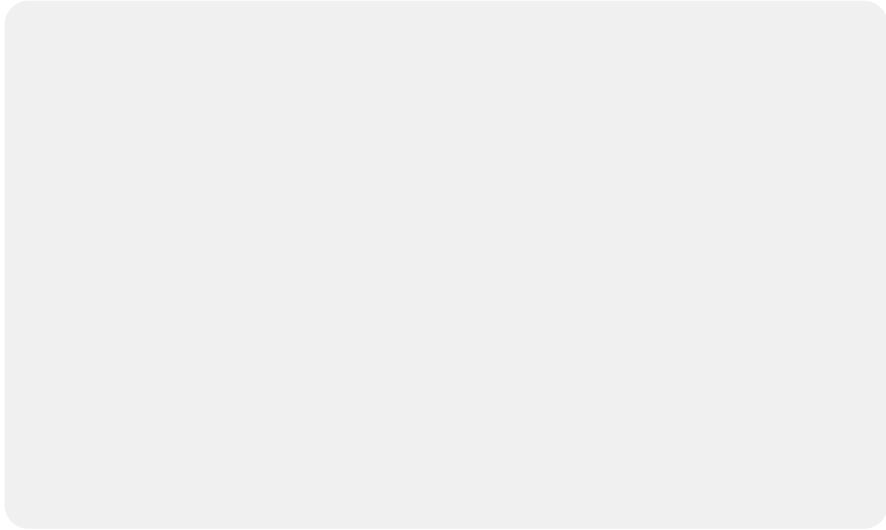




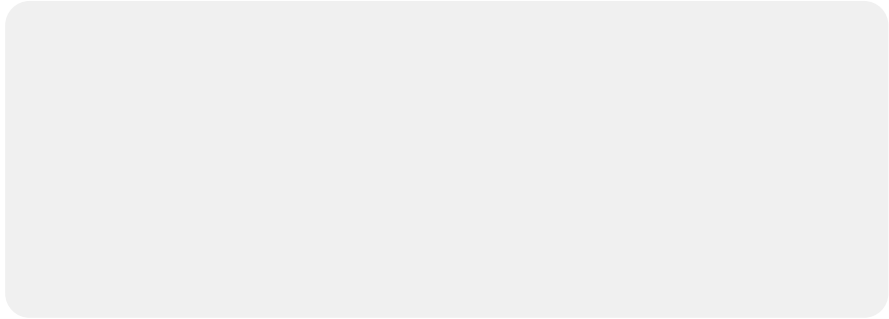
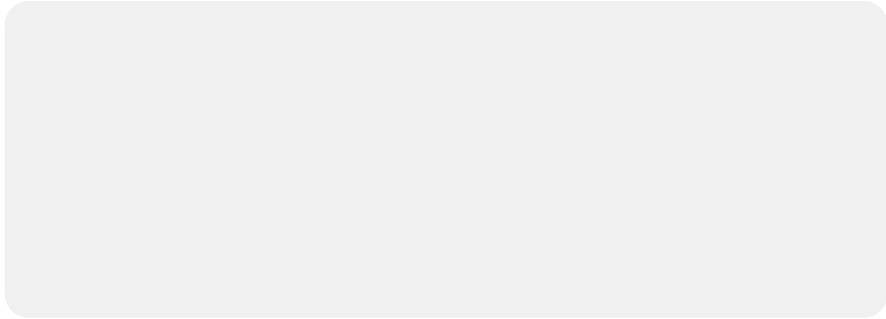
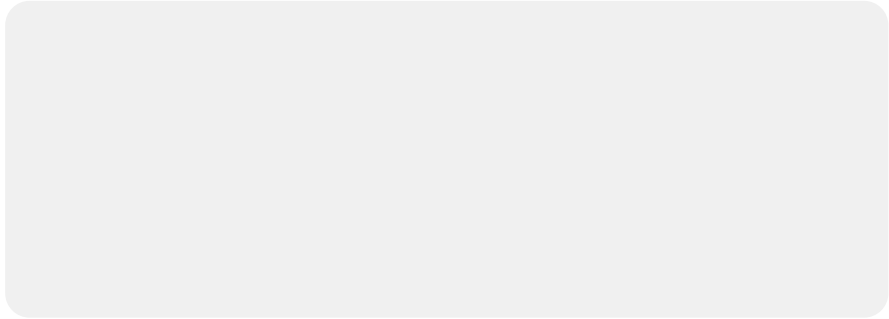
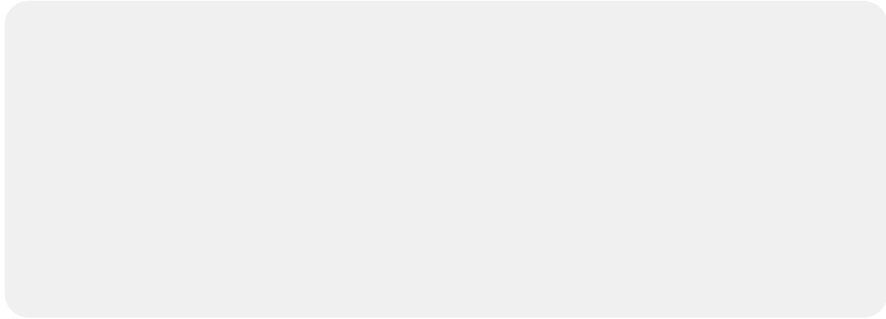


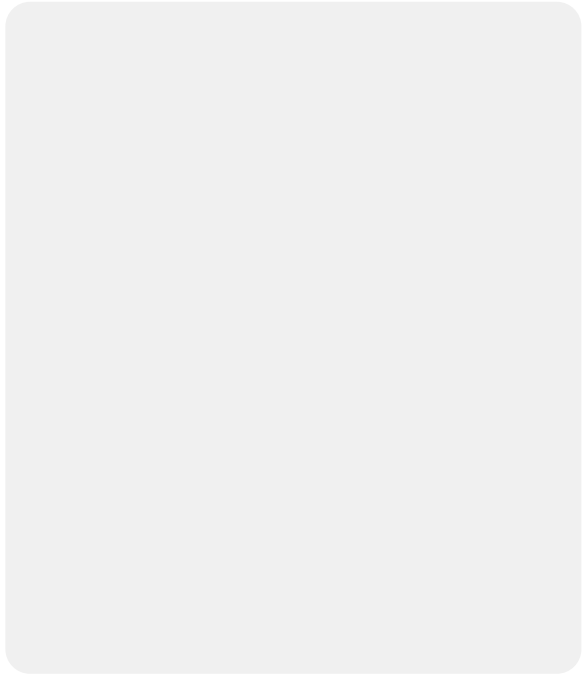
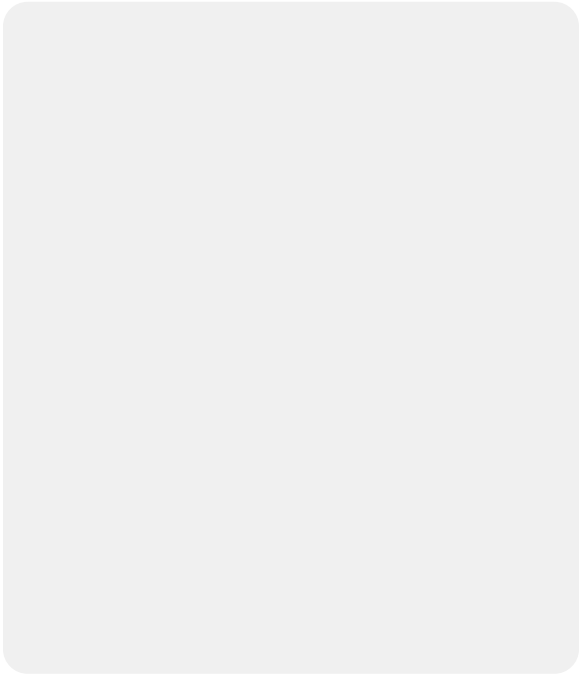
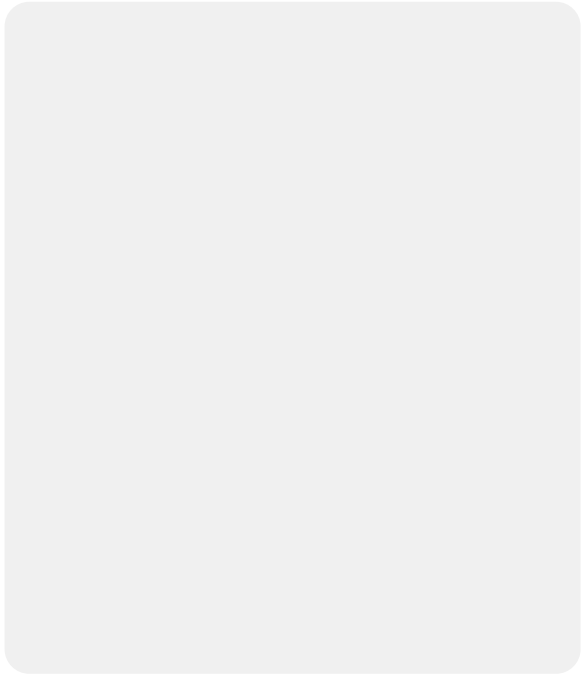


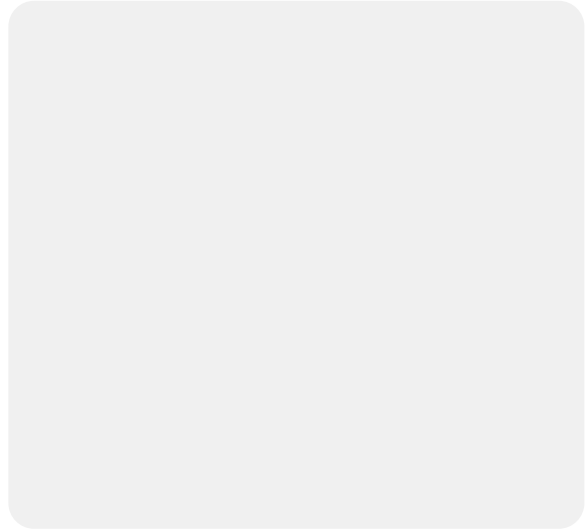
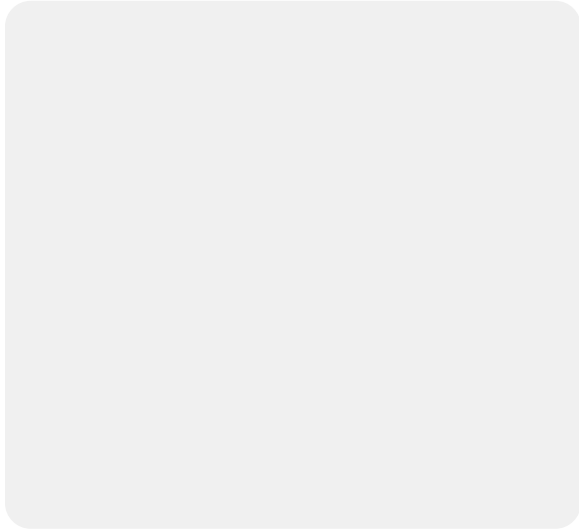
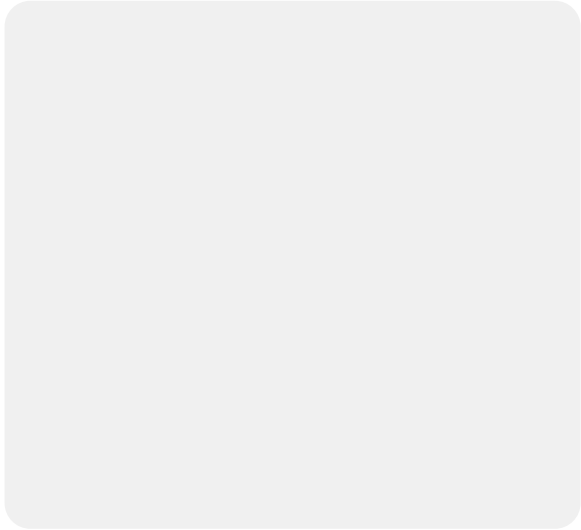


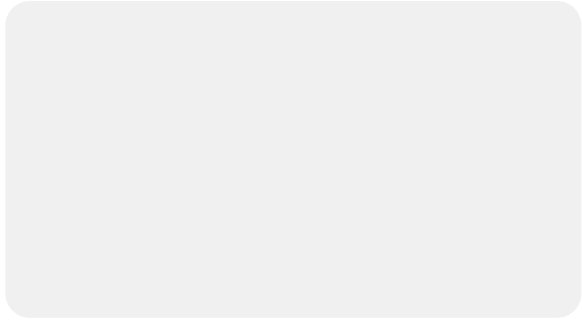
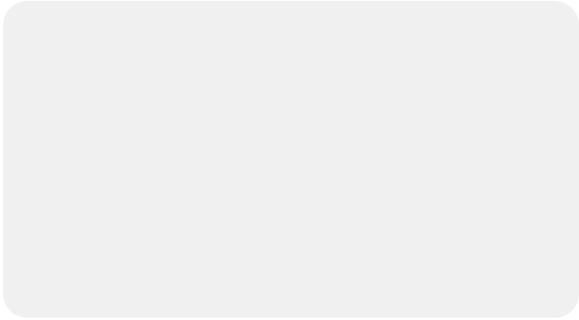
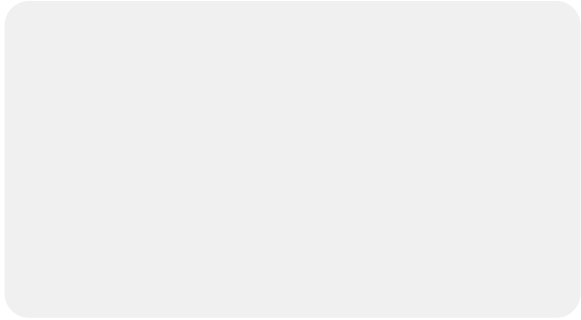
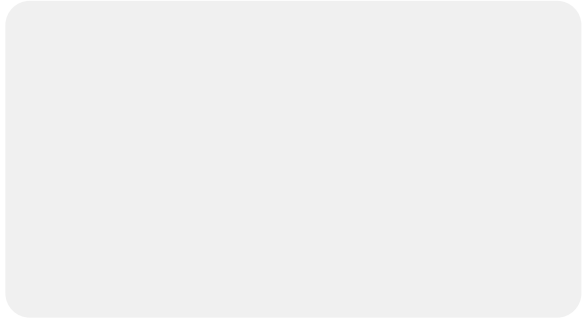
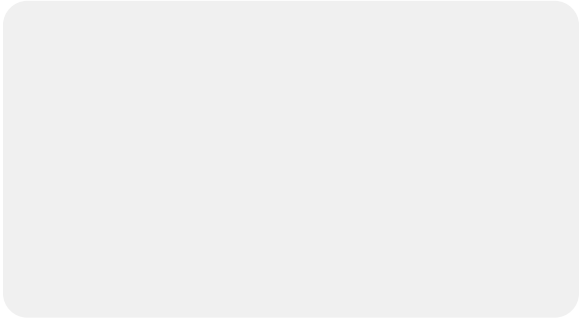
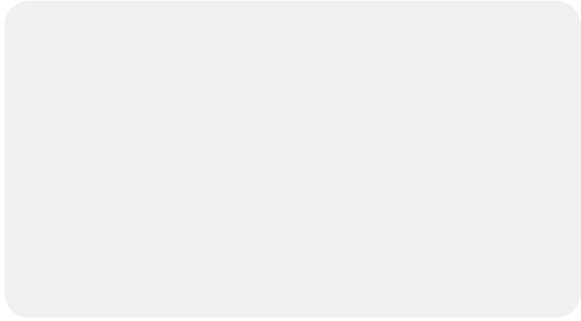
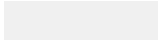






















## Utility slides

**The following utility slides are for special use:**

- The completely blank slide should only be used in the event that you need to feature an image or text at full size without the Ensono logo on the slide (this is for special circumstances, not preferred).
- The closing slide features the Ensono logo with tagline, copyright line and website, and should be used as the closing slide of all presentations.



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Make better happen



## Appendix: Design Starter Slides + Assets

**The following design starter slides and various assets are intended to help keep your presentation deck “in brand”:**

- The assets are intended for use as reference and may be included and customized in your presentation by copying and pasting onto your customized template slides.
- Remember, all slides in this section are INSTRUCTION SLIDES and should be removed prior to finalizing your presentation, unless you have fully customized one of the design starter slides.

# Today's meeting agenda

1 Agenda item

2 Agenda item

3 Agenda item

4 Agenda item

5 Agenda item

6 Agenda item

7 Agenda item

8 Agenda item

9 Agenda item

10 Agenda item

Replace LOGO here

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adipiscing elit, sed do  
eiusmod tempor.

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Lorem ipsum dolor

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Lorem ipsum dolor

Replace PICTURE here



# Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

## CHALLENGE

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## SOLUTION

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Replace PICTURE  
here

Replace LOGO  
here (or delete)



## OUTCOMES

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- Lorem ipsum dolor sit amet
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- Lorem ipsum dolor sit amet

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit." / Name and/or Title, Company, Publication*



**Name  
Surname**

Job Title



**Name  
Surname**

Job Title



**Name  
Surname**

Job Title



**Name  
Surname**

Job Title



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Surname**

Job Title



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Surname**

Job Title



**Name  
Surname**

Job Title



**Name  
Surname**

Job Title



- Highlighted box



## Headline



*Click to edit quote. Make sure  
to close quote at end."*

Name and/or Title  
Company

## Headline



*Click to edit quote. Make sure  
to close quote at end."*

Name and/or Title  
Company

## Headline



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to close quote at end."*

Name and/or Title  
Company



## Big Idea 1

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## Big Idea 2

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## Big Idea 3

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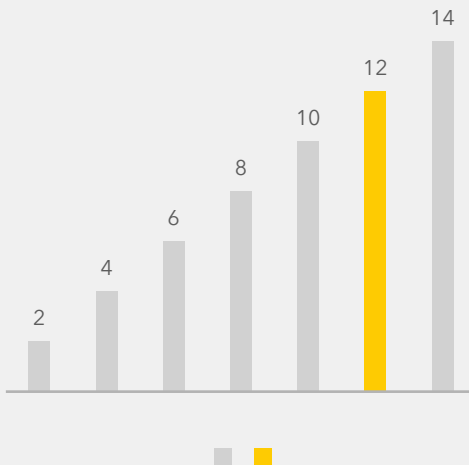
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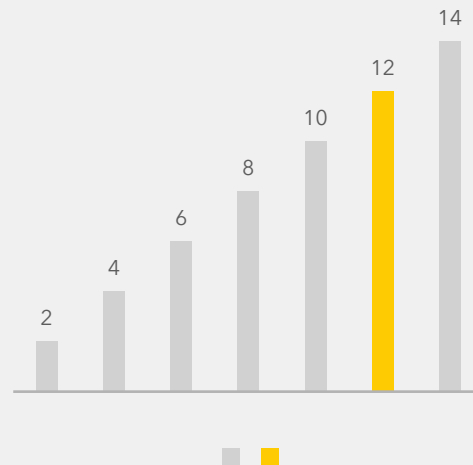
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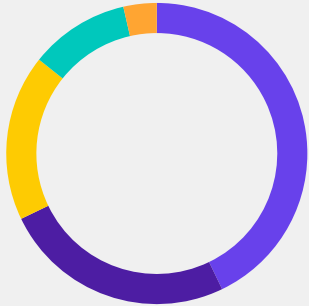
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## Headline

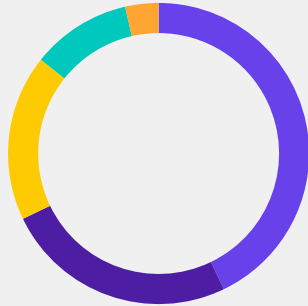
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- Finance/banking
- Healthcare
- Manufacturing
- Retail
- Other industries

## Headline

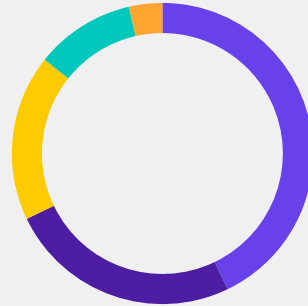
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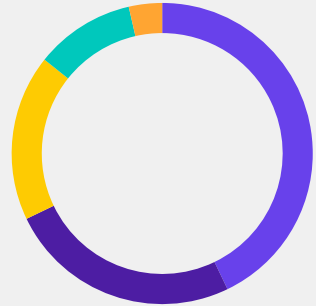
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# Headline



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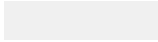
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May

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June

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July

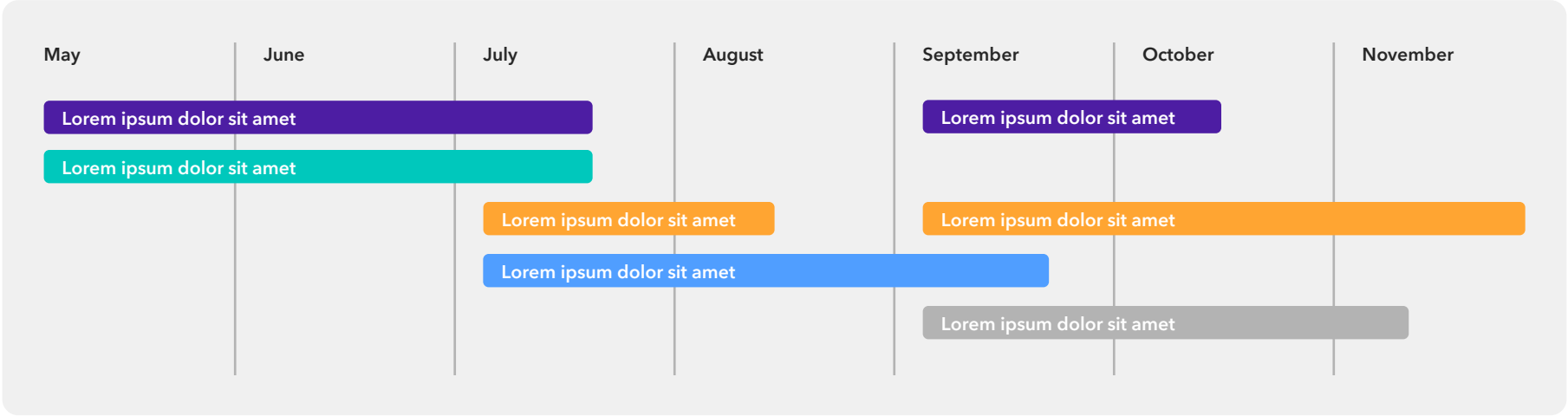
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August

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**GO LIVE**  
October 15



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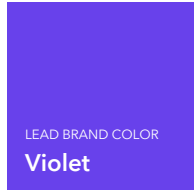
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# Color palette

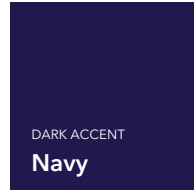
## Primary



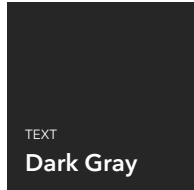
RGB: 105/65/235  
HEX: #6941EB



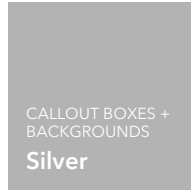
RGB: 254/203/2  
HEX: #FECB02



RGB: 35/24/77  
HEX: #23184D

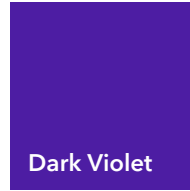


RGB: 38/38/38  
HEX: #262626

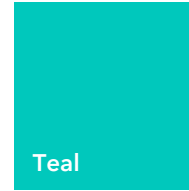


RGB: 179/180/179  
HEX: #B3B4B3

## Tertiary (charts and graphs only)



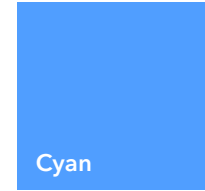
RGB: 77/29/163  
HEX: #4D1DA3



RGB: 0/200/188  
HEX: #00C8BC



RGB: 255/165/50  
HEX: #FFA532



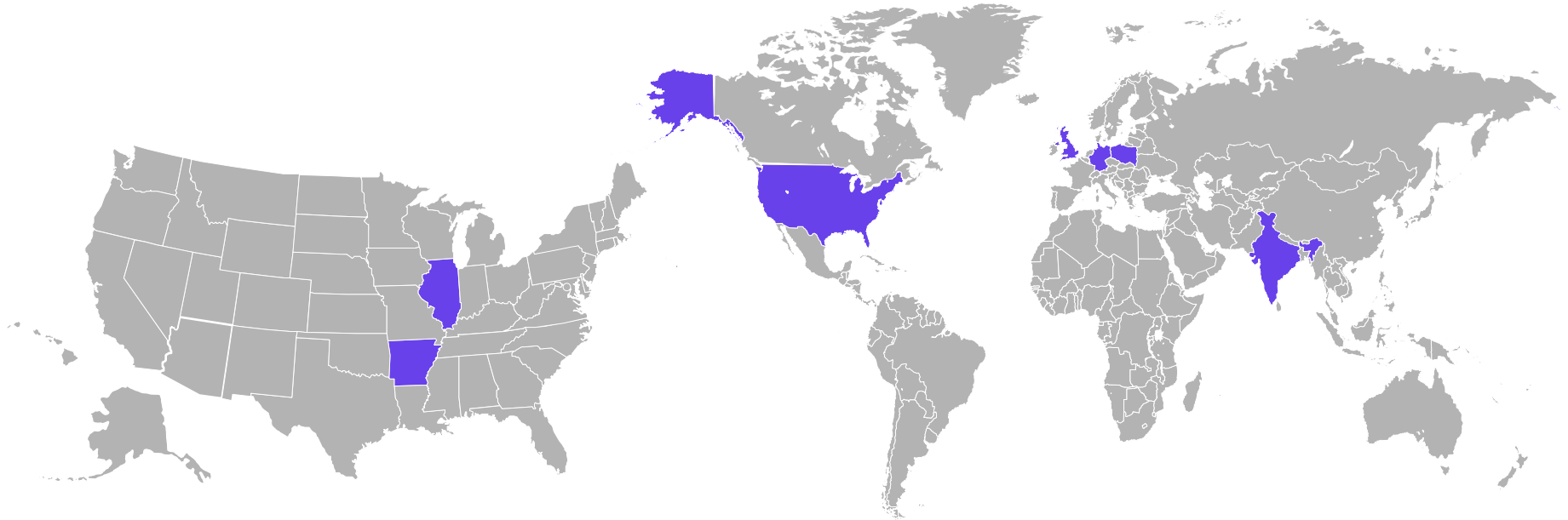
RGB: 80/158/255  
HEX: #509EFF



# Ensō Graphic Device



# Vector Maps



USA Map

World Map

# Digital Device Frames



Standard, widescreen and mobile device frame (to use, scale/crop screenshot, bring device frame image to front, then position over top of screenshot)

# Hello, my name is Ernesto.

I'm a "client" avatar that sits in every meeting room. Ensono has a client-centric philosophy and I help bring that to life so that every conversation keeps me and my business top of mind. My visual presence sparks new ways of thinking so that I have a partner that transforms, innovates, and pushes my business forward.

