REIF

Presentation Guidelines

Swim

INTRODUCTION

These guidelines were established to maximize consistency and legibility in all future REIF presentations.

Important aspects to consider when building your presentation that are covered in this guide are:

One of the most important aspects to consider in any presentation is the typeface. Think of it as the clothes that your content wears. For maximum consistency and legibility through all presentations, **USE ONLY ARIAL**. Arial is installed by default on all modern computers, both PC and Mac based.

There are four fonts within the Arial Family: Regular, Italic, Bold and Bold Italic. Arial Regular should be used for long paragraphs and less important information. Arial Bold should be used for titles and subtitles. Italic alternates should only be used when it is necessary to draw special attention to a title or section.

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

COLOR

Another important aspect to consider is color. This color palette was established to maximize contrast and legibility, especially in graphs and charts. Text should always be black or gray, with the exception of large titles, which can be blue.

When choosing colors, start with colors on the far left, and move right as needed. For example, if two colors are needed, use blue and red. If four colors are needed, use blue, red, green and gold. **Always use the minimum number of colors necessary.**
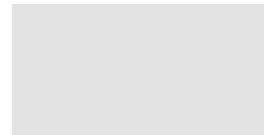
RGB
0, 0, 0

HEX
#000000

RGB
54, 54, 54

HEX
#393939

RGB
154, 154, 154

HEX
#999999

RGB
227, 227, 227

HEX
#E3E3E3

RGB
50, 138, 170

HEX
#558AAA

RGB
220, 78, 70

HEX
#C44F44

RGB
89, 172, 76

HEX
#74AA4C

RGB
206, 161, 70

HEX
#C5A244

RGB
131, 84, 146

HEX
#775591

REIF Logo

Name of presentation
Arial Bold
24 pt.
All Caps
RGB: 0, 0, 0

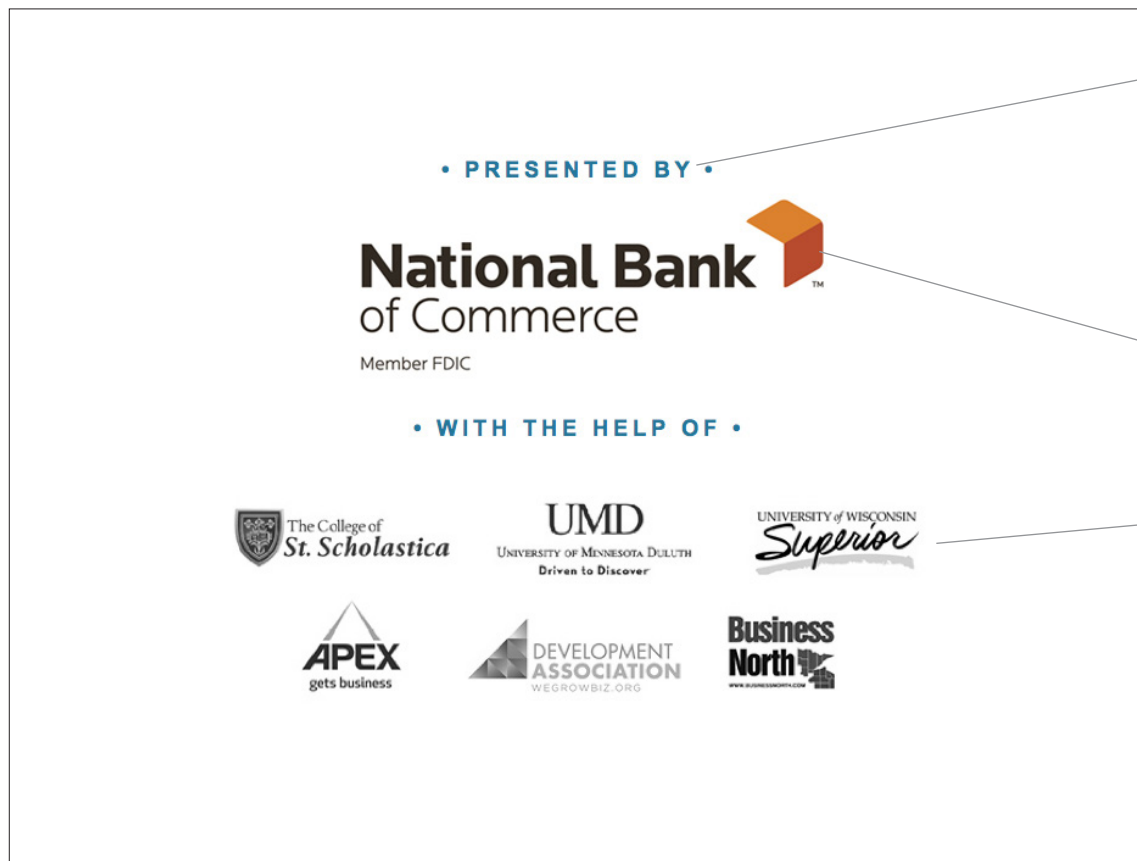**BREAKFAST**
October 28, 2014

Date
Arial Regular
24 pt.
RGB: 0, 0, 0

Sponsor Subtitles
Arial Bold
14 pt.
All Caps
RGB: 50, 138, 170
Character Spacing: +3 pt.

NBC Logo

Sponsor Logos
Use in Grayscale When Possible
Arrange Neatly

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National Bank
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• WITH THE HELP OF •

The College of St. Scholastica

UMD
UNIVERSITY OF MINNESOTA DULUTH
Driven to Discover

UNIVERSITY of WISCONSIN
Superior

APEX
gets business

DEVELOPMENT
ASSOCIATION
WEGROWBIZ.ORG

Business
North
WWW.BUSINESSNORTH.COM

Presentation Title
Arial Bold
36 pt.
All Caps
RGB: 50, 138, 170

Presenter Logo

Presenter Names
Arial Bold
21 pt.
RGB: 0, 0, 0

Presenter Credits
Arial Regular
18 pt.
RGB: 154, 154, 154

REIF Logo

RECENT POPULATION TRENDS

Region has remained relatively stable since 2007

MINNESOTA REIF REGION
Population 2007: 355,178
Population 2013: 355,693

WISCONSIN REIF REGION
Population 2007: 129,585
Population 2013: 128,477

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Slide Title
Arial Bold
36 pt.
All Caps
RGB: 50, 138, 170

Slide Body Text
Arial Regular
21 pt.
RGB: 0, 0, 0

Copyright Text
Arial Bold
10 pt.
All Caps
RGB: 154, 154, 154

Footer Text
Arial Regular
10 pt.
RGB: 154, 154, 154

EQUITY PERFORMANCE ANALYSIS

STOCKS OF LOCAL INTEREST

- Allete
- Ascena Retail Group
- Calumet
- Canadian National Railway
- Cliffs Natural Resources
- Enbridge Energy Partners
- Ikonics
- Louisiana-Pacific
- Polymet
- Sappi Limited
- UnitedHealth Group
- US Steel

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Slide Title
Arial Bold
36 pt.
All Caps
RGB: 50, 138, 170

Slide Subtitle
Arial Bold
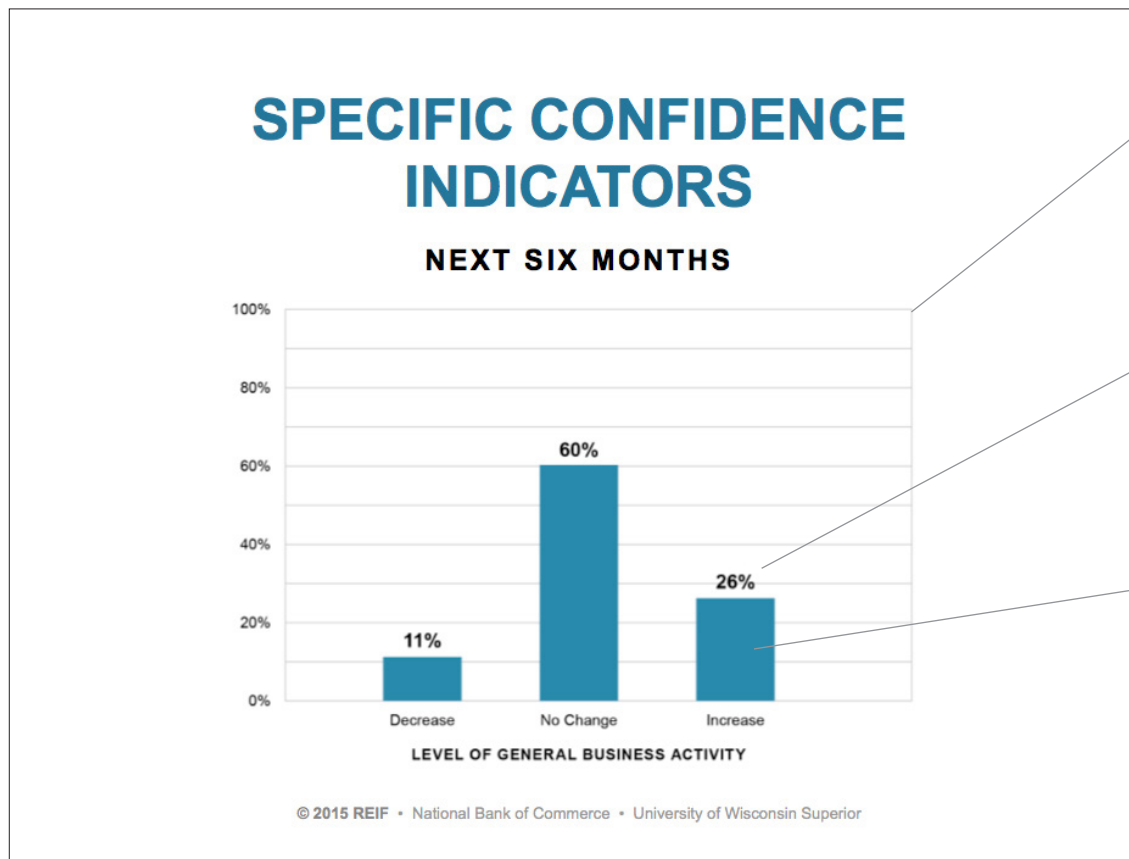18 pt.
All Caps
RGB: 0, 0, 0
Character Spacing: +2 pt.

Slide Body Text
Arial Regular
21 pt.
RGB: 0, 0, 0

Bullet Style
Arial Regular
Standard Round Bullet
21 pt.
RGB: 89, 172, 76

Graph Background Grid Lines
1 pt.
RGB: 227, 227, 227

Graph Info
Arial Regular & Bold
14-21 pt.
RGB: 0, 0, 0
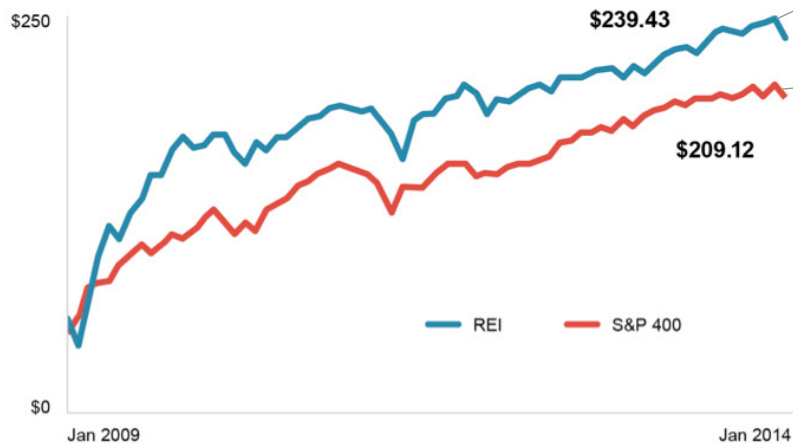
Graph Visualization
RGB: 50, 138, 170

Use the minimum number of colors needed to visualize your graph or chart. In this instance, only one color is needed.

Graph Visualization
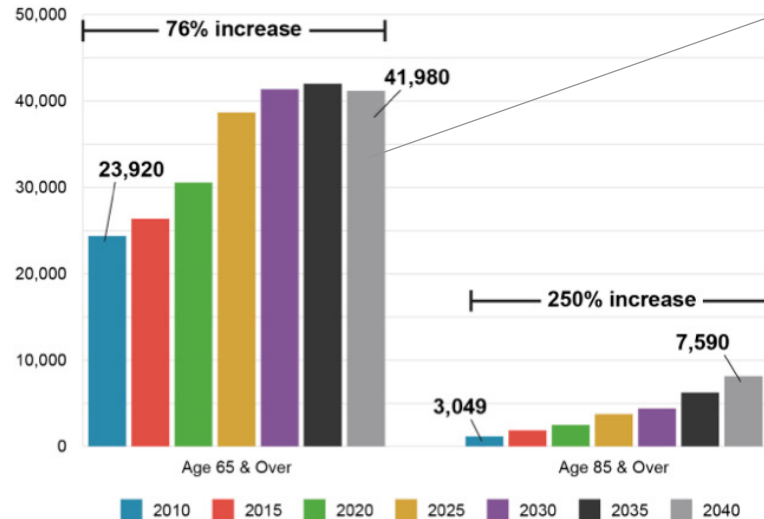RGB: 50, 138, 170

Graph Visualization
RGB: 220, 78, 70

Use the minimum number of colors needed to visualize your graph or chart. In this instance, there are two items being graphed, so blue and red should be used for maximum contrast.

Graph Visualization

In this instance, there is a large number of different items being graphed, so a more extensive color palette is required.

When picking colors (see color section, pg. 4), always start with the color furthest to the left, and work your way right as more colors are needed. This provides maximum color contrast for visibility and creates a hierarchal consistency.

Avoid Unapproved Colors

Avoid Drop Shadows & Other Special Effects

Avoid Using Any Fonts Other than Arial

Avoid Using Gradients & Color Fades

Avoid Using White Text on Colored Backgrounds

Avoid Using Small Type Sizes & Long Paragraphs of Text
Keep your slides simple, they do not have to reflect your presentation verbatim. Try to use the slide to reinforce your main idea, while hitting less important ideas through talking points.

OBSERVATION OF THE LONG TERM EFFECTS

Increasing Aging Population
- *As the population ages, retirement will increase and the labor force will shrink*

Decreasing Labor Force
- The REIF region is expected to see a decline in its working population, which will further reduce the labor force

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 esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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