

Using Fermilab's Keynote Template File

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A Fermilab Keynote template has been created based on Fermilab's brand and identity. This template file is available for use on all future Fermilab presentations. This file offers a clean layout, clear typography and appropriate color choices.

The template file is available only in the standard 4:3 format.

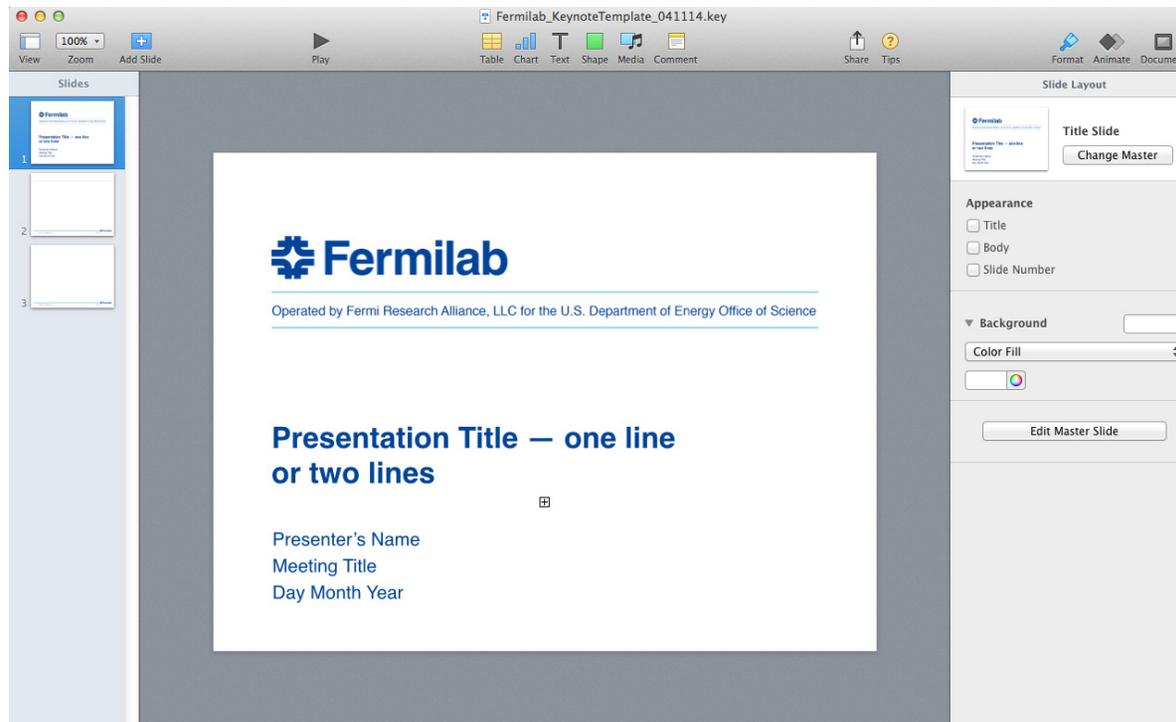
Keynote Guidelines

This guideline provides information that will be helpful in creating your presentation. Included in this guide are the following: an overview of slide layout designs; header and footer styles; colors; fonts and text styles. The examples in this guide are screenshots from Keynote 09. Keep in mind that Keynote will have a different interface and layout depending on your operating system and software version.

Using the Fermilab Keynote template file

1. Click and open the file provided that is titled **Fermilab_KeynoteTemplate.key**
Save the template file onto your computer. It is a good idea to have a blank template file that you can reopen when starting a new presentation.

Fermilab Keynote Template



Three slides are available in the slide thumbnail menu. More slide layout options can be selected from the "Add Slide" button above the slide thumbnails.

This is what the file should look like when opened in Keynote.

Selecting Fermilab Slide Layouts

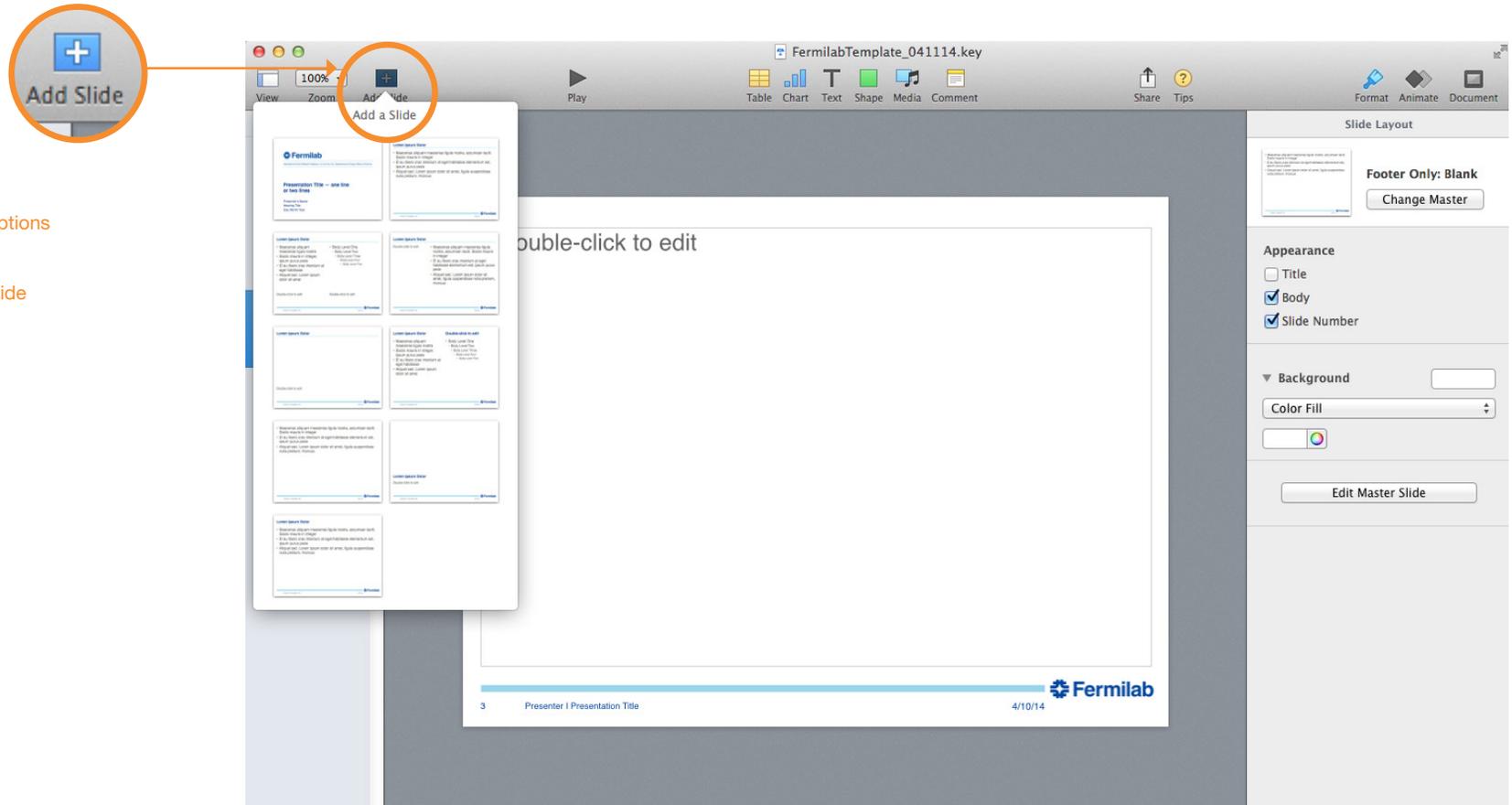
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To insert a new slide using one of Fermilab's slide layout designs, locate the **Add Slide** button in the top left above the slide thumbnail menu. Thumbnails showing a variety of slide layouts should appear.

The **Add Slide** button may be in different locations depending on the version of operating system and particular set up of the machine being worked on.

1. Click **Add Slide**.
2. A window of 9 slide options are available for use.

A description of the slide layout is on page 3.

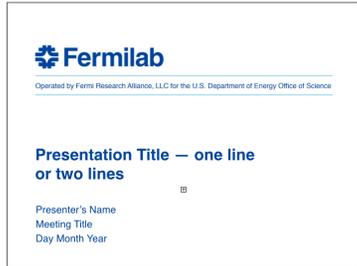


Sample Slide Layouts

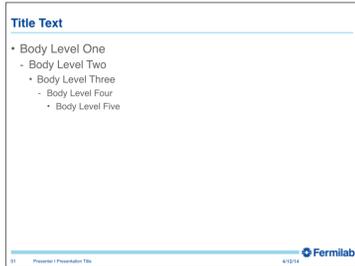
The following are sample slide layouts available for use when building your own Keynote presentation:

- Title slide**
- Title with Header Line and Footer**
- No title, Footer only (3 slide layouts)**
- Title without Line with Footer**

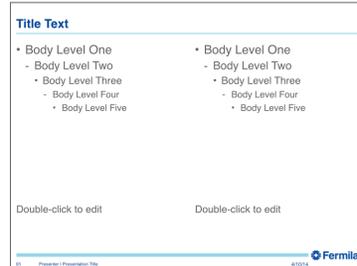
For design consistency, it is recommended that when creating your presentation you use the slide layouts containing the **Title with Header Line and Footer**. When appropriate use (sparingly) the other slide layout options.



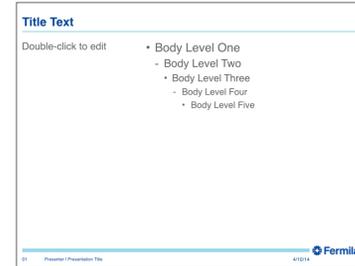
Title Slide



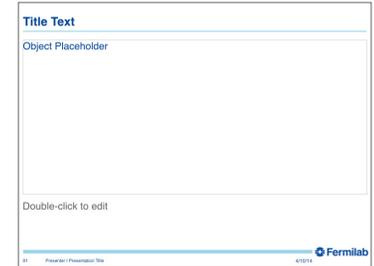
Title and Content



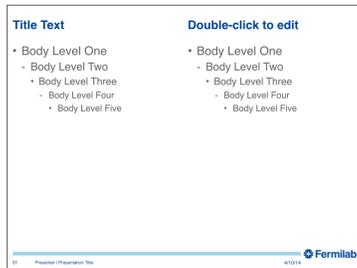
Two Content / Caption



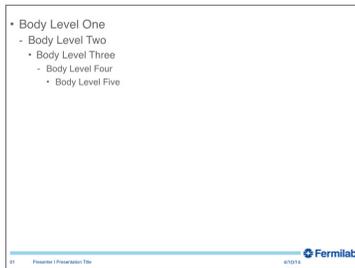
Content with Caption



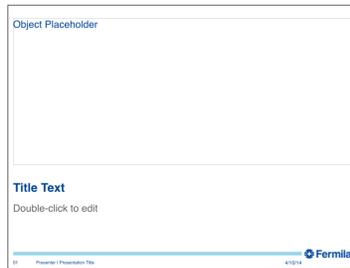
Picture with Caption



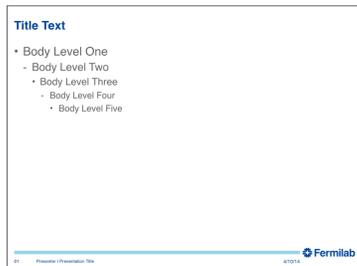
Footer Only: Comparison



Footer Only: Blank



Footer Only: Picture / Caption



Footer Only: Title and Content

Header and Footer

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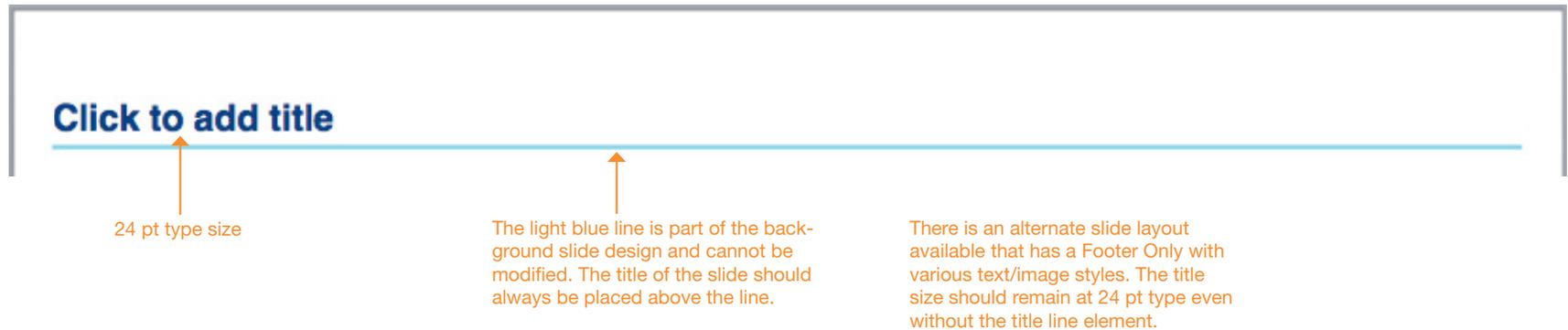
The header and footer have been designed to maintain consistency in Fermilab's brand and identity.

The type size for the header title is 24 pt. The type size for the footer information is 9 pt in a regular weight. The "Presenter Name" and "Presentation Title" are separated by a vertical line element.

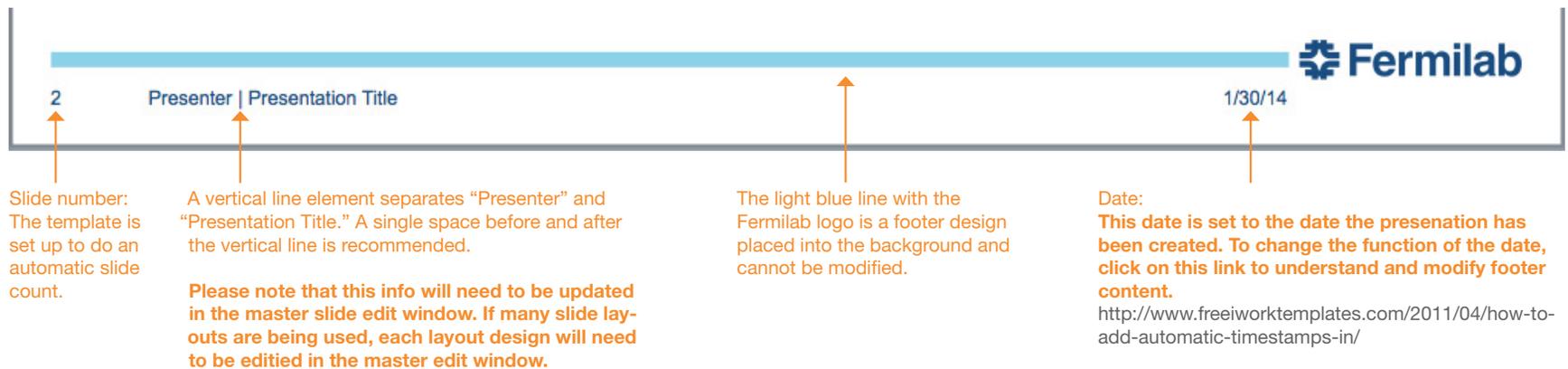
The recommended primary typeface is Helvetica and the substitute typeface is Arial.

The page number will auto generate. The date is fixed to the date the presentation has been created. To modify footer contents, click on **Edit Master Slide**. To edit the **Presenter | Presentation Title**, click on the slide layout that you are using in the **Edit Master Slide** window, and edit the **Presenter | Presentation Title**. The content will update your slides on that particular slide layout only. Please note, if you are using multiple slide layouts in your presentation, each slide layout will need to be edited. Changing one slide layout's content will not update all slides.

Header



Footer



Colors

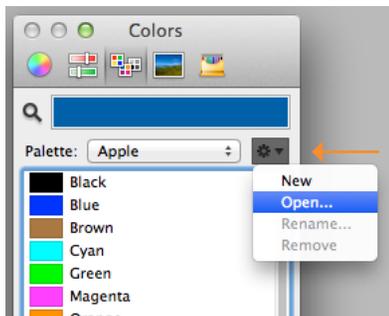
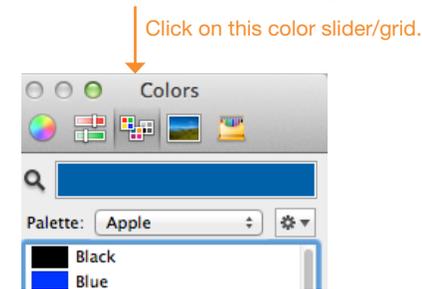
A Fermilab color palette has been created and should be used when creating your Keynote presentation. The palette, a separate file called **Fermilab.clr**, will need to be installed for it to appear in your Keynote template file. The palette will be installed through Keynote.

Once the palette has been installed, it will appear after selecting text, and then choosing the **Text** tab in the menu to the right. Click on the small color wheel button to open a window of the Fermilab color palette.

If installation of the color palette does not work, click on the **CMYK/RGB slider** and enter the color formulas provided on the right.

Instructions to install the **Fermilab.clr**.

1. Download the file onto your desktop.
2. Open Keynote.
3. In Keynote, click on the **Text** tab, click on the color wheel button (see to the right).
4. After clicking on the color wheel button, click the middle color slider/grid.



Then click on this gear icon and click **Open...** Locate the file on your desktop and the Fermilab palette should appear.

Theme Colors

Recommended for text

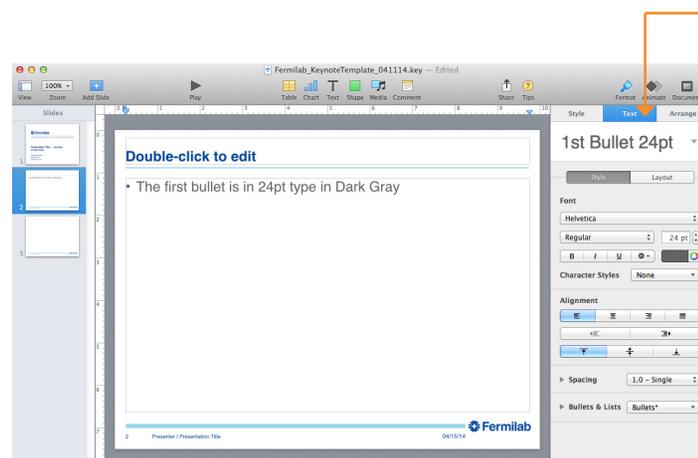
-  Blue (text and bold titles)
RGB: 0,76,151 / CMYK:100,53,2,16
-  Dark Gray (text)
RGB: 99,102,106 / CMYK: 0,0,0,75

Accent colors, use sparingly

-  RGB: 153,214,234
CMYK: 34,0,5,0
-  RGB: 175,39,47
CMYK: 5,96,80,22
-  RGB: 0,181,226
CMYK: 75,0,5,0
-  RGB: 76,140,43
CMYK: 76,3,100,18
-  RGB: 246,141,46
CMYK: 0,54,87,0
-  RGB: 167,168,170
CMYK: 0,0,0,45

Instructions to change the colors on text elements

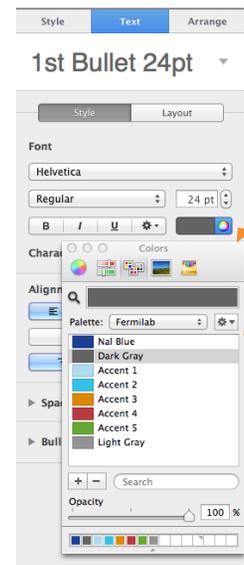
1. In Keynote, click on the slide, highlight the type on the slide.
2. Click on the **Text** tab.
3. Click on the color wheel icon to see the Fermilab palette.
4. After clicking on the color wheel button, a window should open up displaying the Fermilab colors.



Click on the **Text** tab.

Click on the color wheel button to see the Fermilab palette.

This is an enlargement to show the color menu.



After clicking on the color wheel button, a window should open up displaying the Fermilab colors.

Fonts & Text Styles

This section provides the recommended font sizes and weights to be used in your Keynote presentation. Helvetica is Fermilab’s sans serif typeface. This Keynote template has been created with Helvetica. If Helvetica is not an option, Arial is the substitute font.

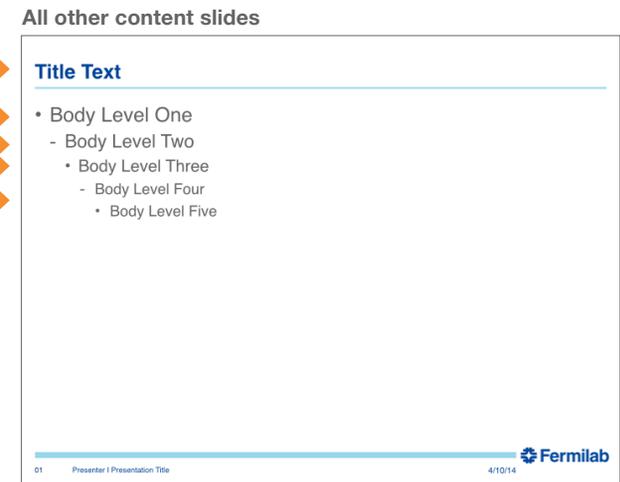
Font Sizes & Styles

This example is using Helvetica, although Arial can be used as a substitute.

Helvetica 32 pt Bold →
 Helvetica 20 pt Regular →



24 pt Bold →
 24 pt Reg →
 22 pt Reg →
 20 pt Reg →
 18 pt Reg →
 9 pt Regular →



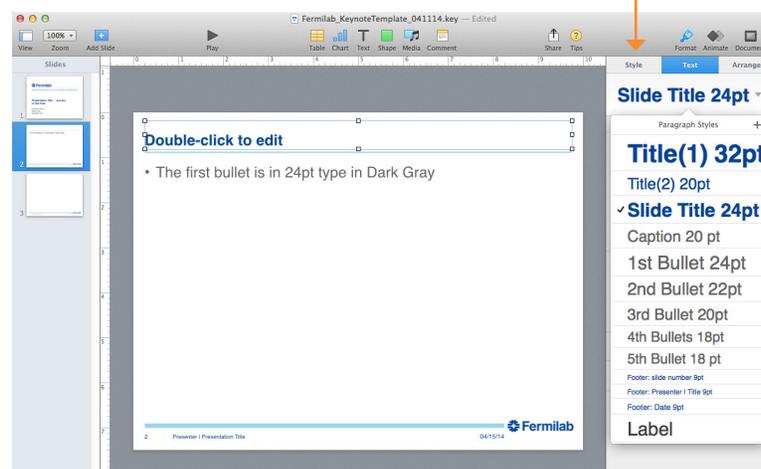
Using the Text Styles built into Keynote

Text styles have been created for all text elements on your slide layouts.

1. If styles need to be reapplied or changed, click on **Text** (the middle tab) in the menu on the right.
2. Click on the small gray triangle to the right of the text style. This will show a drop down menu of more styles.



Click the small gray triangle to show more styles.



Please note:
 Do not use this Style tab. This is confusing as it is labeled “Style,” but it is not the correct one to use.

Placing an Image or Object

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To place an image or object onto your slide, click outside of the text areas on the slide, select **Insert > Choose**. Search for your file and click **Insert**. Drag the image to position it to fit on your slide layout.

After placing your image in the desired area, you can use the tools in the **Style**, **Image** or **Arrange** tabs (to the right). In these tabs you can mask (crop) an image, change its brightness, contrast, and other image qualities; or erase its background.

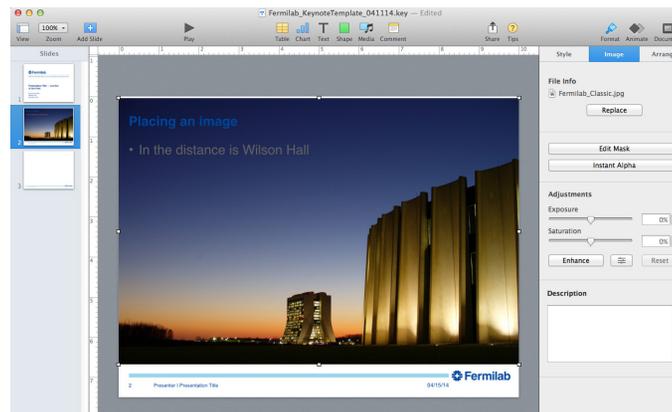
In the master slide layouts, there are a few slides that have placeholder images placed into the slide. These images have been sized and cropped to the appropriate size and within the margin. Images should not exceed past the footer design on the right or left. The right and left and top margin is .25 inches. Images should not go above or below the footer.

Placing an image

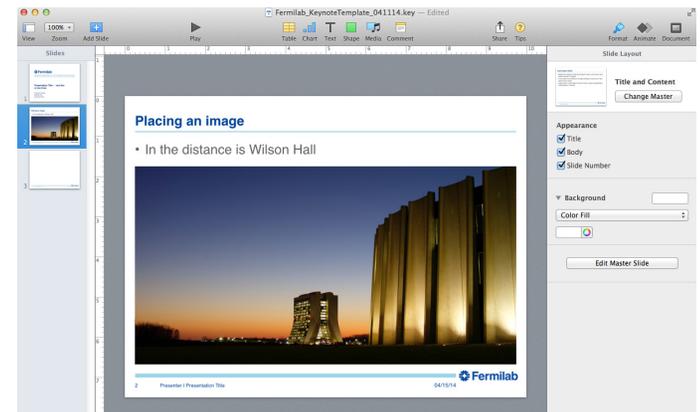
1. Go to **Insert**, select **Choose**.
2. Locate your image and click **Insert**.

To crop your image

1. Select the image on your slide.
2. Click the **Image** tab on the right.
3. Click **Edit Mask** and make the crop that best fits your slide layout.



1. Image has been placed and it is too large for the slide layout.



3. The image has been cropped to fit the slide layout.

Helpful sites:

Using the mask tool to crop and compose images

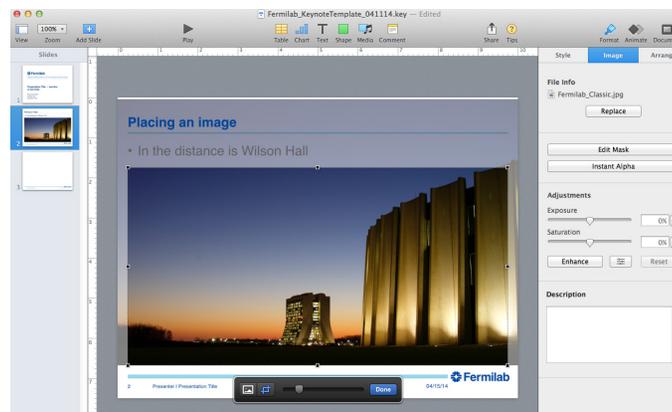
http://support.apple.com/kb/VI117?viewlocale=en_US

Keynote Tips

<http://www.marathon.com/tips/files/category-keynote.php>

Keynote Basics for Beginners

<http://www.macforbeginners.com/page.php?id=188>



2. Click on the **Image** tab, then click **Edit Mask**.