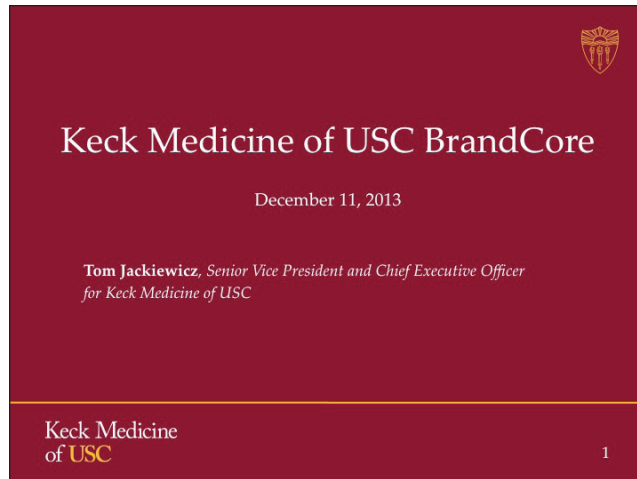


Presentation Templates

Below are examples of the approved PowerPoint presentation template designs for Keck Medicine of USC. Each template is anchored by a cardinal branding bar, containing the approved logotype. To reaffirm the connection to USC, presentation templates also contain the USC shield (top right).

Please Note: These Powerpoint templates are for e-presentation purposes only. If you intend to hand out a hard copy of your presentation, please keep ink supply and use in mind by printing the slide show in grayscale, not color.

If you have questions or a specialized need, please email identity@med.usc.edu or submit a request by using our online request form.



Cover Slide

This slide should be used to introduce new sections of a presentation or, occasionally, for a special pause or emphasis. Please take care not to overuse this slide.

Content Slide

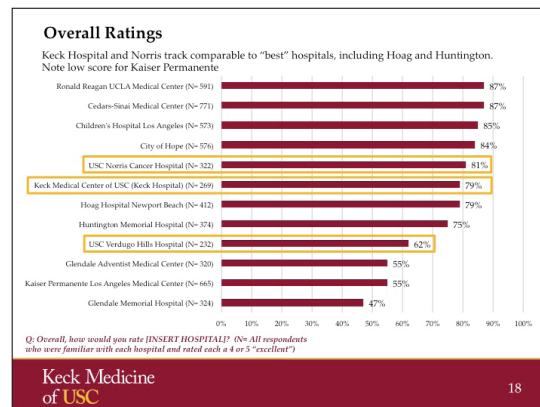
This should be the most frequently used slide in the majority of presentations. It has been designed to accommodate a large variety of content, including text, charts and diagrams, tables, photographs and illustrations. The generous amount of white space provides ample room for content, while ensuring legibility.

Headlines should be typeset in Palatino 30-point. In the body text, the main point should appear in Palatino 24-point, the sub-points in Palatino 16-point italic and supporting text in Palatino 14-point. The logo must remain at its current size and location.



Section Divider Slide

This slide should be used to introduce new sections of a presentation or, occasionally, for a special pause or emphasis. Please take care not to overuse this slide.



Strategic Plans — Key Brand Takeaways

ambitious and aspirational: seeking to make a difference
 not only university brand but integration of university assets is crucial to the
 and — big ideas, leveraging assets across entire university will be important
 building blocks
 key roles of outreach and growth strategies mean the Keck Medicine brand
 just help attract partnerships, referrals
 If-referral of patients also demands strong branding
 other elements of the health enterprise — KSOM, Children's —
 have a part to play in support through initiatives such as population health