

TYPE

is not

HYPE

17 *Simple but* POWERFUL

TYPOGRAPHY

TRICKS

You'll Never Forget

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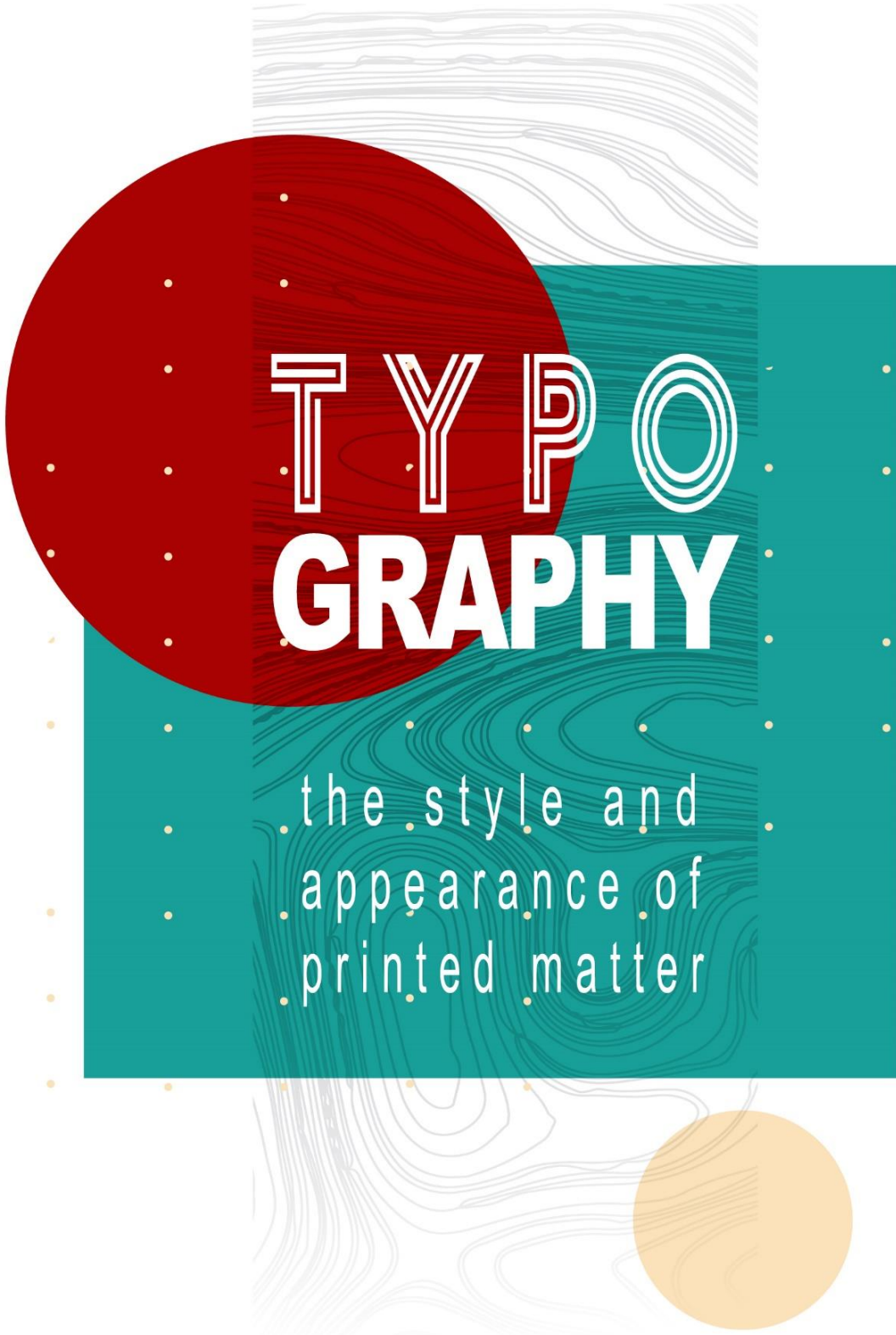
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TYPO GRAPHY

the style and
appearance of
printed matter

INTRO DUCTION

Type design: an exacting, arcane craft that is underappreciated for its impact on how people communicate and receive communication.

- Bruce Weber

Most people think typography is about fonts. Most designers think typography is about fonts. Typography is more than that, it's expressing language through type. Placement, composition, typechoice.

- Mark Boulton

Typefaces are not only there to be read, you also see them.

- Hans Peter Willberg



17

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— TRICKS —

FOR BEAUTIFUL SLIDES



FONTS USED:

Biggest - Bebas Neue

Cybersecurity Threats - Cyberfall

And How to Avoid Them - Calibri



03

Highlight

KEY WORDS/LINES

Not every word on your slide is equally important. Secondly, as presenters, you have to face the challenge of decreasing attention spans of the audience. People quickly scan the slide rather than read word for word. The most important words or lines have to be played up so that they are hard to miss and your key message is conveyed. There are a number of ways to that:

3.1 Increase the Font Size

The easiest way to grab attention towards a word is by increasing its font size. The eye naturally will read that first.

FONTS USED:

15 ways to - Arial

Boost - The Bold Font

Productivity - Couture

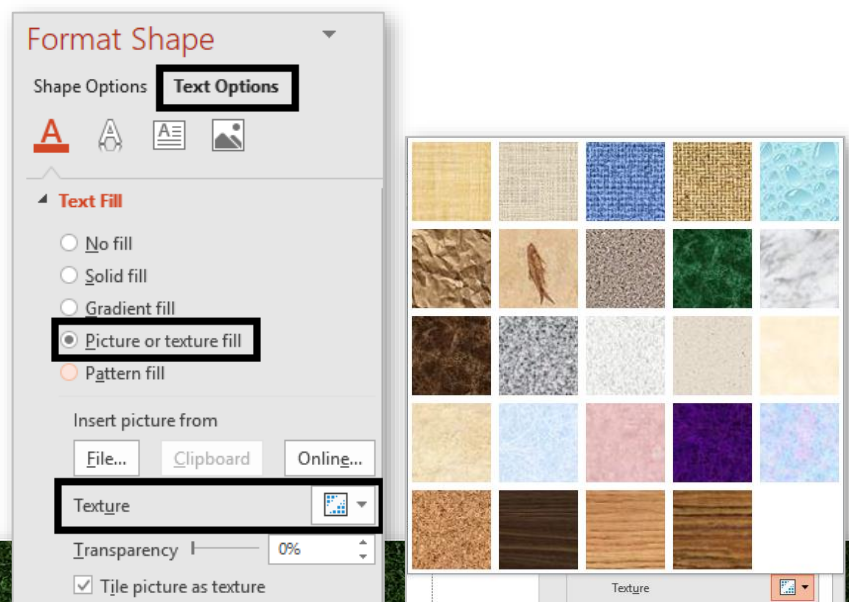
At Work - Arial



05 Texture FILL IN THE TEXT

Another cool effect that you can apply to your text is the 'Texture Fill' effect in PowerPoint. Again you can use PowerPoint's default textures or save one of your own and apply the same.

The steps are the same- Select the text box, right click and click **Format Shape**. Select the **Text Options** tab and under the **Text Fill** menu, select the **Picture or texture fill** radio button. Choose the default textures provided by PowerPoint from the **Texture** menu or save one of your own from the web as an image and insert the same by clicking the **File...** button.



FONTS USED:

Environmental Corporate Social
Responsibility - Bebas Neue
Body Copy - Arial

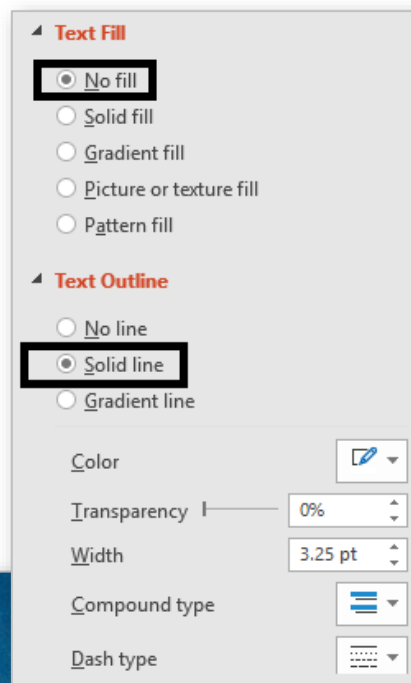
ENVIRONMENTAL CORPORATE SOCIAL RESPONSIBILITY

ECSR is a concept, where companies integrate environmental concerns in their business operations and the interaction with stakeholders, without compromising economic performance.

08 Text OUTLINE & NO FILL

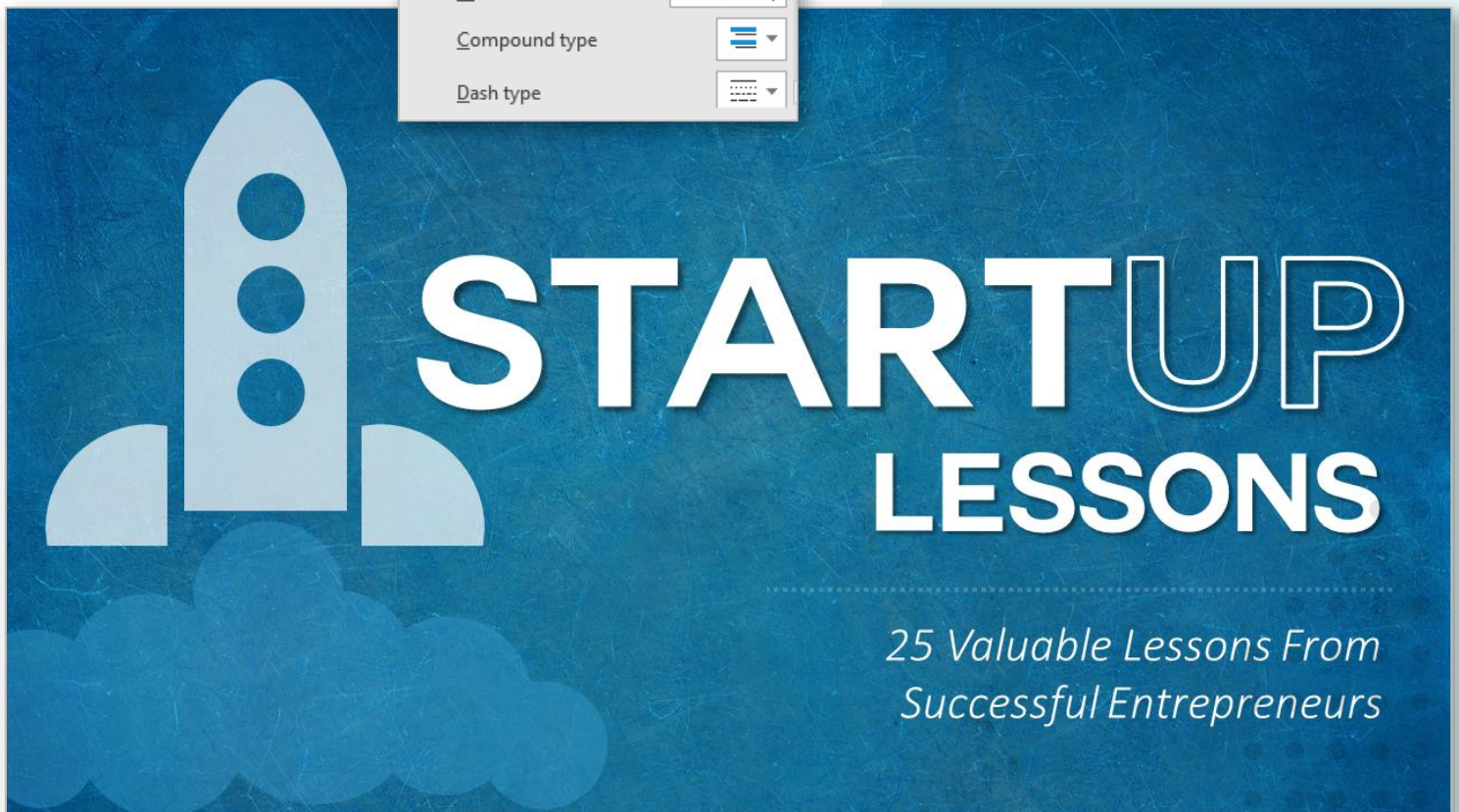
Make your text look as if written by a stencil. Give it an outline without any text fill. Depending on the font you choose, your slide can look vintage or modern.

Follow these steps - Select the text box, right click and click **Format Shape**. Select the **Text Options** tab and under the **Text Fill** menu, select the **No fill** radio button. From the **Text Outline** menu, select the **Solid line** radio button. Choose the text outline color of your choice and set the width as per your creative judgment.



FONTS USED:

Startup Lessons - Couture
25 Valuable Lessons from Successful
Entrepreneurs - Calibri Light



10

Maintain

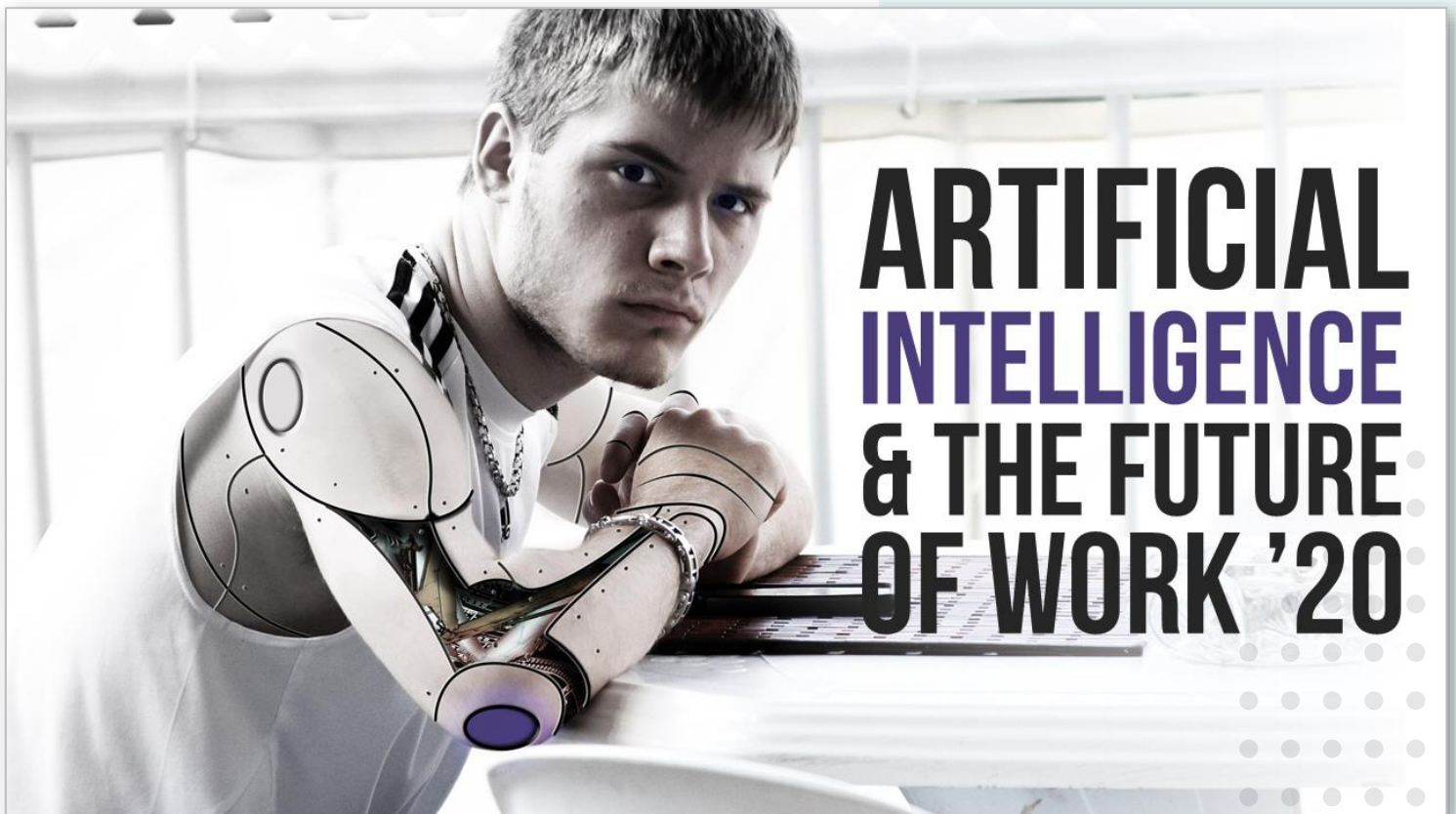
PERFECT SYMMETRY

While in the above hack, the aim was to create disorder, in this hack we will try to achieve the total opposite - Order! We will align the starting and ending letters of each line so that the text looks neat and in place. This hack can be applied for that sleek, professional touch in all types of business presentations.

You can aim for precision by following these steps- Select all the lines, go to the **Format** tab and under the **Align** menu, select **Align Left**. To ensure all lines are aligned on right as well, split the words or adjust the font sizes as was done in the below example too.

FONTS USED:

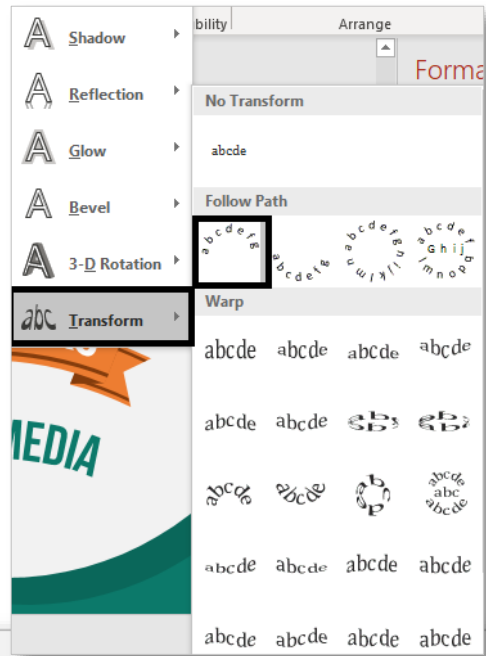
Bebas Neue



Variation 2: Use Transform

You can also rotate the text using a creative, transform effect available in PowerPoint. You must have thought such an effect was possible only in Photoshop. But it is possible in PowerPoint at the click of a button.

Select the text box, go to the **Format tab**, open **Text Effects**, open **Transform**, and select the option you like:



FONTS USED:

- How to Increase your - Arial
- Followers - Aharoni
- Social Media - Bebas Neue

