



# valantic PowerPoint Manual

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# What is the Liquid Brand Design and why do we have it?

## Our Challenges: Many Target Groups & One Brand

- We serve different target groups across valantic
- Target groups cannot be assigned to competence centers or divisions - there are overlaps
- Each division has common touchpoints with other divisions
- But still each division has its own area of activity and unique selling points
- Our growth, new technologies, business areas and user needs pose new challenges for the brand identity
- Efficient rebranding projects of new CC are problematic due to lack of clear design guidelines
- Job applicants and customers alike are irritated by many different designs on our external channels (web, social, ads)



**ONE FIRM | ONE BRAND | ONE DESIGN**

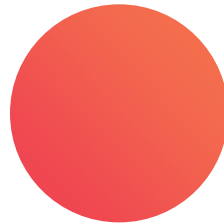
## The Solution: Liquid Brand Design

# Liquid Brand Design

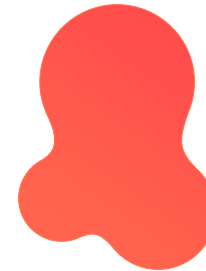
Design flexibly for specific target groups with distinct brand recognition through consistent visuals.

**valantic**

LOGO



Color Gradient  
(Coral – Peach)



valantic Shape

## Tailored flexibility for specific audiences: Three design approaches enable distinct visual communication for various target groups and contexts.

### Touchpoints

depending on the  
target group



Route **A**  
restrained | elegant | informative



Route **B**  
self-confident | activating | human



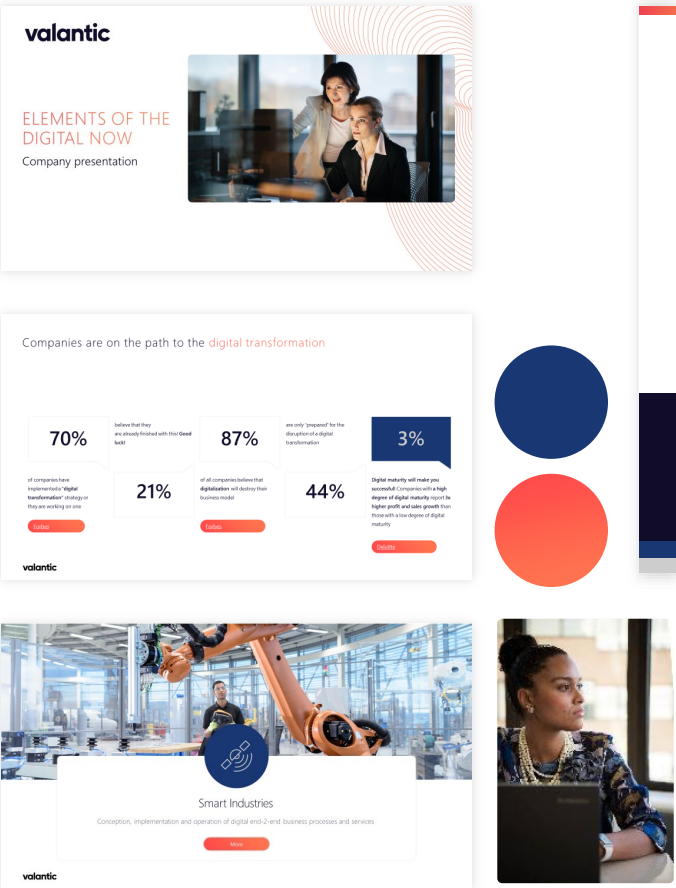
Route **C**  
dynamic | present | expressive

Restrained

Expressiveness

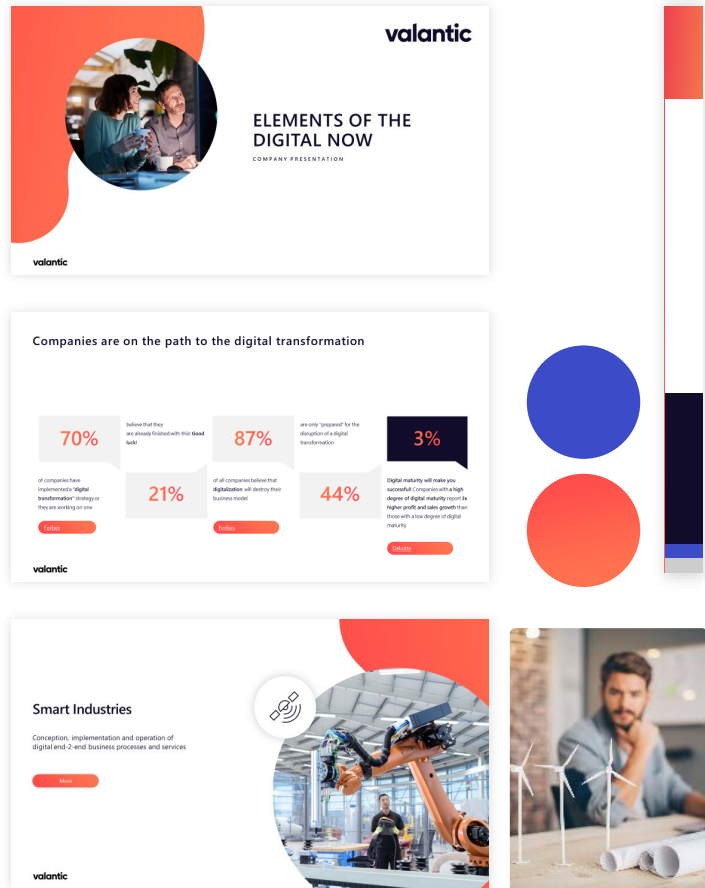
# Moodboards: That’s what they look like

Route A: restrained | elegant | informative

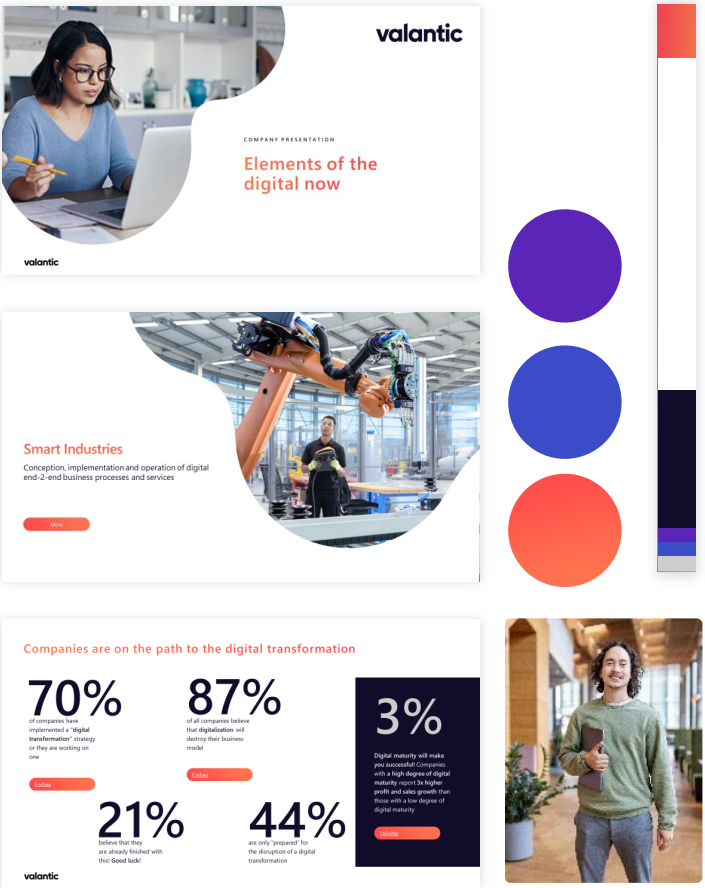


valantic

Route B: self-confident | activating | human



Route C: dynamic | present | expressive



# The choice of the appropriate route depends on the target group, the touchpoint and the message



Route **A**  
restrained | elegant | informativ

Route **B**  
self-confident | activating | human

Route **C**  
dynamic | present | expressive

## For example:

- Conservative industries, such as insurance and banking
- High-probity services, such as finance, legal and data privacy
- Informative customer communication, such as invoices and data sheets

## For example:

- Internal Communication
- Agile customers and sectors, such as IT, manufacturing and automotive
- Services involving entire teams, such as development and product implementation teams
- Internal communications

## For example:

- Recruiting events and fairs in which we want to stand-out
- Addressing Marketing people and start-up customers
- Zeitgeist-sensitive industries, such as tourism and consumer goods
- Agency-related services, such as e-commerce and design



# Which route is the appropriate one?

## Ask yourself:

- Who do you want to address, who is your target group?
- How do you want to be perceived?
- In what context do you want to present?
- Should the presentation only be sent by e-mail?

## These considerations should not play a role in the choice of route:

- Which route do I personally like best?
- These designs are finally something different I could use
- I don't like orange/blue/purple

## No idea which route to choose? Then route B is always a good choice

Route **B**  
self-confident | activating | human

Route B is a modernized version of the previous valantic brand design and is always a suitable choice in case of doubt.

Fits for  
**80%**  
of all cases.

# Installing the PowerPoint Templates

On Windows

# 3 Steps to install the templates

1. Saving the Designs (.thmx)
2. Storing the file "Layout Samples" (.pptx)
3. Storing the valantic diagram templates (.crtx)

# 1. Saving the Designs (.thmx)

- **Save all three masters** (Route A, B, C) - this way you will always have all the routes at your fingertips.
- Open the respective **Layout Samples** file
- Then go to **Save As**
- First select the file format **Office Design (\*.thmx)**
- In many cases the path will already be set
- If the path is not set automatically, **select the destination folder manually.**
- The saving path is **C:\Users\[yourusername]\AppData\Roaming\Microsoft\Templates\Document Themes**
- Give the file a name of your choice (e.g., "Route B valantic Design <date>") and save the master there.
- The master is now saved, and you can create new blank PowerPoint presentations based on the installed master.
- Don't forget to repeat this step for all the routes A,B and C

If you cannot see the following path in PowerPoint: C:\Users\[yourusername]\AppData, then please execute the steps shown on slides 18 ff "Show Hidden Folders" and try to save the file again in PowerPoint.



Home

New

Open

Info

Save

Save As

Print

Share

Export

Close

## Save As



Recent

valantic GmbH



OneDrive - valantic GmbH  
Alisha.Attarwala@muc.valantic.com



Sites - valantic GmbH  
Alisha.Attarwala@muc.valantic.com

Other locations



This PC



Add a Place



Browse

↑ C: > Users > AlishaAttarwala > AppData > Roaming > Microsoft > Templates > Document Themes

A\_Layout-Samples\_20230829

Office Theme (\*.thmx)

PowerPoint Presentation (\*.pptx)

PowerPoint Macro-Enabled Presentation (\*.pptm)

PowerPoint 97-2003 Presentation (\*.ppt)

PDF (\*.pdf)

XPS Document (\*.xps)

PowerPoint Template (\*.potx)

PowerPoint Macro-Enabled Template (\*.potm)

PowerPoint 97-2003 Template (\*.pot)

Office Theme (\*.thmx)

PowerPoint Show (\*.ppsx)

PowerPoint Macro-Enabled Show (\*.ppsm)

PowerPoint 97-2003 Show (\*.pps)

PowerPoint Add-in (\*.ppam)

PowerPoint 97-2003 Add-in (\*.ppa)

PowerPoint XML Presentation (\*.xml)

MPEG-4 Video (\*.mp4)

Windows Media Video (\*.wmv)

Animated GIF Format (\*.gif)

JPEG File Interchange Format (\*.jpg)

PNG Portable Network Graphics Format (\*.png)

TIFF Tag Image File Format (\*.tif)

Device Independent Bitmap (\*.bmp)

Windows Metafile (\*.wmf)

Enhanced Windows Metafile (\*.emf)

Scalable Vector Graphics Format (\*.svg)

Outline/RTF (\*.rtf)

PowerPoint Picture Presentation (\*.pptx)



Save

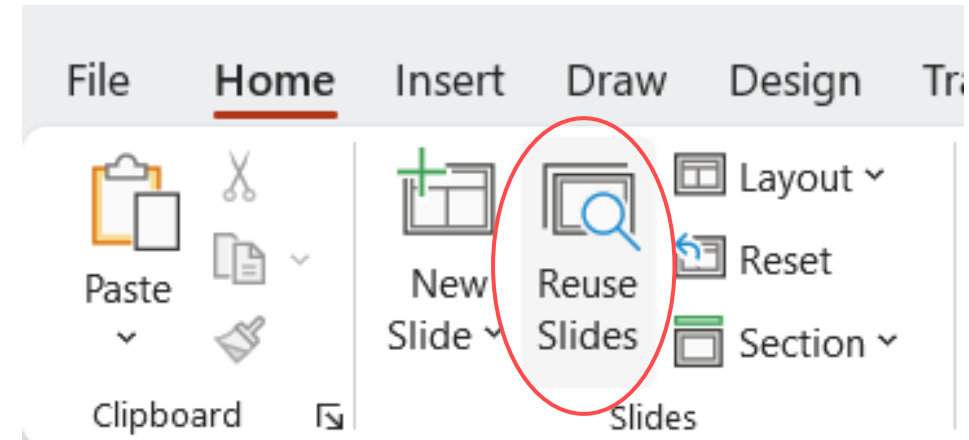
Account

Feedback

Options

## 2. Storing the file "Layout Samples" (.pptx)

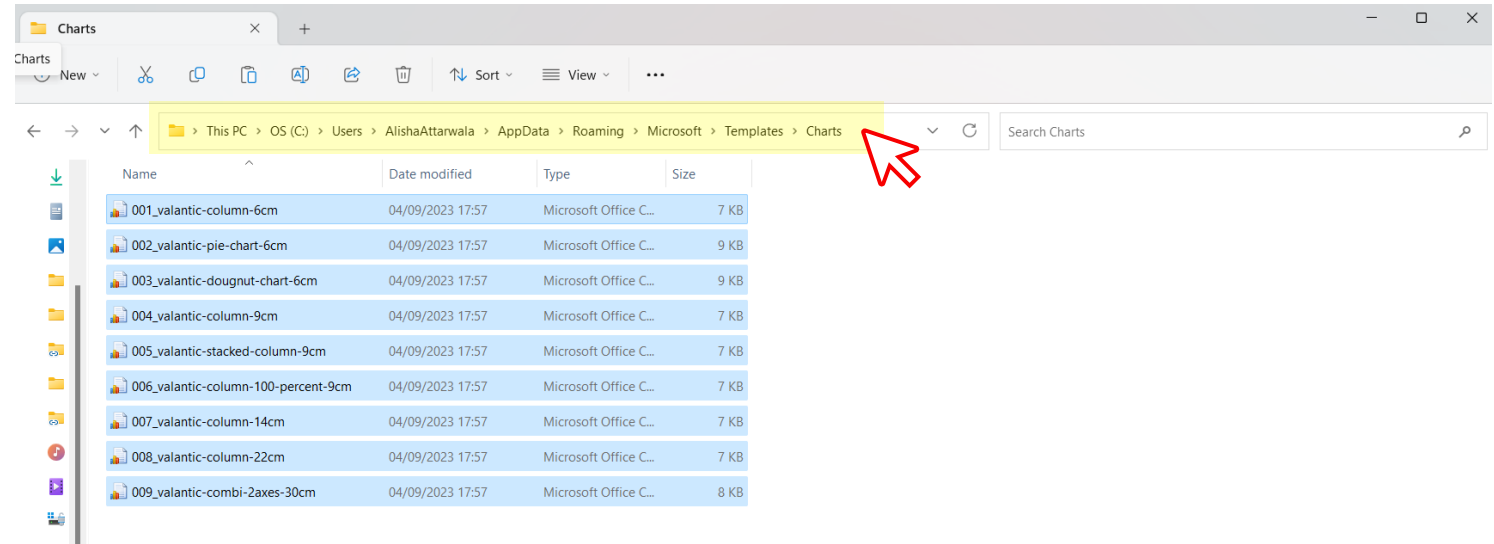
- The three files A\_Layout-Samples, B\_Layout-Samples, C\_Layout-Samples are your layout samples which help you to interpret the integrated layouts
  - In the respective file **Layout Samples**, each integrated design is used once
  - You can drag individual slides into the file you are working in using the **"Reuse Slide"** function. You then only have to enter your texts. This can simplify your work
- Therefore, save the three files A\_Layout-Samples, B\_Layout-Samples, C\_Layout-Samples in a place you can easily access at any time!



### 3. Storing the valantic diagram templates (.crtx)

#### Step 1

- Open your file explorer and find the following folder: C:\Users\[your username]\AppData\Roaming\Microsoft\Templates\Charts
- Copy all the .crtx files in the Charts folder.

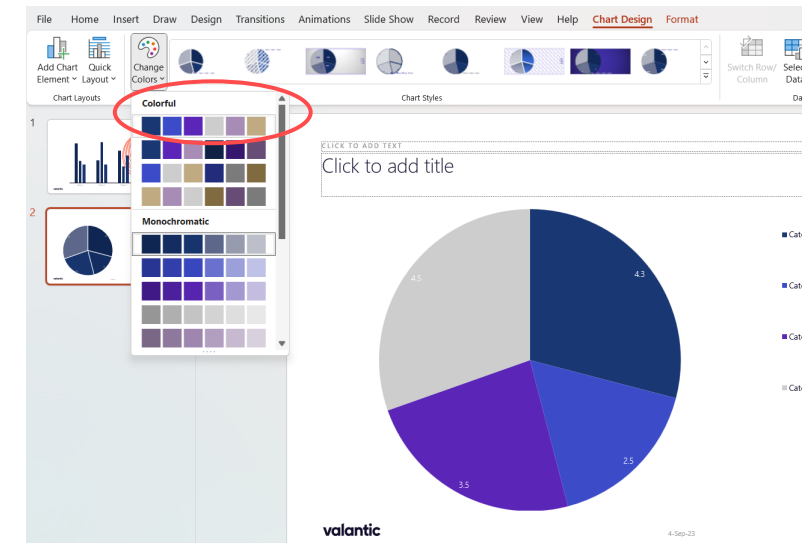
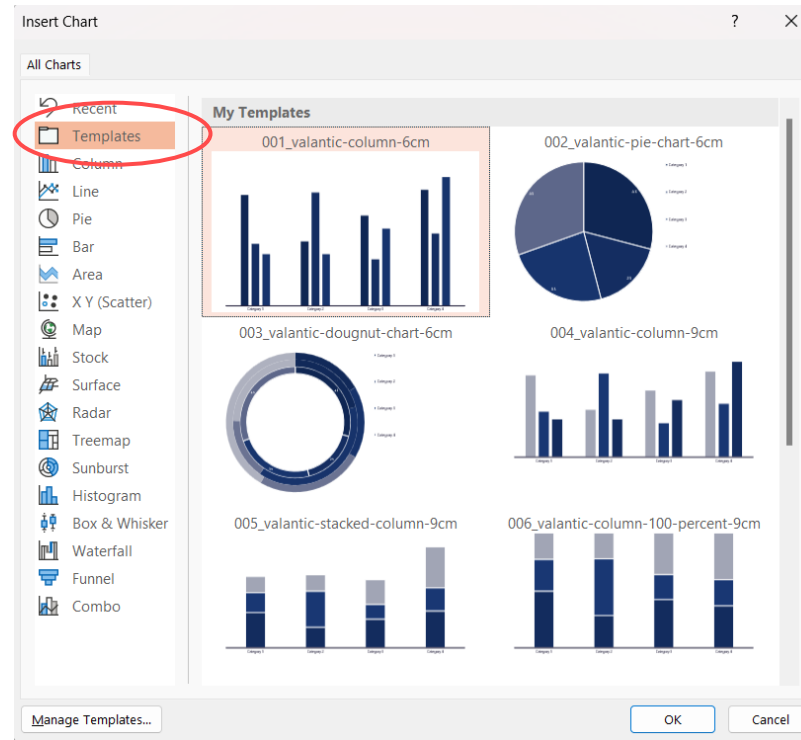




### 3. Storing the valantic diagram templates (.crtx)

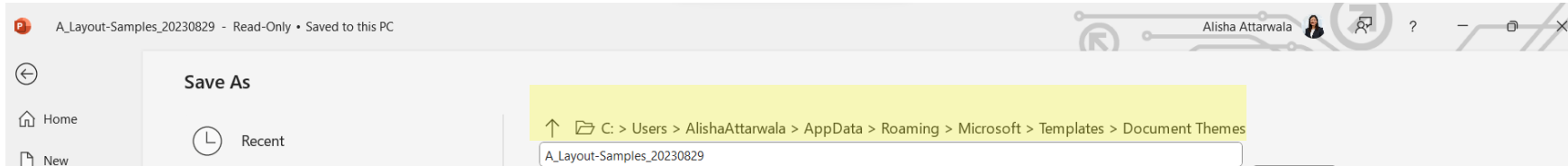
#### Step 2

- Now you can use charts in the valantic design
- Insert a chart and select the appropriate type under **Templates**
- By default, the charts are dark blue, but you can change the color via "**Change color**".  
Monochrome or multicolored



# Show hidden folders

Please note – you only need to execute this step if you cannot see the following path in PowerPoint directly:



AppData is a so-called hidden folder. Maybe you can't see it in your explorer? This is how you can make it visible:

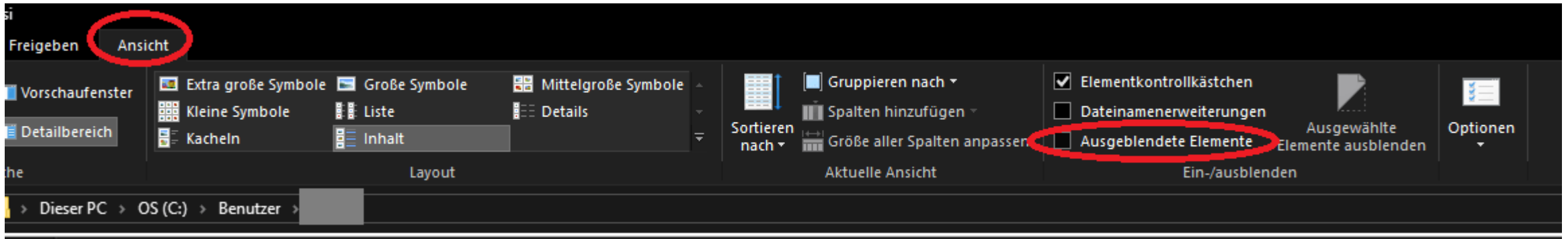
- Start File Explorer and navigate to the folder C:\User\[Your\_User\_Name]
- Go to the **View** tab in the top bar or **Display** in Windows 11
- Check the Hidden items setting or for Windows 11 first go to **Show** and then check the Hidden items setting
- Now you should see some folders and files that were previously hidden - including AppData
- Follow the description **Installing a PowerPoint Master on Windows** to install the master

→ If you still don't see the **AppData** folder or have any other problems installing the master, talk to your IT.

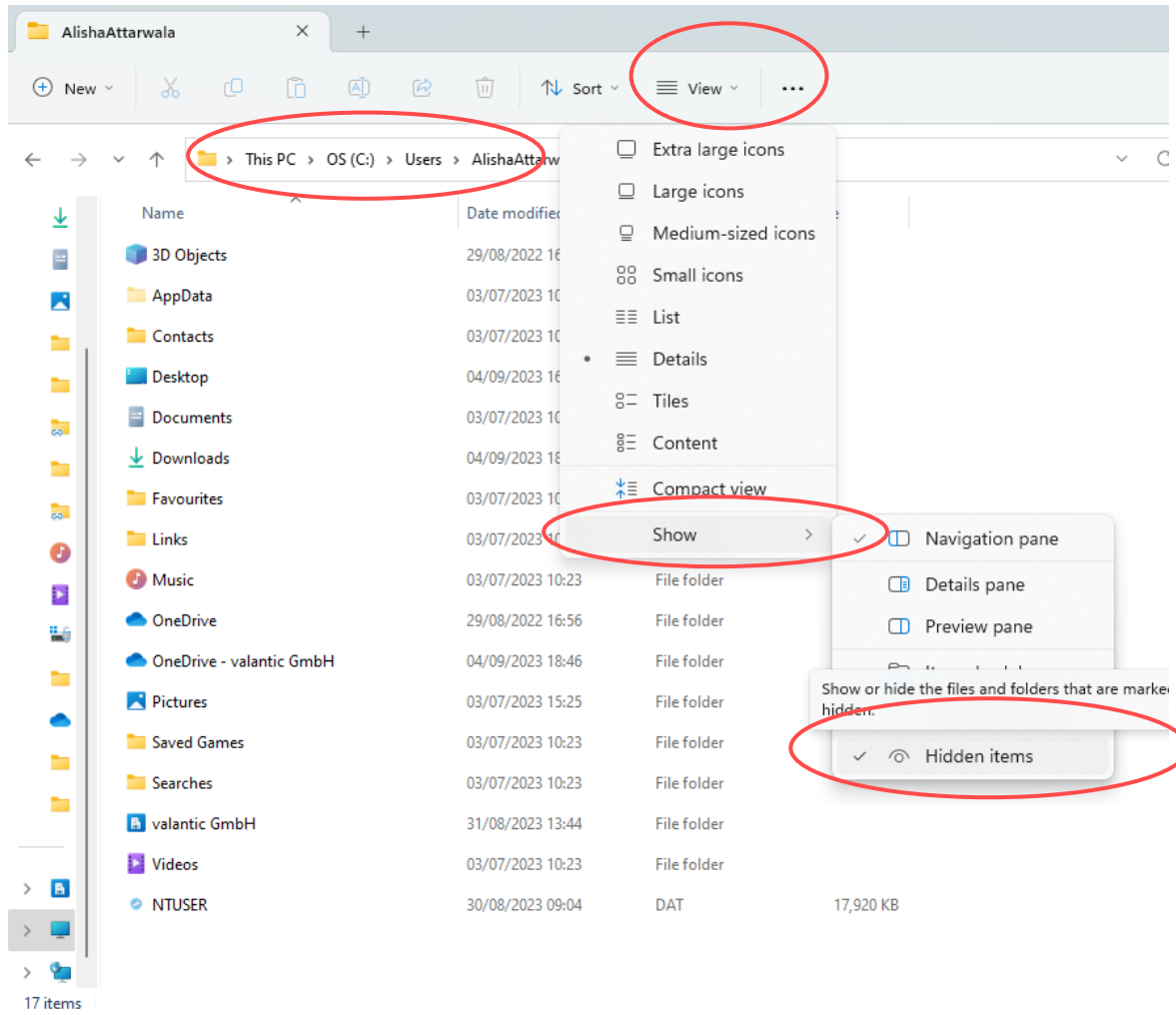
# Windows 10

View

Hidden Items



# Show hidden folders on Windows 11



# Save the templates to reuse it - pin it under favorites

- Open PowerPoint
- Create a new file via **New**
- Now select **Custom** in the lower area and then **Document Themes**
- Select our Master
- An empty file opens with all layouts of the routes A, B and C
- Have fun editing it

→ If you click on the pin next to the thumbnail, the template will be displayed directly in the upper area.



Home



New



Open

Info

Save

Save As

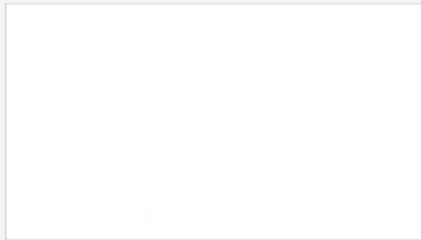
Print

Share

Export

Close

## New



Blank Presentation



C\_Layout-  
Samples\_20230829



B\_Layout-  
Samples\_20230829



A\_Layout-  
Samples\_20230829

Office

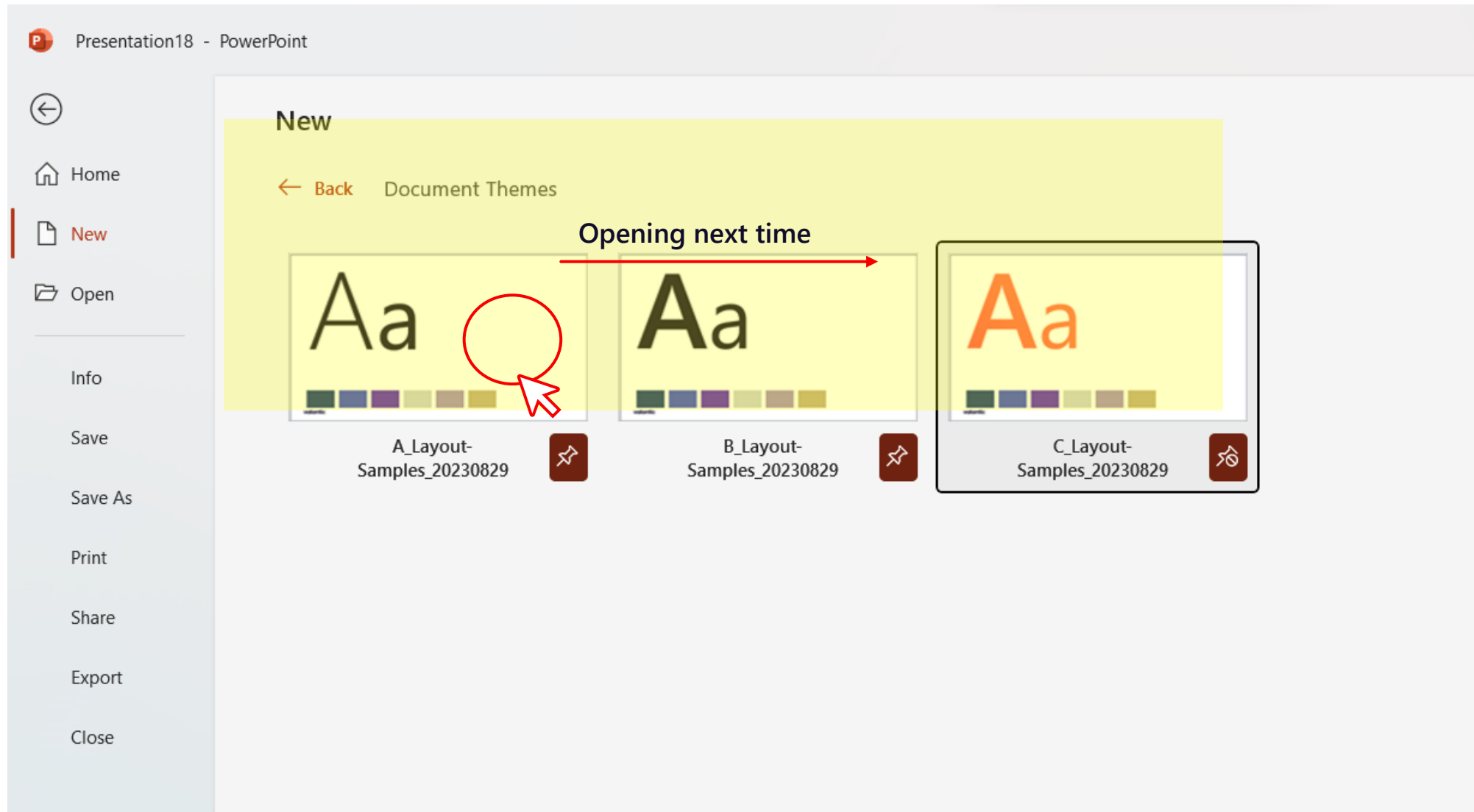
Custom



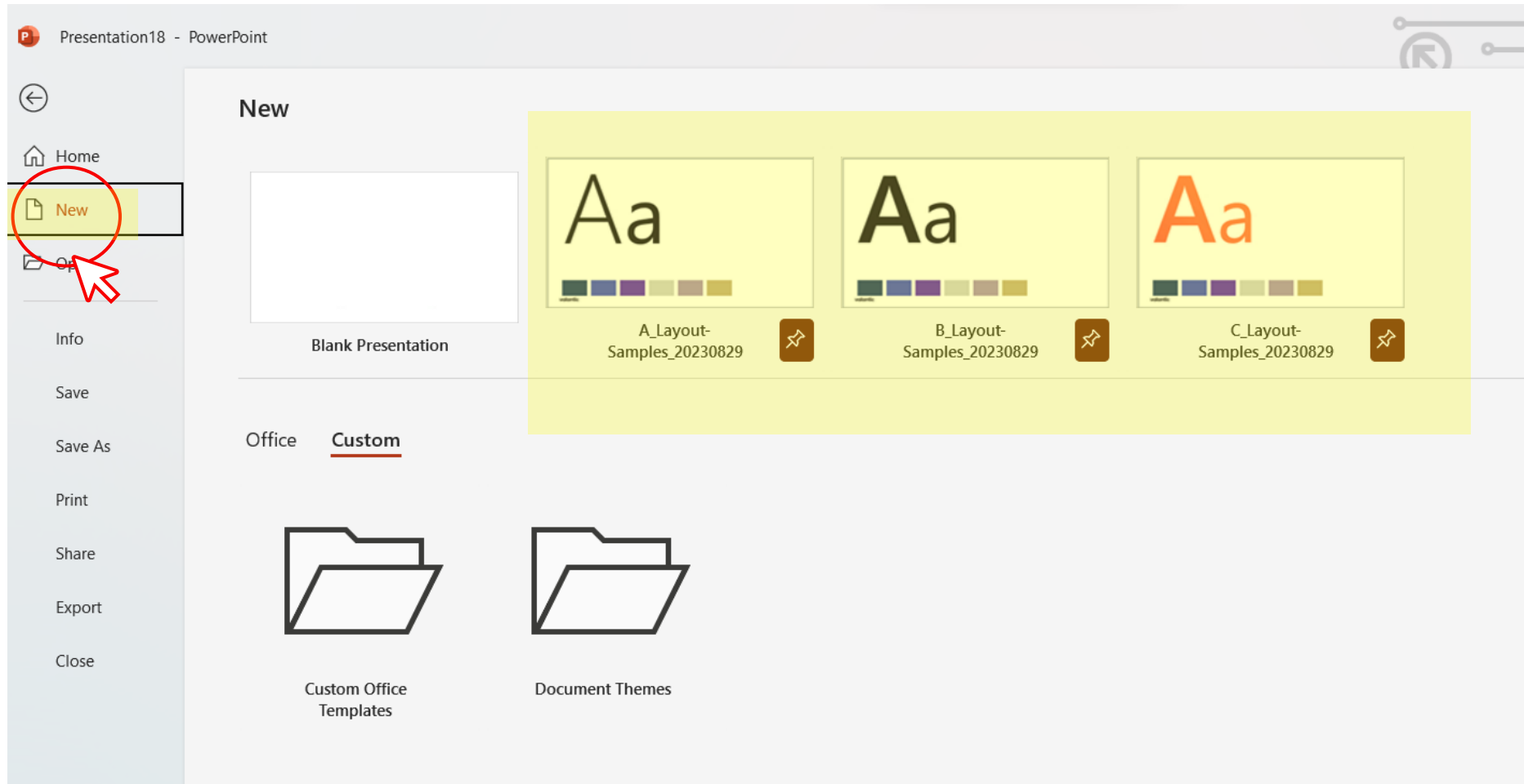
Custom Office  
Templates



Document Themes



# When you reopen PowerPoint, you will be able to see the pinned templates





# Installing the PowerPoint Templates

On MacOS

# Step by Step on a Mac

1. Save the Templates (.potx)
2. Save the Designs (.thmx)
3. Install the Chart Designs (.crtx)

→ Tip: All 3 steps can be done at the same time. Here the target folder User Content with the individual subfolders is important for the installation (then follow each step from point 3).

# 1. Save the Templates (.potx)

1. Go to **Library** on your Mac
2. On **Finder** -> **Go**, press key **OPTION** -> choose **Library**
3. Go to the folder: **Group Containers** -> **UBF8T346G9.Office** -> **User Content** -> **Templates**
4. Insert the files to the folder:
  - valantic\_A\_Route.potx
  - valantic\_B\_Route.potx
  - valantic\_C\_Route.potx
  - valantic\_ABC\_Route.potx
5. Restart Power Point.
6. Part 1 is ready.

## 2. Save the Designs (.thmx)

1. Go to **Library** on your Mac
2. On **Finder** -> **Go**, press key **OPTION** -> choose **Library**
3. Go to the folder: **Group Containers** -> **UBF8T346G9.Office** -> **User Content** -> **Designs**
4. Insert the files to the folder:
  - valantic Route A.thmx
  - valantic Route B.thmx
  - valantic Route C.thmx
  - valantic Route ABC.thmx
5. Restart Power Point.
6. Ready with the second part!

### 3. Save the Chart templates (.crtx)

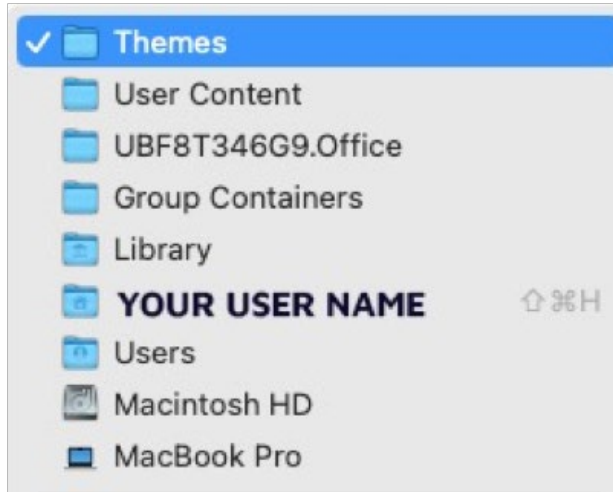
1. Go to **Library** on your Mac
2. On **Finder** -> **Go**, press key **OPTION** -> choose **Library**
3. Go to the folder: **Group Containers** -> **UBF8T346G9.Office** -> **User Content** -> **Chart templates**
4. Insert the files to the folder:
  - 001\_valantic-column-6cm.crtx
  - 002\_valantic-pie-chart-6cm.crtx
  - 003\_valantic-dougnt-chart-6cm.crt
  - 004\_valantic-column-9cm.crtx
  - 005\_valantic-stacked-column-9cm.crtx
  - 006\_valantic-column-100-percent-9cm.crtx
  - 007\_valantic-column-14cm.crtx, 008\_valantic-column-22cm.crtx
  - 009\_valantic-combi-2axes-30cm.crtx
5. Restart Power Point.
6. Ready with the third part!

→ The Installation is finished.

# Saving files on Desktop

## Office theme THMX

\Users\Name\Library\Group Containers  
\UBF8T346G9.Office\User Content\  
Designs (engl. Themes)



## POTX

\Users\Name\Library\Group Containers  
\UBF8T346G9.Office\User Content\  
Vorlagen (engl. templates)

## Charts

\Users\Name\Library\Group Containers  
\UBF8T346G9.Office\User Content\  
Diagrammvorlagen (engl. Chart templates)

# Download SegoeUI

## The fonts on the Mac can be loaded via the Cloud

Use cloud fonts to make sure your slides and documents look the same, no matter where you open them or who else views them. Cloud fonts are fonts hosted in the cloud by Microsoft 365, and are available in the latest versions of Office applications.

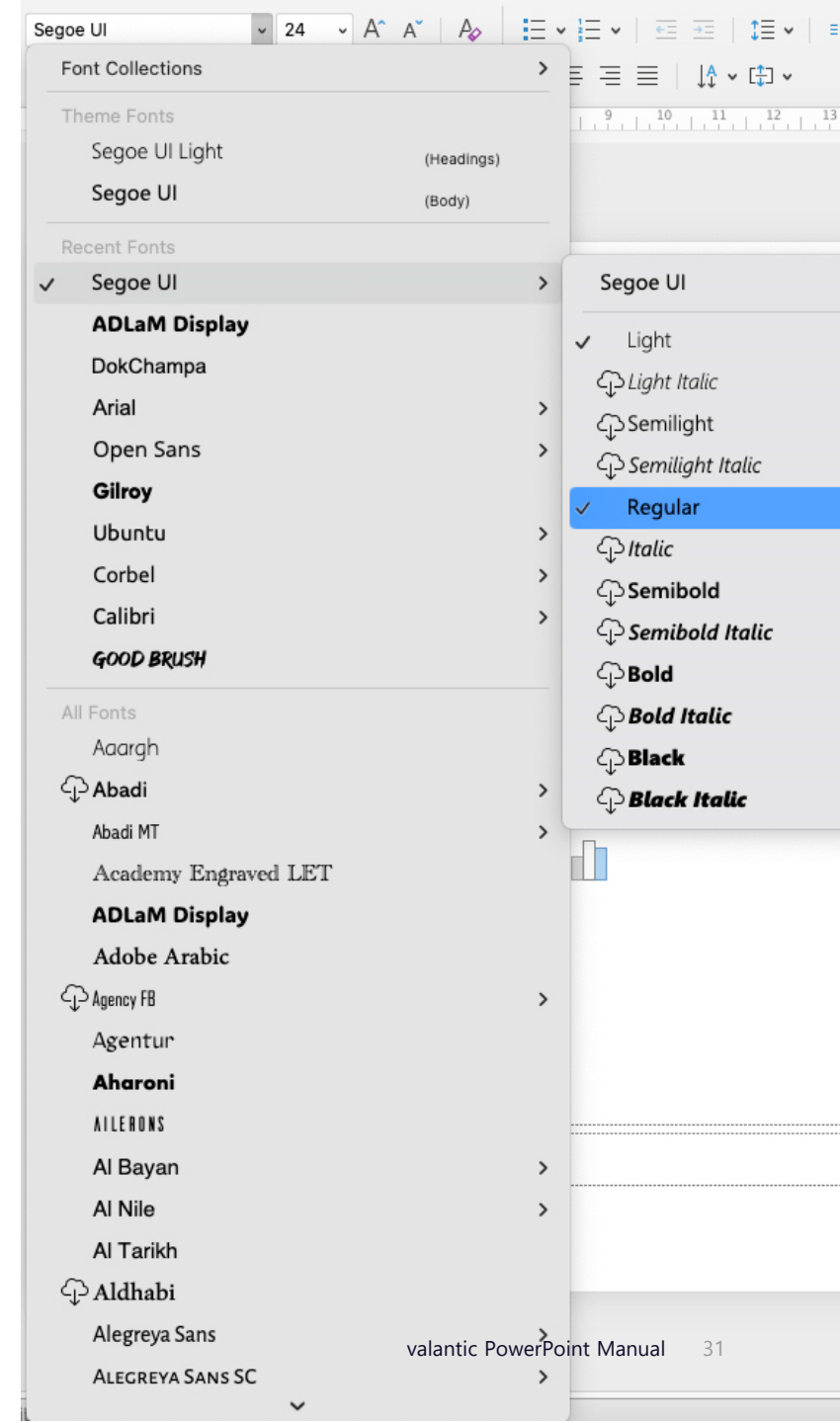
Once downloaded, the font is available for use in all Office apps. Cloud fonts are available to Microsoft 365 subscribers – you too.

Instructions:

1. To get the cloud fonts, your device needs to be online and connected to the Internet.
2. Open a new file from "New from Template": valantic\_A\_Route
3. Go to the tap Home -> go to the menu of the fonts on Segoe UI and **click** then on the **Cloud** icon on following fonts: **Segoe UI Light**, **Segoe UI Regular**, **Segoe UI SemiBold**. The font will be downloaded.

## Notes:

- In apps running on Windows, go to File > Account, select Manage Settings under Account Privacy, and turn on Optional connected experiences. Clearing the check box turns off cloud fonts and other online services from Microsoft.
- If you can't access cloud fonts, make sure <https://fs.microsoft.com> hasn't been blocked by your IT admin.



# Before you start ...

Some basic info



# How to use the templates



## Only one route

- Please use only one route for a presentation.
- Mixing slides from different routes is not intended in the valantic design.



## Use Layouts

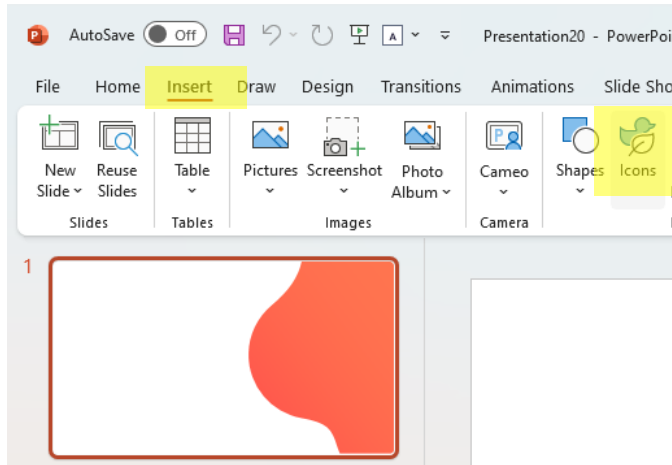
- Use integrated layouts - this simplifies the transfer of slides to different routes immensely – especially, if you have to merge your content for joint presentations with other valantic CCs.



## Use Imagery

- Please use the provided image files. If you choose your own images, please follow the instructions for the valantic image world and the respective routes. You can find them in the imagery files and in the [Web-Styleguide](#). (PW: valanticWarmRed)

# We can use the icon set from Microsoft (stock icons)

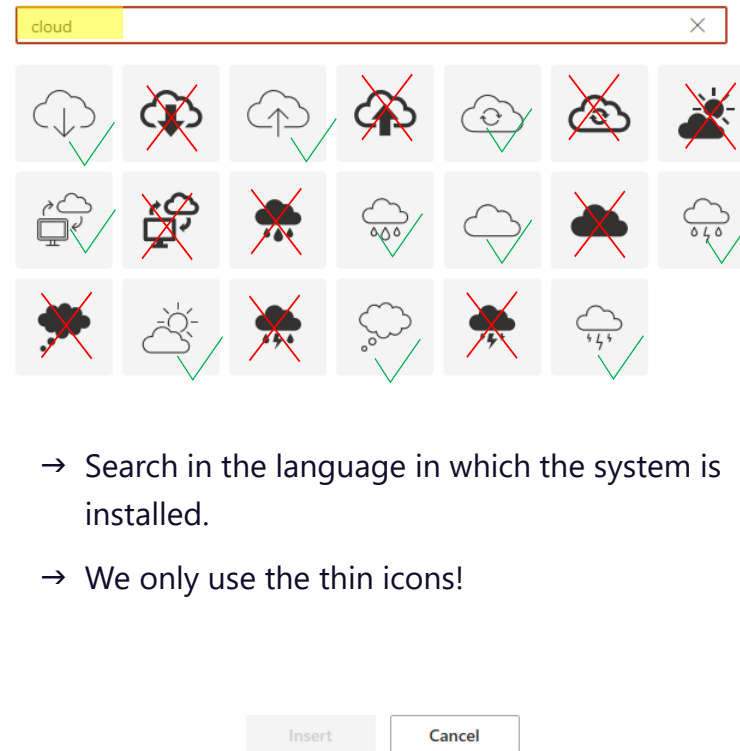


→ „Insert“

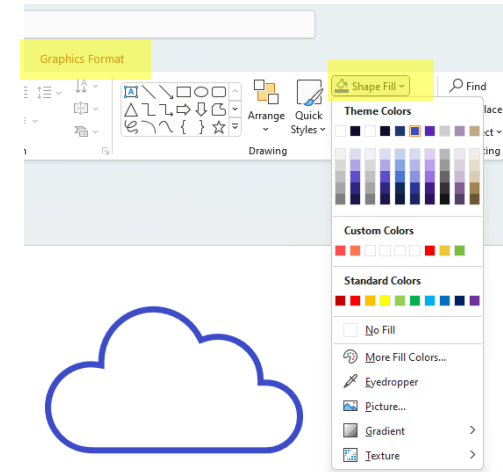
→ „Icons“

## Stock Images

Images **Icons** Cutout People Stickers Videos Illustrations Cartoon People



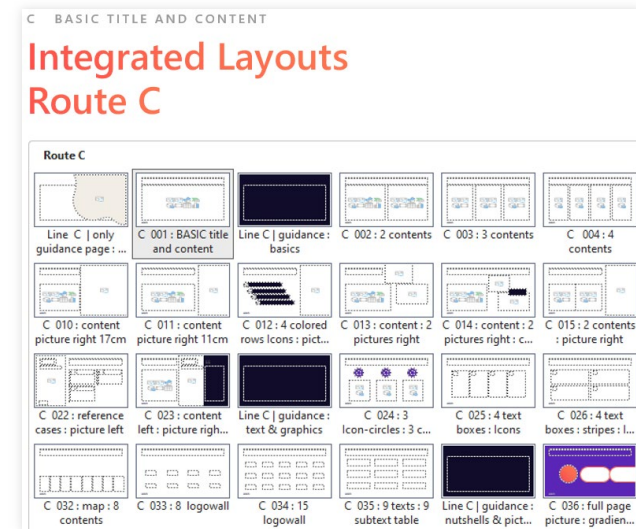
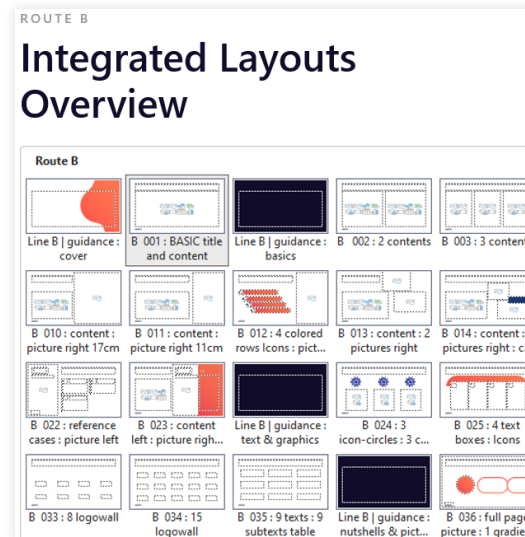
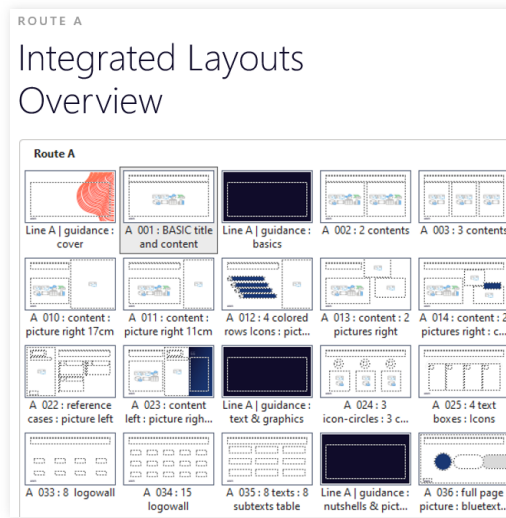
- Search in the language in which the system is installed.
- We only use the thin icons!



- Select
- Paste
- Change the color

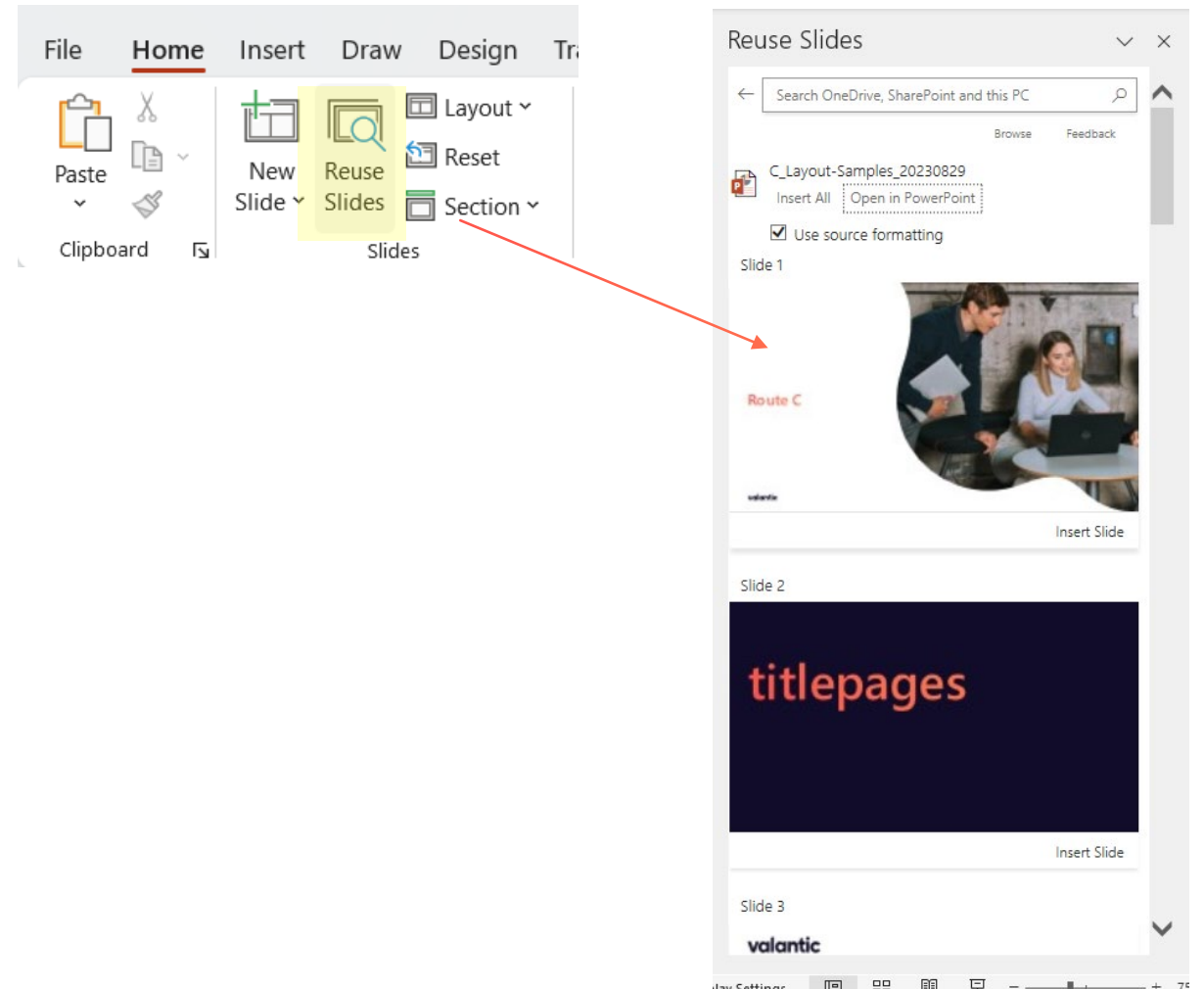
# Integrated Layouts: Easily customize slides across routes

- The special thing about the new master is that (almost) every layout is available in every route
  - If you consistently use these layouts, slides from one route can be transferred to another route very quickly - the layouts are numbered for this purpose
- "A 012 : colored rows icons : picture right" corresponds to "B 012 : colored rows icons : picture right" and "C 012 : colored rows icons : picture right".
- If no layout fits, assign one of the basic layouts work within the guidance lines. If you exactly use the slide layout, then you can easily transfer the slide to another route's layout within seconds.



# Use the Layout Samples via "Reuse Slides"

- Use the "Reuse Slides" function to load ready-made designs from the Layout Samples file into your file. Then you only have to adjust the contents
  - Load only slides from Layout Samples A into a presentation based on Route A, and so on. The samples for A, B and C are identical
- **So save the three files A\_Layout-Samples, B\_Layout-Samples, C\_Layout-Samples in a place you can easily access at any time!**
- **Don't forget to also save the Company Presentation, References and Imagery files.**

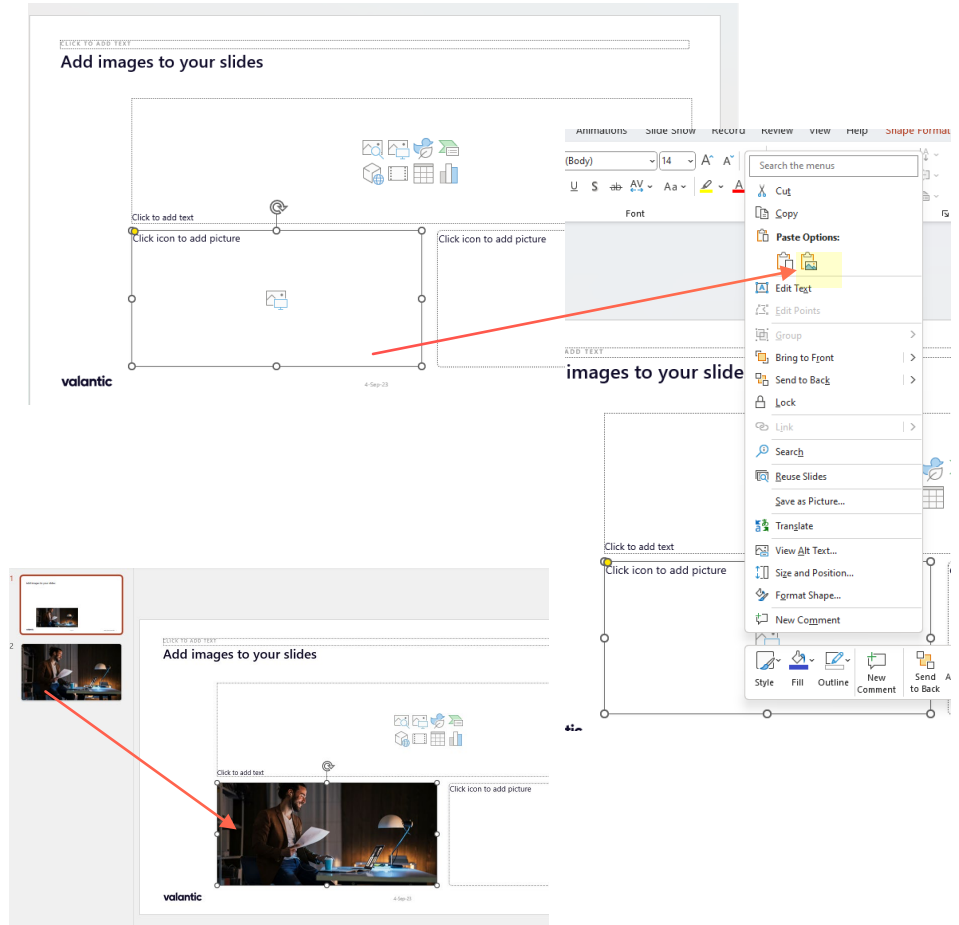


# Use the image library and insert images

In the imagery files we have put together suitable imagery worlds for the routes A, B and C..

This is how you insert images into your files:

- Use the function "Reuse Slide" and open the appropriate imagery file.
- Paste the slide with the image of your choice into your work file
- Now use "Copy" to get the image from the slide into your clipboard
- Go to the slide you want to paste the image into
- Click on the image placeholder that you want to fill in order to activate it.
- Paste the image into your image placeholder
- You can now delete the slide with the large image from your presentation.

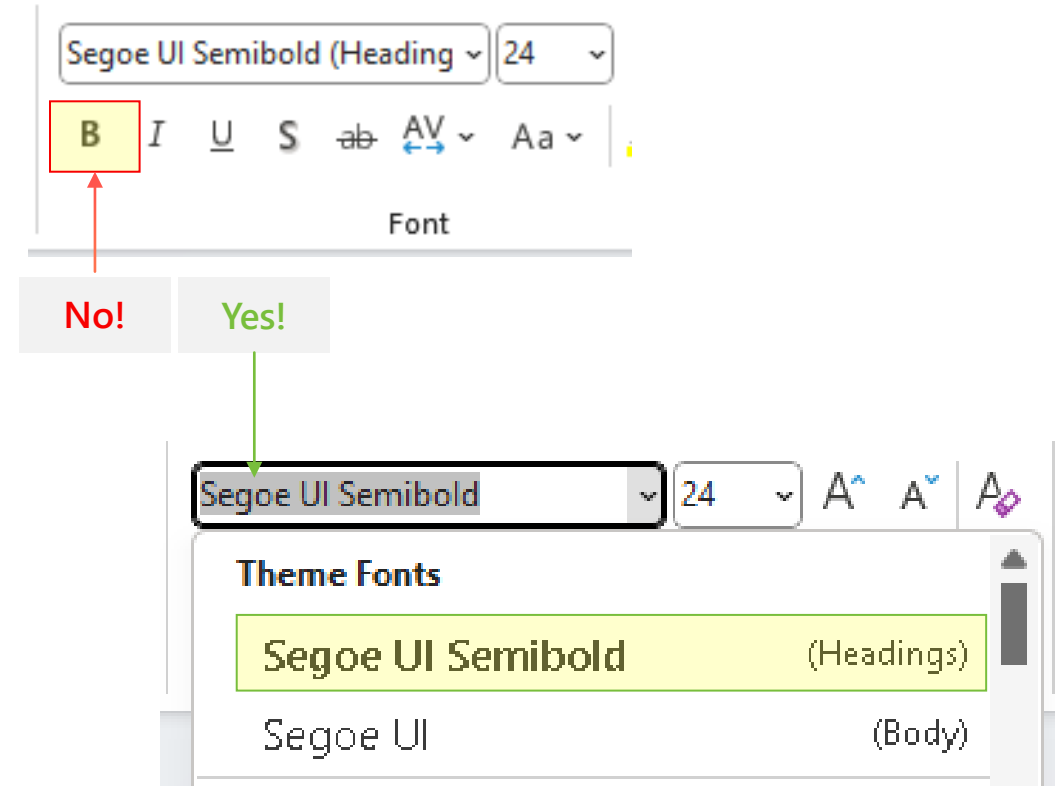


# A special characteristic: Segoe UI Bold vs. Segoe UI Semibold

- Unfortunately, our font Segoe UI does not have nice proportions under Windows when it is used in the "Bold" version.
- If you are a design hero, you format your text sections using the Segoe UI Semibold font. You do this directly above the "Bold" button - it's just one click more.

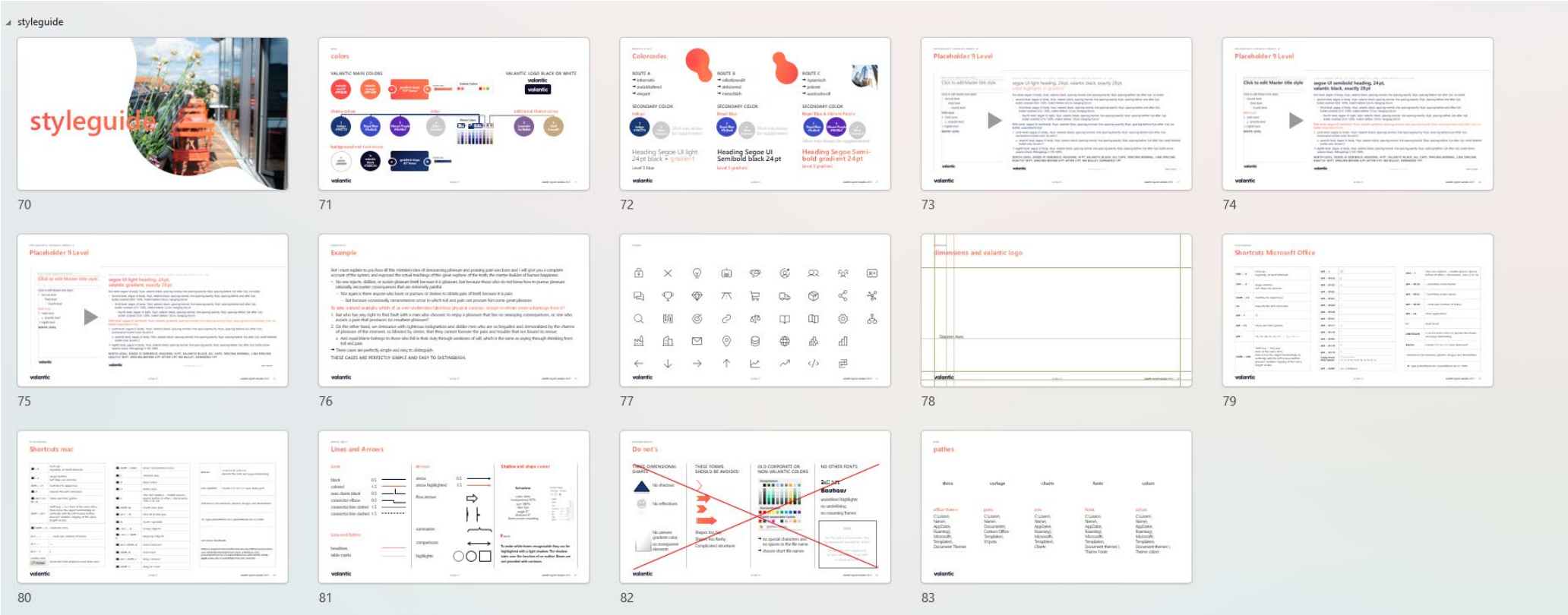
→ **This is what Segoe UI looks like in bold.**

→ **This is how Segoe UI Semibold looks like.**



# Styleguide for PowerPoint

→ At the end of the Layout Samples file (.pptx files) for routes A, B and C you will find a small style guide with do's & don'ts for each route.



# PowerPoint Tips & Tricks



# Using list elements for quick formatting

This is an example of regular text. It can be formatted quickly and easily using the function **Increase List Level**.

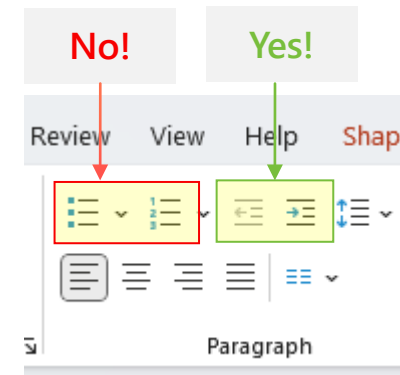
- Increase List Level clicked 1 x : Level 1 bullet
  - Increase List Level clicked 2 x : Level 2 bullet
    - Increase List Level clicked 3 x : Level 3 bullet

**Increase List Level clicked 4 x: Bold font in Orange (Route B&C) or Black (Route A), e.g. for subheadings**

1. Increase List Level clicked 5 x: Level 1 numbering
    - a. Increase List Level clicked 6 x: Level 2 numbering
- Increase List Level clicked 7 x: List with arrows, e.g. for conclusion

**INCREASE LIST LEVEL CLICKED 8 X: BOLD, UPPER-CASE LETTERS, E.G. FOR SHORT DIAGRAM CAPTIONS**

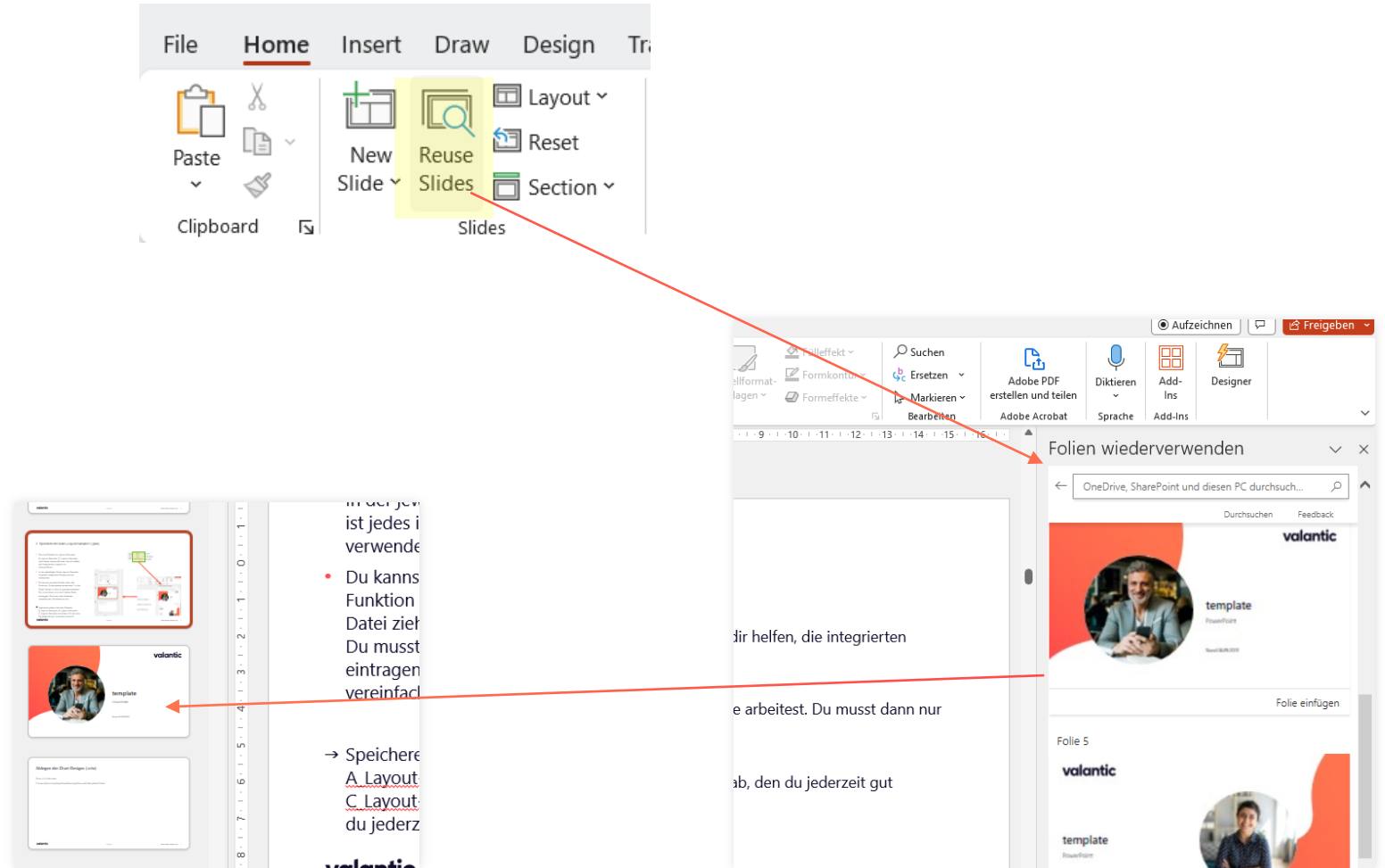
**Just try it!**



# Reusing slides

- Use the **Reuse Slide** function to load individual slides from existing slide decks into your file.
- With this function, you can e.g. load appropriate layouts from the "Layout Samples" file, our references or images from the Imagery files.

→ You should therefore save the three files *A\_Layout-Samples*, *B\_Layout-Samples*, *C\_Layout-Samples* somewhere where you can easily access them at any time! The same applies to the *Company Presentation*, *References* and *Imagery* files.

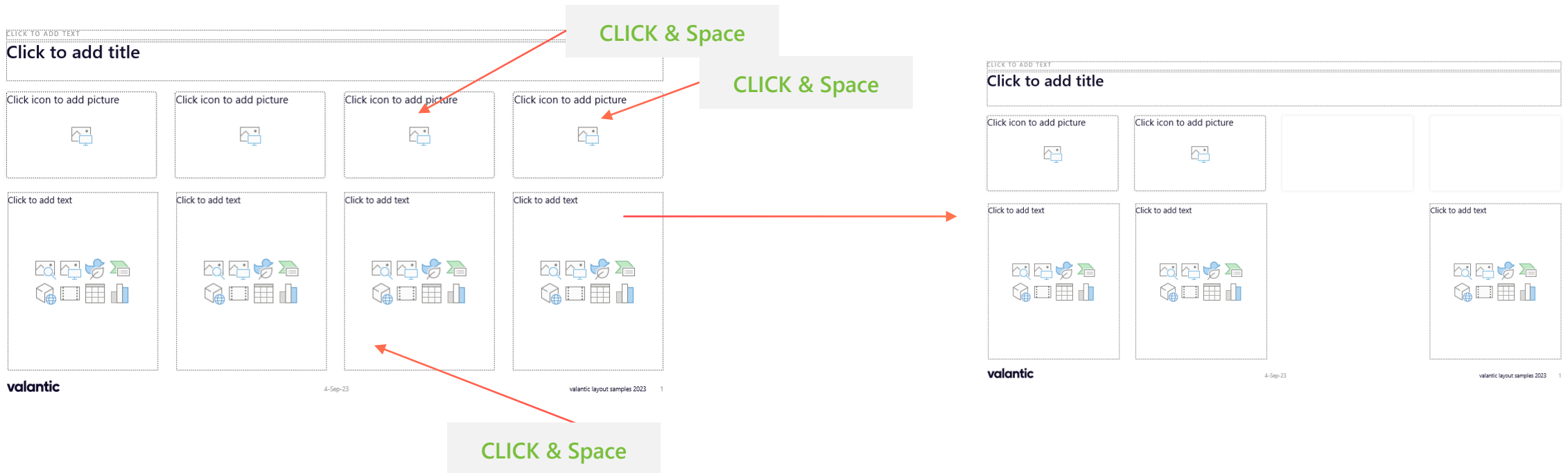


# “Hiding” unused content boxes

If you are bothered by empty, unused content boxes in your slide, you can simply make them disappear, without having to delete them.

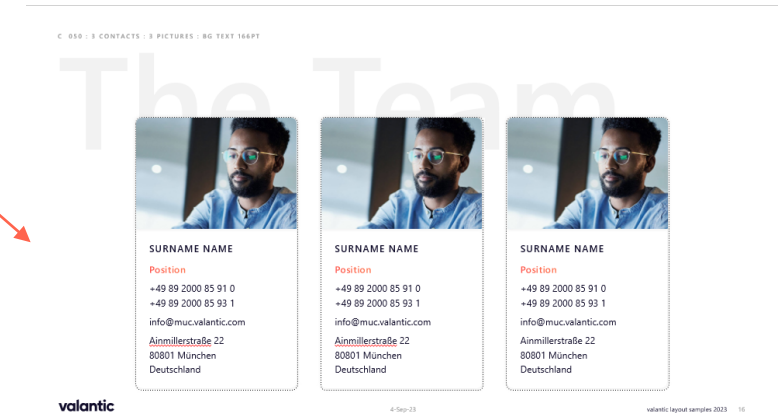
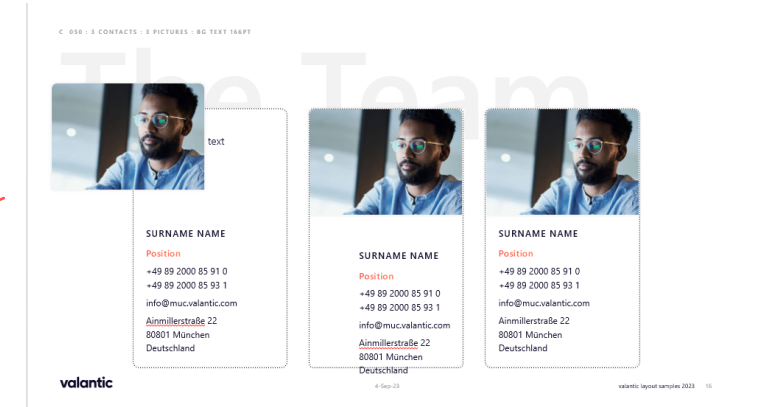
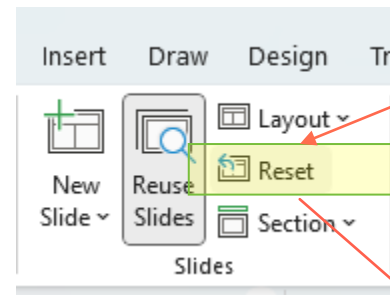
→ **Click with the mouse in the corresponding text box and press the <Space> key.**

The lines are not visible in presentation mode, by the way.



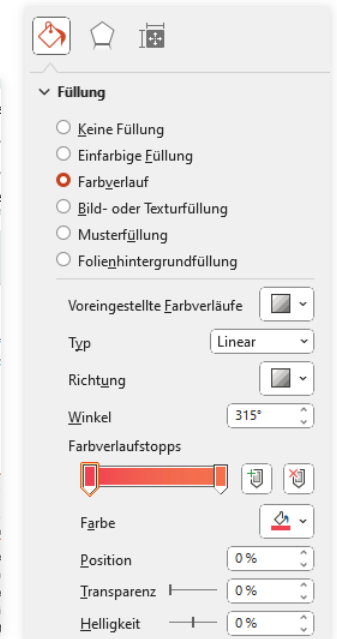
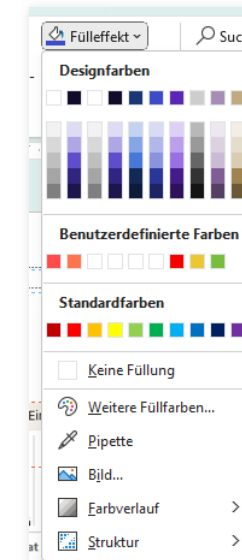
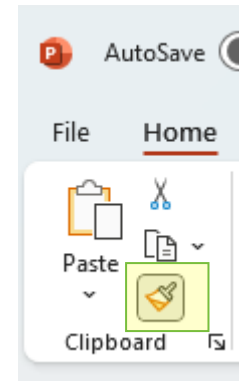
# Reset slide

- If you use the in-built layouts systematically, you can restore the original formatting with one click
- To do this, click on "Reset" in the Home ribbon.
- If something has shifted or you were a little too enthusiastic in changing your design, you can clean it up with one click
- This works best if you systematically stick to the layouts; it also provides for quick and easy final quality assurance
- Be careful - If you've rearranged a lot, you may not want to use this feature, as a full reset could undo much of the originally desired rearrangement



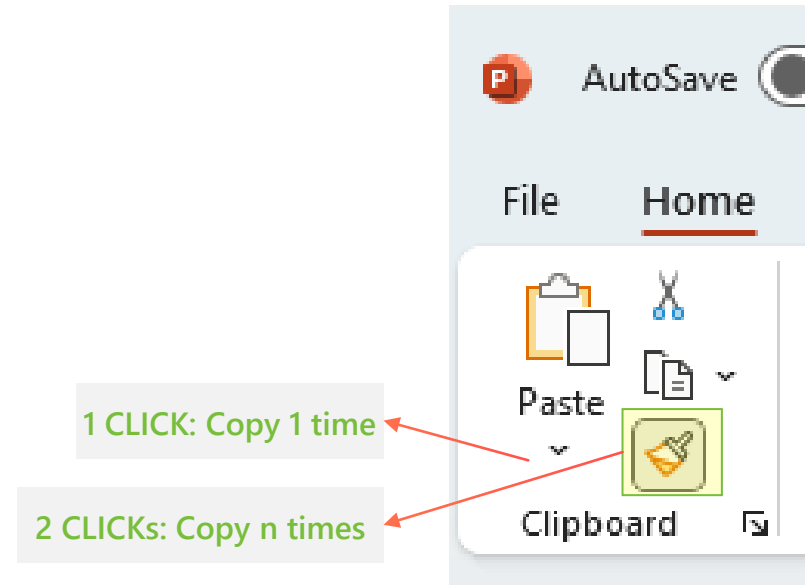
# The valantic Gradient

- We have set the so-called design colors in PowerPoint to colors that do not have a signal effect
- Nevertheless, the valantic Gradient – our Orange color Gradient – is firmly anchored in all Routes
- To enable you to access the Gradient easily, we have defined it as the default for new shapes. There you can apply the Gradient using the function “Paste Format” (brush icon) wherever you want. Here’s how it’s done:
  - click & drag a rectangle (Home – Insert – Rectangle) and select it
  - copy the Gradient via Home – Clipboard – Paste Format (brush icon)
  - click on the element you wish to color with the Gradient. Et voilà
- To completely remove the Gradient:
  - We have saved the two colors valantic Coral Red and valantic Peach under Custom colors.
  - The Gradient transitions from Coral Red to Peach – at an angle of 315°.



# The Format Painter brush

- The Format Painter brush is an easy way apply the format of one object to another
  - Click the object with the desired format
  - Then click the Format Painter brush
  - Now click on the object you wish to reformat
  - The formatting is applied to the object
- If you click the Format Painter brush once, the format will be applied to one other object.
- If you double-click on the Format Painter brush, you can apply the formatting to as many objects as you like! To terminate this function press e.g. <Esc> key.

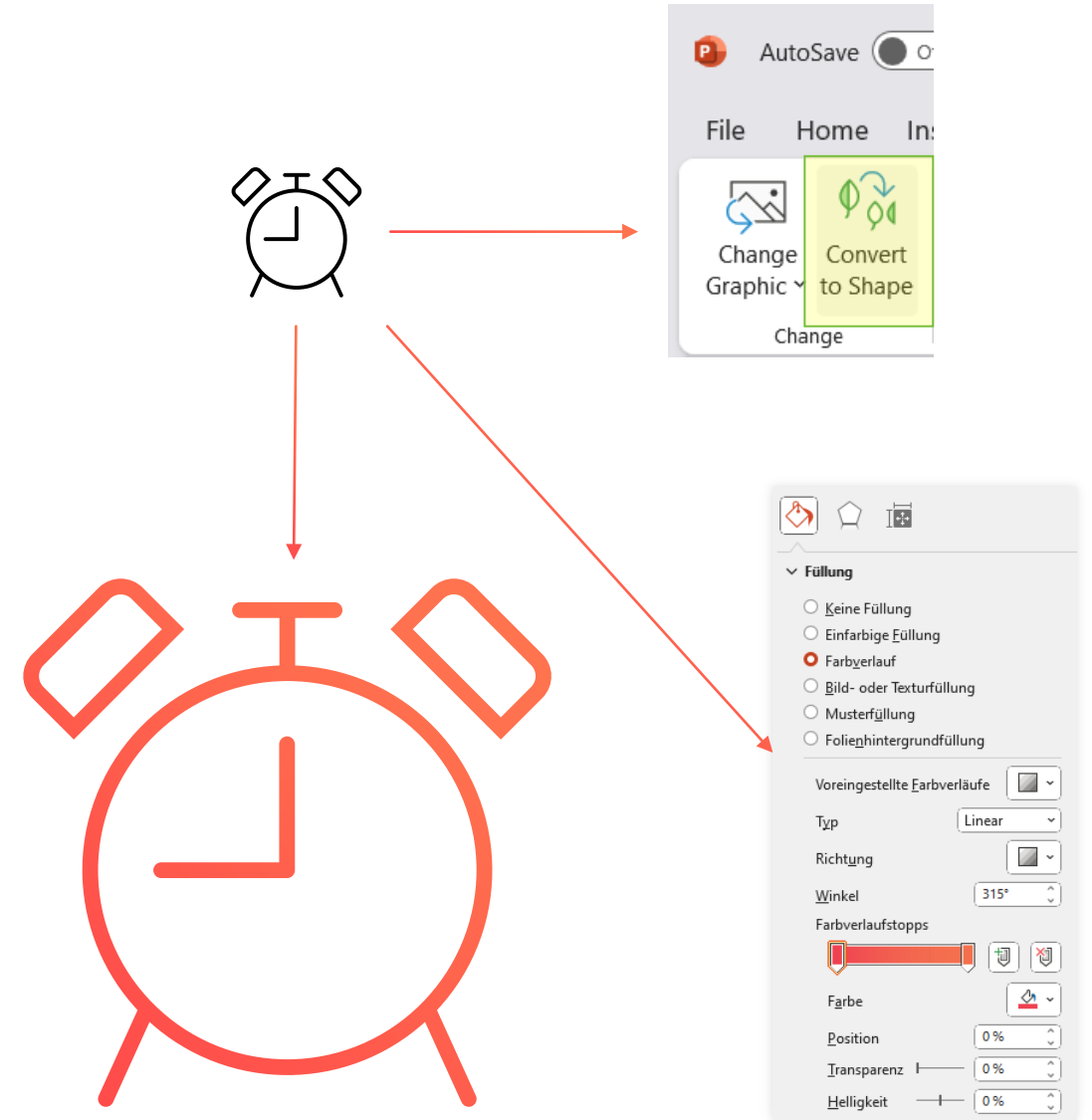


# Applying the Gradient to icons

- In general, the Gradient does not need to be applied when small-format icons are used
- Small icons are colored Coral Red (→ Shape Fill – Custom) but can also be colored Dark Blue, Royal Blue or Violet depending on the Route you use
- If you want the icon in valantic Orange to be particularly eye-catching, however, it would be great if you use the Gradient for it!

Here's how it's done:

- Convert the icon into a Shape (mark icon – Graphics Format – Convert to Shape)
- Then assign the Gradient (→ "Lifehack: the valantic Gradient")



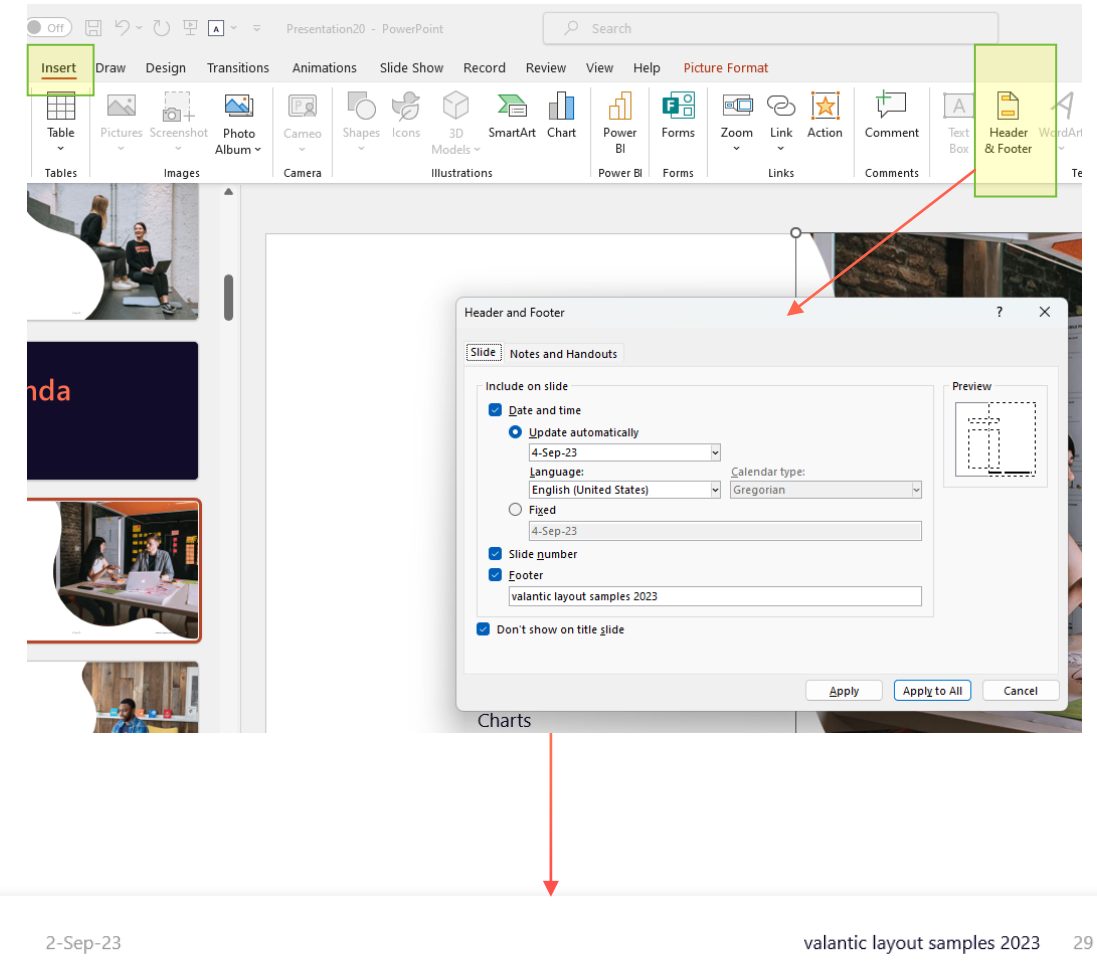
# Insert footer

If you would like to add a footer to your file, you don't have to set it manually on each slide.

You can add the footer to your file quickly, with just a few clicks – best done in the last step.

Here's how it's done:

- Insert → Header & Footer
- Choose and enter the details you need
- Choose "Apply" or "Apply to All"
- This way, you can also remove footers or move them back to the right position





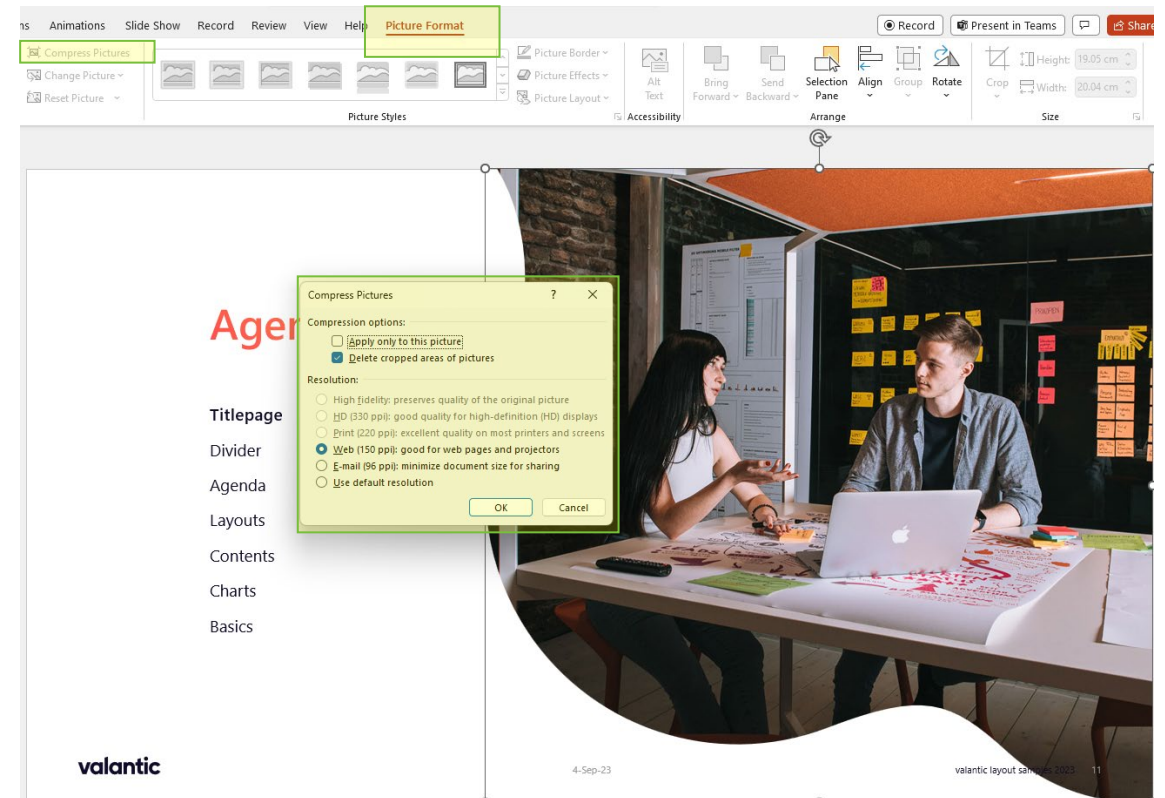
# Comperessing images to reduce the file size

Sometimes files become very large, for example when they contain images.

If you want to send such a file, you may wish to compress all the contained images beforehand in a single step:

- Select an image
- Go to “Compress Images” under Format
- Choose your appropriate settings

→ Please note that image information is lost in compressed images. You may therefore want to save the file with the compressed images as a separate copy.



# Using tabs to insert times into the agenda

- You can indent with tabs using <CTRL> + <Tab (→)>.
- This lets you e.g. insert times elegantly in our Agenda layout

## My perfect Day

08:00 | Home | waking up  
08:20 | Café Orange | having breakfast  
09:30 | Cologne | taking the bike to the office  
10:00 | Teams Session | creating cool PowerPoint slides with my colleagues  
14:30 | Celentano | having a coffee with my work mates

CTRL + TAB

## My perfect Day

08:00		Home		waking up
08:20		Café Orange		having breakfast
09:30		Cologne		taking the bike to the office
10:00		Teams Session		creating cool PowerPoint slides with my colleagues
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# Enjoy your new PowerPoint Layouts!



**HEIKE HUNSMANN**

Brand Manager  
valantic

[heike.hunsmann@muc.valantic.com](mailto:heike.hunsmann@muc.valantic.com)



**HEIKE BERGER**

PowerPoint Specialist  
wdp



**SYLVIA SKARBEK**

Brand Designer  
valantic