IECRE presentation template and style guidelines

REMC approved As per

REMC/381/DV & REMC/383/RV

IECRE

IEC System for Certification to
Standards Relating to Equipment for use
in Renewable Energy Applications

Agenda

- Why a presentation template and style guideline

- Introduction to presentations

- Proposal for guidelines on „CI"

- Exemplary charts

- Vote / decision

Why a presentation template and style guideline

Even though presentations are prepared and conducted individually by IECRE participants, it is important to display a certain minimum standard to the public when it comes to presentations or other forms of external and internal communication. It is important to establish and maintain "one look – one feel" to create the perception that IECRE is a "homogeneous" body representing a uniting ordinance.

The following four key brand requirements are critical:
- Differentiation: In today's highly competitive market, brands need to have a clear differentiation or reason for being. What they represent needs to stand apart from others in order to be noticed, make an impression, and to ultimately be preferred.
- Relevance: Brands need to connect to what people care about out in the world. To build demand, they need to understand and fulfil the needs and aspirations of their intended audiences.
- Coherence: To assure credibility with their audiences, brands must be coherent in what they say and do. All the messages, all the marketing communications, all the brand experiences, and all of the product delivery need to hang together and add up to something meaningful.
- Esteem: A brand that is differentiated, relevant and coherent is one that is valued by both its internal and external audiences. Esteem is the reputation a brand has earned by executing clearly on both its promised and delivered experience.

Opening remarks related to creating a ppt presentation

Please follow the following standard procedures when creating a new presentation:

- Save presentation under new document name (title, who, date)

- Register new document name in presentation

- 2 levels in presentation:
  - Format
  - Presentation (content) itself

- Copy, paste, overwriting

- IECRE CI: Script, colors, no animation

- Integrating charts from other presentations

- Integrating from Word and Excel

Will be covered later

4

Different forms of presentations

- Spontaneous / creative presentation
  - No tools (except possibly flipchart or whiteboard)
  - Very high challenge for the presenter

- Structured management presentation
  - Completely physically prepared presentation
  - Supports the presenter during the presentation by structure guideline

Structured management presentations facilitate the delivery of a presentation and are primarily used

The aspiration of presentations (1/2)

- For IECRE (as for any company), a presentation is THE flagship for
  - Presentation / representation of the commission (as opposed to individual company)
  - Advertisement
  - Communication of content (guidelines, results etc.)

- A presentation shall be simple and self-explanatory for the target audience

- Presentations deliver an analytical story to deliver complex content, NOT a data exhibition

- Focus is on clear statements and results (based on data), evaluation, and recommendations

- Ideally, a presentation is designed such that the targeted audience is comprehensibly guided "inevitably" resulting in concurring with the derived conclusions and recommendations

The aspiration of presentations (2/2)

- A presentation enables a professional performance

- Each presentation is a reference for the commission (or a company)

- Via CI (commission identity, or corporate identity) values are conveyed

- CI enables a swift and efficient composition of presentations

- Another advantage is the seamless re-utilization of already existing charts in an assembly of a new presentation, updates are easy

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Presentations can be classified in 2 patterns

- Conversation / discussion / presentation
  - Face-to-face
  - 2 – 4 persons at the table

- Lecture / presentation
  - In front of an auditorium
  - 5 or more persons in the room

The pattern determines the form of presentation
BUT NOT the content

General chart structure

- The chart structure should be consistent throughout the presentation

- Headlines should ideally be a complete (but short) sentence summarizing the key take-away of the chart

- Commentary lines encompass factual explanations of the chart content (facts need to be clearly separated from own thoughts, conclusions, and recommendations)
  - For graphs: Units, year, or period
  - For texts: E. g. statements

- Footnotes are used to support a comment / fact or reference a source

- The "lead" (meta-structure, table of content, numbering) helps the audience orientation towards the localization within a presentation

- A footnote is a MUST ! (filename, page number, copyright)

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Humans look for harmony, clear logic, and structure

- Harmony
  - Certain color combinations (e.g. complementary colors red-green) are inharmonic for the eye, and therefore, cause irritation or stand for judgment / evaluation
  - Content should not be overwhelming or undersized
  - Certain perception patterns (e.g. sequence of optical information processing, reactions to certain atmospheres) are natural for humans ☐ Use the nature of perception as opposed to causing irritation
- Logic
  - Content and flow needs to be comprehensible and complete
  - Content must conform with way of presentation to maintain comprehensibility
  - If a meta-structure (e. g. table of contents) is designed in it is to be sustained
- Structure
  - Numbering or recitals (e.g. 1. is followed by 2., 2.1. by 2.2.) need to be coherent
  - Procedures always start at the beginning and pass through to the end of a process (e.g. Input ➔ Processing ➔ Output)

Some brief hints to create text charts

- Headlines should ideally be a complete (but short) sentence summarizing the key take-away of the chart

- Clear statements in the headline

- Never use a long sentence or a continuous text mode

- Please take care that recitals are either completely normalized nouns (e.g. production, preparation, …) or verbs (e.g. produced, prepared)

- Please always combine the use of nouns with the effective direction (e.g. improved, increased, decreased, …)

- Please always reference footnotes (e.g. IECRE[1])

1) IECRE is the system of IEC for certification to standards relating to equipment for use in renewable energy applications

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Guiding axis, rulers, tabulators

- Arrange guiding axis

- Guiding axis and ruler are used as these tools facilitate the precise alignment and standardization of a presentation

- The function / tool can be found on the toolbar under "VIEW"
  - Select "Ruler"
  - Select "Guides"
  - Some guiding axis are inserted on the color master page that you can utilize

- General recommendations for guiding axis setting:
  - Horizontal guiding axis to 6.00 in the top half
  - Vertical guiding axis to 12.00 on the left half

- The guiding axis can be moved by the cursor

- The tabulators are required to indent the hierarchical order of recitals and numberings
 - …

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Colors

- Except for judgments and evaluations, only the following colors should be used (aquamarin or gray muted, blue, no gaudy colors)
- No shadows, no 3-D effects, no frames (except when needed in a chart with little contrast), no color gradients, no animations
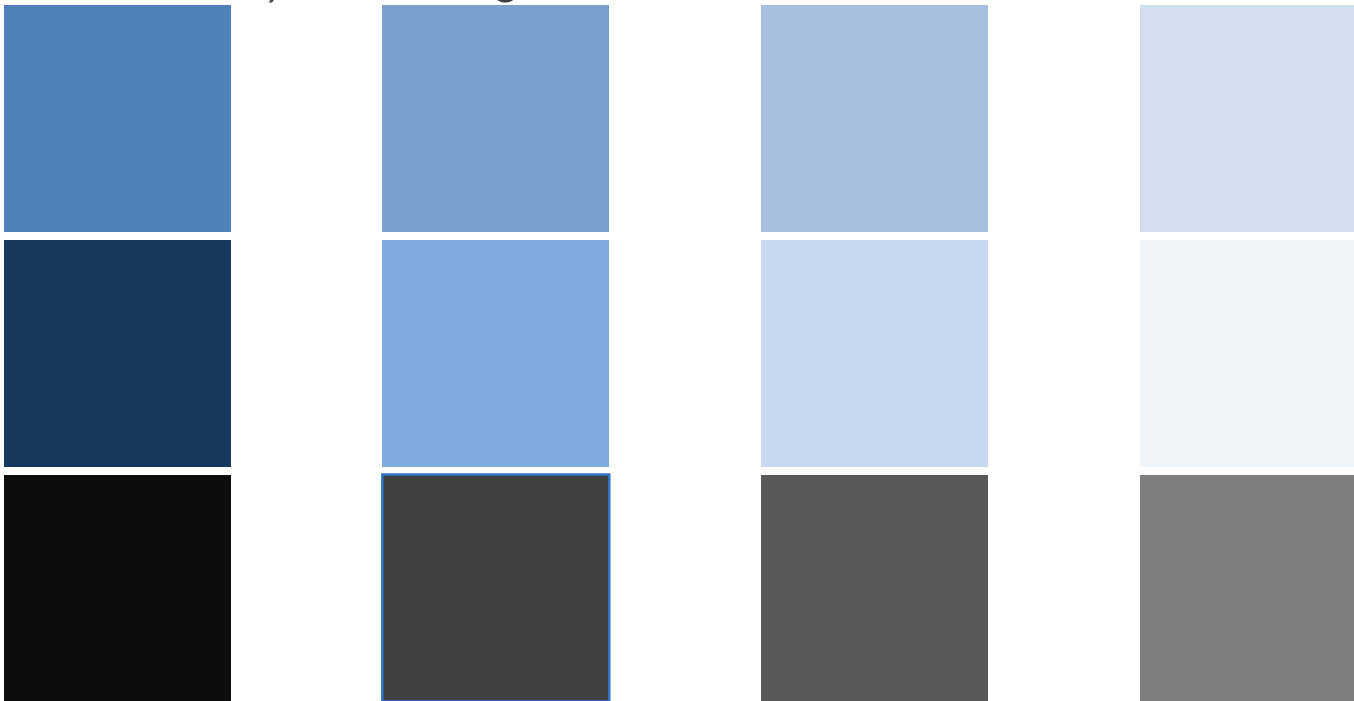
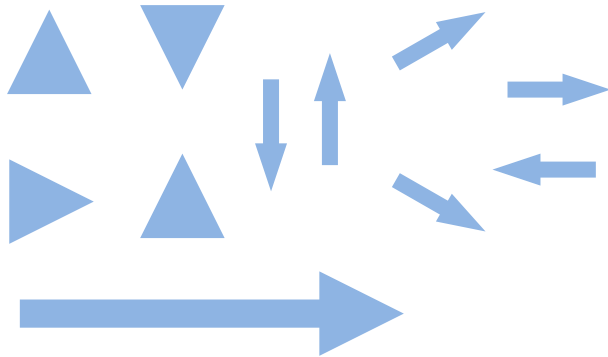- Only judgments or evaluation statements with "traffic light colors" red ☐ (e. g. "fail") ‖ yellow ☐ (e.g. "partly fail") ‖ green ☐ (e.g. "pass")

Suggested insertions (examples)

Forms
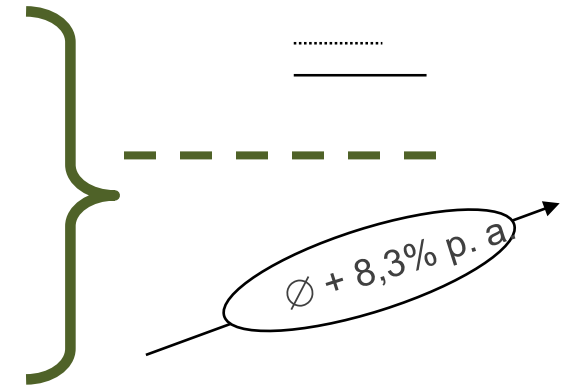
Signs

Arrows

$\varnothing + 8,3\%$ p. a
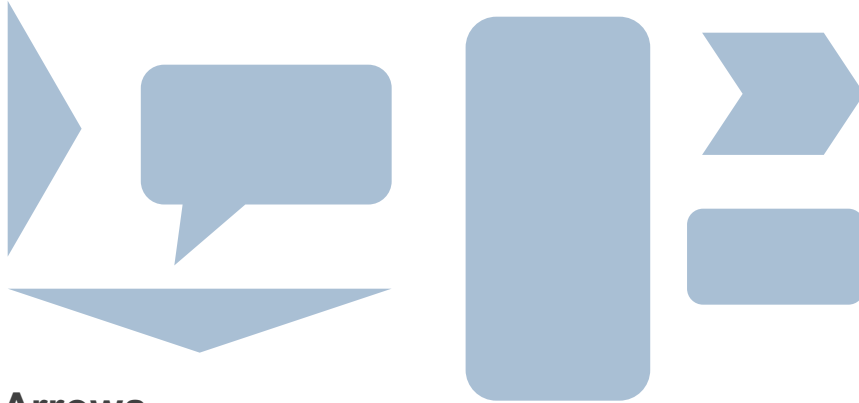
CAUTION

CAUT ION

CAUTION: Wording shall always stay within inserted items !!!
NO WORDING SHALL EXCEED THE INSERT LIMITS
NO LINE BREAKS WITHIN A WORD

Format and content (1/2)

- Font Arial, sizes and colors:
  - Headlines and table of content: 28 or 24
  - Statement lines and text: 20
    - If space is limited not smaller than 16 !
    - If plenty of space is available not larger than 24 !
  - Footnotes 12, if size limited not smaller than 10 !
  - Font colors: Black, dark grey, or light grey (depending on background contrast)
  - Avoid to use more than 2 font colors throughout the presentation if possible !
  - Avoid to have too many changes in size of font throughout the presentation

- Line separation and hierarchy:
  - 0.6 pt. Towards next paragraph, otherwise 1 line
  - Try to limit to max. 3 levels of hierarchy (e.g. this line is written in the 2nd level of hierarchy, the following line in the 1st level of hierarchy)

- Please make sure that the correct language is set (spell check)

Format and content (2/2)

- Mandatory parts of presentation:
  - Cover page
  - Table of content
  - Separation page between chapters (repeating the table of content with the following chapter highlighted)

- In recognition of the voluntary contribution, it is permitted to use the logo of the presenting company on the title page and on the last page

- Contact details of the presenter may be inserted on the last page

- Each sentence (incl. after bullet points) starts with a capital letter

- Capital letters only for first word of sentence and proper names

- Text field sizes are supposed to be limited to the vertical axis 12.00 on both sides (marginal excess is acceptable) and should not interfere with other items on the page

Diagrams (1/2)

- If possible, create diagrams always in Powerpoint, avoid imports from Excel

- As a matter of principle: Less is more !!! This is applicable for data content as well as for complexity of rendering

- Colors: See CI

- If not required for technical content, axis designations may be obsolete

- Designation in Arial font site 14, max. 1 decimal place (unless absolutely necessary for scientific purpose)

- Alignment of a graph either centered or aligned to 1st level guiding axis

- Numbers always with thousand points (e.g. 1.000 or 1,000) and right alignment (or decimal alignment)

- In comparison depictions, %-deviations are obligatory

Diagrams (2/2)

- When considering to copy-paste from other software please take into consideration:
  - Excel is structured in addressable fields ➜ Calculation
  - Word is structured in lines ➜ Word processing
  - Access is structured in actuarial data bases
  - Powerpoint is structured for individual charts and their sequence
  - Formatting issues may make it difficult to effectively insert content from other software
  - Copy-paste transactions from Excel into Powerpoint may result in an entire Excel file being inserted
    ➜ Data volume, slow-down of Powerpoint presentation
    ➜ Possible issues in case of data modifications

- If a copy-paste transaction is necessary consider transfer via creating jpg files

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Title
Title

Event
Date
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Vote / decision of workgroup 004 Recommendation to IECRE REMC

Voting subject	YES	NO
All items agreed to be implemented and adhered to as suggested / presented		
Other votes		

Back-up

Thank you!

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