# TRADE & INVEST POWERPOINT TEMPLATE USER GUIDE

The new Luxembourg Trade & Invest PowerPoint template has been developed in order to make it easy for any Trade & Invest stakeholder to easily create slides that respect the corporate design and give a coherent and professional impression. This guide provides some practical advice on how to use the template.

Generating a new presentation

The template is a .potx file, which is a file type for templates. When opening it, a new .pptx file (i.e. a standard PowerPoint file) is automatically generated that the used can modify and save without changing the template itself.

Generating different slide layouts

The template includes a number of different slide layouts, aimed at providing great flexibility in how to present information. The different layouts are available when clicking on "new slide":
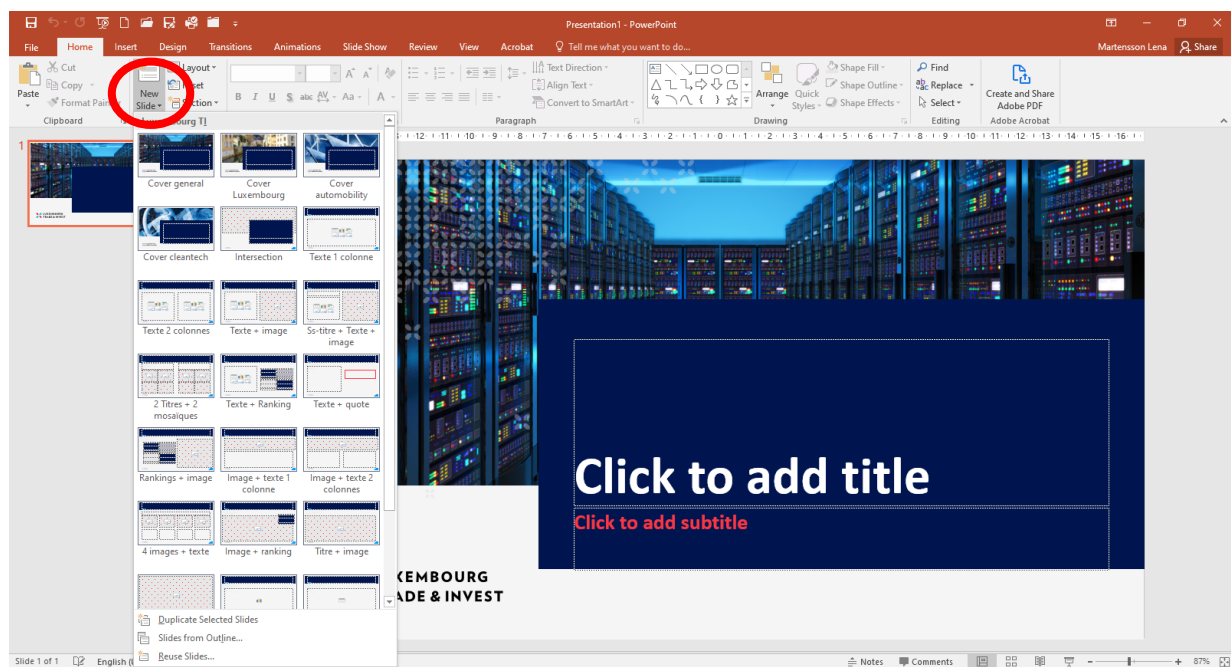

Cover slide

The general cover slide includes a data-related picture, obviously chosen to reflect Luxembourg's positioning as an advanced digital economy with strong ambitions in the field of data economy.

However, there might be contexts where the message implied by this cover page does not fully suit the audience. The template therefore includes three alternative covers with other pictures. If one of the alternative covers is selected, the automatically generated one with the data picture obviously has to be deleted.
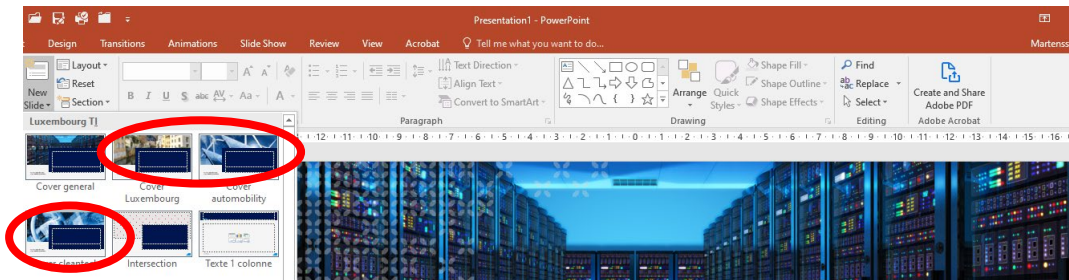
Inserting pictures

Pictures can easily be inserted into the slides by clicking on the icon in the area designed for pictures and selecting the picture you would like to use.
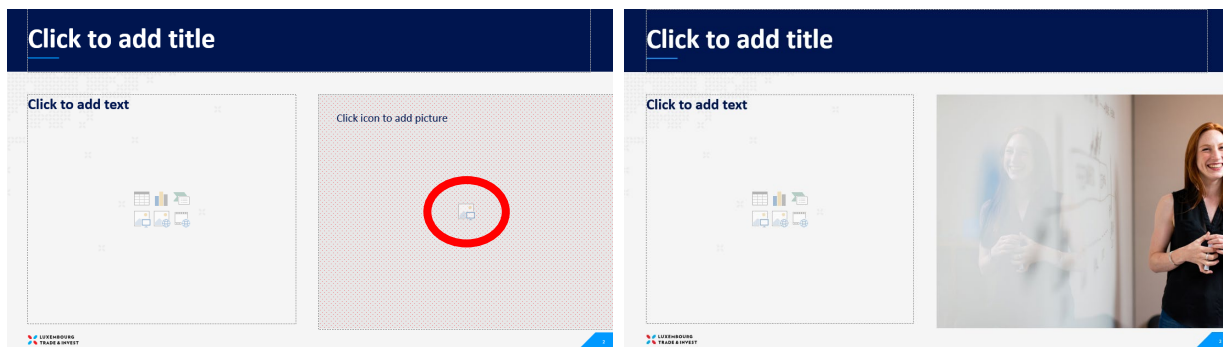
The picture will automatically respect the dimensions set in the template.

If PowerPoint cuts the picture in a way that does not fit the motive (as in the example above), select the image and go to "Format" – "Crop" to reposition it by dragging with the mouse.
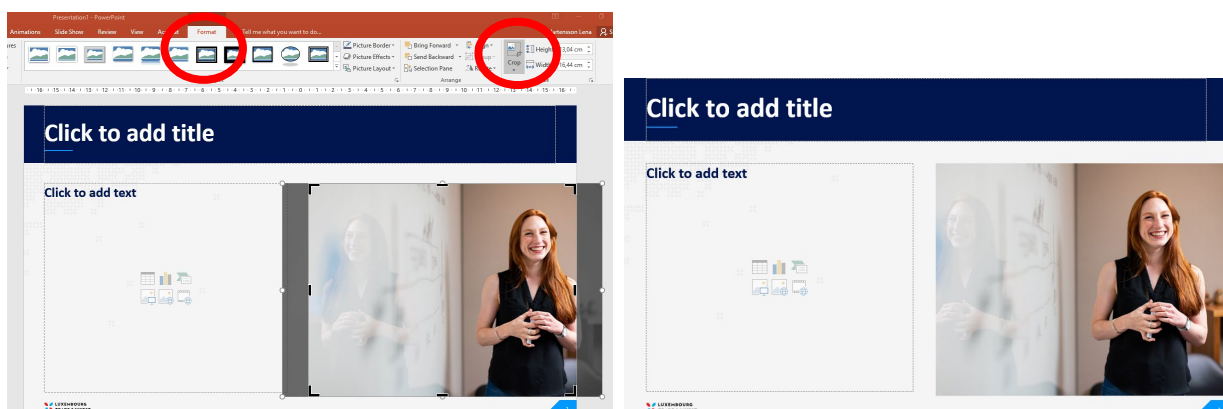
Inserting and formatting text

The different text boxes have been formatted according to our corporate design. When typing directly into PowerPoint, the format is automatically respected. If you need to copy-paste text from another document, please choose "Paste option" – "Keep text only" (by right-clicking in the place where you want to insert your text) in order to make sure that the corporate style is respected.
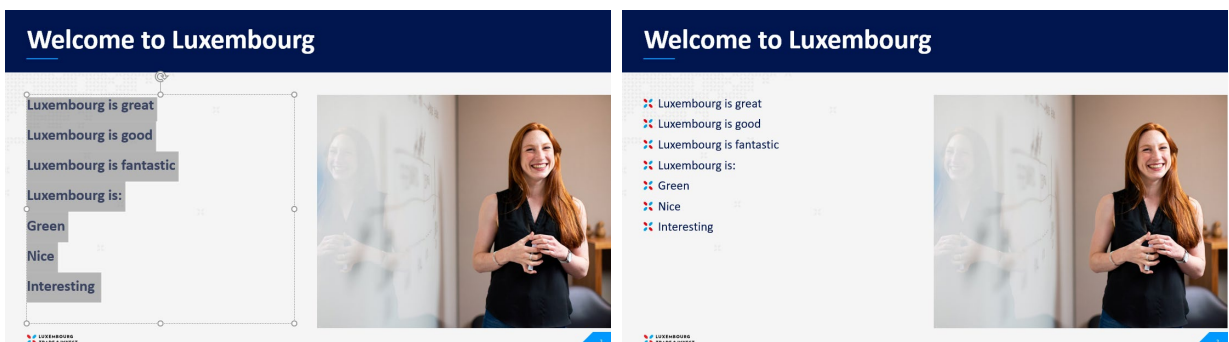

Bullet points

The template includes bullet points formatted according to our corporate design. However, these are not available through the normal bullet point function.
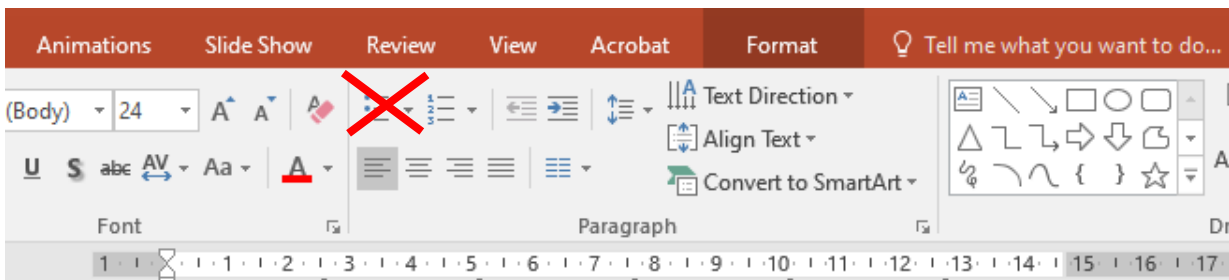
Instead, to insert bullet points, please select the text concerned and press "Tab".

A second "Tab" press will make second level bullet points.


Respecting the corporate design

Respecting the corporate design is important in order to give a professional and coherent impression. Any personal creativity in terms of colours, styles and fonts will unfortunately break this coherence and look less professional.

You can easily use the corporate colours for text and shapes through the template. The "Themed colours" are set according to the corporate design and fits well with the other elements (please use by preference the top-level colours on the first line). Please do not use the "Standard colours" that do not fit the template.
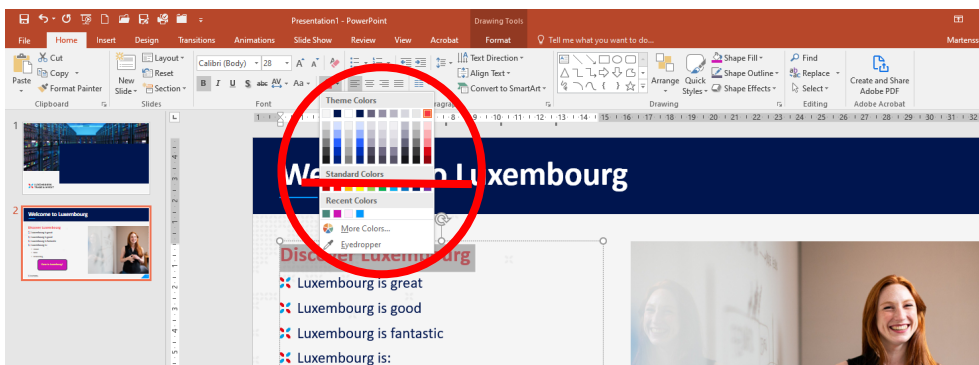
If need be, the "Themed colours" can also be used for other graphic elements.
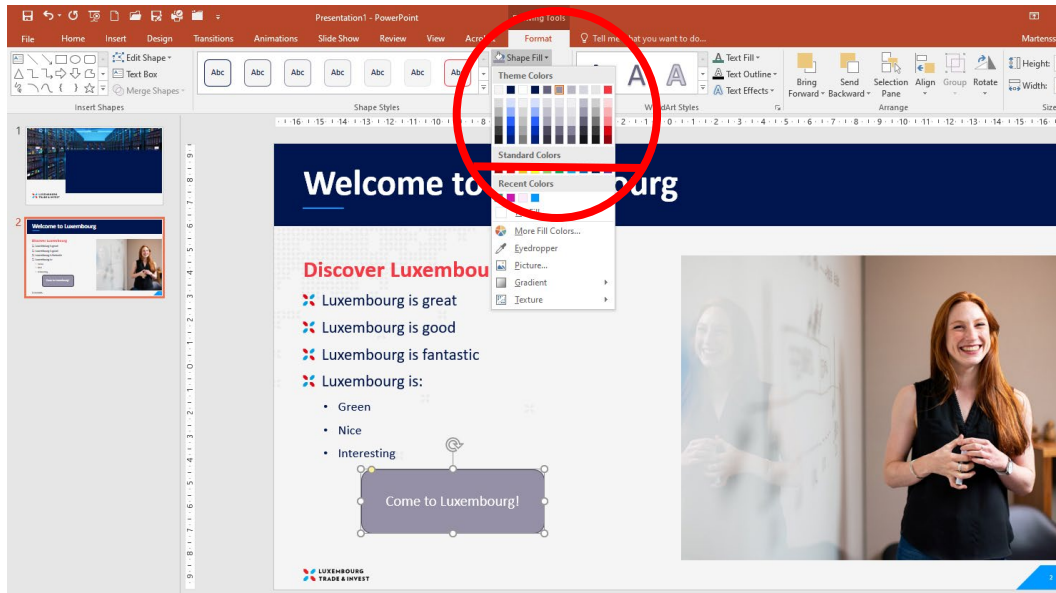
Our best advice

The best advice is: **KEEP IT SIMPLE**. Use the template to make varied slides, and focus on getting your message across to your audience in a clear and simple way.