

Stow Town Meeting

PowerPoint Presentation

Guidelines

Rev: January 2023
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Town Administrator

BASIC TEXT GUIDELINES

Less is more

- 5 bullets per slide maximum
- 8 lines of text maximum
- 1 level of sub-bullets maximum
 - *i.e, don't go to third level*

YOU WANT IT EASY TO FOLLOW

Keep your font size large

Avoid serif fonts, Arial font, or *Script fonts*

Choose a font and stick to it throughout the entire presentation

Calibri or Verdana preferred

COLORS & EMPHASIS

White **or yellow** on blue is best

Black on white is second best

Red on blue is hard to read— DON'T USE IT!

Use bold for emphasis

Do not use underlining

DO NOT USE ALL CAPS

(they will think you are ***SHOUTING*** at them!!!!)

ALIGNMENT

If you use figures	\$525,326
Line them on the same tab	\$372,880
So they line up	\$ 74,863
They are much easier to read	\$ 5,829

PICTURES ARE GOOD

Photos & graphics are good

Explain --- do not read to people

Photos with no text is best

Like the following ...





STOW TOWN BUILDING



TOWN OF

ELECTION MAY 12
ABSENTEE BALLOT

CHARTS

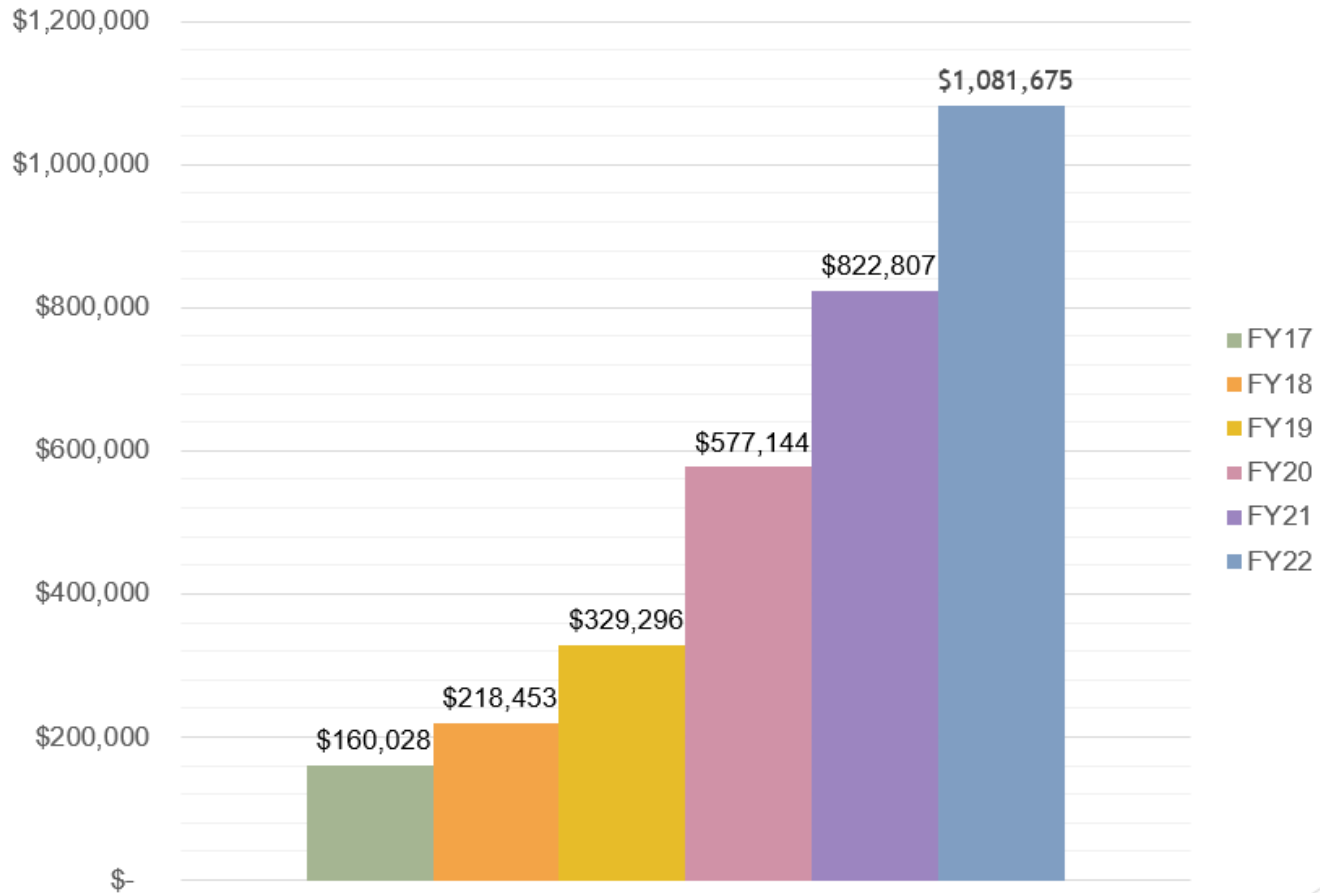
BEWARE OF CONFUSING
CHARTS OR CHARTS WITH TOO
MUCH DATA

THIS IS A BAD CHART – HARD TO READ



THIS A GOOD CHART – EASY TO INTERPRET VISUALLY

OPEB Trust Fund



Current OPEB Liability: \$7,409,078

ANOTHER BAD CHART

TOO MUCH DETAIL - POOR COLOR SCHEME

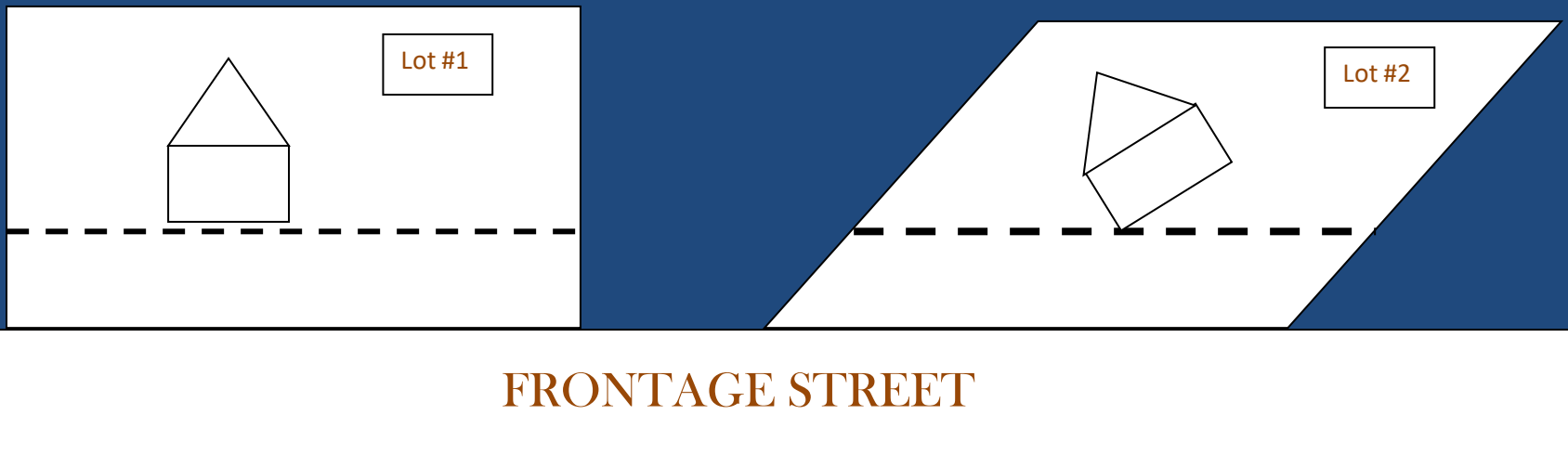
APPLICATION OF LOT WIDTH DEFINITION

Current definition:

LOT WIDTH: The distance between lot lines measured parallel to the front property line at the front of the principal building.

Proposed Definition:

LOT WIDTH: The distance between lot lines measured parallel to the front property line at the corner of the principal building closet in distance to the front property line.

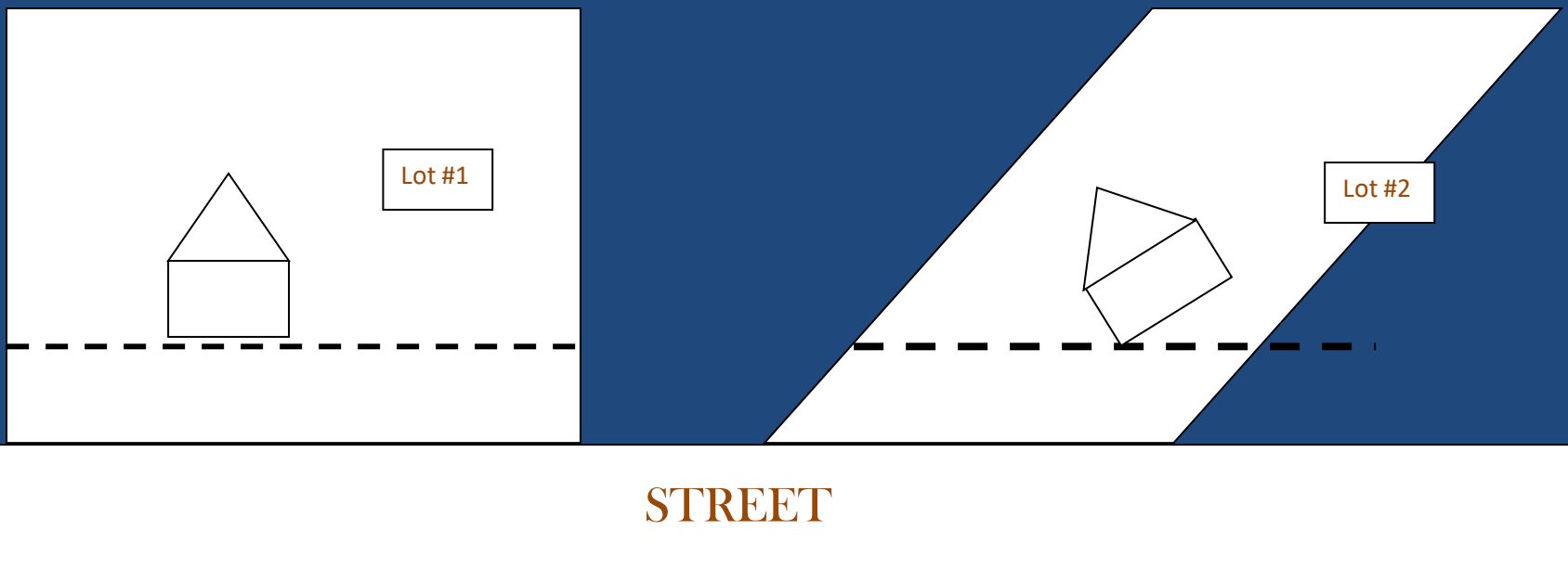


Applying the current definition of lot width is clear for Lot #1 but not so clear for Lot #2. Applying the proposed definition is clear for both Lot #1 and Lot #2.

IN THIS CASE - START WITH CURRENT DEFINITION

Current definition:

LOT WIDTH: The distance between lot lines measured parallel to the front property line at the front of the principal building.



Width is clear for Lot 1 - but not for Lot 2

THEN GIVE NEW DEFINITION

Proposed Definition:

LOT WIDTH: The distance between lot lines measured parallel to the front property line at the corner of the principal building closest in distance to the front property line.



With this definition – width is clear for both Lots

PRESENTATION REQUIREMENTS

Use Microsoft PowerPoint (preferable) Keynote, or Adobe Acrobat

Submit copy to the Town Administrator by the date specified as .pdf or .pptx only

Presentations should be 10 minutes or less

PRESENTATION REQUIREMENTS

Be ready to speak *without* your slides

- in case technology fails

Do not rely on slides too much

Any Questions?

**Contact the Town
Administrator or
Moderator**