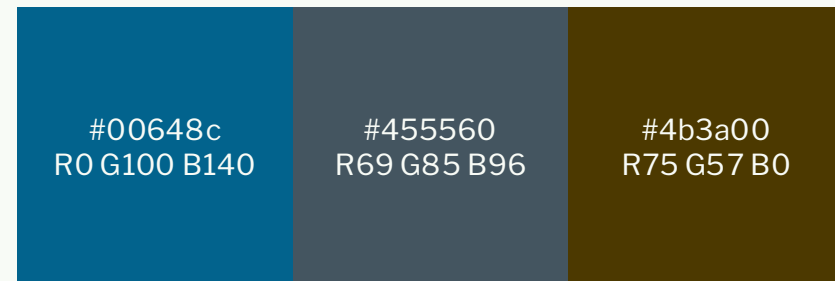


Brand Guidelines (Keep “hidden” to use slides)

Primary Colors



Secondary Colors



Tertiary Colors



Use colors from the HRS brand palette whenever possible.

- Primary colors should be used most frequently.
- Secondary colors may be used as accents to support primary colors.
- Tertiary colors are best used for backgrounds, charts, or supporting graphics.
- Theme colors and the Eyedropper tool may be used to maintain consistency with existing HRS materials.

Do Not:

- Introduce new brand colors.
- Recolor the HRS logo.
- Use colors that significantly conflict with the approved palette.

Fonts: Libre Franklin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890 _!@#\$%^&*()

Libre Franklin is the only approved font for HRS presentations.

- Use Libre Franklin for all titles, subtitles, body text, tables, and callouts.
- Font sizes may be adjusted to fit content and improve readability.
- Bold, italic, and color variations may be used for emphasis.
- Do not substitute other fonts, even if they appear similar.
- Do not use decorative, script, serif, or specialty fonts.

Logos:



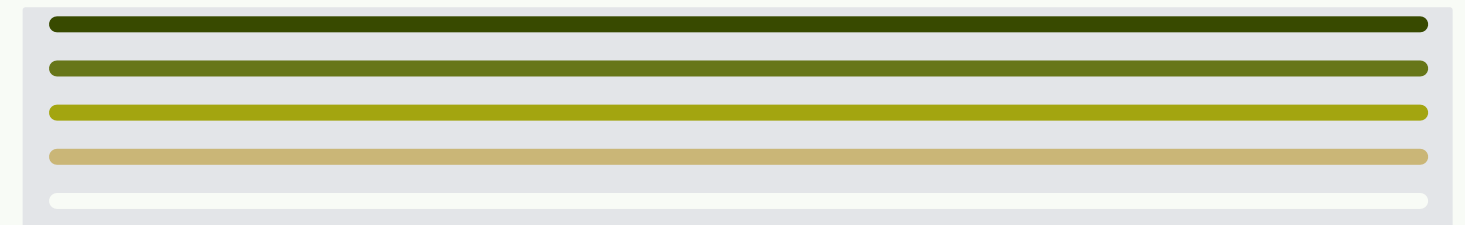
Always use an approved HRS logo.

- Use the light and dark logos on opposite backgrounds.
- Locos may be copied from here pasted in the bottom-right corner of any slide.

Do Not:

- Stretch, compress, rotate, skew, or warp or crop logo
- Change logo colors, add shadows, outlines, transparency, or other effects.

Elements:



- Decorative lines may be used beneath titles and section headers.
- Elements may be copied or removed when they interfere with content.
- Additional text boxes, photos, charts, tables, art, and graphics may be added as needed.

Do Not:

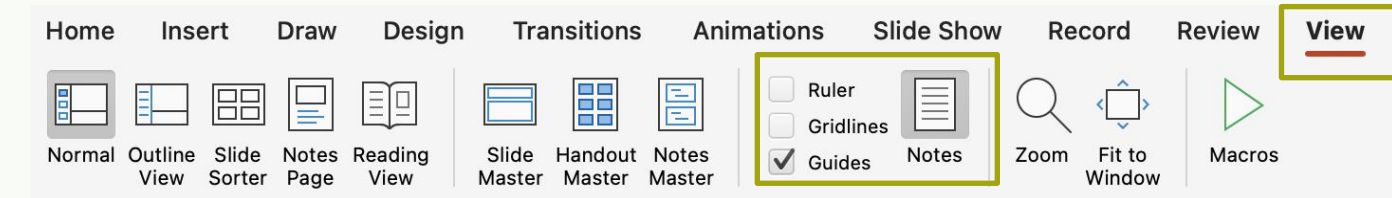
- Create new decorative styles that do not match the HRS visual system.
- Stretch decorative elements disproportionately.
- Use decorative elements in place of clear content organization.

Using guidelines (Slide for reference only)

Step 1: turn on Guides

Guides are in place in the template to show where decorations and elements may be placed on the page. If you do not see these guidelines, follow the steps below to enable them.

- Click **view** tab in the tool ribbon
- Click the **guides** checkbox to enable



Step 2: How to Use the Guides

When guides are enabled, you'll see colored dashed lines throughout the slide. These guides help keep presentations aligned and consistent but can be turned off any time if they become overwhelming while working on slides.

Orange Guides — Headers

- Align slide titles and section headers to the orange guides.
- Use the top orange guide for left- and right-aligned headers.
- Use the center orange guide for centered headers.

Blue Guides — Content Alignment

- Align text boxes and content areas to the blue guides.
- The blue guides establish the primary left and right margins used throughout the template.
- When adding new content, start by aligning it to these guides.

Green Guides — Decorative Elements

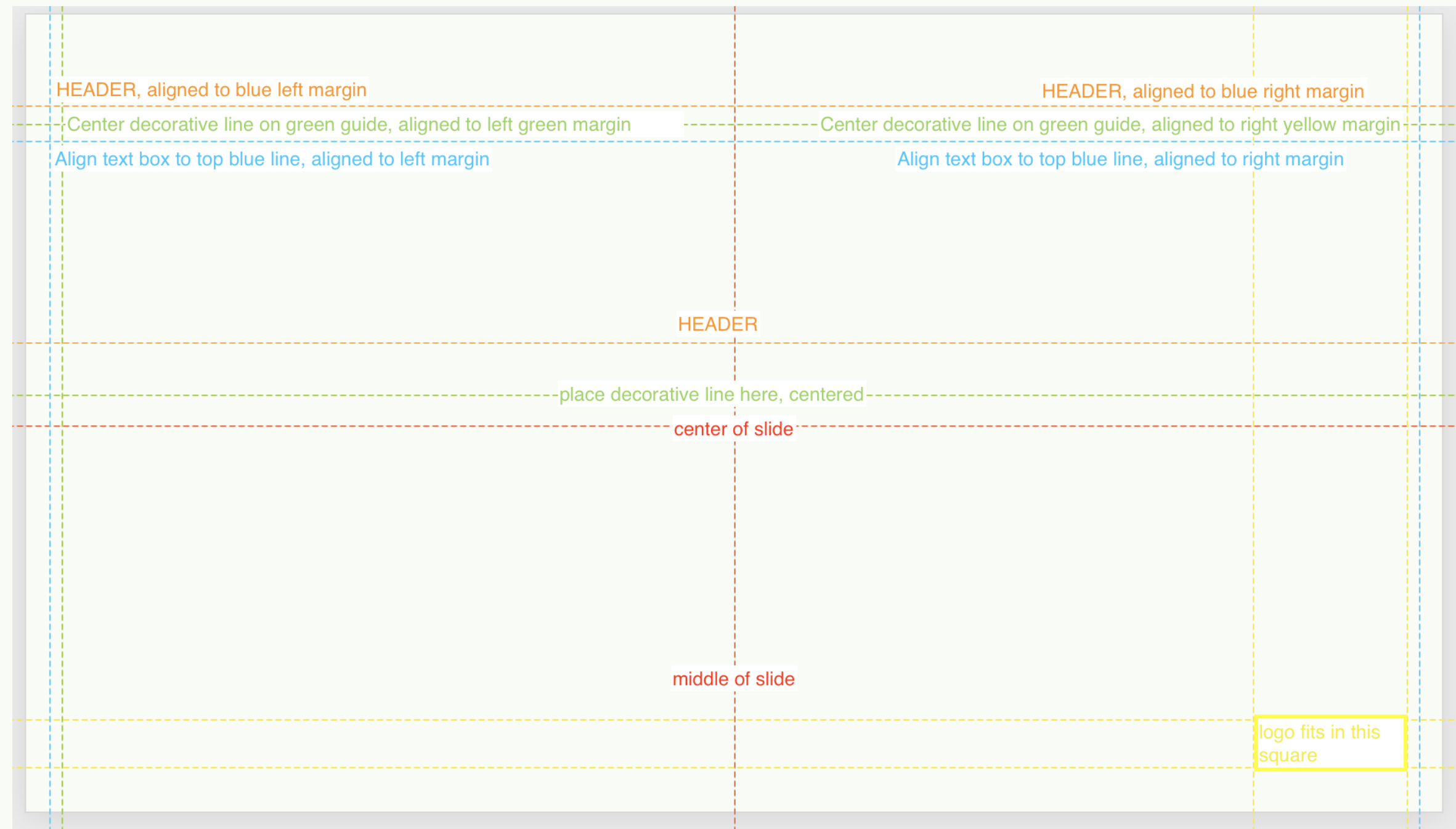
- Place decorative divider lines on the green guides.
- Decorative elements should align with the corresponding content or header area.
- Use these guides when adding or repositioning brand accent lines.

Yellow Guides — Logo Placement

- The yellow guides define the approved logo area.
- Place the HRS logo within the yellow box in the lower-right corner.
- Avoid moving the logo outside of this space.

Red Guides — Center Alignment

- Red guides indicate the center of the slide.
- Use these when centering titles, graphics, charts, or other content.



Think of the guides as a "design grid"—if content aligns to the guides, it will stay consistent across slides, but you are welcome to get creative with the content, font sizes, etc.

General Editing Guidelines (Slide for reference only)

The HRS PowerPoint template is designed to be flexible while maintaining a consistent brand experience. Use the following guidelines when creating or editing slides.

You May

Content & Layout

- Add, edit, move, resize, or remove text boxes as needed.
- Add headers, subheaders, and body text.
- Use any of the provided layouts or start from a blank branded slide.
- Build custom slides using the guide system.
- Add, resize, or reposition photos, charts, tables, icons, and other content.
- Use decorative divider lines from the Brand Library where appropriate.

Branding & Design

- Use either the light or dark HRS logo depending on the background.
- Use colors from the HRS brand palette.
- Use PowerPoint theme colors or the Eyedropper tool to create visually consistent designs.
- Adjust font sizes, spacing, and formatting to fit your content.
- Use the provided guides to align content and maintain consistency.

When in Doubt

If your content does not fit an existing layout, use one of the blank branded slides and build your slide using the guide system rather than modifying the Slide Master. This provides the greatest flexibility while keeping presentations aligned with HRS brand standards.

Do Not

Logo Usage

- Do not stretch, squash, or distort the logo.
- Do not change the logo's proportions.
- Do not rotate, warp, or alter the logo.
- Do not crop the logo.
- Do not recolor the logo.
- Do not add effects such as shadows, glows, outlines, or transparency.
- Do not place the logo outside of the designated logo area unless intentionally creating a custom slide.

Fonts & Colors

- Do not use fonts other than Libre Franklin.
- Do not use colors outside of the approved HRS brand palette.
- Do not create custom logo colors or alternate brand colors.

Template Elements

- Do not edit the Slide Master.
- Do not move or modify guide positions.
- Do not recreate decorative divider lines; use the approved versions provided in the Brand Library.
- Do not alter branded graphic elements provided within the template.

Quick Start Guide

How to Use the HRS PowerPoint Template

Step 1: Save the Template

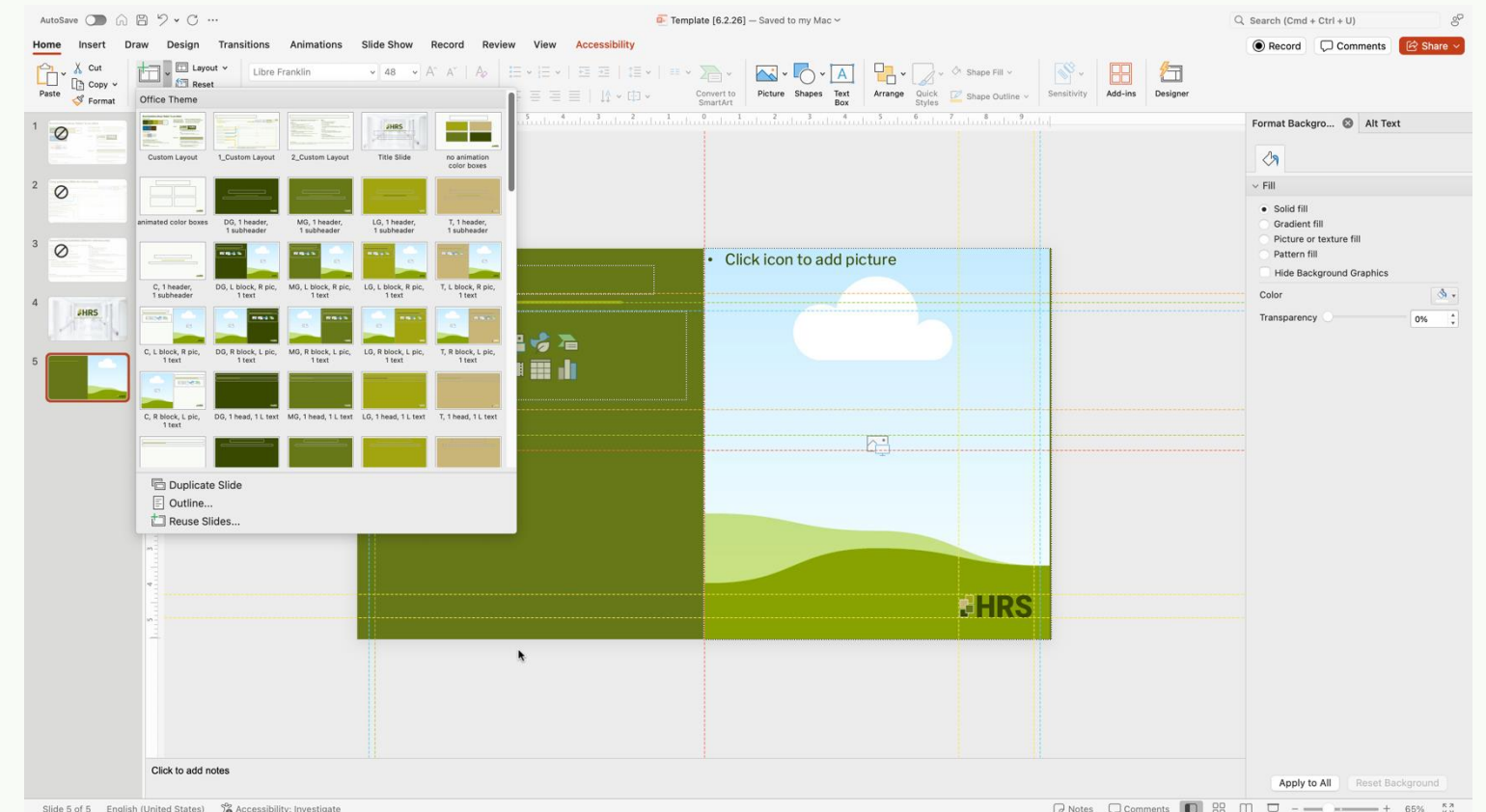
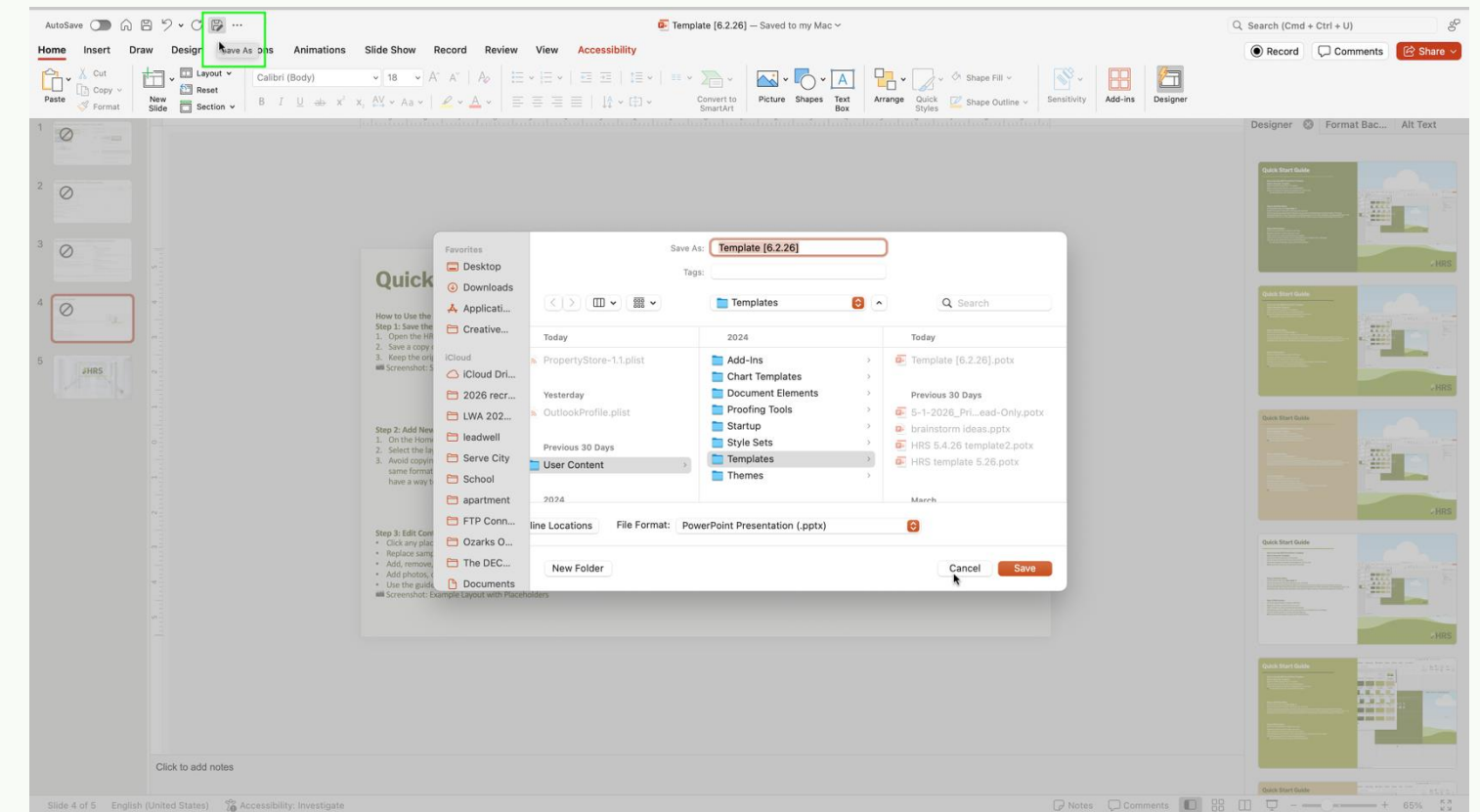
1. Open the HRS PowerPoint Template.
2. Save a copy of the file for your presentation.
3. Keep the original template unchanged for future use.

Step 2: Add New Slides

1. On the Home tab, click **New Slide** ▼.
2. Select the layout that best matches your content.
3. Avoid copying and pasting old slides from previous presentations when possible, however, you may individually select and copy the content from previous slides.
 - Previous presentations don't have the same formatting sequence for title, subtitles, and paragraph text. This template will convert the aesthetics but doesn't have a way to read and arrange the content

Step 3: Edit Content

- Click any placeholder to add or edit text.
- Replace sample content with your own.
- Add, remove, or resize text boxes as needed.
- Add photos, charts, tables, icons, and graphics to support your message.
- Use the guide system to keep content aligned.





HRS
