



WISTA

B R A N D S T Y L E G U I D E

PRESENTATIONS



PRESENTATIONS

OPENING AND CLOSING SLIDES | CORRECT

The opening and closing slide should always be one of the following three.



PRESENTATIONS

TEXT SLIDE | CORRECT

Slides with heavy text should look like the slide below.



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla pede, sociosqu libero sapien. Ac mauris, elit ut faucibus dignissim, integer sodales. Posuere orci, sapien amet. Tempus pellentesque aliquam sed mollit, aliquet amet in quibusdam, a metus dolor, ad vivamus massa eu quam luctus posuere. Ultricies integer. Dapibus non, congue a vel, quis pretium vel lorem, risus eget nibh urna odio adipiscing sed. At ullamcorper natoque in nunc

PRESENTATIONS

TEXT AND IMAGES | CORRECT

Always try to position images on the right side, taking up about one third of the total width.



HEADLINE

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PRESENTATIONS

TEXT AND IMAGES | CORRECT


When the content in a slide is part text and part images, use the right hand side for the images and the left hand side for text as shown on the slides below.



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

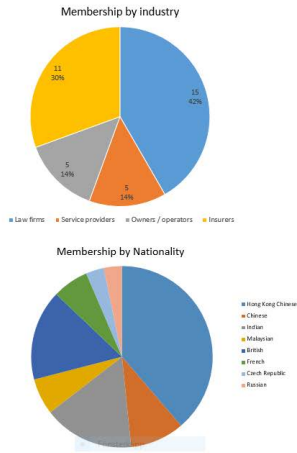
ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla

HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla



Membership by Industry

Industry	Count	Percentage
Law firms	15	42%
Service providers	21	56%
Owners / operators	5	14%
Insurers	5	14%

Membership by Nationality

Nationality	Count
Hong Kong Chinese	1
Chinese	1
Indian	1
Malaysian	1
Singapore	1
French	1
Czech Republic	1
Russia	1

PRESENTATIONS

TEXT AND IMAGES | CORRECT

What to do when showing one image.



PRESENTATIONS

TEXT AND IMAGES | CORRECT

How to show two and three images on a slide.




HEADLINE



PICTURE TITLE

PICTURE TITLE



HEADLINE

PHOTO TITLE




PHOTO TITLE





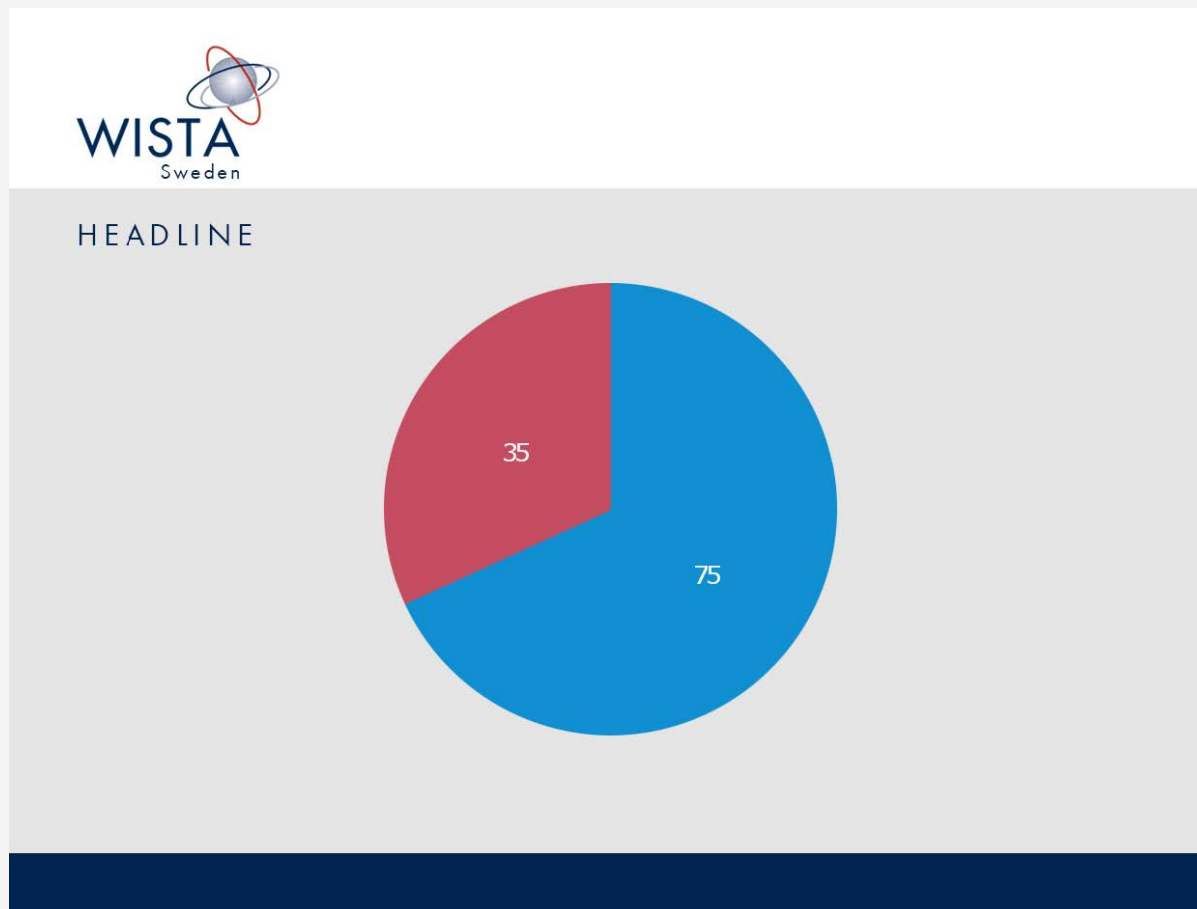
PHOTO TITLE



PRESENTATIONS

TEXT AND IMAGES | CORRECT

Whenever possible, pie charts and other metrics should use the corporate colours. Always display graphics either on the right side (when accompanied by text) or centered as in the slide below.



PRESENTATIONS

TEXT AND IMAGES | WRONG

Do not mix and match styles. Always try to use simple, clean graphics.



PRESENTATIONS

TEXT AND IMAGES | WRONG

Never use the images outside the allocated spaces or in a disorganised manner.

WISTA Poland 2016

We strengthen our bonds by attending trainings organised by our members, topics varying from ethics in business to new customs regulations.



We also have chance to see how other WISTAS work by hosting colleagues from Germany and Singapore.



WOMEN'S INTERNATIONAL
SHIPPING & TRADING ASSOCIATION

PRESENTATIONS

TEXT AND IMAGES | WRONG

Do not show more than 3 images per slide. When showing images, do so in an organised manner. Below is how not to display images in a slide.



PRESENTATIONS

TEXT AND IMAGES | WRONG

Do not mix and match styles. Always try to use simple, clean graphics.

