

User guide.

Phonak Powerpoint template

A solid green circle is located on the left side of the slide, partially cut off by the edge.

Agenda

- Brand input and why brand-consistent slides matter and how to achieve it quickly
- The Phonak template: your single source of truth
- Efficient workflows: layout reuse, alignment, merging slide decks
- Visuals that work: data, typography, color, and readability
- Tipps & tricks: practical hacks you can use immediately
- The pitfalls of PPT
- Dos, Don'ts & challenges: common pitfalls and how to overcome them



Brand input.

Brand input and why brand-consistent slides matter

Brand touchpoint: PowerPoint is an official communication tool and therefore a brand touchpoint. As such, the layout deserves the same level of attention as e.g. brochures, videos, SoMe posts when communicating towards our customers and/or business partners.

Overall Phonak look: Keeping the design of the provided slides and their structure, give your presentation a branded framework.

Non brand images: Should you feel that a “non brand” image would help you to strengthen your presentation, then it’s ok to do so. Make sure that they comply with our elevated image guidelines: <https://brand.sonova.com/phonak/ph-images/>

Keep in mind to use license free pictures only, in order to not infringe any copyrights.

Start creating a presentation

For a consistent look in all of your PowerPoint presentations, always start with a fresh generic template:

1. Open PowerPoint
2. Click the **tab** file, then **new** followed by the folder **Phonak_EN**
3. Get the generic template to start your presentation and (if needed) the slide deck of the chart pool.
4. In the 2nd part of that template you will find the Phonak chart pool which contains pre-designed slides that will help you to create a presentation in less time and with less effort.

Please only use these templates when creating your presentation.

If the process above does not work, you always can download the latest version of the template from the tool box on the brand platform:

<https://brand.sonova.com/phonak/>

Brand colors

Brand colors

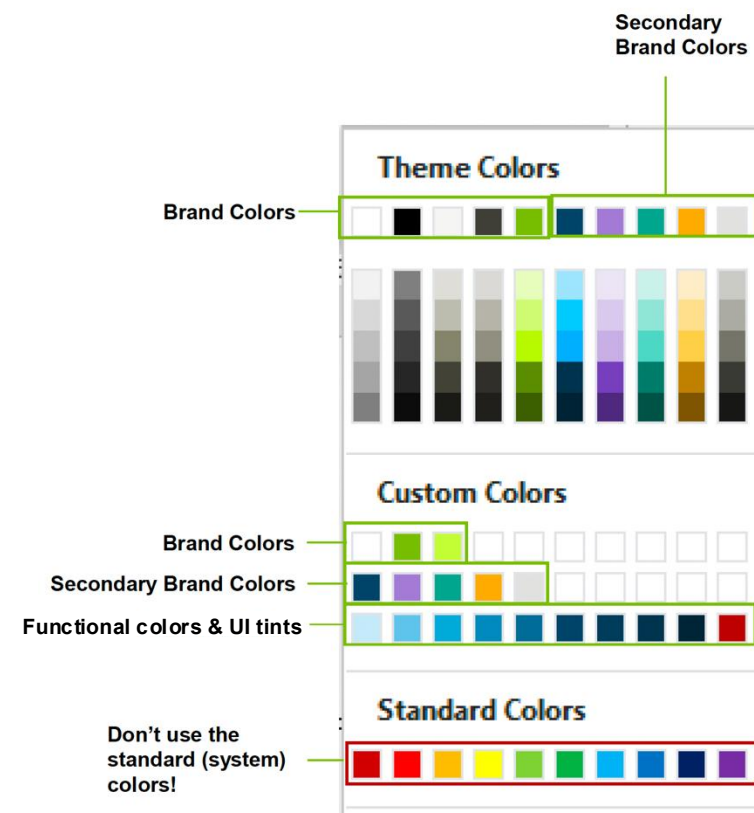
Both, the brand and the pediatric colors are embedded in the same master template.

Secondary brand colors/Pediatric colors

Mainly to be used for graphs and in illustrations. They also can be used in addition in pediatric presentations.

Standard colors row (Forbidden colors)

Do not use any other colors in the palette. They are an MS-Office default feature and can not be enabled.

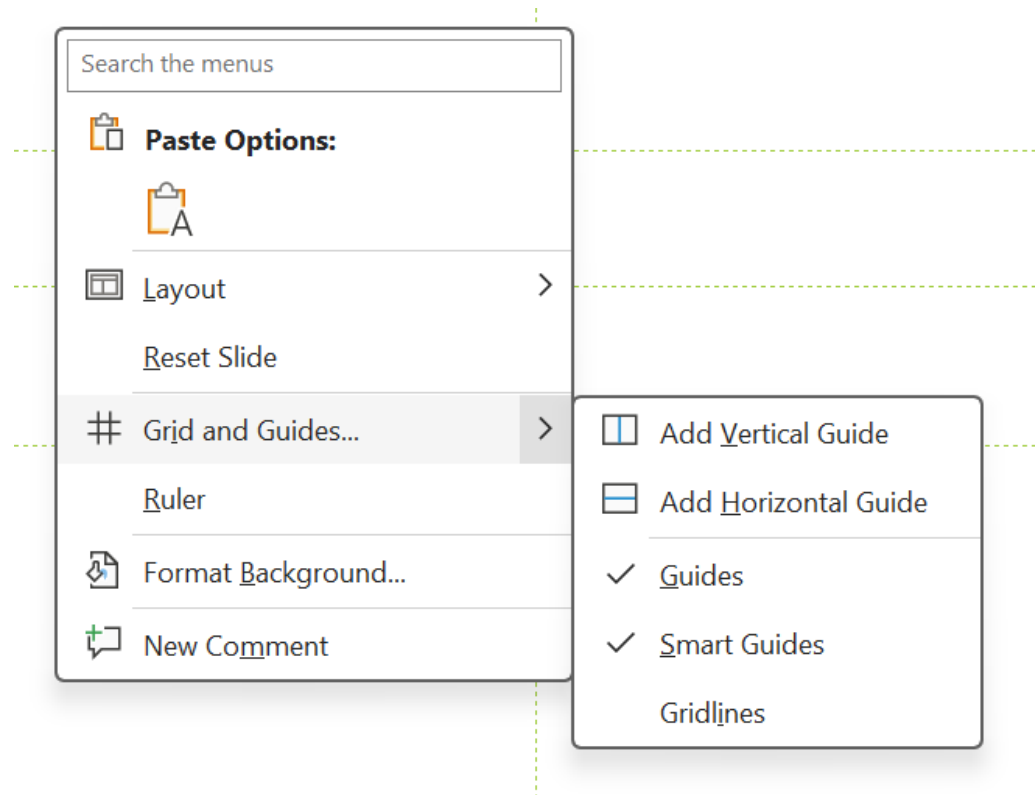


Guides

The red lines indicate the exact position of the guide lines. These guides are there to help denote the content area and layout space but also to place an asset precisely.

Showing and hiding guides

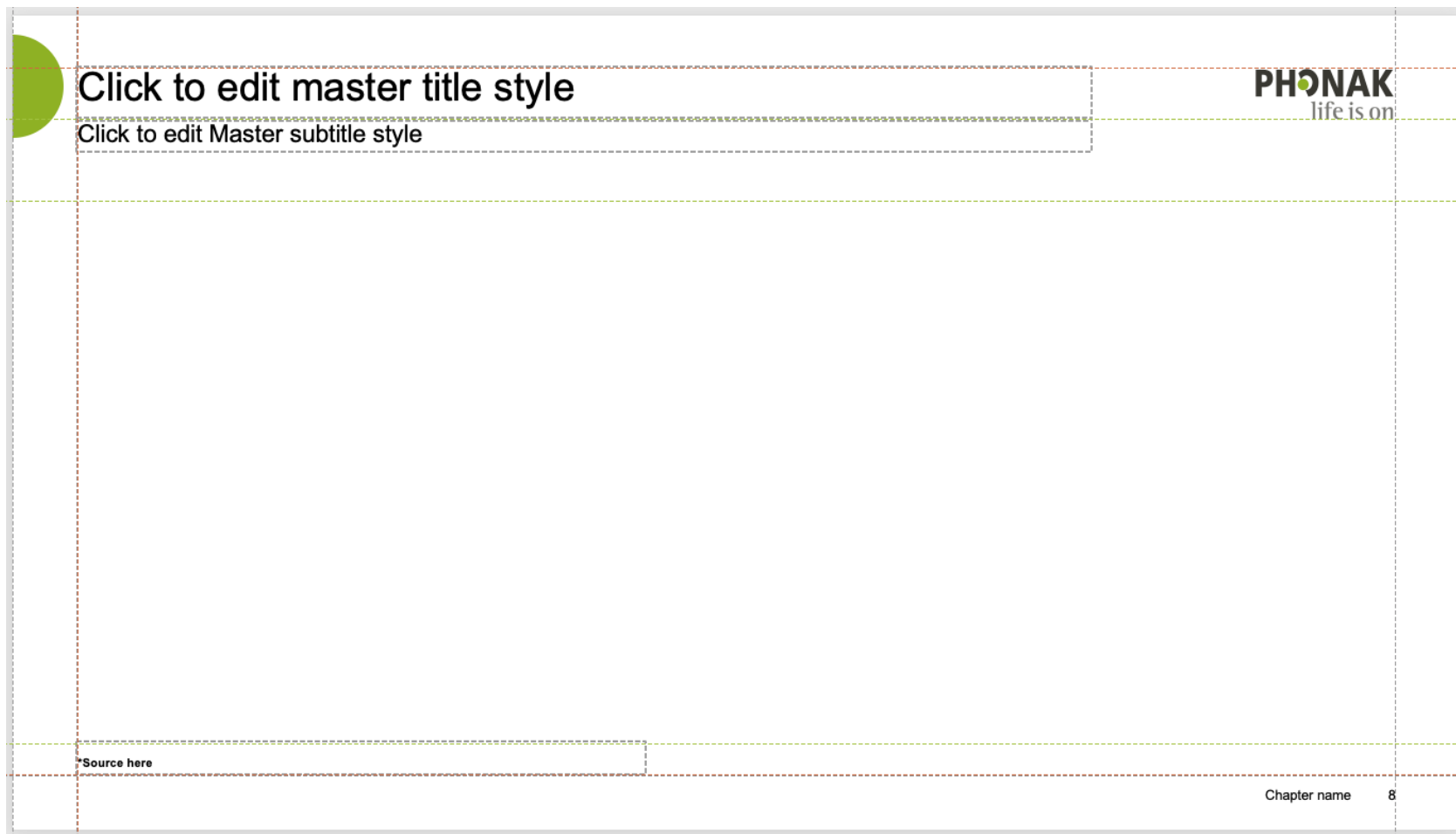
- Right-click on an empty space on your slide or outside of your slide. Select “Grid and Guides...”
- Select (or deselect) “Guides”
- You can also use the keyboard shortcut: “Alt+F9”



Guides

Red guides define the Seitenspiegel or that these lines mark the content area, incl. title and footnote.

Green guides help to align easily content elements and to keep a structured layout



Fonts & sizes for Powerpoint 1/2

Font: Arial. For compatibility reason, do not change the font style

Font sizes:

- Chapter and cover slides: **52 pt** (don't forget to add the green dot at the end)
- Content slides:
 - Title: **26 pt**
 - Copy text: 16 pt – black
 - Sources: 8 pt – bold Please include sources for scientific results and non branded images

Text quantity: Screen presentations intend to show less text as possible and leave the main content to the speaker

Animations: Please use animations only if it's enhancing the message but avoid several animations on the same slide

Fonts & sizes for Powerpoint 2/2

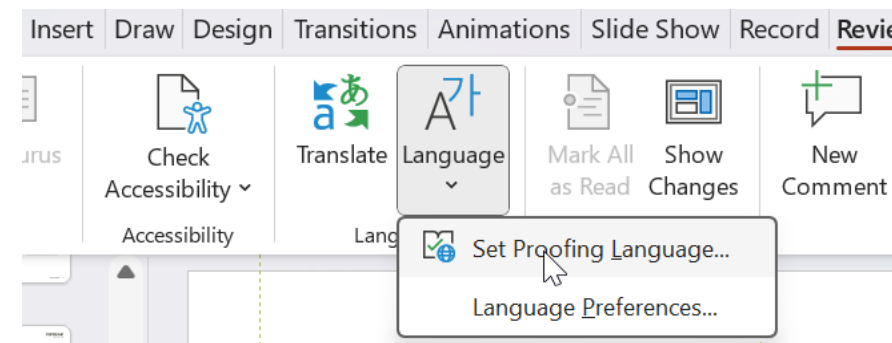
- **Emphasizing:** Use **boldface** or **Phonak green (for numbers)** , avoid underlines, don't write ALL CAPS
- **Headline:** Only fixed Phonak terms are written with upper case letters (Phonak Quest, Wireless Communication Portfolio). Any other headlines are written with upper and lower case
> The hearing solutions
- **Hyphen:** Use hyphen to link two or more words together (high-frequency)
- **Bullet point:** Write with uppercase letter in the first word
- **Colon:** Write with uppercase letter after a colon
- **Terms:** Please check the Phonak glossary on the brand platform for the correct spelling of Phonak-specific terms
- **Wording:** Please check the Phonak wording manual on the brand platform

Change proofing language

If you are working on a presentation in a language other than the default (which is English), you can change it as followed:

- Select a text box
- Go to **Review** on the slide bar
- Choose **Language** and click **Set Proofing Language**
- Choose the requested language
- Finish by clicking **Default**

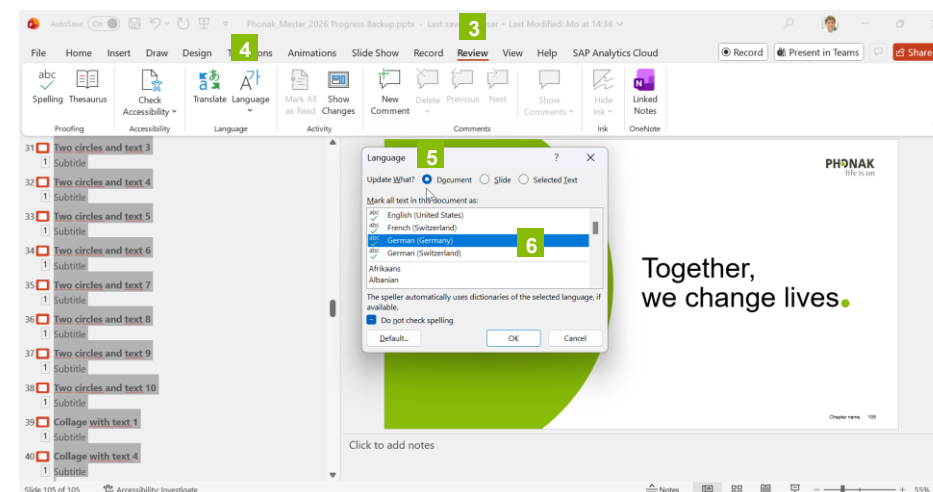
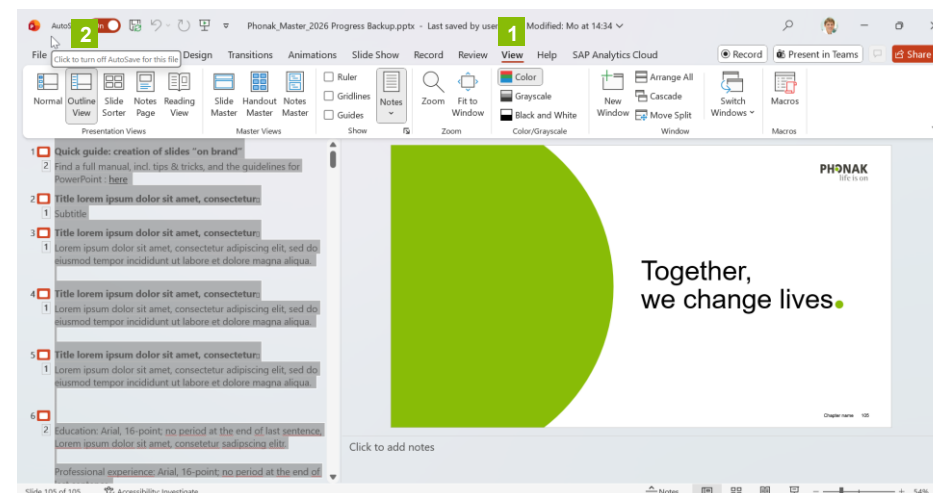
Existing text-boxes will not be changed, but all new created boxes or new opened templates will.



Set one language for all text boxes

If you have text boxes in multiple languages and want to align them to the same language:

- Go to **View** on the slide bar **1**
- Choose **Outline View** **2**
- Click into the gray field on the left
- Select the complete text by pushing **Ctrl+A**
- Go to **Review** on the slide bar **3**
- Click **Language** **4** then select what to update **5** and choose requested language **6**

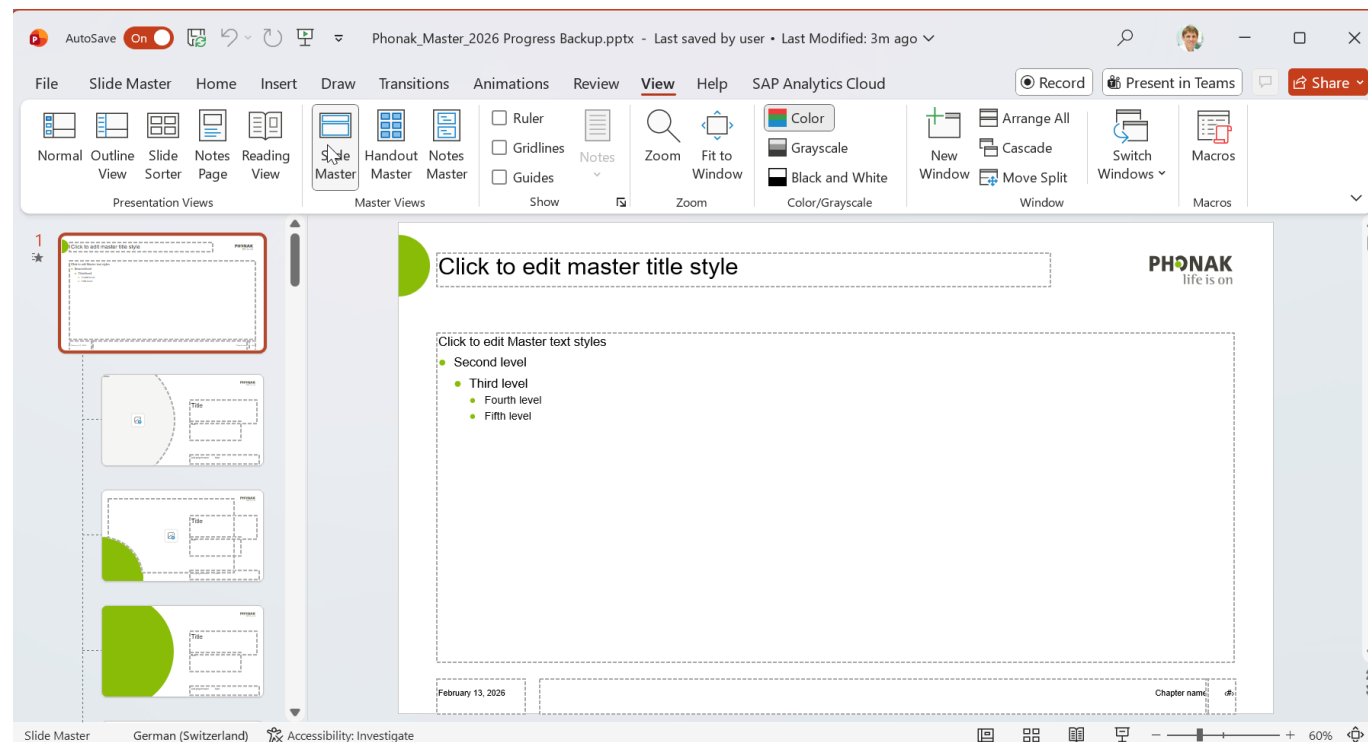




Creating a
presentation.

The master template

- Every presentation begins with the master template. The master defines the look of the layout, such as the color scheme, the font, as well as the size and spacing of placeholders on the slide (for images, text, footnotes, etc.).
- The master is the technical basis of your presentation. **It should never be edited or changed** as this can cause several problems regarding the functionality of the template.
- Both, the master template and the chart pool were created using the same master, and are built according to the current brand guideline.



The chart pool

- The Phonak chart pool contains over ninety pre-designed slides with images, displaying processes, timelines, organizational charts and other elements.
- That chart pool is available in 16:9 ratio. The spellcheck language is set in English.
- **Format and language** cannot be changed within a master. When copying slides between presentations, make sure you use the same format and language.



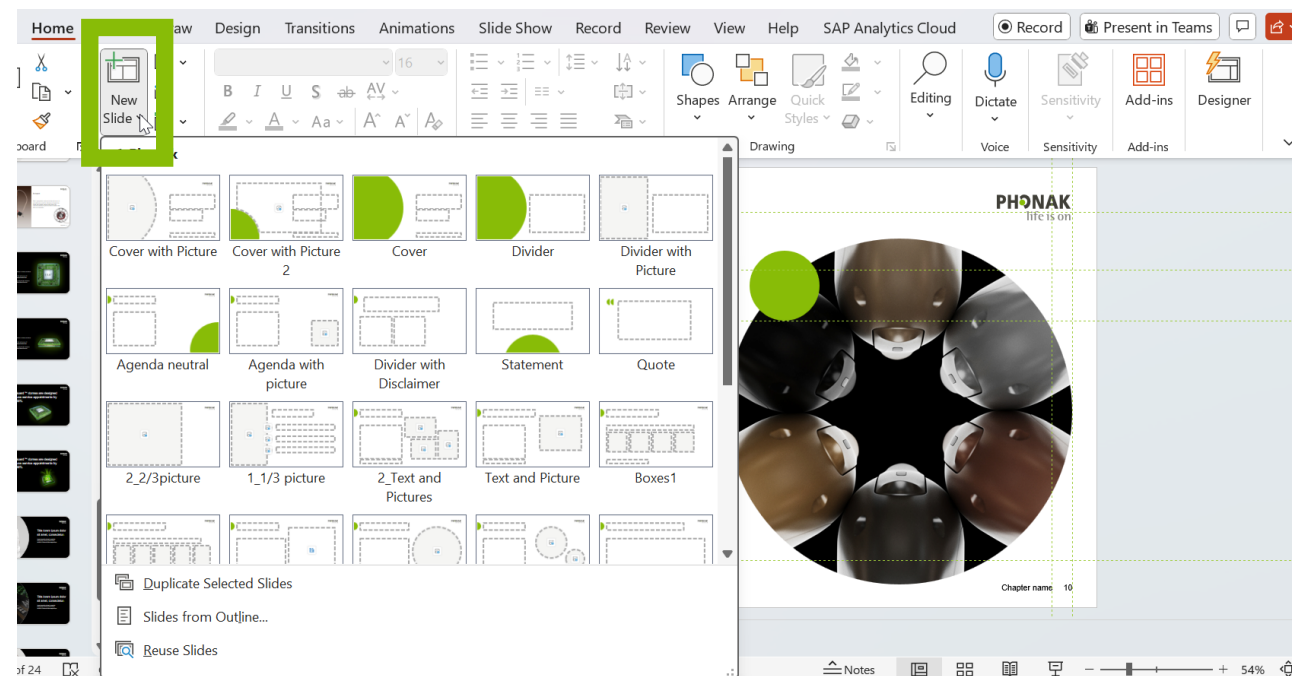
Adding a new slide from the template into the deck

Within your opened generic template, click

Home > New Slide

You'll see an overview of all pre-defined slides that are available.

Insert slides from that overview by simply clicking on the respective thumbnail.

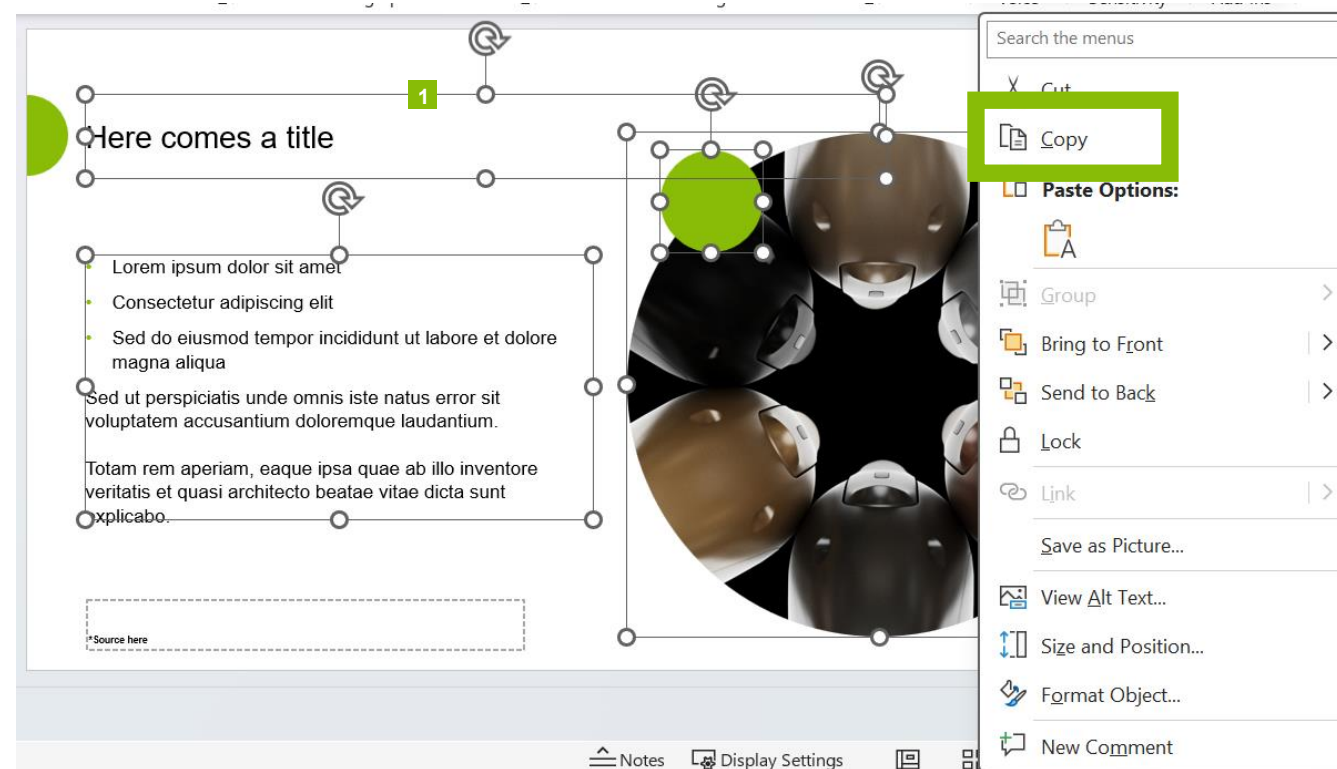


Copy content from a different slide deck

If you want to insert content from a slide deck created in a different master template:

Always copy/paste the content 1, never copy/paste (or drag and drop) **entire slides**! This could create mismatching layouts and increases the destination file numerous. PPT can't combine (merge) different master layouts into one.

The Phonak template has been made compatible with the Sonova template as far as PowerPoint allows. However, manual adjustments (e.g., for colors or positioning) are unfortunately unavoidable.



Avoid these paste options

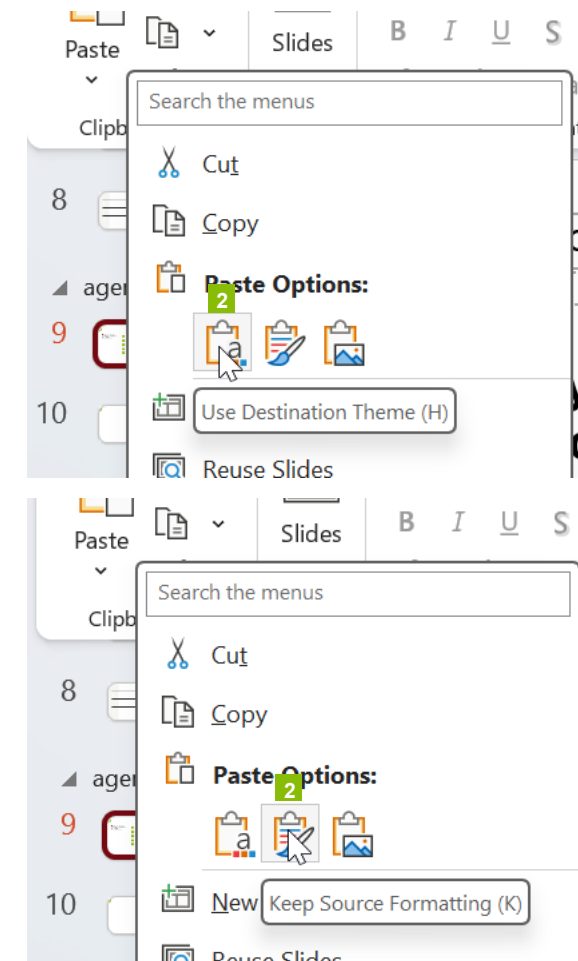
Avoid using the paste options **2** ! This will happen, when you copy an entire slide...

... **selecting «Use Destination Theme»**: You will add an additional master slide into the master collection

... **«Keep Source Formatting»**: You will import the entire master collection (all master slides) from the source into your target file.

The Phonak template has been made compatible with the Sonova template as far as PowerPoint allows.

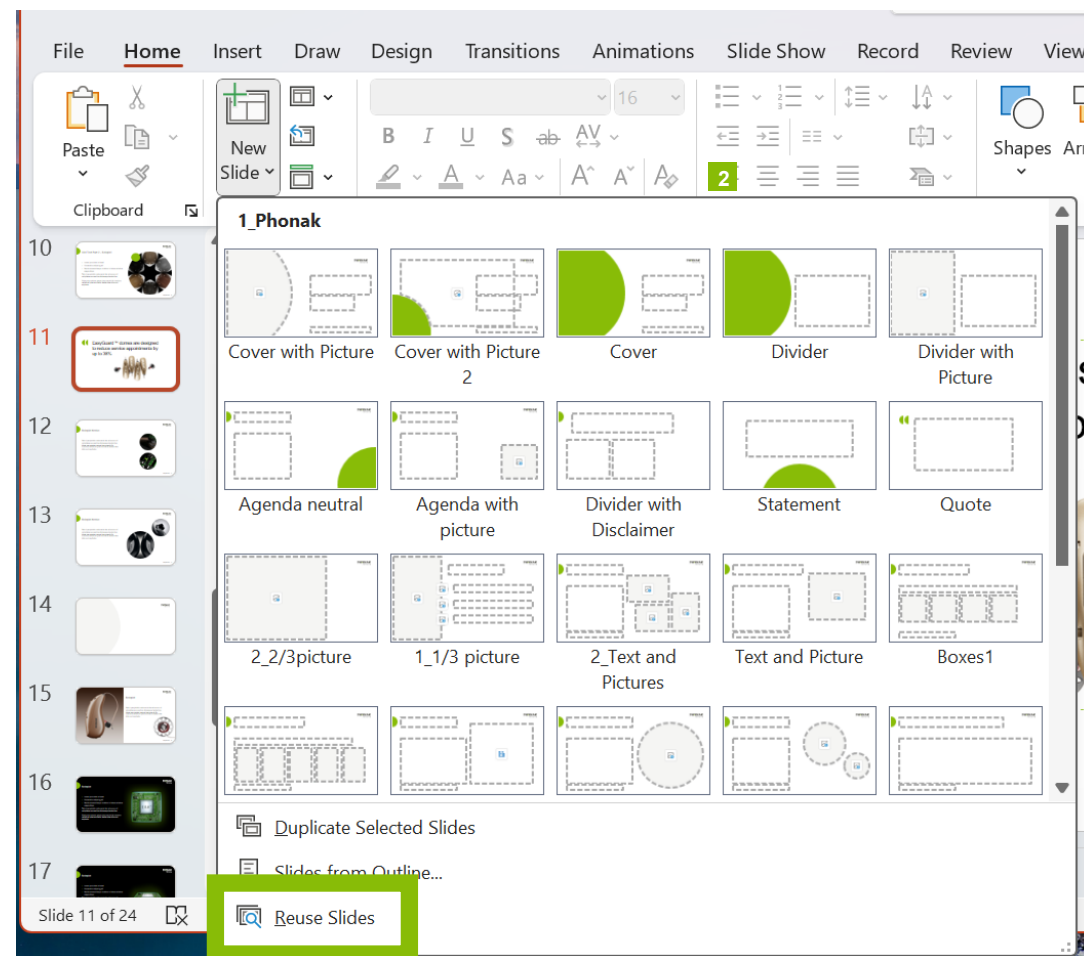
However, manual adjustments (e.g., for colors or positioning) are unfortunately unavoidable.



Reuse slides

As of January 1st, 2026 Microsoft has started to retire this function.

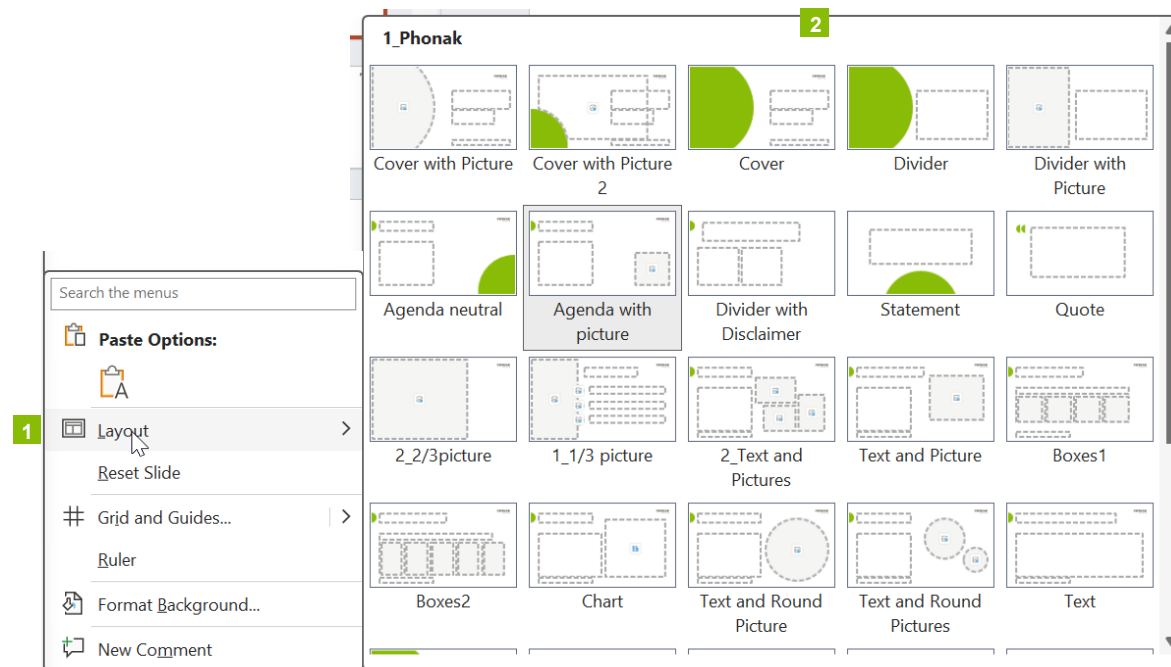
Do not use it anymore.



Changing a slide design with remaining content

1. Select the slide whose design you want to change.
2. Right-click and then click on “Layout.” 1
3. Now select the desired new layout from the window. 2

This feature simplifies the transfer of content to a different layout. Manual adjustments are still necessary to complete the design.



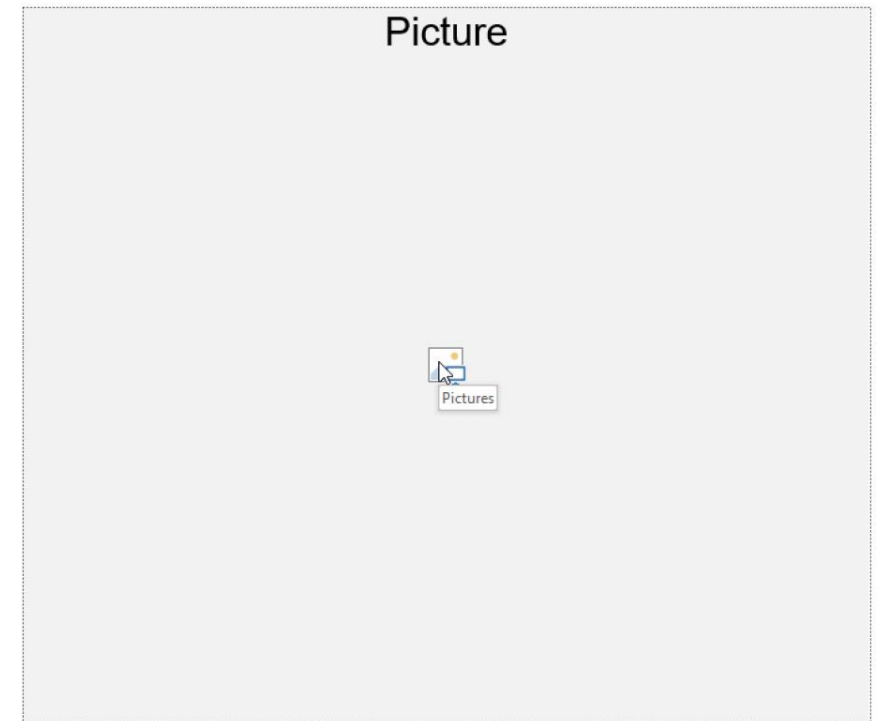


Working with images.

Inserting images into placeholders

These placeholders make inserting images on slides seamless and efficient. They define which places are reserved for images on your slide.

- To add an image:
 - Click the icon in the placeholder.
 - Select the image you want to include in your presentation and click **Insert**.
 - Alternatively, you also can "drag and drop" the selected picture directly onto the placeholder.

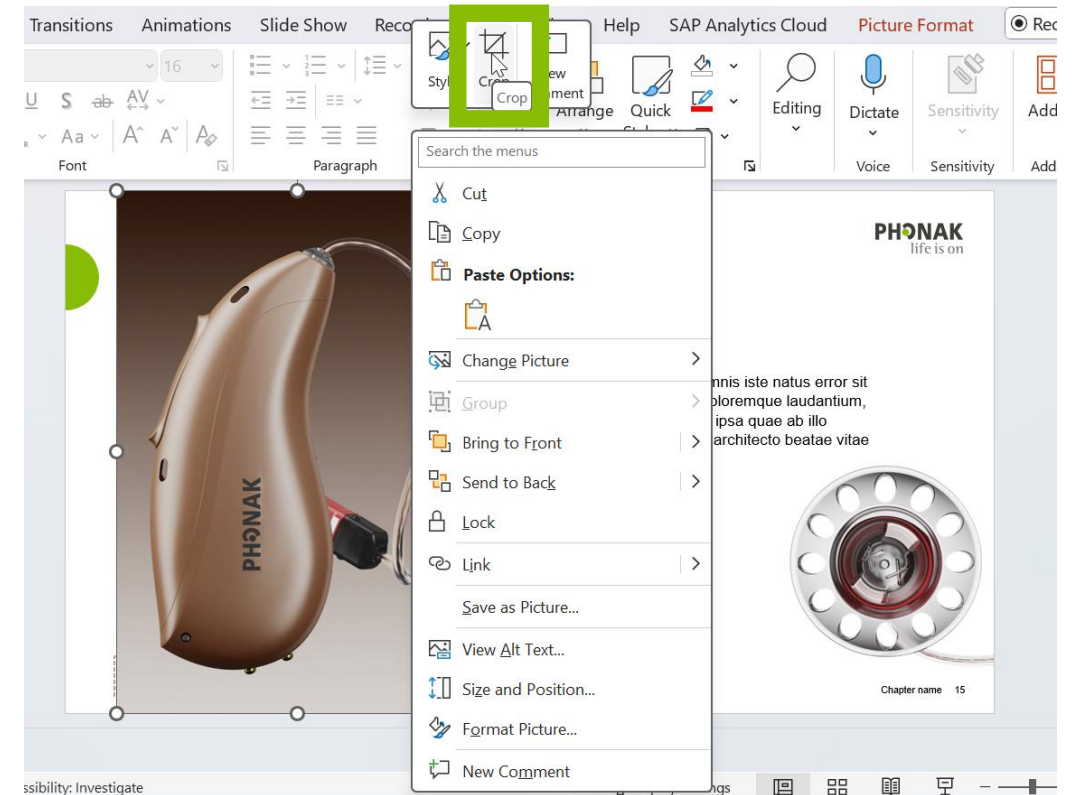


Simply click on the icon and select the picture you want to insert.

Choosing a different view frame & cropping

To select a different view frame of a picture (if there is more image information available than the dimensions of the frame):

- Move the cursor onto the image
- Right mouse click
- Click **crop**
- Click and hold the picture to move the image and select the requested view frame
- Move cursor out of the image and click onto a white area to fix the new selection

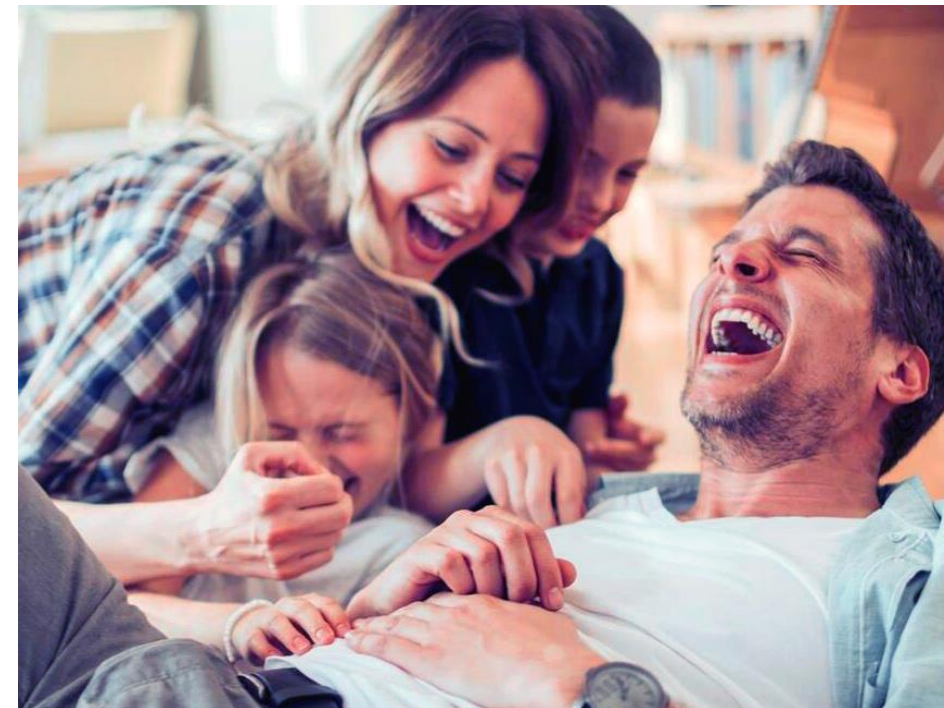
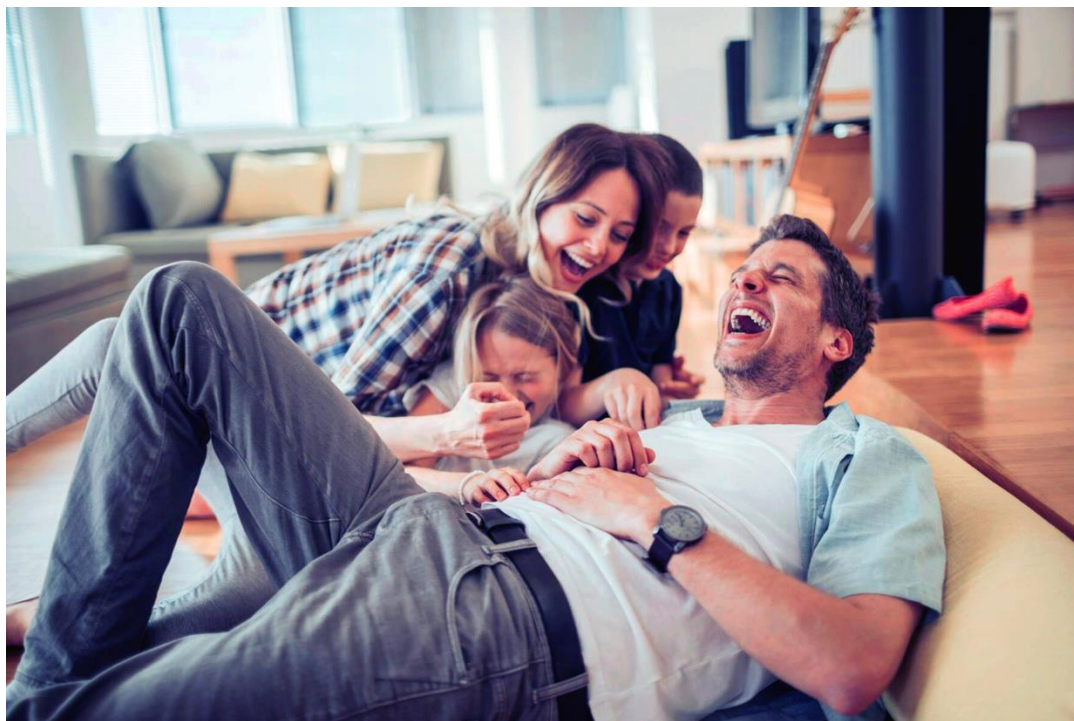


How to crop images

The Phonak visual world (images) is a visual representation of our brand essence “life is on” and is based on the following principles:

- Looking in at an authentic moment
- Show moments of connection, emotions, and confidence
- Focus on close-ups and details showing emotions by zooming in the situation
- Never posed, staged or looking at the camera or forced
- Natural to warm spectrum but light colors
- Catching light and dark: well-balanced ratio of light and dark tints.

How to crop images



Images are shown at its best when:

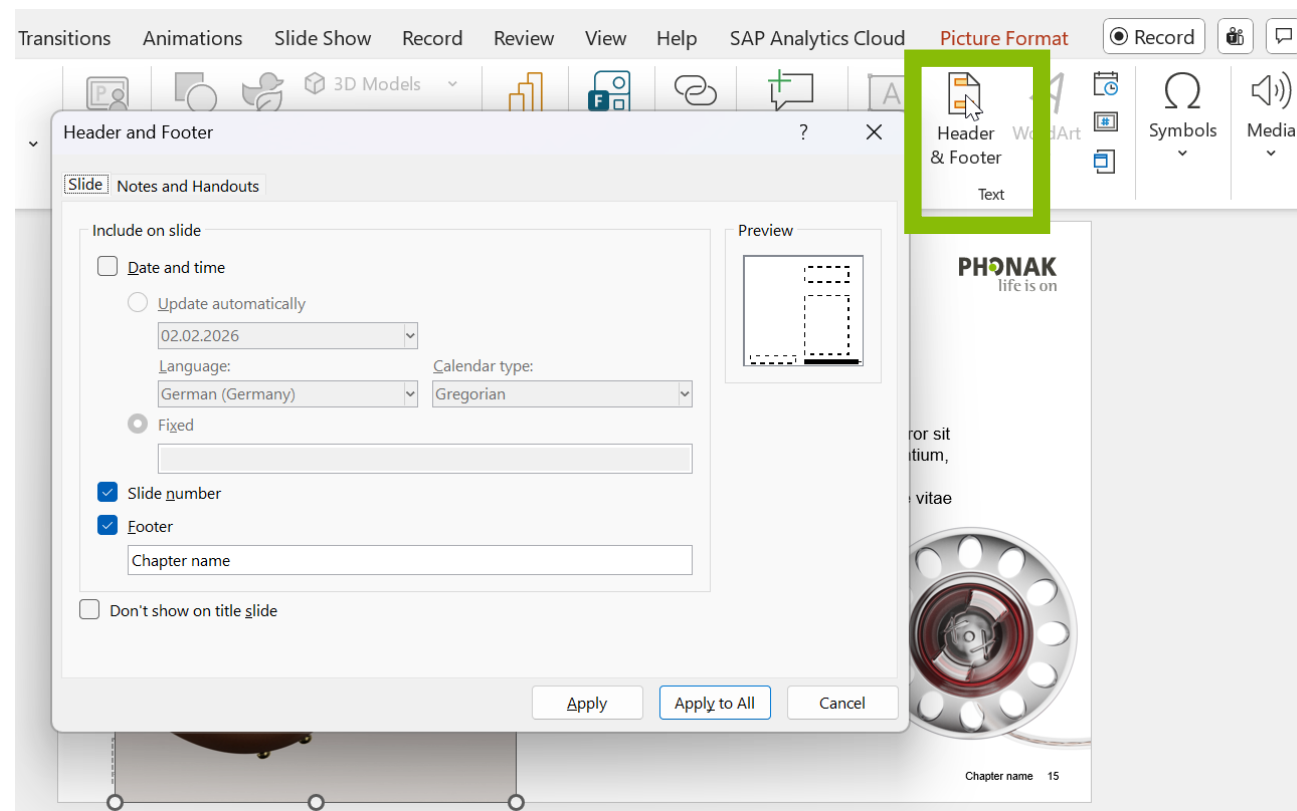
- The image resolution is good enough for the presentation screen
- Text is used as quote or with a few bullet points only
- You don't place rich text on pictures



Completing a
presentation.

Choosing the footnote

- Click tab **Insert** followed by **Header and Footer**
- You'll see a pop-up window. Edit any footer information here.

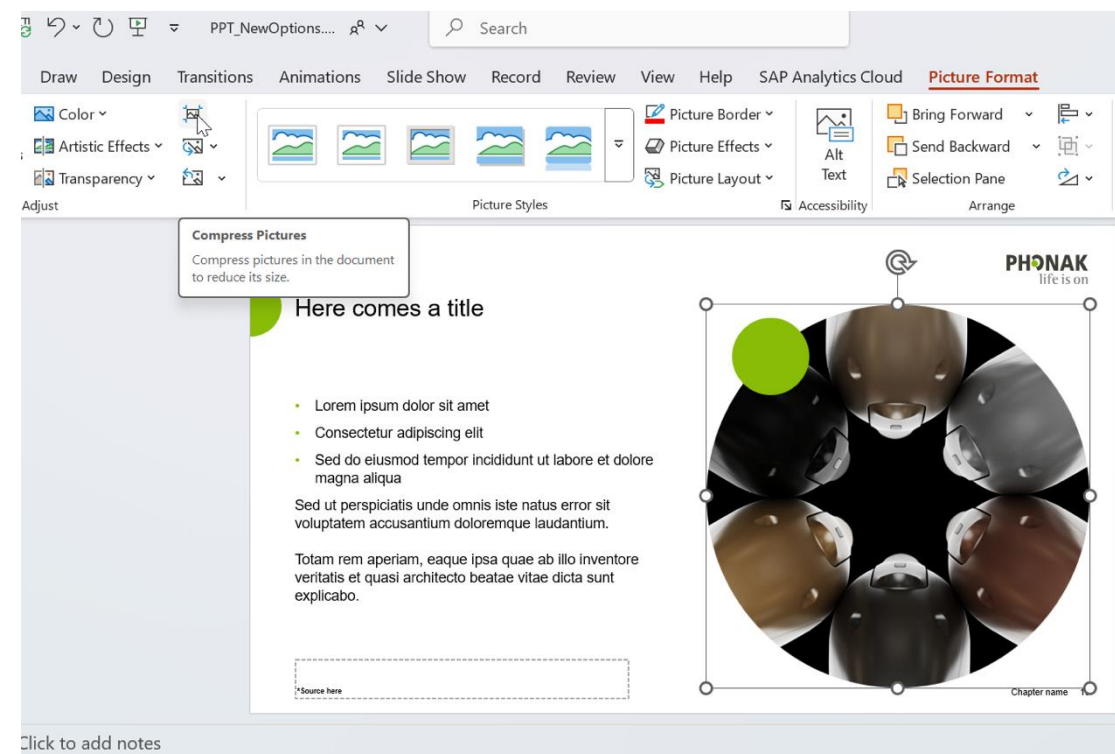


Keeping the file size in a decent size

The templates' default settings preserve the quality of the original pictures. Depending on the quantity/quality of these images, the presentation itself may grow too big to send by email.

A compression limits the size, but it also will result in a lower image quality. So, be sure to save the high-resolution file before compressing your images.

- Click on an image and navigate to **Format** then click **Compress Pictures**.
- Choose your settings in the popped up menu.
- After clicking **OK**, check the images, because it may result in a blurry (low image) quality - especially when initially low-resolution pics were used.

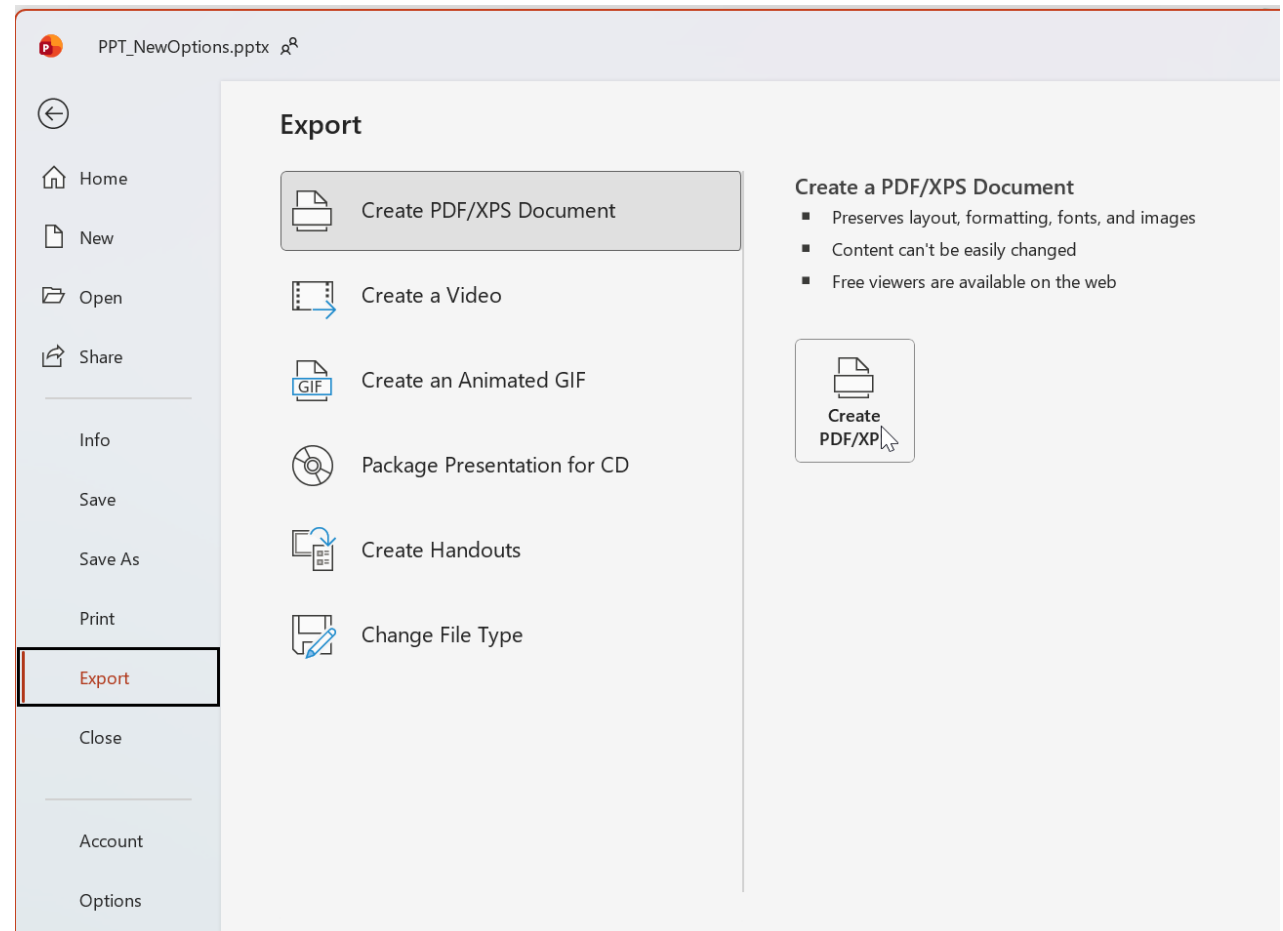


Creating a PDF

To create a PDF, don't go through the print function. This could cause bad visuals and an overall decrease of the print quality.

Instead:

1. navigate to **File** then **Export**
2. Choose **Create PDF/XP**



Contact the Phonak Brand Team

Feel free to contact us if you have questions or suggestions
how to improve the template:

branding@phonak.com