

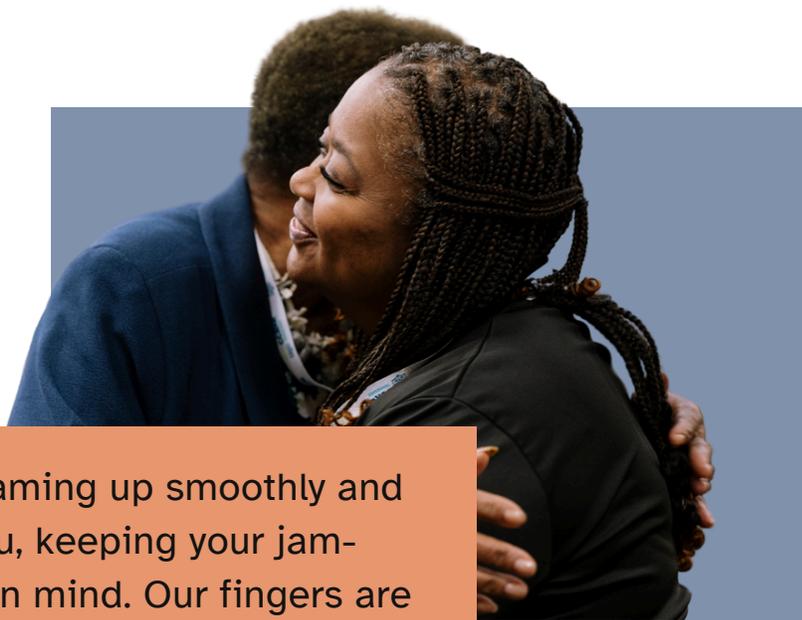
Presentation Guide



2024-2025



Introduction



We're all about teaming up smoothly and effectively with you, keeping your jam-packed schedule in mind. Our fingers are crossed that this guide will be your busy-day superhero when interacting with the marketing team.

Presentations serve as a powerful tool for the TN Child Care Resource & Referral Network to inform, educate, advocate, and connect with providers across the state. Ultimately presentations contribute to the advancement of early childhood services and support systems across the state.

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Presentation Templates

Getting Started

All presentations must be created using the 2024 Marketing Pre-Approved Templates by August 12, 2024. Presentations created before the release of the templates must be converted by August 12, 2024. Presentation Templates can be found by visiting tncrr.org and locating the Employee Portal in the footer of the site.* Templates are available for download by visiting Employee Portal > Marketing > Presentation Templates. Adhering to the following guidelines when creating a presentation is required. In cases where this Presentation Template Guide isn't being appropriately fulfilled or CCR&R staff is in need of any assistance, supervisors should refer staff to their assigned Professional Development Specialist. If further support is needed, the Professional Development Specialist will refer said staff to the CCR&R Marketing Team.

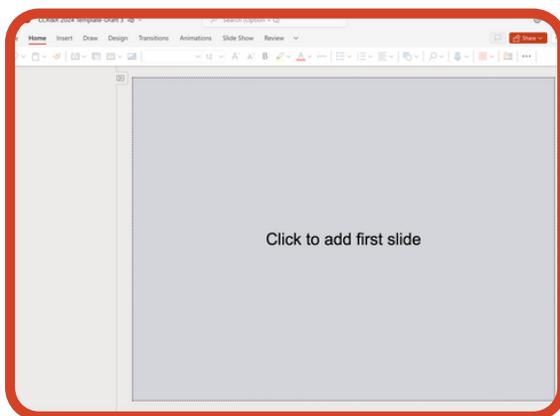
***If you do not have an active Employee Portal account, please contact Rosemary Passavant at Rosemary_Passavant@signalcenters.org.**



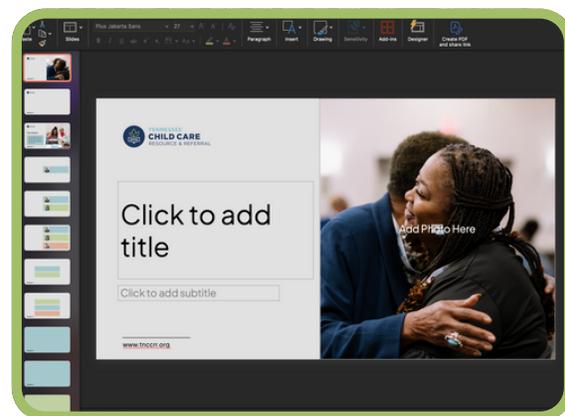
Best Practices

When using these templates please ensure that you follow these rules:

- In order to use template correctly, the font “Plus Jakarta Sans” must be downloaded to all of your devices. Please see [page 8](#) for more information.
- Make sure your PowerPoint designer is *disabled*. Instructions for that are below:
 - On the File menu, click Options
 - In the Options menu, click the General tab on the left.
 - Scroll down and click the “Automatically show me design ideas” check box
 - If you need further instructions, please locate the “How to Turn off Designer” video located in the Employee Portal.
- Always follow this guide when it comes to font size for Title, Sub-Heading, and Body text. ([see page 7](#))
- Do not move text boxes unless absolutely necessary.
- ALWAYS download a new template from the Employee Portal when creating a new presentation.
- Please ensure you are are working inside of the PowerPoint downloaded on to your device and not in your internet browser. (see below)



Browser



App



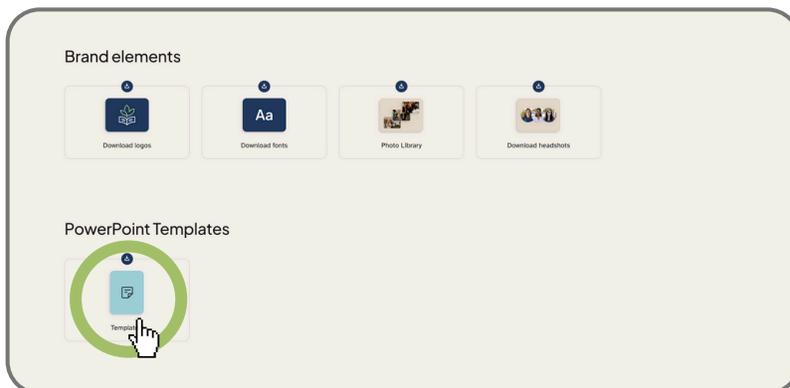
How to Download Templates

All templates can be found located in the Employee Portal on www.tnccrr.org.* Please follow the steps below:

1. Click Marketing at the top of the portal.



On the Marketing page, locate “Presentation Templates”.



1. Download the template .pptx file from the employee portal.
2. Now you'll see the available .pptx template file available in your downloads
3. Right-click the template, and click “Open”. This will open the template in the Powerpoint app on your desktop.

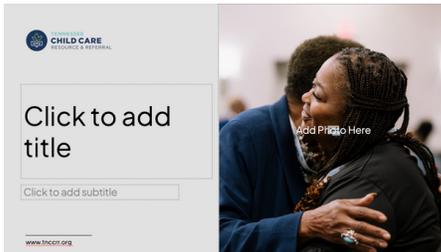
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Template Options

Three Styles

Casual



Business-Casual



Business



Color Palettes Available

Classic

Classic

Classic

Classic



Typography

Getting Started

The CCR&R font, Plus Jakarta Sans, should be consistently utilized. Maintaining uniformity in fonts across all program media will establish a distinct and familiar visual identity that will appeal to the target audience. This font is selected for its accessibility, flexibility, and contemporary look, making it suitable for various uses. By following this guideline, we can guarantee that all program materials maintain a cohesive and polished appearance, all while maintaining accessibility and fostering trust within our community.

Best Practices

When using this font in your presentations please ensure that you follow these rules:

- *Plus Jakarta Sans* is used for all text.
- **Heading** text must not be less than 72pt or Greater than 85pt
- **Sub-heading** must not be less than 32pt or Greater than 52pt
- **Body** text must not be less than 24pt or Greater than 35pt



How to Download Fonts

1. The CCR&R font (Plus Jakarta Sans) can be found located under the Employee Portal in the Marketing tab under “Brand Elements”
Employee Portal>Marketing>Brand Elements.
2. Clicking on the font will take you to a Dropbox folder where the font is stored
3. Hover your mouse pointer over both font files, and then click the three dots on the right. Choose "Download" from the drop-down menu.
4. The file will download to your computer's downloads folder
5. Right-click all versions of the fonts, and click “Open” then “Install”.
6. Your new fonts will appear in the fonts list in PowerPoint and allow you to open the templates.
7. If your new font does not appear right away, try closing PowerPoint and reopening the application.

Header

Aa

Plus Jakarta Sans
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789



Photos

Getting Started

Using quality photos in presentations is crucial. They serve as powerful visual aids that can captivate and engage the audience. High-resolution images and graphics can enhance the overall aesthetic appeal of the presentation, making it more professional and polished. Clear, sharp visuals help convey information effectively, ensuring that the message is conveyed accurately and memorably. To help with this, we have provided a photo library for you to choose from if you wish. Please note, this library is not extensive. You may use photos outside of this library.

Best Practices

When using photos and graphics in your presentations please ensure that you follow these rules:

Relevance and Clarity

- Choose images and graphics that directly support and enhance the content of your presentation. Avoid cluttering slides with unnecessary visuals that can distract or confuse the audience.

Consistency and Style

- Consistency in design helps reinforce key messages and reinforces the professionalism of your presentation.



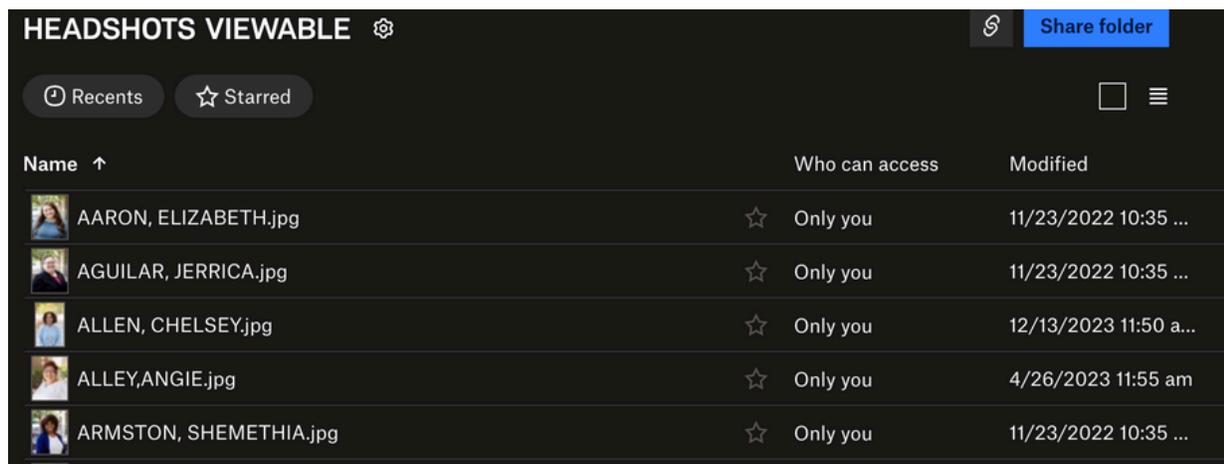
Best Practices (cont.)

Quality and Resolution

- Prioritize high-quality images and graphics to ensure clarity and sharpness when displayed. Do not distort the images. If sourcing images online, choose reputable sources and ensure they are up to standard.

How to Download Headshots

- The CCR&R Headshot Library can be found under the Employee Portal in the Marketing tab under “Brand Elements” Employee Portal>Marketing>Brand Elements.
 1. Clicking on the Download Headshots library will take you to a Dropbox folder where the photos are stored
 2. Hover your mouse pointer over the photo of your choice, and then click the three dots on the right. Choose "Download" from the drop-down menu.
 3. The photo will download to your computer's downloads folder

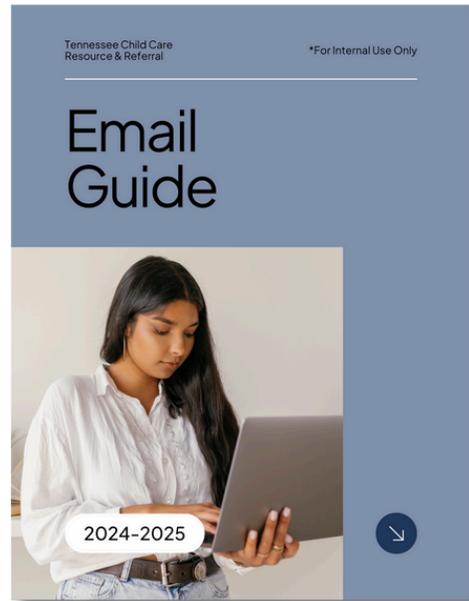
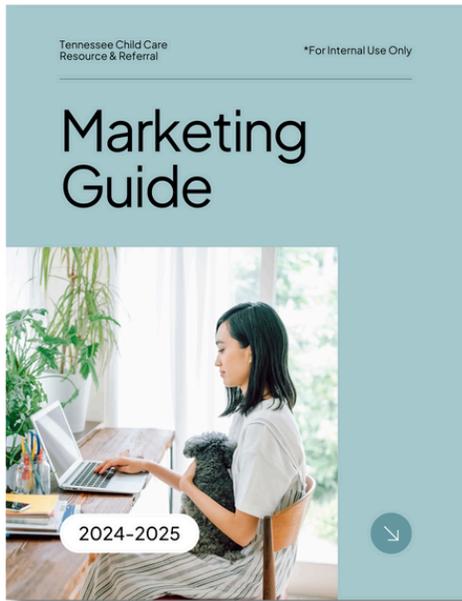


The screenshot shows a Dropbox interface for a folder named "HEADSHOTS VIEWABLE". At the top right, there is a "Share folder" button. Below the folder name, there are tabs for "Recents" and "Starred". The main content is a table of files, each with a small thumbnail image of a person's headshot. The table has three columns: "Name", "Who can access", and "Modified".

Name ↑	Who can access	Modified
 AARON, ELIZABETH.jpg	☆ Only you	11/23/2022 10:35 ...
 AGUILAR, JERRICA.jpg	☆ Only you	11/23/2022 10:35 ...
 ALLEN, CHELSEY.jpg	☆ Only you	12/13/2023 11:50 a...
 ALLEY, ANGIE.jpg	☆ Only you	4/26/2023 11:55 am
 ARMSTON, SHEMETHIA.jpg	☆ Only you	11/23/2022 10:35 ...



For More Information...



Coming Soon...



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