

Recommended Presentation Guidelines & Best Practices

Improving Readability & Impact in Every Slide



Council on Safe Transportation of Hazardous Articles



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Basic Presentation Best Practices

- Start with an **Outline**
- **Design:** Use consistent design / utilize templates (slide master)
- **Graphics:** Use quality graphics and videos
- **Color:** Limit the number of colors on a single screen (save a color palette)
- **Grammar:** Check spelling and grammar
- **Fonts:** Use consistent fonts, avoid italicized fonts



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Minimum Font Size Formula

Content:

- Minimum font size (in pt) = Viewing distance in meters × 2
- Example: If the furthest viewer is 10 meters away → Use at least **20 pt** font



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Recommended Font Sizes by Slide Element

Slide Element	Minimum Font Size	Ideal Font Size (Large Rooms)
Title/Header	28–36 pt	36–44 pt
Main Body Text	20–24 pt	28–32 pt
Captions/Footnotes	16–18 pt	20–24 pt
Charts/Labels	18–20 pt	24–28 pt
Tables	18–20 pt	24+ pt <i>(avoid dense tables)</i>



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Slide Layout & Text Guidelines

- Use widescreen (16:9) format
- Limit to 6 bullet points per slide
- Aim for 6–8 words per line
- Maintain open space for easy reading



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Presentation Font Best Practices

- Use **sans-serif** fonts like Arial, Calibri, Verdana, or Helvetica
- Avoid **ALL CAPS** in body text
- Create strong contrast (e.g., white on dark or black on light backgrounds)
- Keep font sizes **consistent** across slides
- Test legibility from the back of the room before presenting