CHAIRMAN OF THE JOINT CHIEFS OF STAFF MANUAL

DOM/SJS CJCSM 5712.01B
DISTRIBUTION: A, J 4 September 2001

STANDARDS FOR VISUAL AIDS USED IN THE JOINT STAFF

References:

a. CJSCM 5002.01 series, "MEETINGS IN THE JCS CONFERENCE ROOM"

b. JSI 5712.01B series, "STANDARDS FOR VISUAL AIDS USED IN THE NATIONAL MILITARY COMMAND CENTER"

1. Purpose. This manual prescribes standards to be used in the preparation of automated presentations in the Joint Staff.

2. Cancellation. CJCSM 5712.01A, 14 June 2001, is canceled.

3. Applicability. This manual applies to the Joint Staff (JS) and the Service Joint Action Control Offices for slide presentations in the Joint Staff and for Joint Chiefs of Staff meetings in the TANK. Visual aids produced and presented within the NMCC must comply with reference b and may remain in the original format when presented outside the NMCC.

4. Procedures. All automated presentations should be produced using Microsoft PowerPoint. Action officers creating briefings for presentation or publication must use the appropriate briefing template.

5. Additional Copies of Manuals. Upon request, it will be distributed to other external agencies.

6. Summary of Changes. This manual ensures, to the extent possible, that all automated presentations in the Joint Staff are compatible with existing equipment, are graphically adequate, and are informationally complete.

7. Releasability. This manual is approved for public release; distribution is unlimited. DOD components (to include the combatant commands), other Federal agencies, and the public may obtain copies of this manual through the Internet from the CJCS Directives Home Page--http://www.dtic.mil/doctrine. Copies are also available through the Government Printing Office on the Joint Electronic Library CD-ROM.

8. Effective Date. This manual is effective immediately.

JAMES A. HAWKINS
Major General, USAF
Vice Director, Joint Staff

Enclosures:
A -- PowerPoint Presentation Guidelines
B -- PowerPoint Slide Templates

ENCLOSURE A

POWERPOINT PRESENTATION GUIDELINES

The following is provided as a guide in preparing PowerPoint slide presentations for the Top Five:

1. **PowerPoint Presentation Template**

a. A PowerPoint presentation template file is available on the “G” drive, (graphics master, templates, slide masters) for your use when starting from scratch -- use this file.

b. Once created, you may apply the template to your presentation. Select Format/Apply Design Template, locate the file on the JSIN, and click the Apply button.

c. This template is the JS standard.

d. The JCS Seal and the purple bar will be on the first page only. The purple bar can be used on succeeding pages to separate the title and slide information.

2. **Required Markings on Presentation Slides**

a. Include all appropriate security classification labels and/or dissemination/control markings on all slides as follows:

(1) The title slide must be marked with the overall classification of the briefing, i.e., the highest classification of any information contained within the briefing. The overall classification will display at the top left and bottom right corners of each page in the briefing by using the template. The overall classification will be followed by the classification in parenthesis. (The parenthetical is required to ensure no TOP SECRET (TS) briefings are sent via the SIPRNET -- the reader does not pick up "TOP SECRET" but does pick up (TS)) The PowerPoint template will automatically carry the overall classification marking onto each page of the briefing. However, use caution when moving information between briefings, as the "past to" template will override the "cut from" template and may result in slides which are not properly classified.

(2) Classified by/Declassification instructions must appear at the bottom right corner of the title slide under the overall classification marking. Classified slide templates have blank prompts for this information.

(3) Each page must show portion marking for the title line and each bullet/paragraph. Graphics, maps, or other non-text material will show

classification by the use of a "text box" in the right corner within the main slide area. This is necessary when the graphic image is different from the overall classification. Wholly unclassified briefings do not require portion markings.

(4) Cover sheets or folders will be used for classified briefings.

NOTE: Chapter 5, DOD Directive 5200.01R, contains detailed information on classification marking procedures.

b. Number each slide on the bottom left corner.

3. **Slide Backgrounds**. Use a white background.

4. **Font Sizes**. Use the following font sizes in bold, except for page numbers:

Title Page: 36 Pt Bold UPPER CASE (Times New Roman)

Titles for succeeding pages: 24-28 Pt Bold Italic, upper and lower case

Body: 20 Pt

- **Text Bullet 1 – Arial, 20 Pt Bold – upper/lower case - black**
  - **Text Bullet 2 – Arial, 20 Pt Bold – upper/lower case - black**
    - **Text Bullet 3 – Arial, 20 Pt Bold – upper/lower case - black**
      - **Text Bullet 4 – Arial, 20 Pt Bold – upper/lower case – black**

Page and Slide Numbers, file name: 6 Pt Arial (grayed out)

Security Classification: 12 Pt Arial, Bold, Red

Declassification data: 8 Pt, Arial, Bold, Black (Title Slide Only)

5. **Font Types**. Use Times New Roman for titles and use Arial for body, bullets, security classification, page #1, declassification data.

6. **Slide Transitions and Animation Settings**. Transitions and animation will not be used.

7. **Title Page**. Each briefing will have a title page -- use 36 Pt bold Times New Roman font.

8. **Colors**. Colors can be used to enhance the presentation. Do not overuse colors -- detracts from the presentation.

9. **Preferred Color Usage**. Colors are used to enhance briefing presentations. Excessive usage of color detracts from the briefing.

Graphs -- Green, Purple, Red, and Blue.

Text -- Black (preferred), Blue and Red

Maps -- Hues of Purple and Mustard

10. **Pictures**

- Imported/Inserted, NOT CUT AND PASTED into presentations. Cutting and pasting increases the file size.
- Save as a *.JPEG file.

11. **Borders and Shading**. Do not use unless indicating boundaries; i.e., maps or unit positions.

12. **Audio and Moving Objects**. Do not use in the presentation. Include as a stand-alone only.

13. **Presentations**

(a) All paper slide presentations will be forwarded in pure black and white to include presentations for SECDEF and DEPSECDEF. When printing the black and white copies use the Pure Black & White printing option to ensure readability simply select this option in the printer dialog box before printing the slides -- this option negates all shading effects.

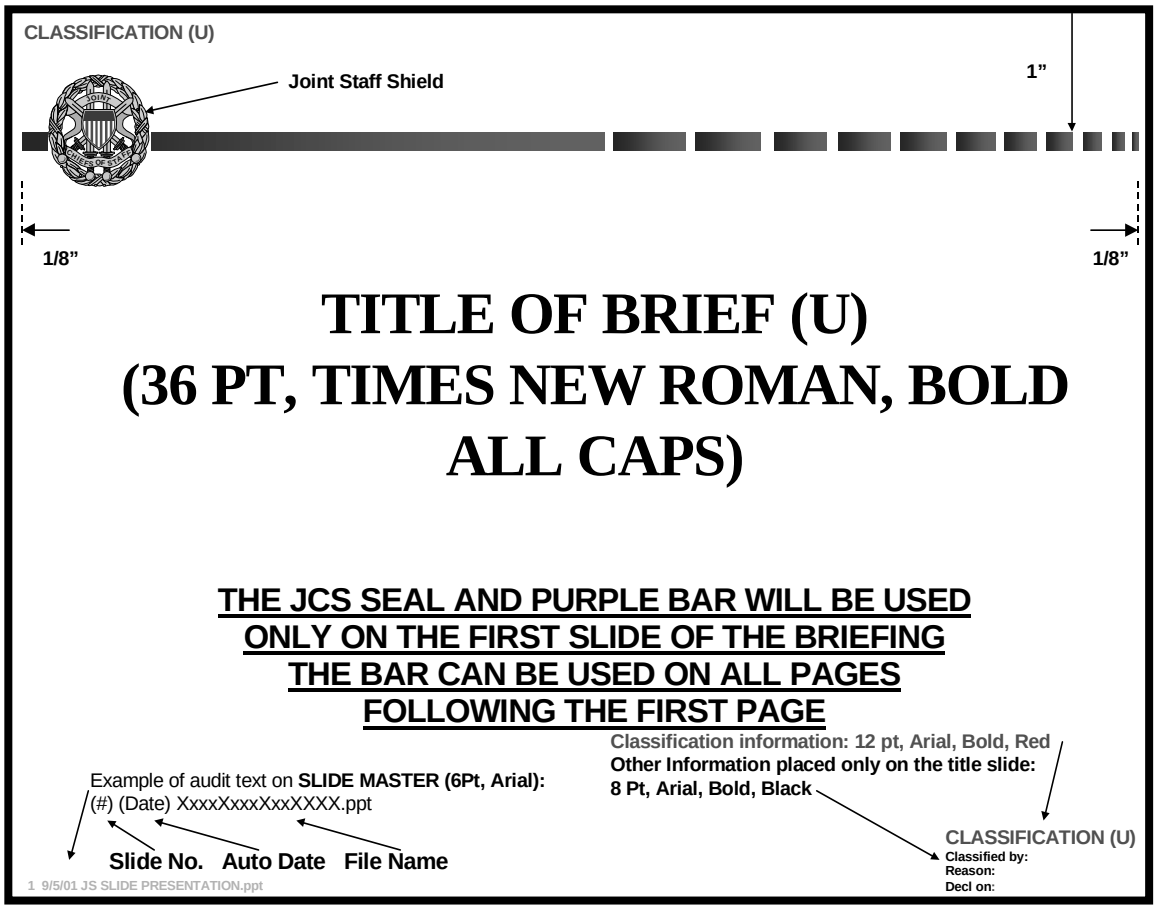
(b) If you need to emphasize a certain portion of the black and white slide use different types of lines.

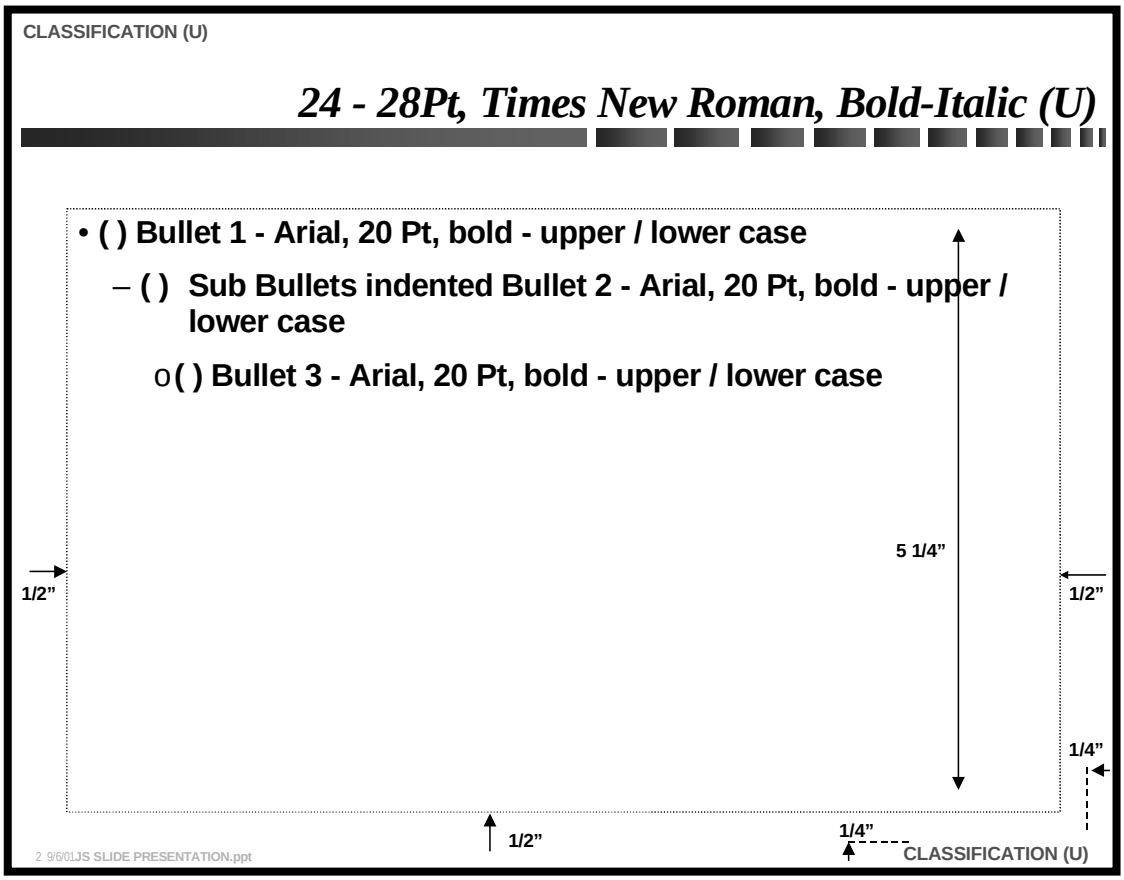
(c) Slides presented electronically shall be presented in color.

(d) Paper slides to be used for presentation at the White House will be forwarded for approval in pure black and white. Following approval forward copies of the color slides and a disk to the appropriate office.

ENCLOSURE B

POWER POINT SLIDE TEMPLATES




CLASSIFICATION (U)
24 - 28Pt, Times New Roman, Bold-Italic (U)
• ( ) Bullet 1 - Arial, 20 Pt, bold - upper / lower case
– ( ) Sub Bullets indented Bullet 2 - Arial, 20 Pt, bold - upper / lower case
o ( ) Bullet 3 - Arial, 20 Pt, bold - upper / lower case
5 1/4”
1/2”
1/2”
1/4”
1/2”
1/4”
2 9/6/01 JS SLIDE PRESENTATION.ppt
CLASSIFICATION (U)

CLASSIFICATION (U)

Overview (U)

- ( ) Purpose
- ( ) Background
- ( ) Status
- ( ) Issues
- ( ) Summary of Issues
- ( ) Recommendation / Decision / Way Ahead

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CLASSIFICATION (U)

CLASSIFICATION (U)

Purpose (U)

- ( ) Defines Topic
- ( ) Starts logic trail

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CLASSIFICATION (U)

CLASSIFICATION (U)

Background (U)

- ( ) Bring audience to same level/footing
- ( ) More in-depth explanation may be necessary as brief moves up the chain

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CLASSIFICATION (U)

CLASSIFICATION (U)

Status (U)

- ( ) Current situation -- known starting position
- ( ) Sets the stage for highlighting issues

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CLASSIFICATION (U)

CLASSIFICATION (U)

Issues (U)

- ( ) Guts of briefing
- ( ) Concise statement of issue
- ( ) Clarification of impacts / relative importance / interrelationships
- ( ) Pros and Cons
- ( ) Agency / Service / CINC Positions
- ( ) Joint Staff Position/Proposed Position/Recommendation

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CLASSIFICATION (U)

CLASSIFICATION (U)

Summary of Issues (U)

- ( ) Drives home point
- ( ) Compares major positions

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CLASSIFICATION (U)

CLASSIFICATION (U)

Recommendation / Decision/ Way Ahead (U)

- ( ) Concise
- ( ) Desired end-state / way ahead

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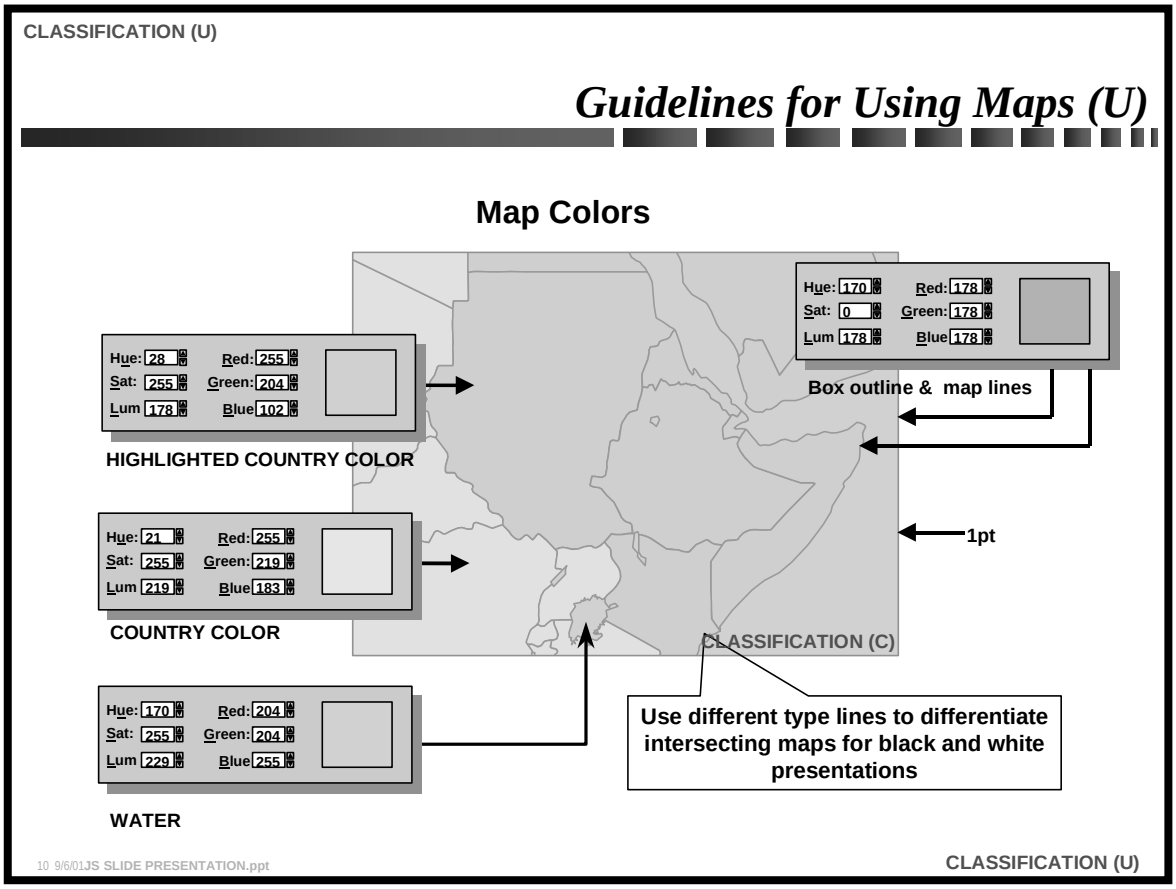
CLASSIFICATION (U)


CLASSIFICATION (U)
Guidelines for Using Maps (U)
Map Colors
Hue: 28 Red: 255
Sat: 255 Green: 204
Lum 178 Blue 102
HIGHLIGHTED COUNTRY COLOR
Hue: 21 Red: 255
Sat: 255 Green: 219
Lum 219 Blue 183
COUNTRY COLOR
Hue: 170 Red: 204
Sat: 255 Green: 204
Lum 229 Blue 255
WATER
Hue: 170 Red: 178
Sat: 0 Green: 178
Lum 178 Blue 178
Box outline & map lines
1pt
CLASSIFICATION (C)
Use different type lines to differentiate intersecting maps for black and white presentations
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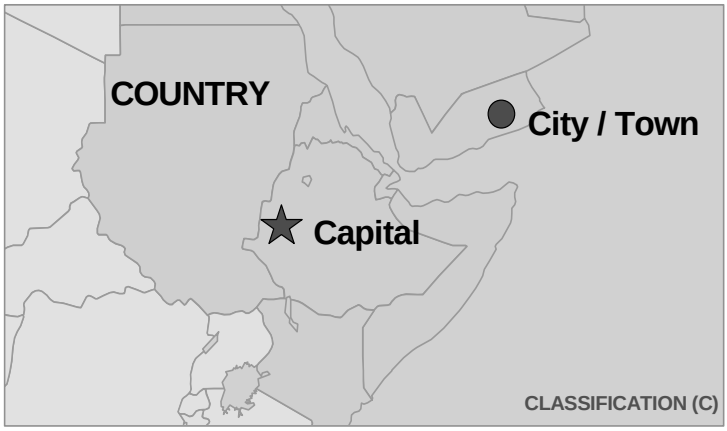
CLASSIFICATION (U)

CLASSIFICATION (U)

Guidelines for Using Maps (U)

Map Text & Symbols



- **Map text is 20pt, Arial, Bold and Black in color**
- **Country names are UPPER CASE**
  - **Indicates Cities & Towns, U/L case**
  - **Indicates Capitals, U/L case**

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CLASSIFICATION (U)

CLASSIFICATION (U)

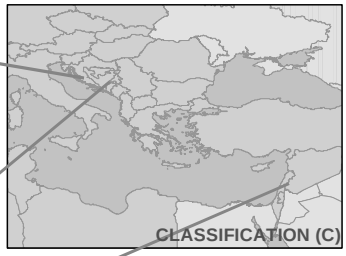
Guidelines for Using Maps (U)

Lines and Arrows

CROATIA
- xxxxx
- xxxxxxx
- xxxxxxxxx xxxx

BOSNIA
- xxxxx
- xxxxxxxxx
- xxxxxxxxxxx

LEBANON
- xxxxxxxxx
- xxxxxxxxx
- xxxxxxxx x xxxxxx xxx



1½pt

No arrowhead used when pointing to a specific Country -- ***line color is RED***

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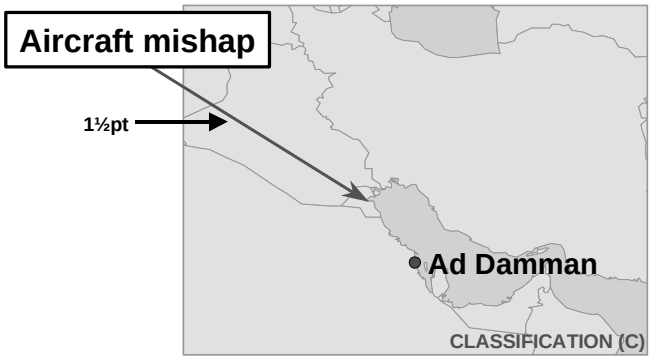
CLASSIFICATION (U)

CLASSIFICATION (U)

Guidelines for Using Maps (U)

Lines and Arrows



Arrowheads or circle (Dot) will be used when pointing to a specific location in a Country ***line color is RED***

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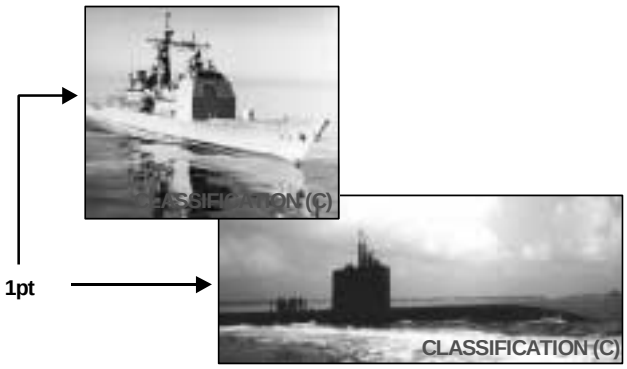
CLASSIFICATION (U)

CLASSIFICATION (U)

Guidelines for Using Photos (U)



- Insert photos as JPEGs -- Do not cut and paste
  - Cutting/pasting brings in photos as memory intensive bitmaps
  - JPEGs are up to 20 times smaller and make files more manageable
- Photos will have a 1 Pt black line around them
- No Shadows
- Resolution -- 72 DPI

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CLASSIFICATION (U)