ATYPON

Atypon Presentation Template

User guidelines and tools for creating properly branded PowerPoint presentations

JUNE 2020

Questions? marketing@atypon.com

Branding guidelines for use with this template

Typography
- All type should be Calibri regular, bold, or italic. No other typefaces should be used.
- Titles are always black and bold.
- Subtitles are always cobalt (dark blue) and bold.
- Body text is always black.
- Text can be sized as appropriate.

Bullets
- Bullets are always solid and round.
- Primary bullets are always warm red, sized at 100%.
- Secondary bullets are gray em dashes.

Graphics, tables, and charts
- Slides at the end of this deck contain resizable arrows, brackets, and flags for callouts that can be pasted into any slide, as well as sample tables and charts.

Layout
- Headlines are always in the same position.
- Text boxes can be moved as needed.

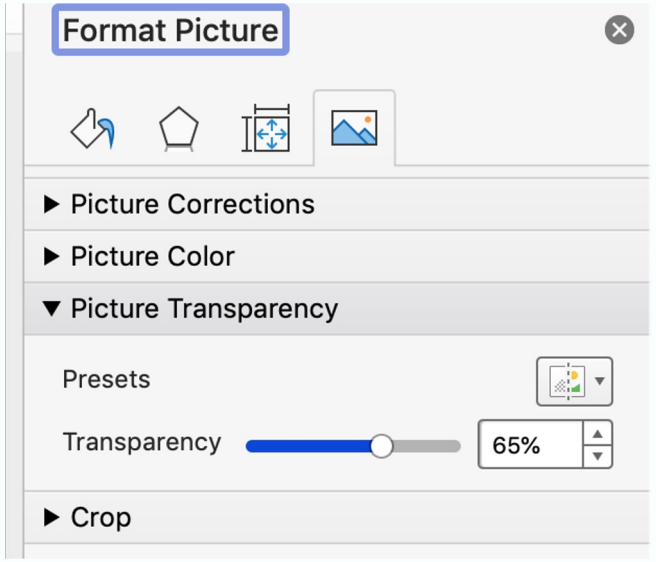
Illustrations
- Make screenshots as large as possible. Put them on blank white slides. Use flags for captions.

Master pages
- The master pages contain options for slide layouts not in the deck itself. Click on “Insert new slide” to see the full range of options.

Logos
- Company and product logos, wordmarks, and lettermarks can be found on the last slide in this deck.

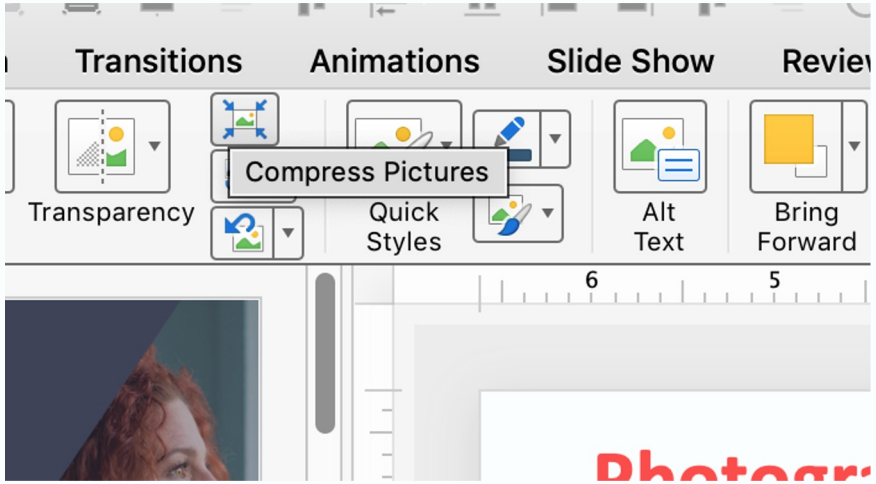
Template revised: July 1, 2020

Photography



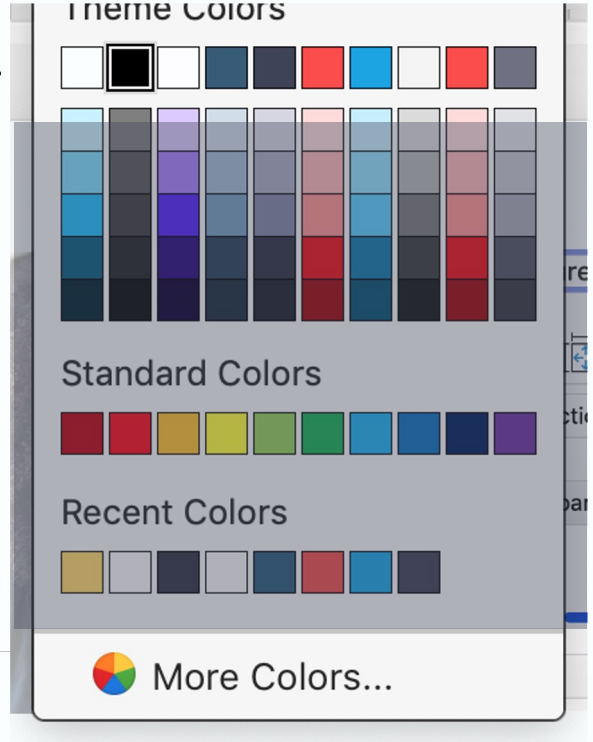
Photography

- Photos are set at 65% transparency and should be used over a charcoal background. Do not use photos at 100% transparency. (See screenshots, right.)
- See the Atypon Photo Archive for brand-approved photography**.** (Right-click on this link, then go to Hyperlink > Go to hyperlink.)
- Contact Marketing for print-ready versions of any photos with watermarks.
- Compressing photos to 220 dpi will minimize the file size. Double-click on any photo, then go to Picture Format in the toolbar and click on Compress Pictures. Select 220 dpi and “All Images in this File” (see screenshot, below).
- *Photography must represent diversity in race, gender, age, and STM occupation.*



Colors

USE ONLY THESE >



Brand colors

- Main colors: Black and cobalt.
- Accent colors: Cyanide and red.
- Sidebars are either charcoal (purple) or smoke (gray).
- The brand colors are hard-coded into the top row of the color palette.
  Do not use any colors other than those in the top row of the palette.

MAIN COLORS

COBALT

BLACK

SECONDARY COLORS

CHARCOAL

WARM RED

CYANIDE

SMOKE

METAL

ATYPON

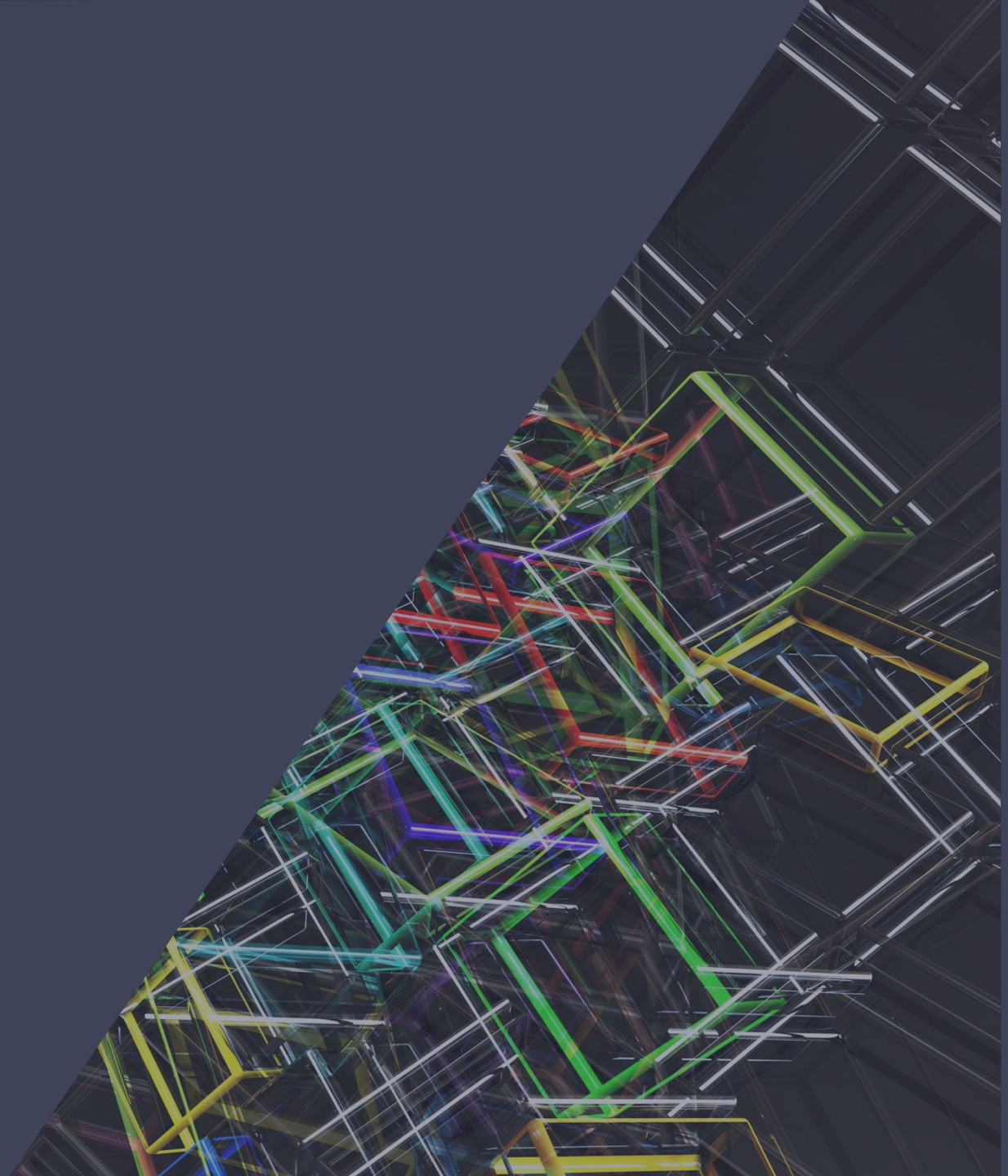
Title for Atypon's PowerPoint Presentation Template

Name of Presenter

Title of Presenter

Date goes here

ATYPON



ATYPON

Agenda

Approved messaging.

- Expand your reach.
- Get discovered.
- Connect with readers.
- Accelerate product creation.
- Understand your readers.
- Convert visitors to customers.
- Amplify your brand.

Divider slide

Divider slide

Divider slide

Approved messaging.

Our software.
Your content, brand, and vision.

Approved messaging.

Our software.
Your content, brand,
and vision.

Approved messaging.

Atypon develops software that lets publishers manage, market, and monetize any type of content.

Title goes here

Header goes here

- Bullet one
- Bullet two
- Bullet three
  - Sub bullet

ATYPON

Title goes here

- Bullet one
- Bullet two
  - Sub bullet
- Bullet three

Slide with two subheads

Header Goes Here

- Bullet one
- Bullet two

Header Goes Here

- Bullet one
- Bullet two

ATYPON

Approved messaging.

Active Publishing

Active Publishing is a new strategy for online publishers

- Shift the paradigm
- Change your strategy
- Engage your readers

Active Publishing

This flag can be used as a sidebar to call out additional or important information.

Approved messaging.

Active Publishing is a new strategy for online publishers

- Shift the paradigm
- Change your strategy
- Engage your readers

Technology for publishing the world's most important content

Approved messaging.

- Expand your reach
- Get discovered
- Connect with readers
- Accelerate product creation
- Understand your readers
- Convert visitors to customers
- Amplify your brand

Title goes here/bold

Column one

- This slide is for two columns
- You can put main bullets
- Main bullets with
  - Sub bullets

Column two

- Second column bullet
  - Sub bullet for second column
- You can add a line to separate the columns

Rule may be deleted.

critically ill patients, and the practice has spread to patients at low risk. In view of its adverse effects, however, acid suppression may not provide a net benefit even in high-risk patients.

JUN 28

But stigma and myths inhibit acceptance of this approach.

Perspective Moving Addiction Care to the Mainstream — Improving the Quality of Buprenorphine Treatment

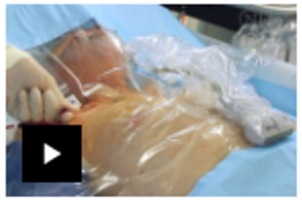
Perspective Methadone in Primary Care — One Small Step for Congress, One Giant Leap for Addiction Treatment

FREE CME

JUL 05

NOTE: Try to make maps or images full screen on a blank white background

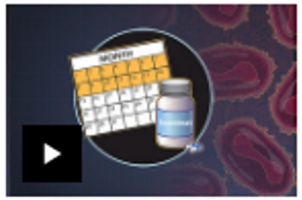
Videos



VIDEOS IN CLINICAL MEDICINE

Ultrasound-Guided Cannulation of the Subclavian Vein

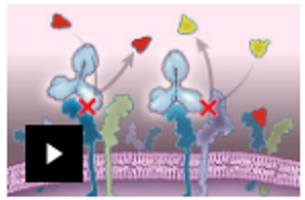
16:36



QUICK TAKE

An Antiviral Therapy for Symptomatic Smallpox Infection

02:03



QUICK TAKE

A Trial of Dupilumab in Moderate-to-Severe Uncontrolled Asthma

02:22

QUICK TAKE

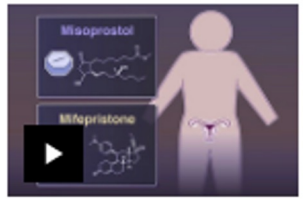
Sodium Thiosulfate for Cisplatin-Induced Hearing Loss

01:45

QUICK TAKE

Does Infusion Rate Affect Neurologic Outcomes in Pediatric DKA?

02:23



QUICK TAKE

Mifepristone Pretreatment in Early Pregnancy Loss

02:05

Commentary

EDITORIAL

A Look Forward — The Frontiers in Medicine Series

L. Caulley and Others

JUL 05

CORRESPONDENCE

Meet the team. Staff headshots here.

(Right-click on link, then go to Hyperlink > Go to hyperlink.)

Rob Posadas
VP Solution Architecture

Anna Charisi
Solution Architect

Rashi Anand
Program Manager

Dino Paravandis
VP User Experience

Michael Markey
VP Executive
Account Management

Derek Young
Manager of Client Services

Tania Hobson
Senior Technical
Account Manager

Costas Malatestas
Director of
Project Management

Ed Evans
Solution Architect

Option 1
See slide #2 for instructions on using photography.

Title goes here
One or two lines

Header can go here

- Bullet one
- Bullet two
- Bullet three
- Bullet four
- Adjust placement according to how many bullets you have and sizing, if necessary.

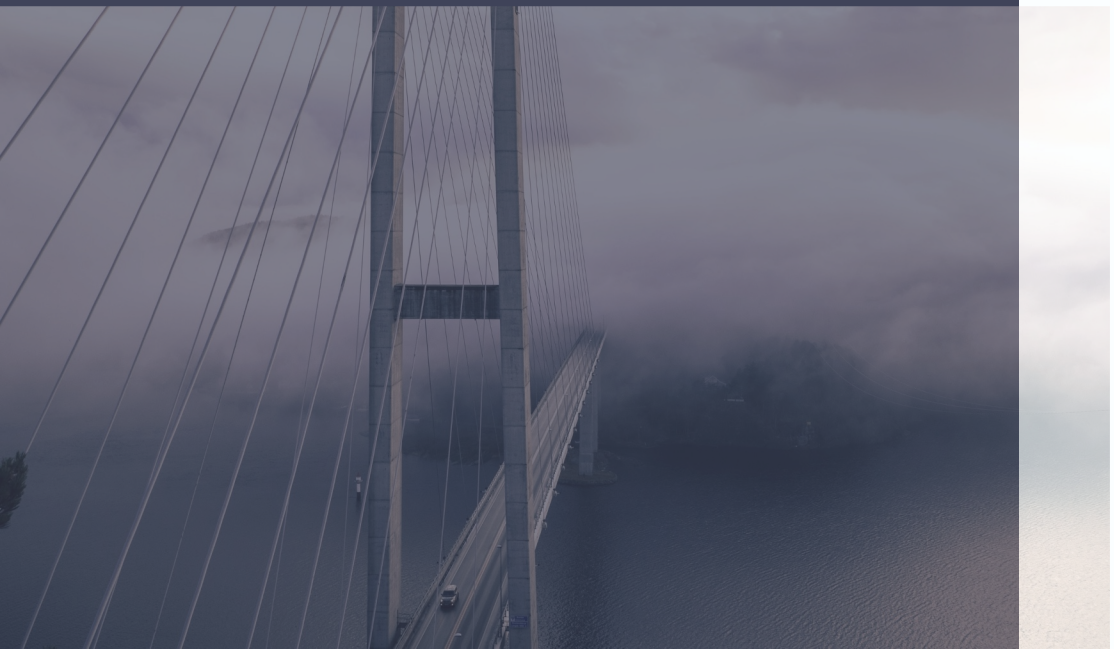
Option 2
See slide #2 for instructions on using photography.

Title goes here
One or two lines

Header can go here

- Bullet one
- Bullet two
- Bullet three
- Bullet four
- Adjust placement according to how many bullets you have and sizing, if necessary.

Option 3
See slide #2 for instructions on using photography.



Title goes here
One or two lines

Header can go here

- Bullet one
- Bullet two
- Bullet three
- Bullet four
- Adjust placement according to how many bullets you have and sizing, if necessary.

Change pic to bridge in photho arvhice white image bridge

Platform

Approved messaging.

- Site design & build
- Content hosting & management
- Identity & access management
- Marketing & advertising
- eCommerce

Key Themes in 2020

Automation and connected workflows to reduce cost and complexity	Providing a great on-site reading experience	Monetization opportunities for publishers	Support for reproducible science	Productizing AI-based capabilities

To copy and paste flags and text, select **BOTH** the text box and flag.

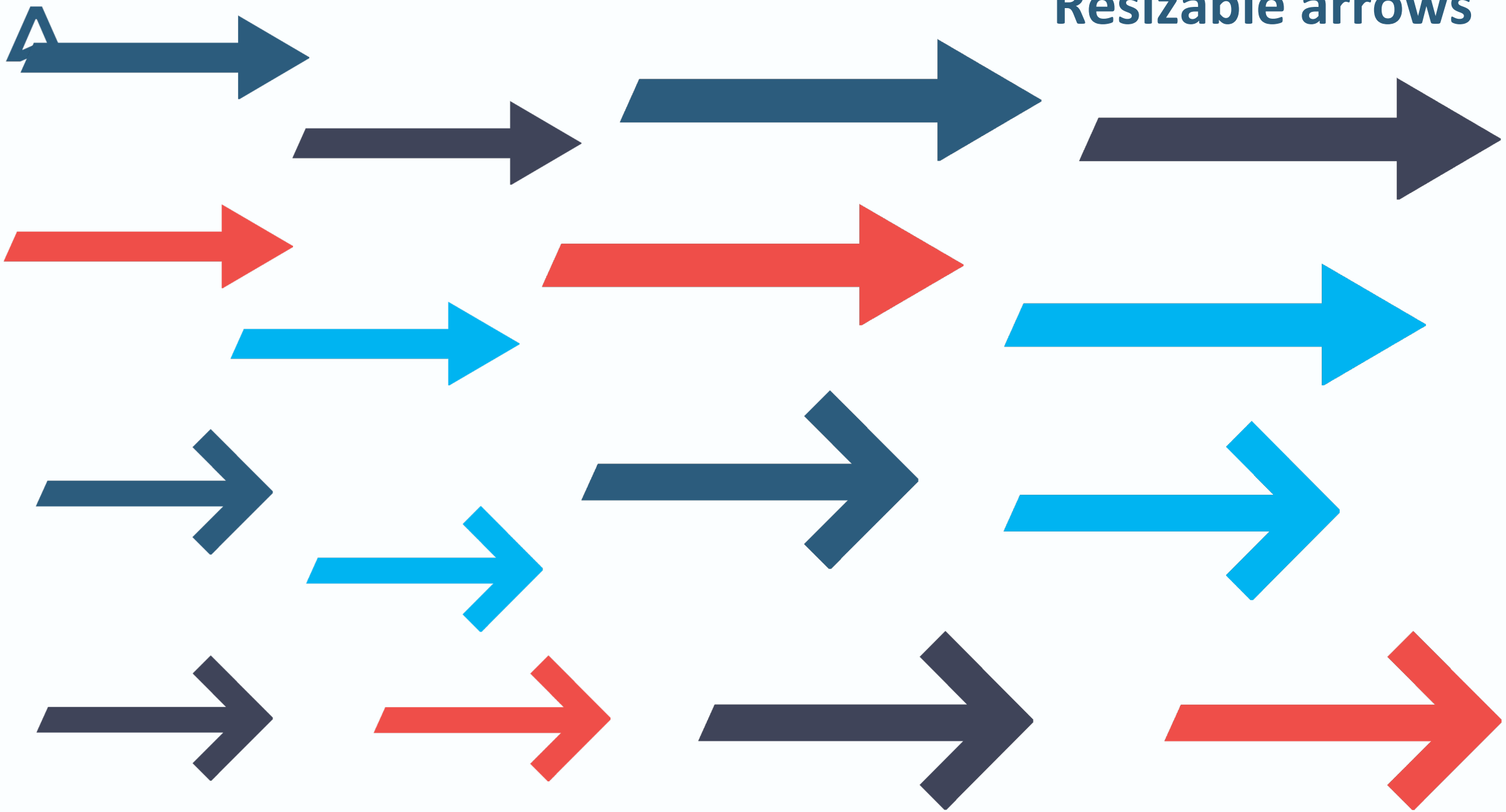
This is a sidebar that can be cut and pasted onto any slide.

This is a sidebar that can be cut and pasted onto any slide.

This is a sidebar that can be cut and pasted onto any slide.

These flags should be used individually.

Resizable arrows



Bracket elements

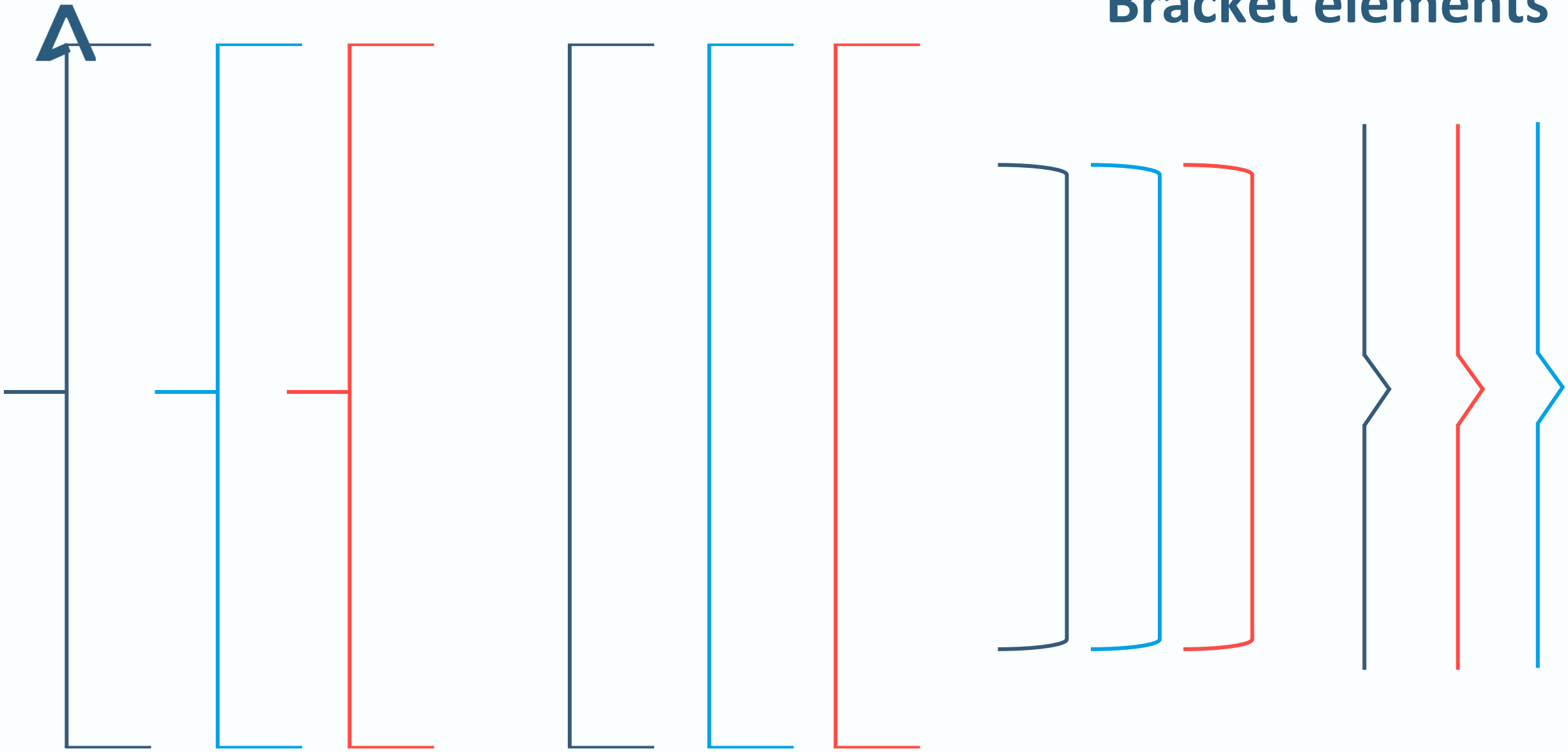


Table example

Current capabilities	Delivery in CY 2020	Longer-term roadmap
• Title • Abstract • Author names • Author affiliations • Match authors to affiliations • Keywords listed in manuscript	• Funding statement • Funder entities • Grant numbers • Match grant numbers to authors • Author email addresses • Match email addresses to authors • Corresponding author(s) • Author country • Improved Ringgold matching automation	• Identification of previously submitted manuscript • Data availability statement extraction • Conflict of interest extraction • Reference extraction and reformatting • FundRef matching to extracted funder entities

To add or delete columns, right-click on the chart and choose either “insert” or “delete.”

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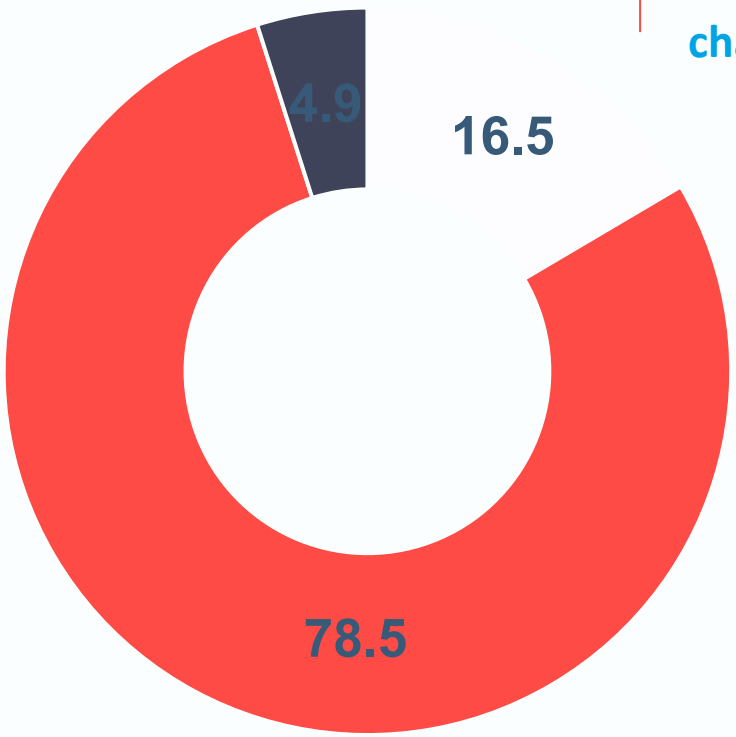
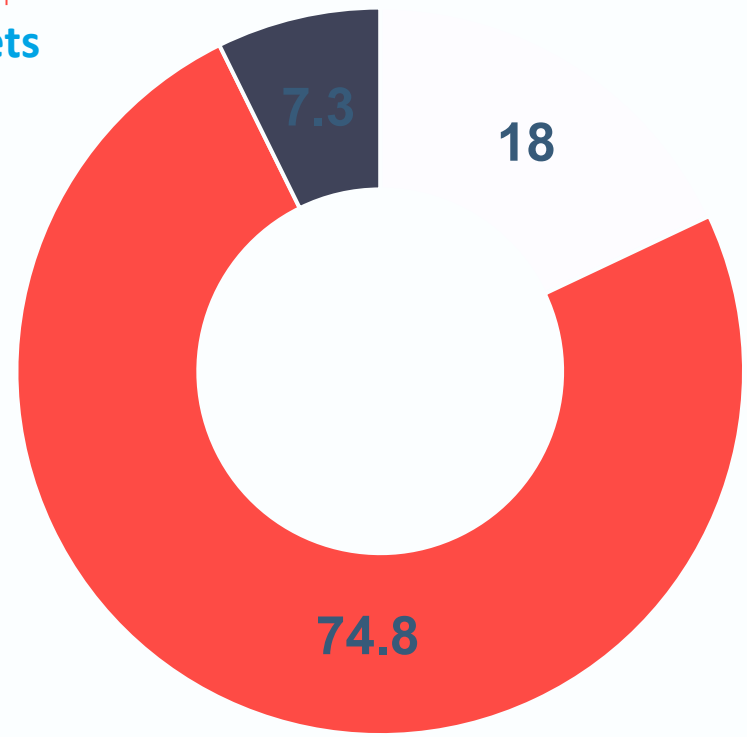
Example pie chart

- Pie charts are donut-shaped.
- Donut hole should be set to 50%.
- For help constructing charts, contact Marketing

- Charts **MUST** be constructed using the embedded version of Excel. Go to Insert > Chart. Enter your dataor cut and paste it from an existing Excel file. The chart will generate automatically.

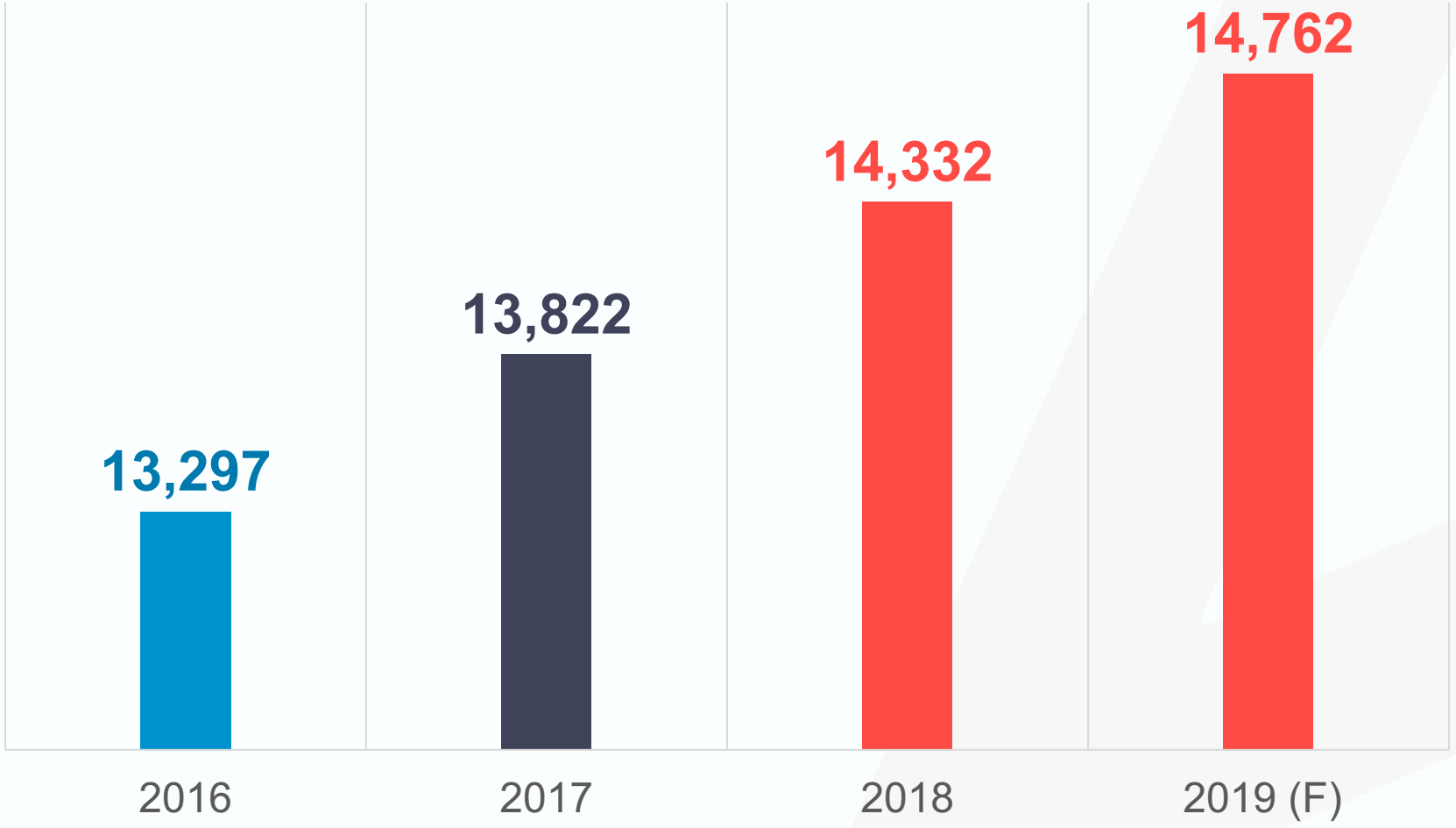
If using text above each pie chart as a header, delete bullets





Bar chart example

Charts **MUST** be constructed using the embedded version of Excel. Go to Insert > Chart. Enter your dataor cut and paste it from an existing Excel file. The chart will generate automatically.



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LITERATUM

WILEY

Logos

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SCITRUS

LITERATUM

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