![Takeda logo]

# Takeda PowerPoint Template

Better Health, Brighter Future

# Welcome to the NEW Corporate PowerPoint Template

**This PowerPoint deck contains a collection of template layouts and sample slides with design elements to help you present your ideas in a consistent, clean and on-brand manner.**

Key updates include additional space for content with narrower margins, new layouts to encourage use of column text rather than full slide text boxes, and the new color theme to make graphs, charts, graphics more engaging.

Inserting slides from current decks to the new template will be challenging and the design formatting will not be applied correctly. For the best design outcome, you can start new presentations in the new template and rebuild slides as needed going forward.

Please delete all sample slides prior to using the template when they are no longer needed – the actual templates will remain in the slide master (View > Slide Master).

For any questions regarding this template, please contact corporate_branding@takeda.com

## Design tips

### Maintain consistent margins

To maximize the content space on each slide, the margins are set from the outside of the Takeda edge to the outside of the Takeda logo.

You will note that the slide title is indented and the slide content text box aligns with the Takeda edge.
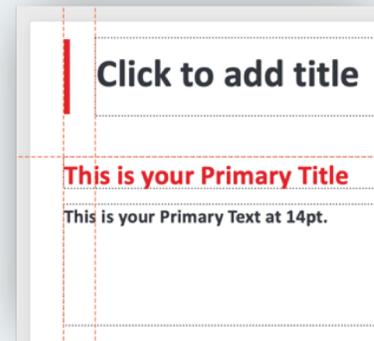
### Align tool for great design

Perfectly align and distribute multiple text boxes or other content automatically by using the tools on the *Arrange* menu.
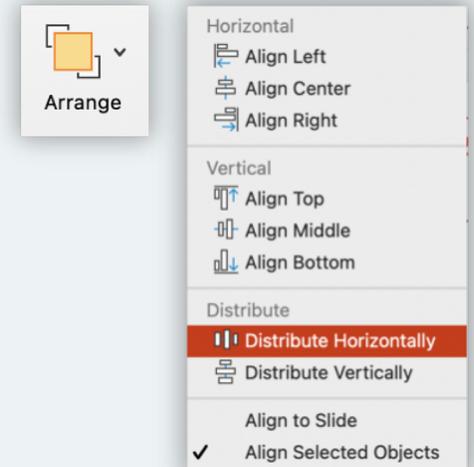
# Quick Start Guide

**1** **Delete** all slides in this PowerPoint document prior to developing or presenting your new PowerPoint deck

**2** Click on "**New Slide**" or "**Layout**" and select a template for your new slide

**3** Add your content

**Please note:**

- **Additional cover slide options** are available to download from the Brand Portal on myTakeda.

- **Takeda's color palette (including Takeda Red) has changed** as of August 2021. This template uses the new color palette.

- If your presentation is for **product or promotional use**, please delete the tagline 'Better Health, Brighter Future.'

- If your presentation is for **external** use, please delete the confidentiality notice in the footer.
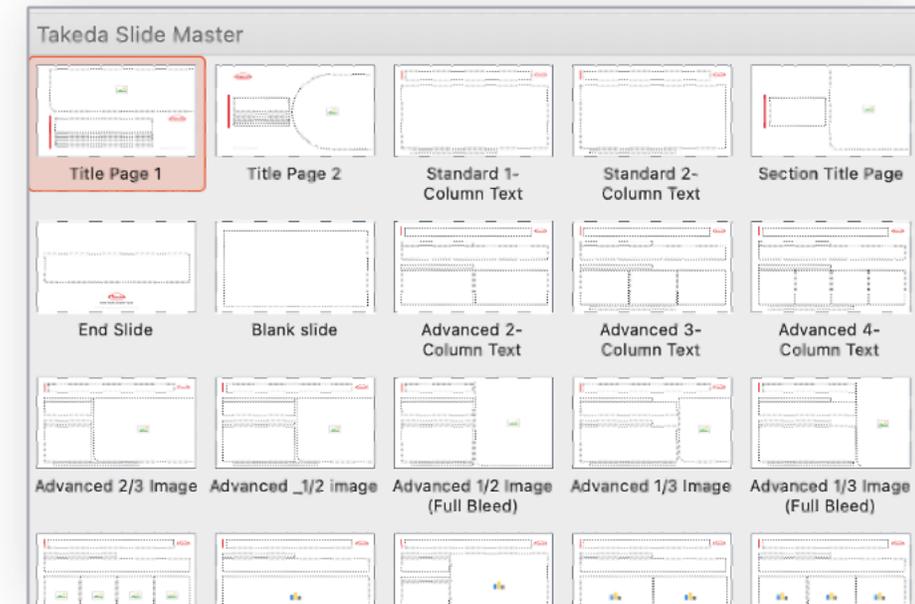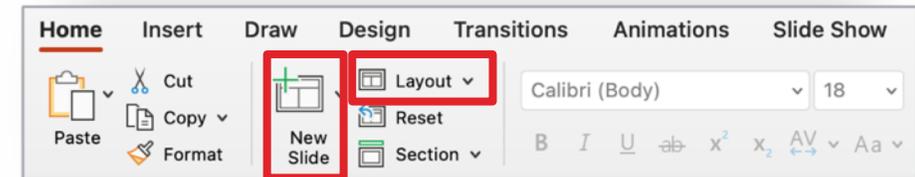


These layouts can be modified as needed, but when doing so please try to maintain a clean, aligned look and feel.

# Color Palette

**Takeda's color palette is the default theme. It can be found by clicking on any color picker and is the top row.**

Try to avoid using additional colors for text and color blocks. However, in situations when a chart requires more colors than are contained in the theme, three additional tints may be used.

When using tints, please copy the colors from the samples on the right.

## The Takeda Color Palette

**Including a new Takeda Red**

| Takeda Red | Azuki Maroon | Dark Grey |
|---|---|---|
| HEX #E1242A | HEX #891515 | HEX #34373f |
| RGB 225.36.42 | RGB 137.21.21 | RGB 52.55.63 |
| | **White** | **Medium Grey** |
| | HEX #FFFFFF | HEX #A1A4AC |
| | RGB 255.255.255 | RGB 161.164.172 |
| | **Black** | **Light Grey** |
| | HEX #000000 | HEX #EDF2F4 |
| | RGB 0.0.0 | RGB 237.242.244 |

## Tints

Three additional colors can be used when the primary palette alone does not provide enough colors for your design, such as in complex charts and graphs.

| Light Red | Dark Red | Dark Maroon |
|---|---|---|
| HEX #F78C85 | HEX #BD120A | HEX #450A0A |
| RGB: 247.140.133 | RGB 189.18.10 | RGB 69.10.10 |

# Color Combinations

**To maintain accessibility and legibility of text, sufficient contrast is needed between text and background.**

The color combinations provided here are in accordance with the Web Content Accessibly Guidelines (WCAG) at AA or AAA rating.

Please refrain from creating additional color combinations for text.

Aa

Dark Grey on Light Grey

Aa

Takeda Red on Light Grey

Aa

Azuki Maroon on Light Grey

Aa

White on Dark Grey

Aa

Dark Grey on Medium Grey

Aa

White on Takeda Red
(please use only for large text such as headlines/priority content)

Aa

White on Azuki Maroon

# Curved Corners

**There are new curved corner design elements, inspired by the Dakiyama.**
These can be applied to images or call out text box frames. The easiest application of this design
is to use the template layout or example slides provided. The following slides explain how to do this.
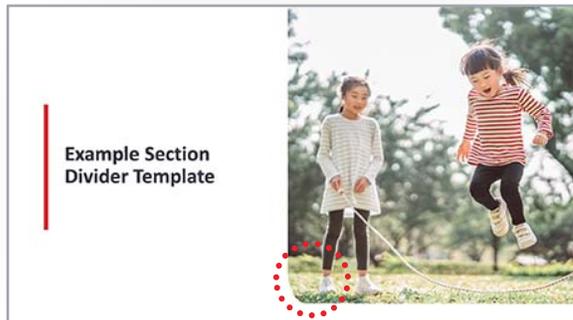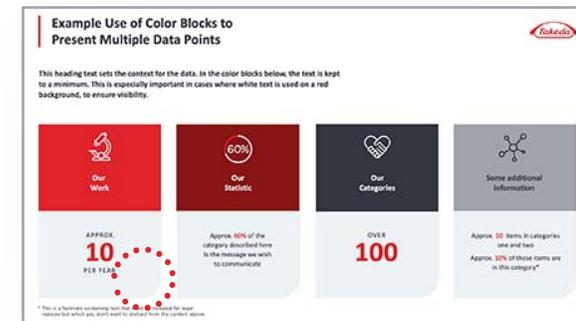
**Bottom Rounded Corner
Picture Frame**

**Fully Rounded
Picture Frame**

**Bottom Rounded
Text Box Frame**

# Applying Curved Corners

## Picture Frames

**(1)** Select the slide layout containing a rounded corner picture frame from the **New Slide** or **Layout** menu.

**(2)** Click the **picture** icon in the Image box

**(3)** Select the image to be placed from its location on your computer or server.

**(4)** The image should automatically adopt the corner and crop. You can adjust the size/position of the image inside the frame by right-clicking the image and selecting "**crop**" from the menu
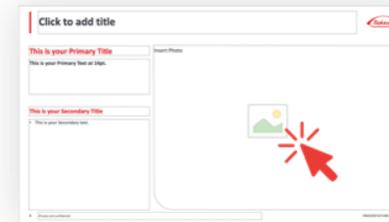
**Please note:**
- Drag and drop or copy/paste into the image box may not automatically apply the corner element correctly.
- If you wish to replace an existing picture, delete that picture before adding a new one.
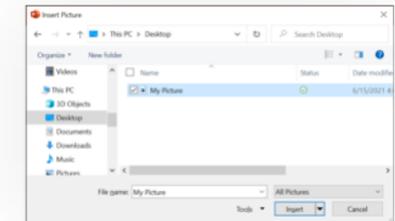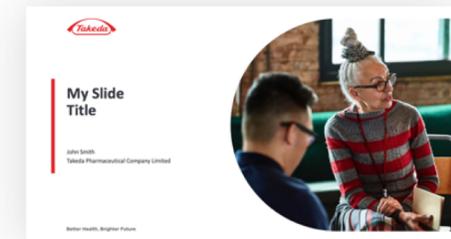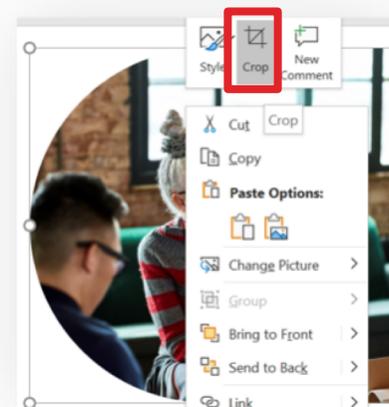
# Applying Curved Corners

## Text Frames

① Go to the **Insert** tab

② Select **Shapes**

③ Choose **Round Single Corner Rectangle** and draw the shape on the slide.

④ By default, the rounded corner is on the top-right side of the rectangle, so you will need to click and rotate the shape for the desired bottom corner location. To do this, in the top ribbon go to **Arrange** > **Rotate** > **Rotate Right 90 degrees**. Repeat if a bottom-left curve is needed.

⑤ **Insert a standard text box** over the curved frame element (do not type within the text frame shape itself as the content will be upside down and/or backward).
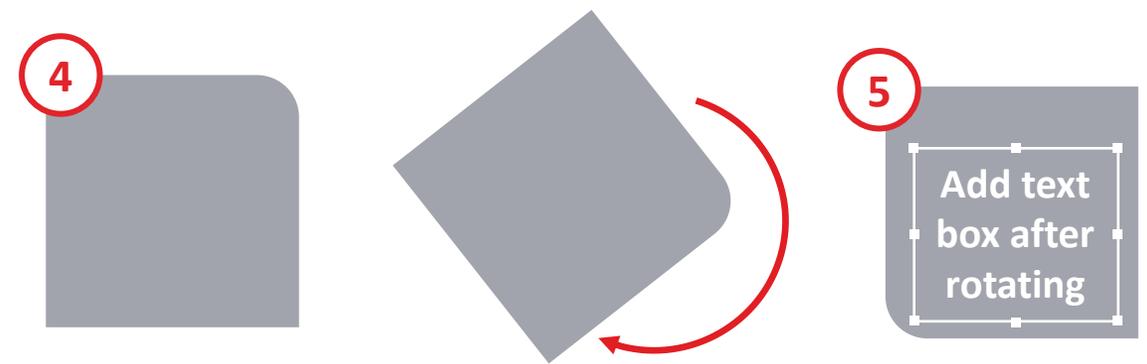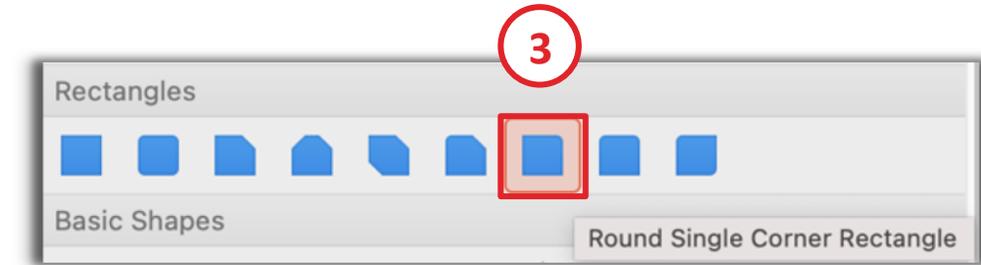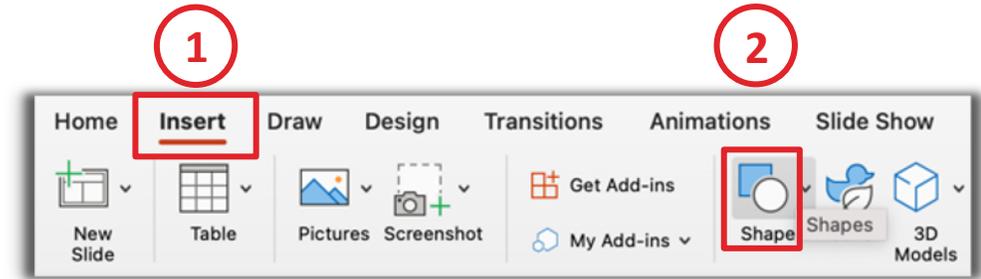
# Recommended text sizes: Page Title at 28pt (Automatically resizes to 25pt for two line titles)

## This is the Primary Title at 20pt

**This is your Primary Text at 16pt. This is for the most important piece of information in your slide. It is recommended to keep it short and simple.**

## This is the Secondary Title at 18pt

- This is secondary text at 14pt. It is reccomended that the secondary text style be used for your main content on slides that contain a lot of text.

**This is the Tertiary Title at 14pt. Azuki Maroon is recommended**

- This is the Tertiary text at 13pt.*

**LINKS AND ANNOTATIONS CAN BE IN UPPERCASE AT 12PT**

\* For footnotes, 11pt is recommended. These text sizes and styles are recommendations only.

# Updated Icons for Focus Areas

The icons representing our Focus Areas have been refined with a more consistent style across all six areas.



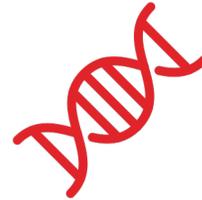| ONCOLOGY | NEUROSCIENCE | GASTRO-ENTEROLOGY | RARE DISEASES | PLASMA-DERIVED THERAPIES | VACCINES |

# Title Slide Template Sample

**Better Health, Brighter Future**

# Title Slide Template Sample

Better Health, Brighter Future

# Example Section Divider Template

# Example Charts and Graphs

**These example charts and graphs can be copied into your own document. Right-click on the chart to "Edit the Data in Excel."**
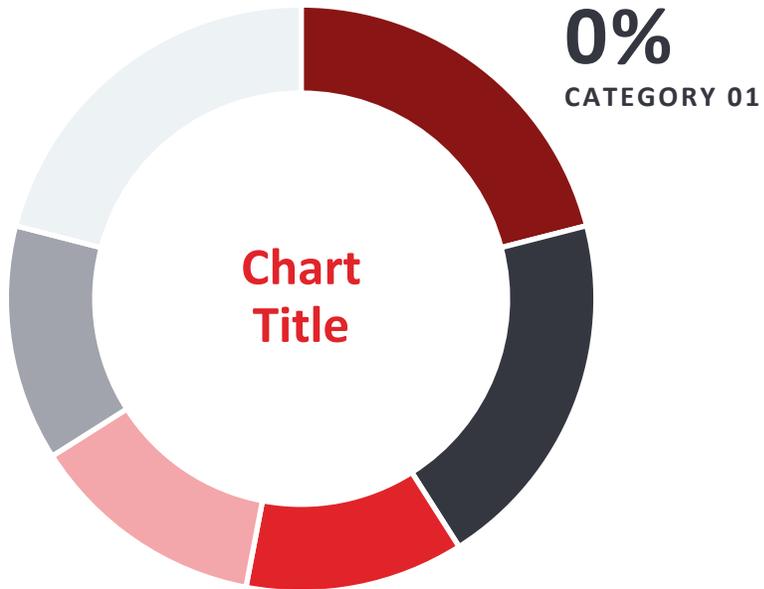
VERTICAL STYLE
## Graph Title

DOUGHNUT STYLE

**0%**
**CATEGORY 01**

**Chart Title**

**0%**

INSERT MEASUREMENT

14

12

10

8

6

4

2

0

CATEGORY 01    CATEGORY 02    CATEGORY 03    CATEGORY 04

EXAMPLE KEY

● SERIES 01        ● SERIES 02        ● SERIES 03        ● SERIES 04
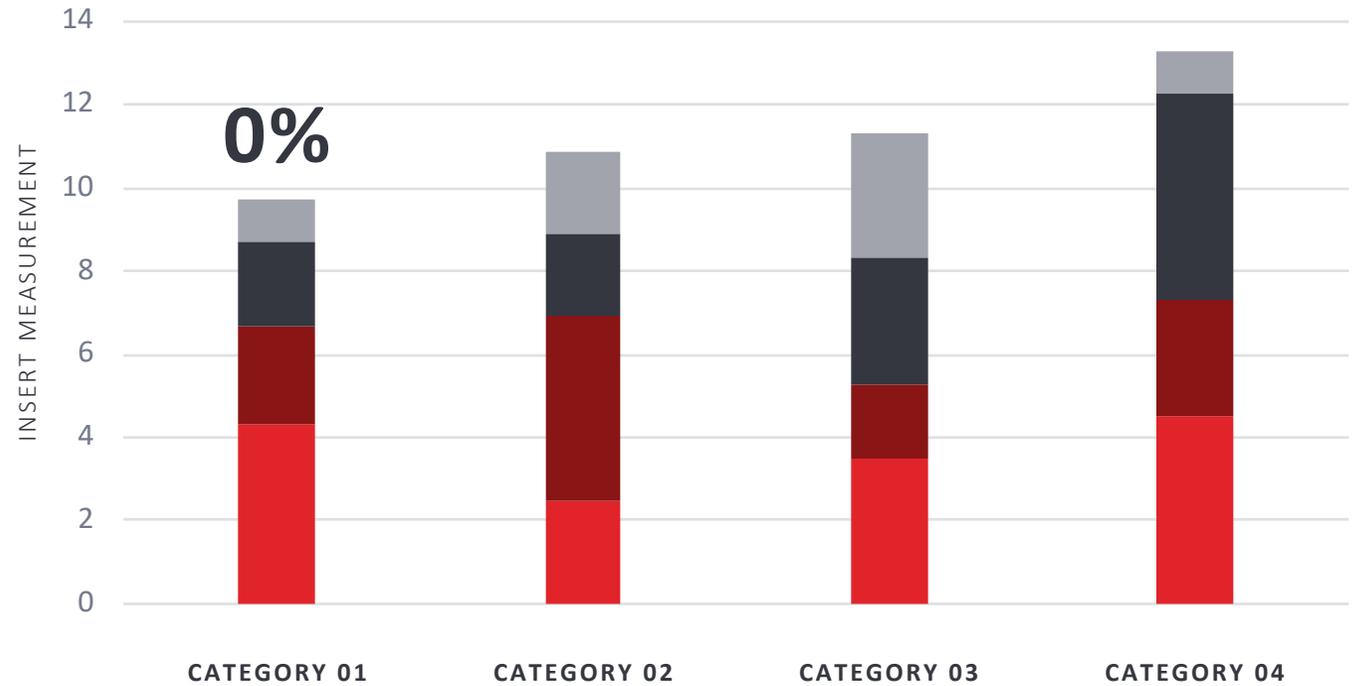
# Example Charts and Graphs

HORIZONTAL STYLE
## Horizontal Bar Chart Title



Y AXIS

## Line Graph Title



Y AXIS

● SERIES 01    ● SERIES 02    ● SERIES 03    ● SERIES 04
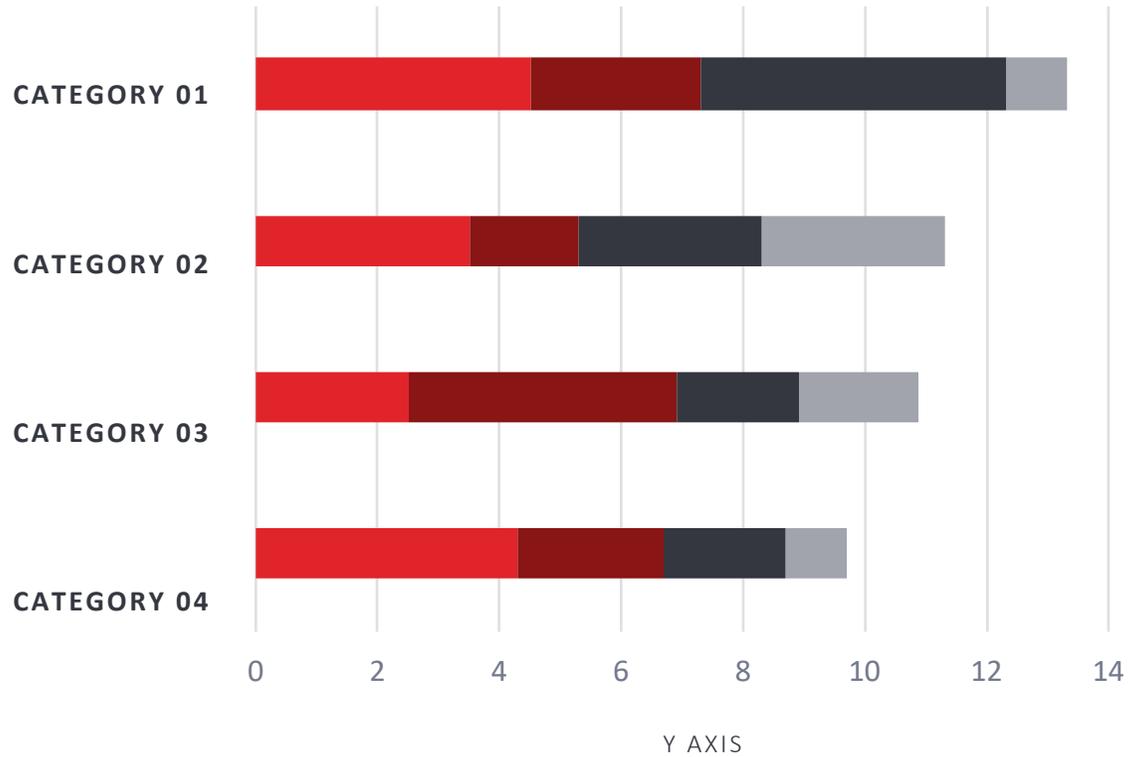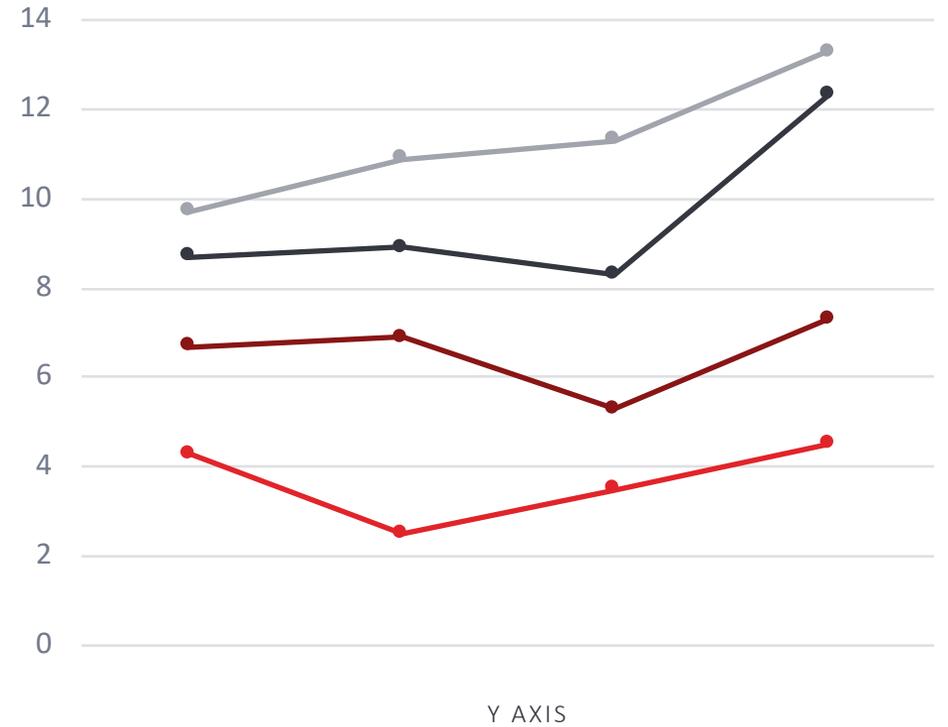
# Example Table Style Guide

TABLE STYLE 01

| | CATEGORY 01 | CATEGORY 02 | CATEGORY 03 | CATEGORY 04 |
|---|---|---|---|---|
| 1. Series 01 | | | | |
| 2. Series 02 | | | | |
| 3. Series 03 | | | | |
| 4. Series 04 | | | | |

TABLE STYLE 02

| | CATEGORY 01 | CATEGORY 02 | CATEGORY 03 | CATEGORY 04 |
|---|---|---|---|---|
| 1. Series 01 | | | | |
| 2. Series 02 | | | | |
| 3. Series 03 | | | | |
| 4. Series 04 | | | | |

# Example Timeline Style Guide

INSERT DATE

**Event Title**

It is reccomended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

**Event Title**

It is reccomended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

**Event Title**

It is reccomended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

INSERT DATE

**Event Title**

It is reccomended to keep the secondary text at 12pt. Praesent ullamcorper turpis feugiat arcu mollis, porta varius sapien porta.

# Example Use of Color Blocks to Present Multiple Data Points

This heading text sets the context for the data. In the color blocks below, the text is kept to a minimum. This is especially important in cases where white text is used on a red background, to ensure visibility.

**Our Work**

APPROX.

**10**

PER YEAR

---

60%

**Our Statistic**

Approx. **60%** of the category described here Is the message we wish to communicate

---

**Our Categories**

OVER

**100**

---

**Some additional information**

Approximately **10** items in categories one and two*

* This is a footnote containing text that must be included for legal reasons but which you don't want to distract from the content above.

# Example Slide Showing Multiple Data Points And Curved Corner on Main Visual

**TOKYO**
**Global HQ**

**GREATER BOSTON**
**Global Hub**

A TITLE FOR THE DATA

**1** DATA POINT
AS OF DATE

A TITLE FOR THE DATA

**2** DATA POINT
AS OF DATE

A TITLE FOR THE DATA

**3** DATA POINT
AS OF DATE

# Example Use of Thin-lined Icons with a Main Image

This text provides the context for the content below. The icons used consist of thin lines in Takeda's corporate colors

## HEADING

CATEGORY 1

CATEGORY 2

CATEGORY 3

CATEGORY 4

CATEGORY 5

CATEGORY 6

LEARN MORE ABOUT THIS CONTENT ON TAKEDA.COM

**Better Health, Brighter Future**