

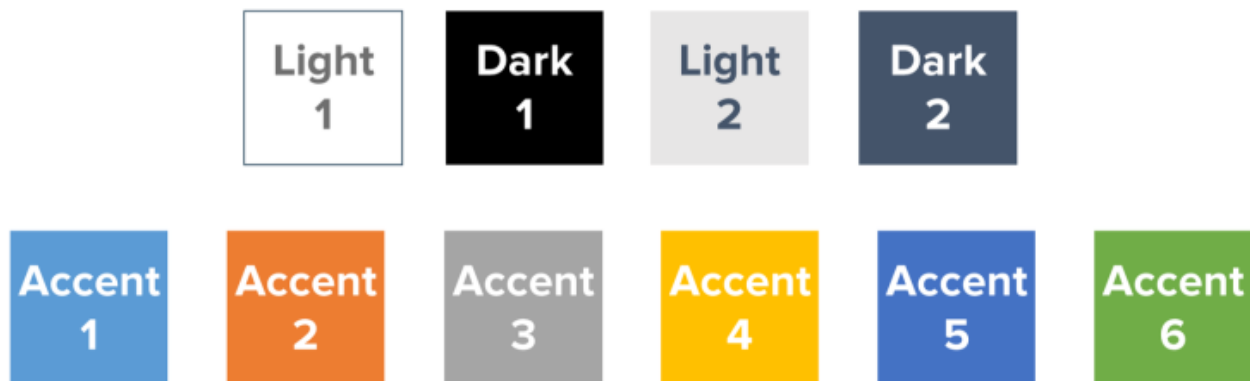
Tint of Four Color

How to create color themes for presentations

When creating decks you need to know how color themes work, how many and what colors you need for your custom color theme, as well as how to quickly add more colors. A great color theme that is properly saved can be reused across your slide decks

The structure of a color theme.

A color theme consists of 10 colors; four text and background colors and six accent colors. The colors should really be used as intended – don't define accent colors as the first four text/background colors and make sure you have six distinctive colors as your access colors.



The order of the 10 colors is important. The order of the text and background colors defines what color will be used as the default text color and default background. Light 1 and Light 2 should always be light colors and Dark 1 and Dark 2 should always be dark colors. The text and

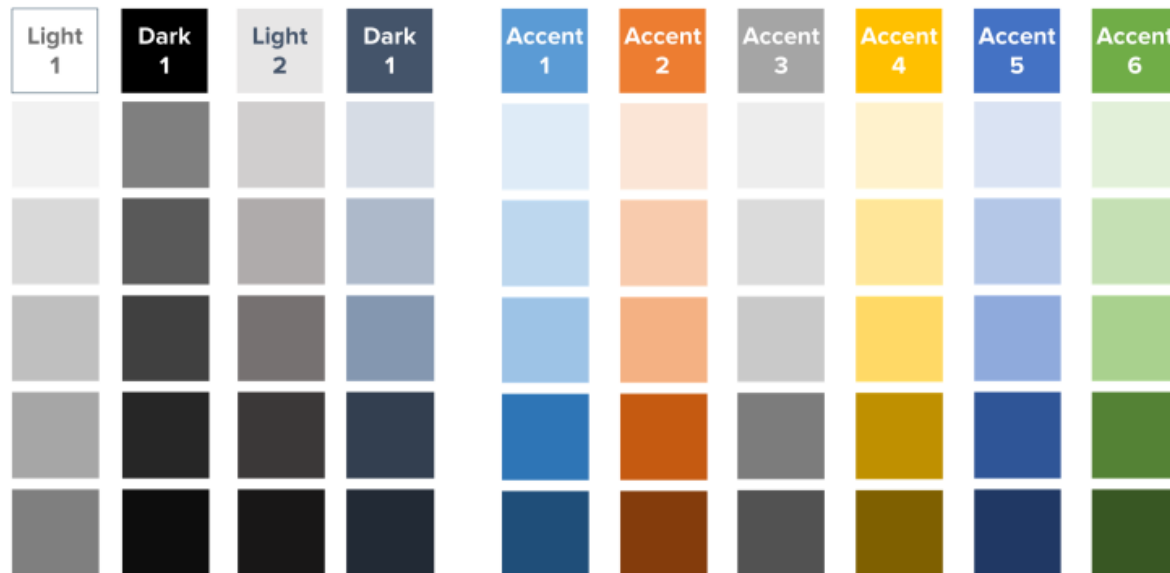
background colors also define the automatic background styles available in PowerPoint. Good practice is to keep white and black among the first four text and background colors. You will most likely need to use white or black at one point when creating your PowerPoint, so keeping them handy is a smart move. If another color than black is defined as a default color (maybe you are using a dark gray or a significant brand color as your text color (Dark 1)), make black the Dark 2 color to keep it accessible.

The order in which you add accent colors to the color template is equally important. The order they are added is the order in which PowerPoint will automatically use them in charts and smart arts. Most organizations set their main brand color as the Accent 1 color. However, when you use SmartArt, for some reason the Accent 1 color is not used. So if you do a lot of SmartArt and want the main brand color to be used, avoid setting it to Accent 1. Custom shapes and lines are automatically using the Accent 1 color. You can however change this if you don't want to



overuse your Accent 1 color.

Automatically generates tints and shades for the 10 colors. You cannot control how the tints or shades are defined, but you can adjust them by using the HSL color settings to alter the RGB code (this is a link to a great article on how to do this). Sometimes the automatically generated tints (color + white) can be too “neonish”.



How to add colors?

So knowing the basics of a color theme, how do you add your own colors to PowerPoint to be used in your next deck? Here are three ways of adding colors:

1 Use the standard color palette

Built-in standard color palette gives you 127 colors, plus white, black, and shades of gray to choose from (to read more about combining colors, read [this article](#)).

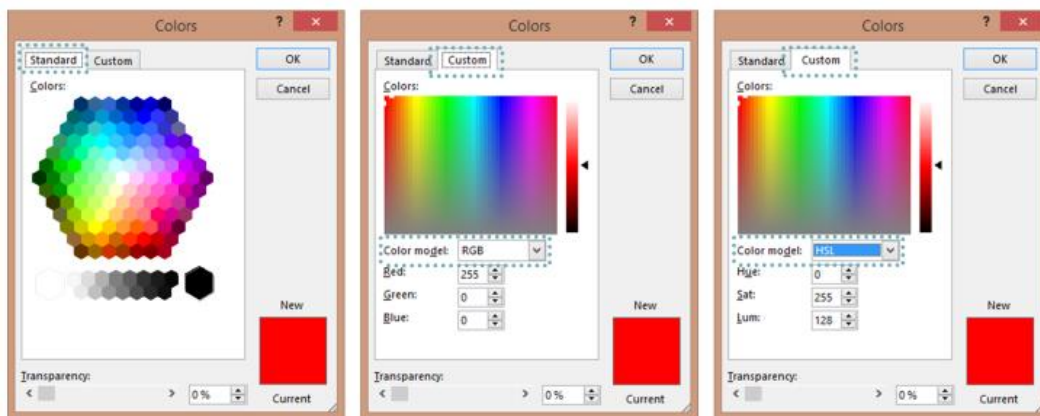
2 Use the RGB color model

uses the RGB model to define colors was designed to be shown on a screen). Each RGB color has three values, each ranging from 0-255, where BLACK is 0-0-0 and WHITE is 255-255-255. By adding RGB numbers into PowerPoint, you can add your own colors.

3 Use the HSL color model

You can also create colors in using the HSL model. The HSL model is available under the custom dialog box. Using the HSL model you can create colors by defining the hue, saturation

and



Standard Color Palette

RGB Color Model

HSL Color Model