

Sept 2023

11

Qwaqwa Campus

Remember: Wherever you see this symbol, the accompanying design or design template can be downloaded from the intranet.



12.1 Qwaqwa Campus marketing brand

Correct horizontal application

The marketing brand symbolically expresses 'a state of free thinking'. This is the vehicle through which the university will market its brand and branded programmes, including faculties, units, and departments. Importantly, it also functions as a unifying symbol for staff, students, and alumni.



Application

- All marketing and market-facing communication
- Administrative documentation / stationery
- Promotion and advertising

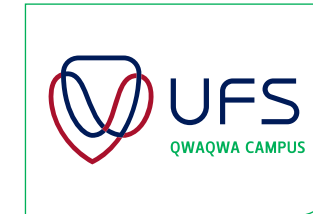


Stacked application



Simplified marketing brand

Horizontal application



Vertical application



Application

- Corporate gifts
- Corporate clothing

Colour formulas

| | | | | |
|---------------------------|---|------|------|--------|
| PANTONE® 354 C | C | 82% | R | 0 |
| | M | 0% | G | 177 |
| | Y | 90% | B | 64 |
| | B | 0% | Hex: | 00B140 |
| PANTONE® 187 C | C | 8% | R | 167 |
| | M | 100% | G | 25 |
| | Y | 79% | B | 48 |
| | B | 28% | Hex: | A71930 |
| PANTONE® 2768 C | C | 100% | R | 15 |
| | M | 83% | G | 32 |
| | Y | 0% | B | 75 |
| | B | 56% | Hex: | 0F204B |

Download at
<http://www.ufs.ac.za/logosintranet>

12.2 Typography

Primary typography

The primary alphanumeric typeface is used for all corporate and marketing communication applications, such as stationery, brochures, marketing collateral, signage, etc. Within the context of Leitura Sans, we employ four styles in the font family. The font is selected for its simple, clear, modern, and elegant characteristics.

“The quick brown fox ...” is a sentence that contains all characters.

The quick brown
fox jumps over
the lazy dog

aA

Leitura Sans: Corporate and marketing communication

LEITURA SANS 1

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

LEITURA SANS 2

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

LEITURA SANS 3

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

LEITURA SANS 4

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

LEITURA SANS ITALIC 1

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>^*

LEITURA SANS ITALIC 2

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>^*

LEITURA SANS ITALIC 3

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

LEITURA SANS ITALIC 4

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{ }[(.,;:!?)<>*^

Download at
<http://www.ufs.ac.za/logosintranet>

Secondary typography

Arial is used as the font for electronic or digital communication, such as PowerPoint presentations, documents, letters, email contents, and as the website font, where text cannot be set as an image.

Arial is used because it is the closest font to Leitura available on the average computer or digital environment, so the brand font does not default to another online font that does not match the brand image.

The quick brown
fox jumps over
the lazy dog

aA

Arial

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[(.,;:!?)<>*^

Arial Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[(.,;:!?)<>*^*

Arial Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[(.,;:!?)<>*^**

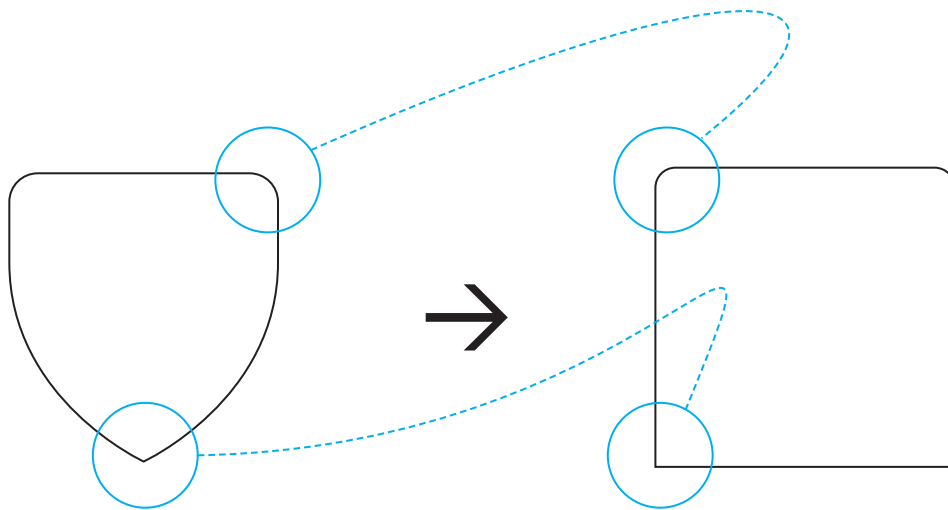
Arial Bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[(.,;:!?)<>*^***

Download at
[http://www.ufs.ac.za/
logosintranet](http://www.ufs.ac.za/logosintranet)

12.3 Graphic shapes and devices

The general distinction of the basic shapes - utilised for text, image or iconography, is derived from the shape of the shield. The shield has both pointed and rounded corners and is simply the rationale for the combination of pointed and rounded corners of the shapes. These shapes can be pulled and stretched, as well as appear in various colours, depending on the function thereof.



12.4 Co-branding

The co-branding relationship depends on whose brand is the primary one. Assuming the university is the primary party, and the secondary party is co-branding with the university, two rules apply:

1. The university brand is first in order of appearance or prominence where more than one brand is involved.
2. The relationship between the branding size of the university's logo and another logo is at most on a scale of 1:1 (university: other) or reduced to 70% (1:0.7) of the university's logo.

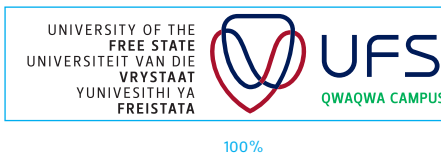
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PARTNER LOGO

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PARTNER LOGO A | PARTNER LOGO B | PARTNER LOGO C

12.5 Proposal documents

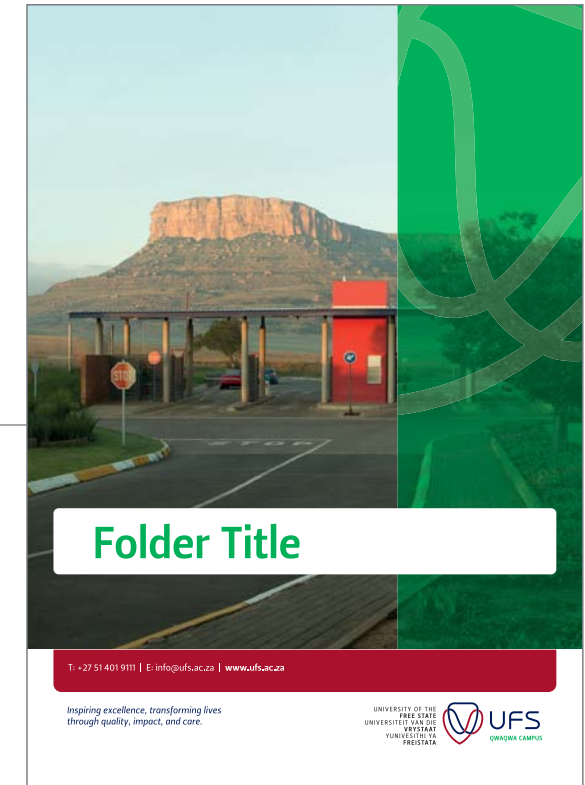


Download at
<http://www.ufs.ac.za/logosintranet>

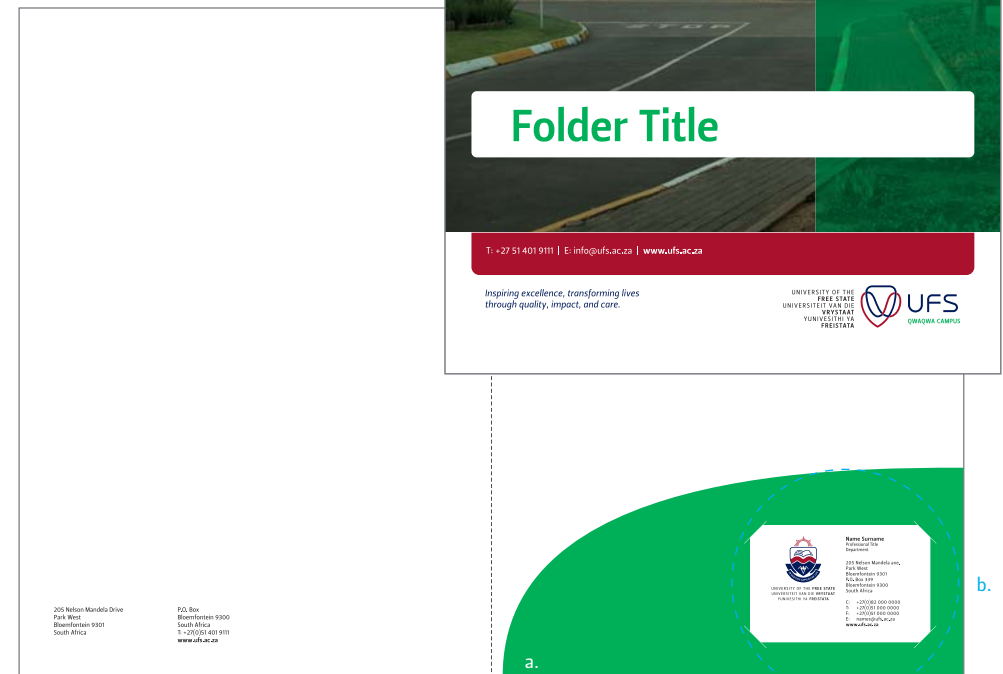
12.6 Folders

Front

- a. Optional flap
- b. Place for business card



Inside



12.7 Stationery

With faculty stationery, there are three dynamics that differentiate itself from the general marketing stationery, namely:

1. The colour bar at the top must match the faculty colour
2. We use the designated faculty marketing brand
3. The faculty affiliation icon is positioned next to the contact details

The **Arial** font is used throughout in business communication, as well as in the footer.

Examples of stationery shown on this page are:

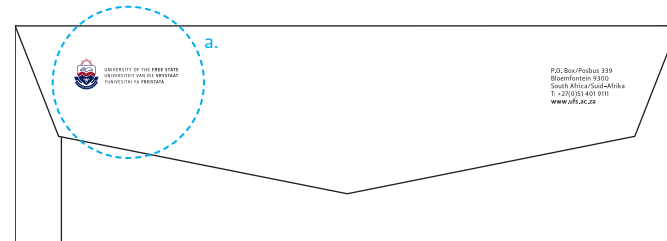
1. Business card
2. Envelope, back view
3. Envelope, front view
4. Letterhead
5. Letterhead co-branding
6. Compliments card

1.

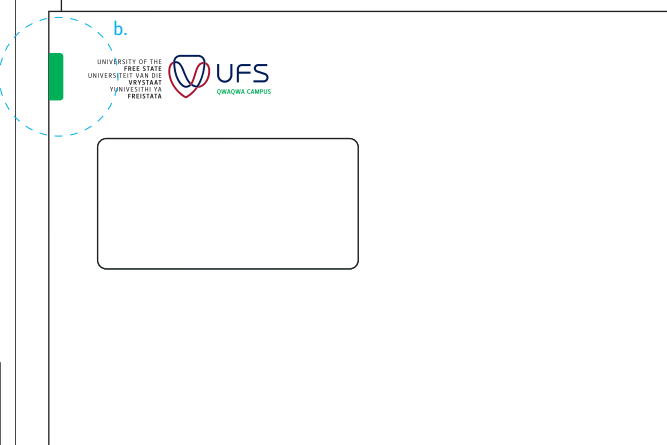


- a. Academic crest endorsement
- b. Colour tab in corporate red on the envelopes

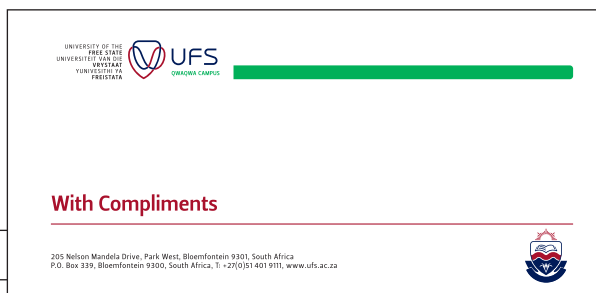
2.



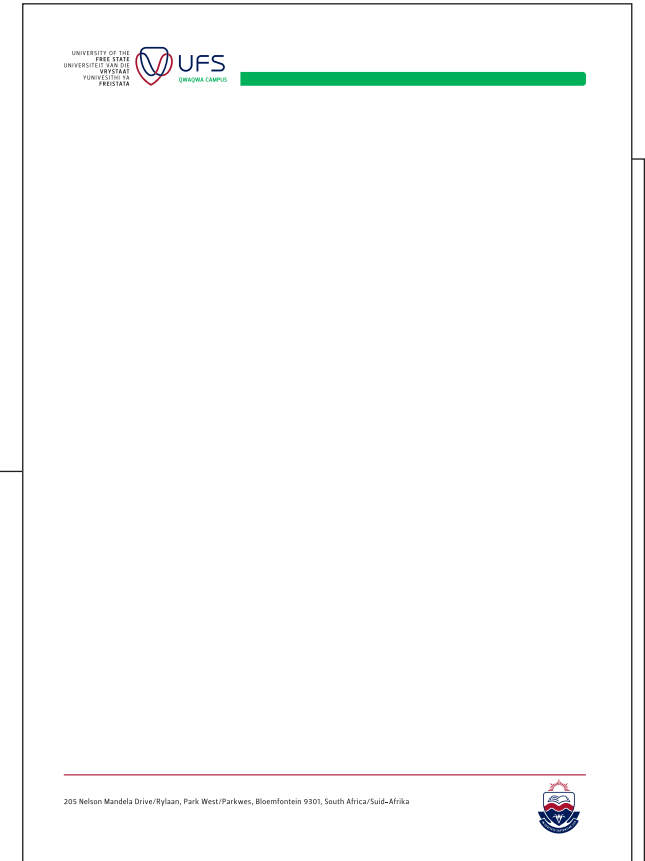
3.



4.



4.



5.



6.

12.8 Advertisements

Standard A-sized advertisements

- Distinction between general university and faculty-related advertising relies strongly on the use of colour to differentiate.
- The examples on this page explore both image and text-only type print advertisements.
- This design is applicable to A5-, A4- and A3-size portrait adverts.
- The use of colours is limited to the university's corporate colours, namely red (Pantone 187), blue (Pantone 2768), grey (Pantone Cool Grey 8C) and the specific faculty colour.

Example: Standard A-sized landscape advertisements

Event on Campus

Quiscie ndisci qui volor
beatissit volorum

Date: Catis dem dolor aut quo
Time: 5.30 pm
Venue: Commoluptat volest
RSVP: Quo enimill Campus@ufs.ac.za

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UNIVERSITY OF THE
FREE STATE
UNIVERSITEIT VAN DIE
VRYSTAAT
YUNIBESITHI YA
FREISTATA

UFS
QWAQWA CAMPUS

Example: Standard A-sized portrait advertisements

Event on Campus

Quiscie ndisci
beatissit qui
volorum

Date: Catis dem dolor aut quo
Time: 5.30 pm
Venue: Commoluptat volest
RSVP: Quo enimill
Campus@ufs.ac.za

www.ufs.ac.za

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YUNIBESITHI YA
FREISTATA

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MANAGEMENT SCIENCES

12.8 Advertisements

Long horizontal advertisement

- Long horizontal adverts are dealt with in the same manner as other applications in terms of the brand mark, text, grid, and device usage.
- The opportunity exists to make an impact with the headline. Make it a good one.
- Language should suit the language of the selected publication.

Example: Long horizontal advertisement



Slim vertical advertisement

- In extreme cases, such as the slim vertical advertisement where space is at a premium, the strip is adjusted to meet the design challenge.
- The strip runs up to the left edge of the advert – freeing up more space in the strip for contact information.
- The right side of the strip is still treated the same as on other marketing material, with the marketing logo lining up on the right side of the strip.

The web address takes priority in the strip. Other contact information can be included in the advertisement itself.

Example:
Slim vertical advertisement



Example



The UFS is always looking for new talent

The University of the Free State (UFS) creates opportunities and growth through leading, learning and teaching, focused research, and impactful engagement with society. Situated in the heart of South Africa, our character of caring and diversity translates into an outstanding university experience.

Department of Research Development

DIRECTOR: RESEARCH AND INNOVATION FINANCE Job ID: 3967

Appointment: Post level 5 – Contract appointment: 5 years, with the possibility of reappointment for a further term.
Assumption of duties: As soon as possible.
Closing date: 19 September 2021.
Salary: The salary scale is available on request. For any further enquiries, please feel free to contact 051 401 9737/9003 or email: JonesEY@ufs.ac.za

For the full advertisement, please visit our website at www.ufs.ac.za/templates/vacancies

T: +27 51 401 7705/7267 | www.ufs.ac.za

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Examples



Menu

Vollectassed:
dem dolor aut quo enimil
dicillab ipsuntiae vit, qui
mmoluptat volest dolore
iabor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

Reiurec turio:
itaera porem quam esciat
e nis cusae il idit odus sus
quo ersip mo moditem
gitat empeliquam conet
iabor se nim ut a illanimo
parcis a dolor adi doluptate
ovidis explabore nis volore

Sequatur aut:
iabor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis
dem dolor aut quo enimil
dicillab ipsuntiae vit, qui
mmoluptat volest dolore

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Event Programme

quis: Catis dem dolor aut quo enimil
endicillab ipsuntiae vit, qui
commoluptat volest dolore

collected: Os si abor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

quis abipatus: Quisic ndisci beatissit volorum
simuscient faccatio

reiusauro: Fugitaera porem quam esciat
ate nis cusae il idit odus sus

temitatio: Et quo ersip mo moditem
fugitat empeliquam conet

espaiaut: Os si abor se nim ut a illanimo
occulparcis a dolor adi doluptate
everovidis explabore nis volore

tem: Os si abor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

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12.10 Brochures

This would probably be the most commonly used vehicle for any marketing communication. It is concise, simple, and cost-effective. The standard DL format is preferred, because it conforms to the DIN standard for paper sizes (A6 / A5 / A4 / A2 / etc.) and this means that reproduction optimises paper use and cost.

Where possible, implement the following taglines in your design:

- Quality, impact, care
- Outstanding university experience
- Graduates, thinkers, leaders
- Leading teaching
- Leading success rates
- Global best practice
- Research theory, and teaching
- Highly employable graduates
- We identify potential
- Invested in ubuntu
- Opportunity and growth
- We unleash potential
- Invested in success
- Invested in human happiness
- Character of caring
- Character of diversity

Example: A4 fold to DL-sized leaflet



Heading In This Space

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae valorit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates acs sundam quaessin nis etur?

Ex et laborecte volorat magnis

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae valorit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates acs sundam quaessin nis etur?

Ex et laborecte volorat magnis

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae valorit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates acs sundam quaessin nis etur?

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Fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum.

12.11 Posters

The poster on this spread explores a few scenarios of typographic messaging and pictorial applications. One should always assess the position of the poster (internal wall or notice board, or perhaps a street-type poster aimed at passing traffic). Different

positions would require different scenarios of layout and text functionality. Internal posters could have more information, smaller type, and more contact information. Street-style posters need concise text and a web address.

Example: A2-sized poster



Only approved UFS typography is used in the design of posters.

Lorem ipsum dolor sit

Lorem ipsum dolor sit amet lorem ipsum

Tas dolesti onserpedici de net volores simolor cus ex et quia solupta ssunturibus, ut, quis a isquis illiciis aspienesti es et.

Venue: Xxxx Campus
Date: XX Xxx 202X
Time: XX:XX
RSVP: Xxxx@ufs.ac.za

T: +27 51 718 9111 | E: info@ufs.ac.za | www.ufs.ac.za

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Example: A0-sized academic poster

Apienim inctet dolorest, sumenienit aut ate voluptatet iunt ipsanti ncipsusam nobis dolore

A. Nobisto¹, B. Magniet¹, C.M Endusam²
¹Department of Geology, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa
²Department of Groundwater Studies, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa

Heading

Ficiatin niet doluptat. Apienim inctet dolorest, sumenienit, aut ate voluptatet iunt ipsanti ncipsusam nobis dolore, ad magniet eum, officit experis dolut volorem quasimin eos, eliquis enis aspelig endusam ipsusamus maio que voluptassus, nonsequo non re illa as vitit idundae priferum adio. Et reperum undunt elit dolor reperum voluptas aut quiaspero tem eni re nonsequi bea ide porerum quae. Nam expedit quae et, tempore eatem que aspideri lonsetur ministi, conseqno qui con re sitat fugit, sam fugia de nobistorias sapid quod modia quosimus ut hillescist aut est, sit dolenim volor re, optat dolupta sectia quibus renihicis unt vullit, tet qui ullupta quas et ab idit audam essitoria consedae voloreroviti aut earia pedias trumquo mo et unti omnit et ex eat landunt et lant voluptate natur adi dolupta eraturenimus es sunt, volendi quam volupta latur? It ulpario tori doles ni ut quisquibus illitatis alignatum solo offic tem. Ehis dolore, veleniens samtem unt, as autecum ut volent ommost, sequiant.

Nat est omnis et harchil liquam re eos dolent quia nam, optatenu platibus ad quos solut lit et ipsam si tem elanti conemporis.

Ehenime conseqas quam ratistuntem estions equamus, ut volorio isincium eaque nus molecus quisit loreus apedit ea prerro vitatien ditum venia estemquo opta quant, nonet volenis reni temporetis nonsenda discit, venis pro molore sum solores sunt unt quamusamus.

Heading

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Inventi corenis doluptatem venihicia iudicia volorum ducisq uidesitit expilit es ute accabor ehenehur renio opta sandenis quid eles quas quatus erum qui dolorstotat am hil in plit ellania sumquati bea nes nos evelend igentem. Anduciasit

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Inventi corenis doluptatem venihicia iudicia volorum ducisq uidesitit expilit es ute accabor ehenehur renio opta sandenis quid eles quas quatus erum qui dolorstotat am hil in plit ellania sumquati bea nes nos evelend igentem. Anduciasit

Heading

Officta niendaectur? Qui non commolo quas moluptur, te nullabo rovivistia pedipit ex et erumqia haris prepreatur sitatur re parum inctatus nit accabor aeseque volores tusdam que intur?

Inventi corenis doluptatem venihicia iudicia volorum ducisq uidesitit expilit es ute accabor ehenehur renio opta sandenis quid eles quas quatus erum qui dolorstotat am hil in plit ellania sumquati bea nes nos evelend igentem. Anduciasit



Nonsed undant aut ea comimus.

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Ceriatl oresed quis sit quam nonsedit offic tem dist aspel ius audit maio mint fugit dipsandit quam, asperum fugit, utendic itasped maio. Itas isciundes doluptat dolecte niti consernam, quisciatut aut abo. Et pa nihitait.

Heading

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Nonsed undant aut ea comimus. qui sit es exeris utecum, si nimendi aspero videri volum volorum, et ut dis sin monestrum earumqui aut arum fuga. Et ea vololor reptibus, nonseru nitress invensenis et et et restinu laboresequi te etur arum libus nit ut aperibeatur, voluptatem rent.

Iquat excerum delique qui dem laboriam voloremam, quam dit quos autatio. Velluptatur ra seque laboro restium tempore ribus.

Heading

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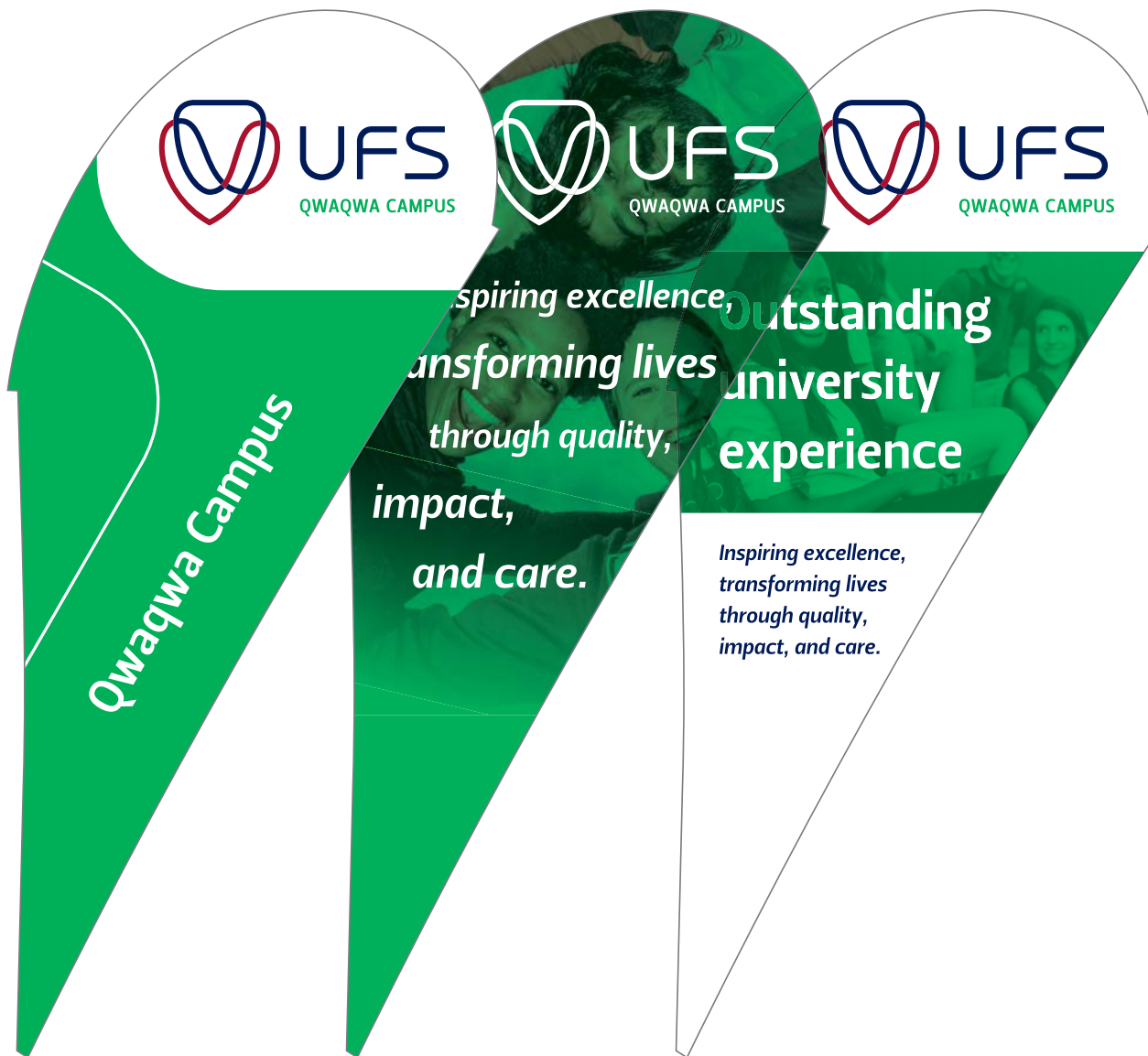
Ebit voloris nimim asqui conseqe voluptas: aliquid rescias permate moluptate ea quisit remque volor.

T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za

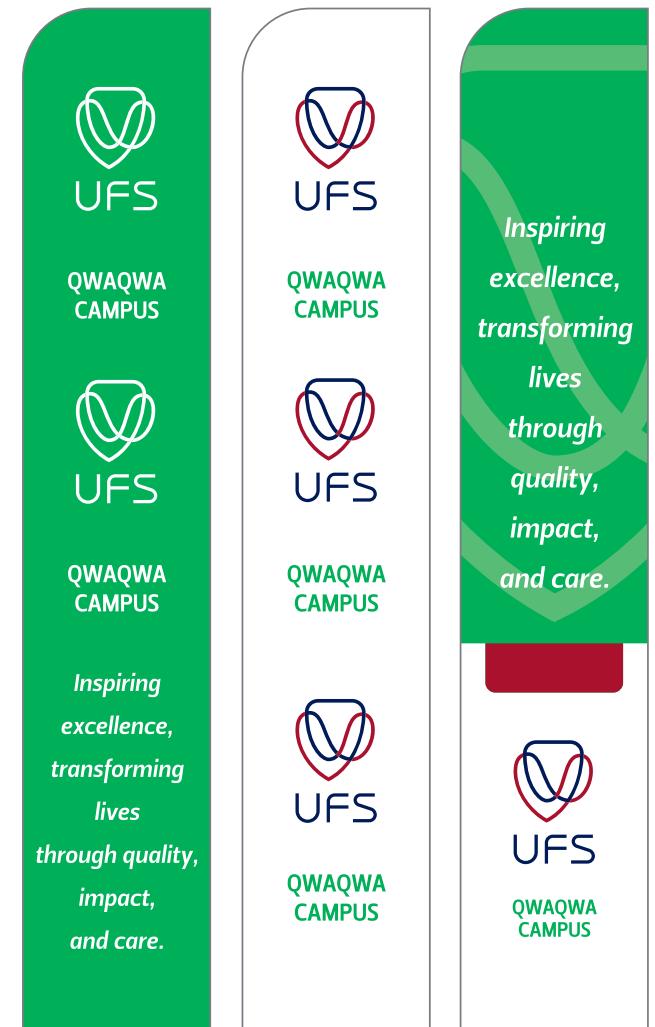
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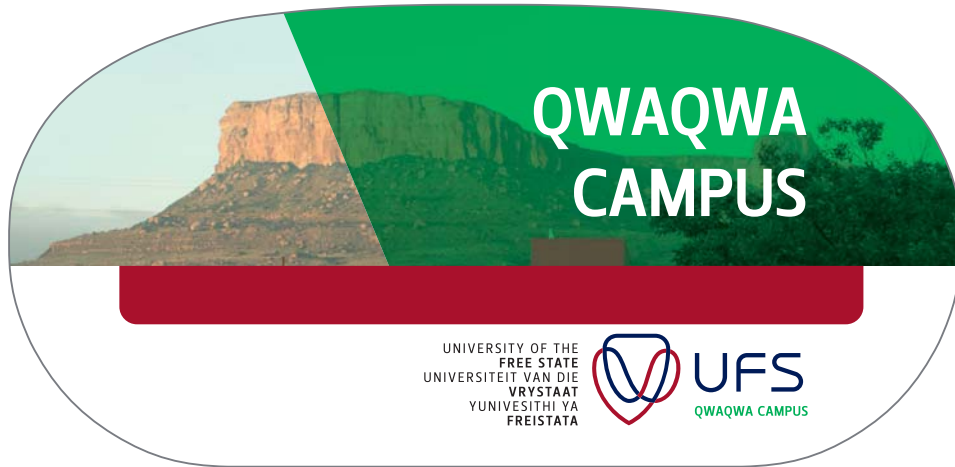
13.13 Teardrop banners



13.14 Feather banners



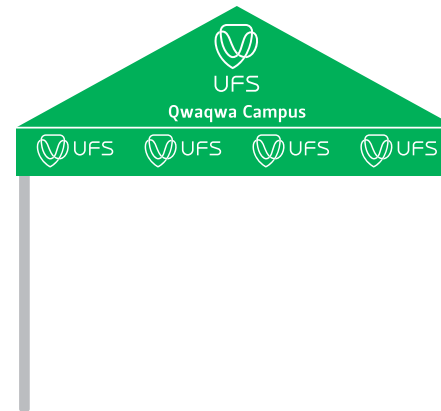
12.15 Pop-up A frames



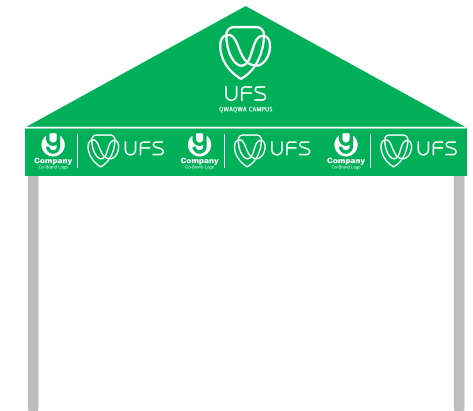
12.16 Gazebo and Parasol

Outdoor exhibition and event branding can employ various applications, such as the examples on this page. In these cases, a dominant colour plays an important role.

Example: General application



Example: Co-branding



Example: Parasol



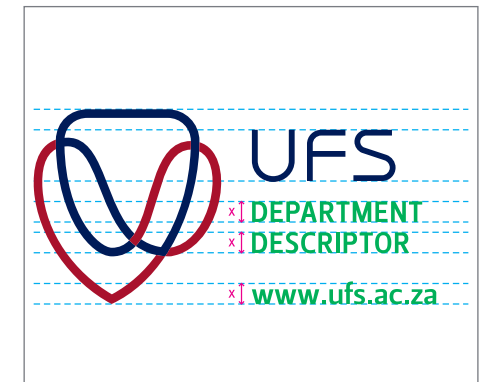
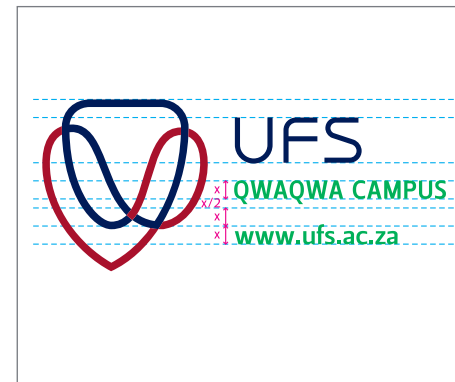
12.17 Billboards

Billboards are viewed by people of all languages, unlike the print adverts. Simple large text and a blue background are recommended. White text on a dark background is always more visible from a distance. Only the web address appears in the red strip.

Only approved UFS typography is used in the design of posters.



12.18 Vehicle branding

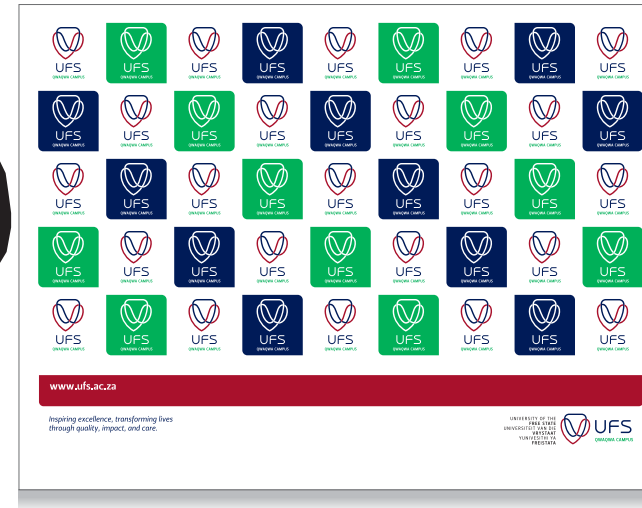


12.19 Banner wall

Example 1



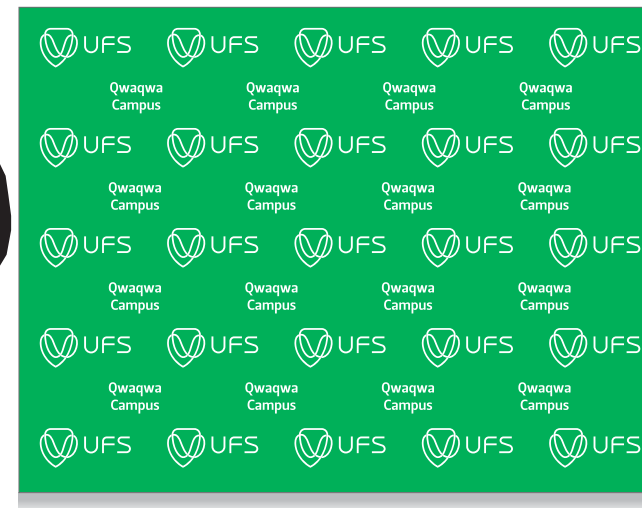
Example 2



Example 3



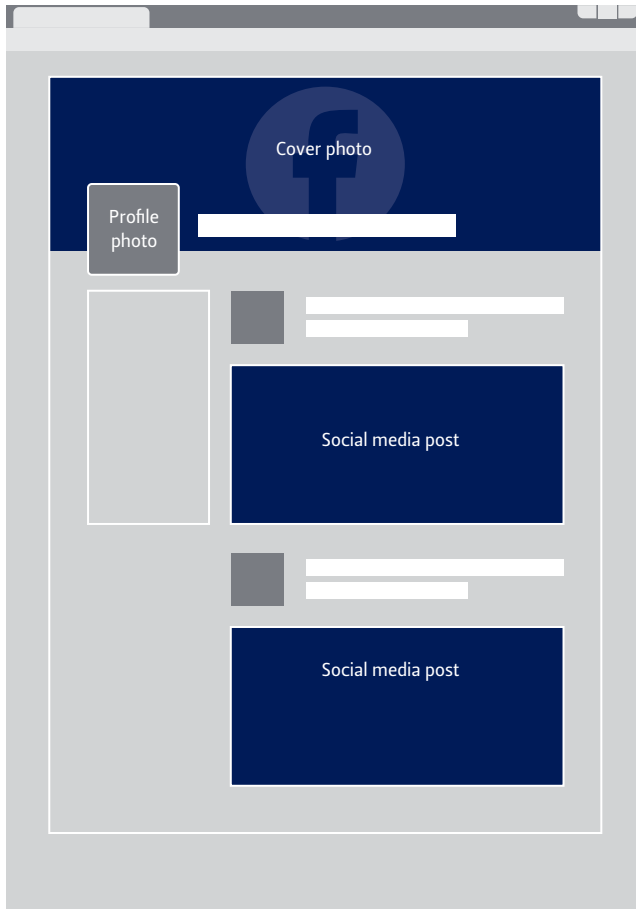
Example 4



12.20 Digital platforms

Social media – Facebook

Facebook layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Examples: Profile photos



Examples: Cover photos

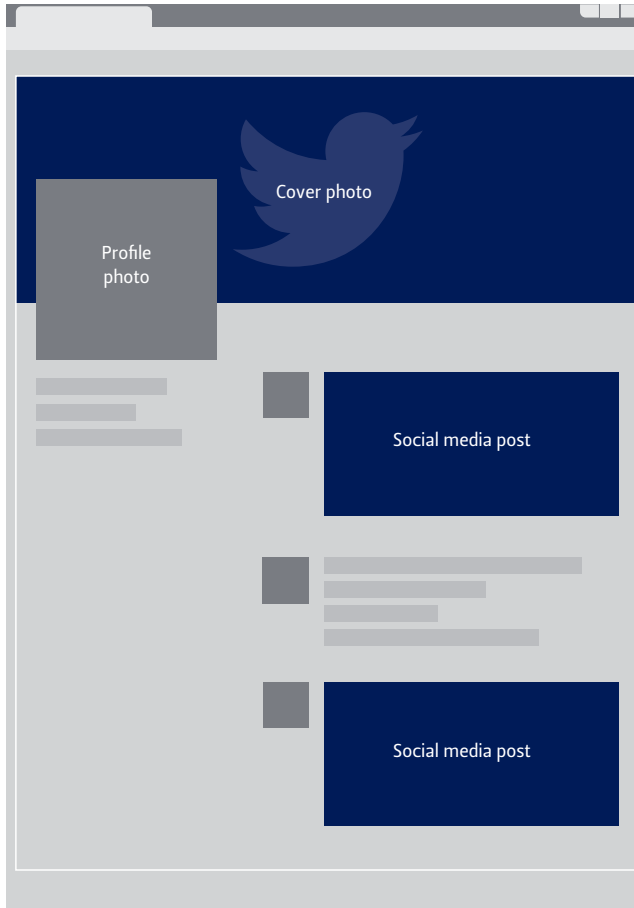


Examples: Social media posts



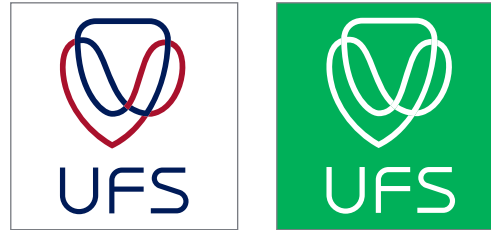
Social media – Twitter

Twitter layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Examples: Profile photos



Examples: Cover photos

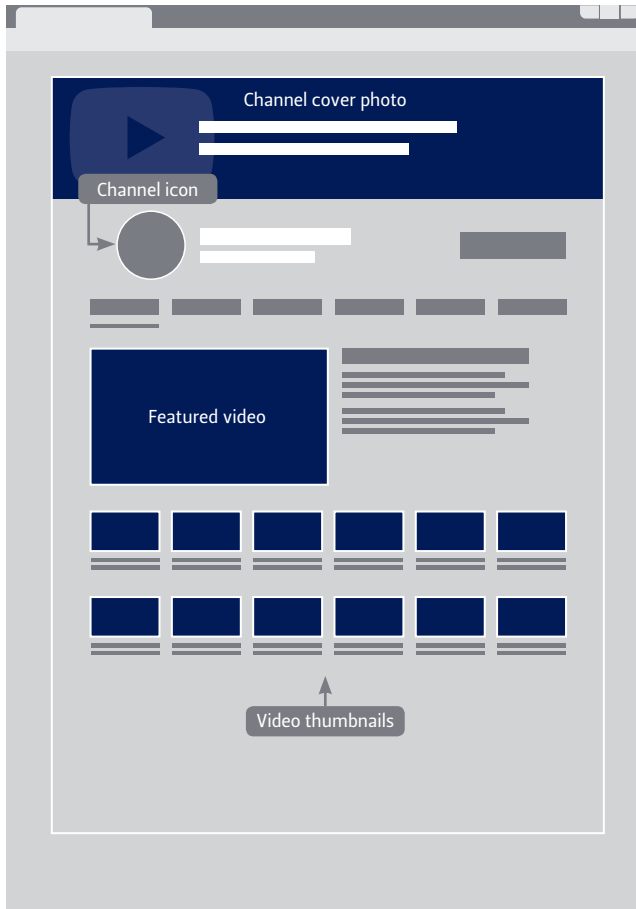


Examples: Social media posts



Social media – YouTube

YouTube layout



Examples: Channel icon



Examples: Video thumbnail



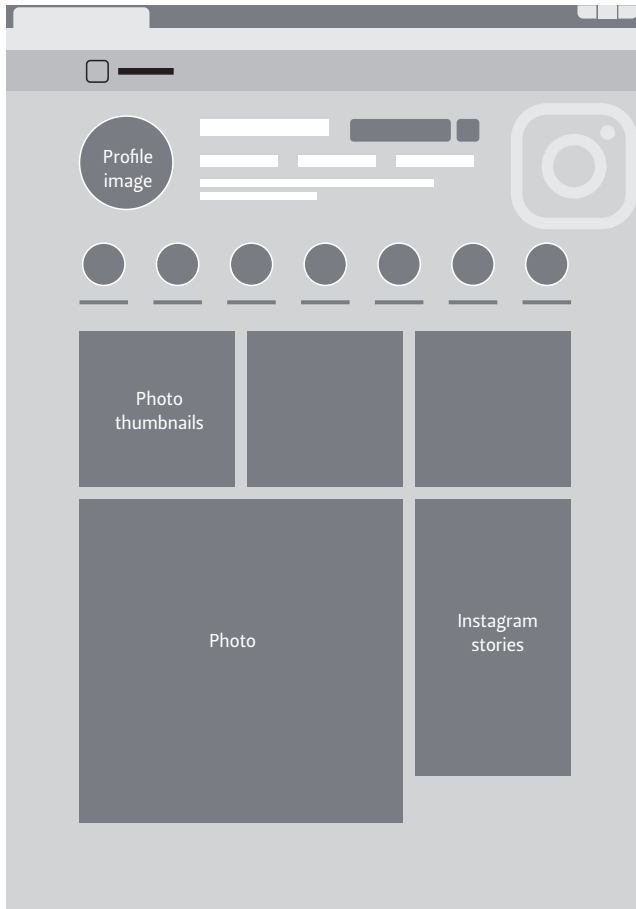
Examples: Channel cover photos



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Social media – Instagram

Instagram layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

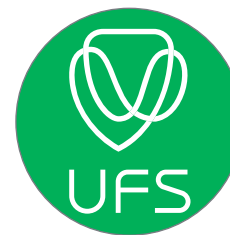
Examples: Instagram stories



Examples: Photos



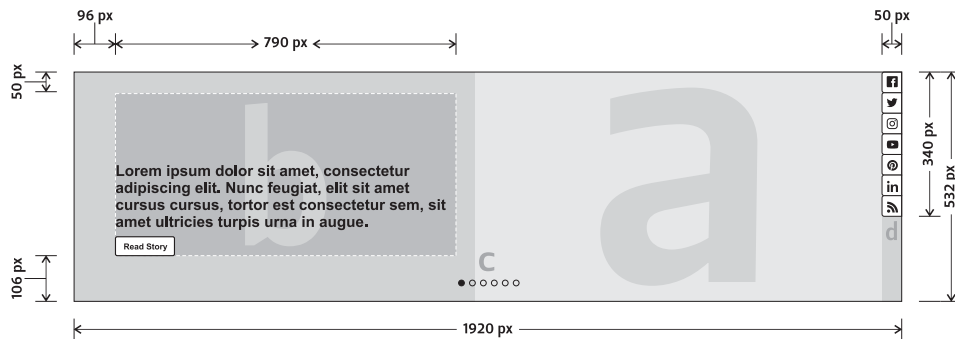
Examples: Profile image



Website home page spotlight

The hero image at the top of the UFS home page and faculty pages.

- The main focus of your photo or design should fall in the area designated as (a) on the diagram. This is the safe area of your spotlight design.
- The 'Read Story' button and heading is contained in the area designated as (b), and therefore your design should avoid placing any important or necessary information in this area. It will most likely be covered by the button and heading if you do.
- The navigation buttons located at the bottom centre of the spotlight, marked as (c), should also be kept in mind when doing your design. Avoid placing any text at the bottom centre.
- Keep in mind that the social media links, indicated as (d), will cover a small portion of your design on the right-hand side of the spotlight.



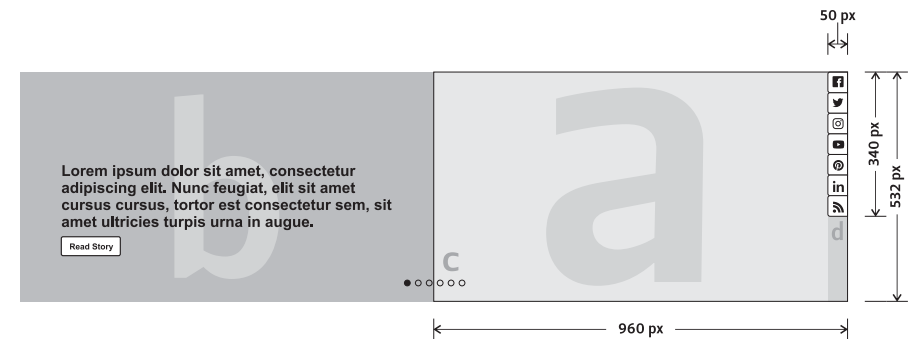
Final artwork should please be supplied as follows:

- JPG image file format
- 1 920 pixels wide
- 532 pixels high
- Resolution of 120 dpi
- RGB colour mode

Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

UFS website home page spotlight - half design

- Your photo or design will appear in the right-hand side of the spotlight, designated as (a) on the diagram.
- The 'Read Story' button and spotlight heading is contained in the left-hand side of the spotlight, next to your photo or design, in the area designated as (b). These elements will not influence your layout with the half-page design.
- The navigation buttons located at the bottom centre of the spotlight, marked as (c), should also be kept in mind when doing your design. Avoid placing any text at the bottom left.
- Keep in mind that the social media links, indicated as (d), will cover a small portion of your design on the right-hand side of the spotlight.



Final artwork should please be supplied as follows:

- JPG image file format
- 960 pixels wide
- 532 pixels high
- Resolution of 120 dpi
- RGB colour mode

12.21 Videos

Video clips

Video-clip bookend

Video bookends are short introductory and outgoing video clips that are placed at the end of video clips on the UFS social media platforms. These clips are used to emphasise the UFS brand.



Lower thirds



12.22 Microsoft Teams webinar banner

Example 1



Example 2



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Final artwork should please be supplied as follows:

- JPG image file format
- 918 pixels wide
- 120 pixels high
- Resolution of 120 dpi
- RGB colour mode

12.23 Web resources

Web documents

All documents uploaded as a resource on the UFS website

- must be in PDF format (for security reasons);
- must be in Arial font, with a recommended font size of 12 points;
- must have a university/faculty/department/unit logo or letterhead centred at the top of the page, which should not be distorted in any way (see examples). Logos and templates can be downloaded from <http://bit.ly/ufsbrand>;
- must contain only corporate font colours (including the faculty colour). This includes graphics; and
- must be professionally language edited before submission (consult <http://bit.ly/ufsstyle>).



Download at
<http://www.ufs.ac.za/logosintranet>



GUIDELINES

1. INTRODUCTION AND BACKGROUND

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2. DEFINITION OF TERMS

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Important information

1. INTRODUCTION AND BACKGROUND

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12.24 PowerPoint presentations

Presentation templates are available electronically. Consistency of the basic elements such as layout, use of the red colour strip, and position of the

applicable brand mark is what will characteristically tie the various presentations together. The PowerPoint template is available on the intranet.



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12.25 Electronic invitations

A4 General invitation in Microsoft PowerPoint



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