

# PrEP IS CHOICE



**USING MICROSOFT POWERPOINT TO  
DEVELOP BRAND ASSETS IN-HOUSE**



# GETTING STARTED

- ✓ You can create a fantastic poster in PowerPoint (do not use Microsoft Word)
- ✓ Make sure you have the correct fonts installed on your computer or laptop: Montserrat, **BLACK MARKER SOFT** & *Autumn Wind*
- ✓ Use the eyedropper to select the correct colours
- ✓ Use great quality photography that aligns to our primary colours. Check out <https://unsplash.com/> for free photographs (Remember to credit Unsplash and the photographer)



Icons:



# SET UP YOUR PAGE

Make sure the slide is blank – no preset text boxes or placeholders. What size should your poster be? A3? Let's set the size.

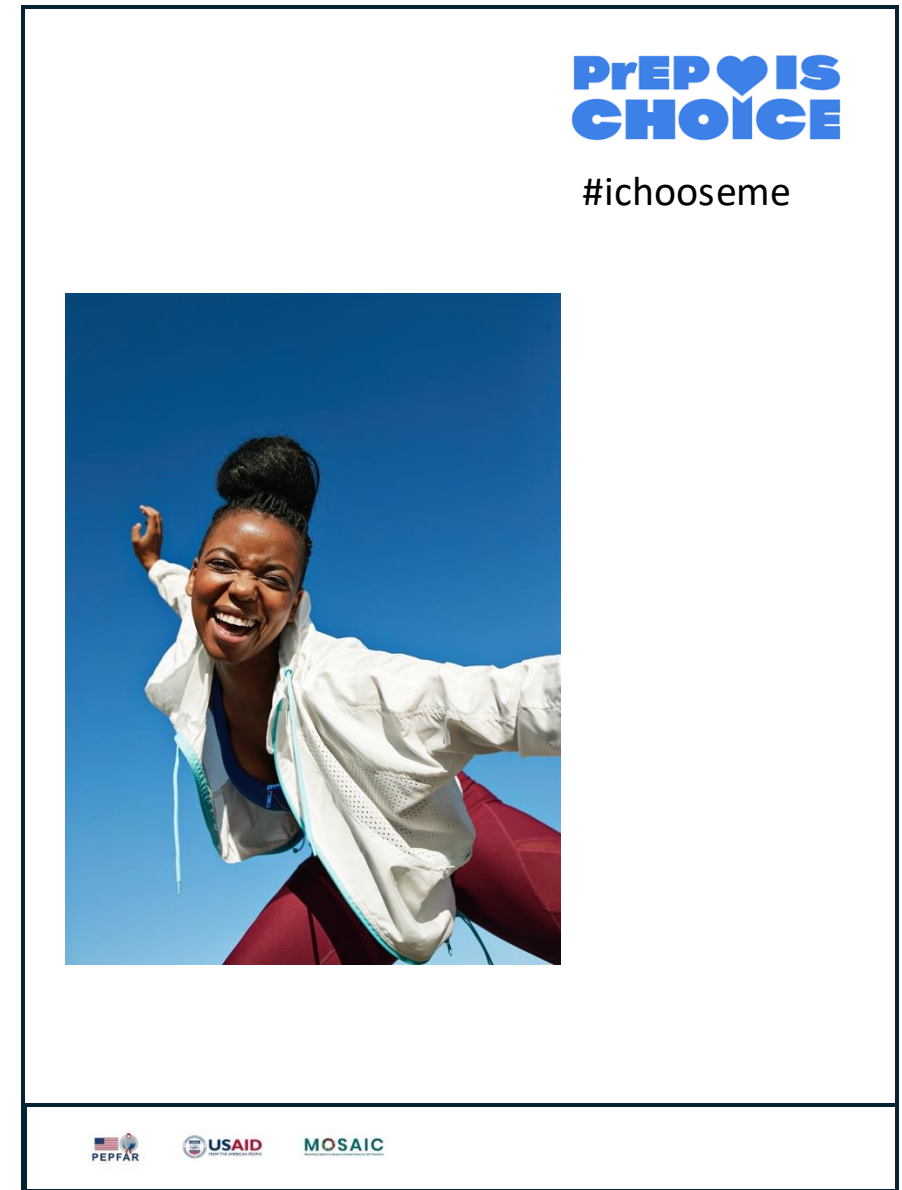
Start by adding your photograph – one is enough! If you don't have a photograph, you can also use a background colour and some of our icons. Once you have your photo in place, it becomes easier to add everything else, like text boxes and watermarks/logos.



# KEEP ADDING ELEMENTS!

Add a white rectangular shape to the bottom of your page. This is where you can add your logos.

Next, let's place our PrEPisChoice watermark with our hashtag right underneath it. Starting to look like something!



# WE'RE GETTING THERE...

Next up, what is our heading? Refer to the brand guidelines section on messaging for inspiration.

Don't be afraid to place your heading in AGYW's words! Make it real by adding a name to the heading phrase.



**PrEP IS CHOICE**  
#ichooseme

**Choosing PrEP means putting myself first!**  
Ann, 20


PEPFAR USAID MOSAIC

The advertisement features a young Black woman with her hair in a bun, wearing a white jacket, smiling broadly with her arms outstretched against a clear blue sky. The text is overlaid on the right side of the image. At the bottom, there are logos for PEPFAR, USAID, and MOSAIC.

# BODY BODY BODY

Then, it's time to add body copy. This can get tricky because often, everyone wants you to add everything—but try to keep it brief!




Your call to action is next, and very important. What is the *one thing* you want your clients to do after seeing this poster?



**“Choosing PrEP means putting myself first!”**  
Ann, 20

**Ask your healthcare provider about PrEP for HIV prevention.**

**PrEP IS CHOICE**  
#ichooseme

# SPICE IT UP

Finally, let's add in some icons for color and visual appeal. You may also consider adding a QR code, a whatsapp number, or website URL.

Last but not least, check alignment!



**“Choosing PrEP means putting myself first!”**  
Ann, 20

Ask your healthcare provider about PrEP for HIV prevention.

**PrEP IS CHOICE**  
#ichooseme

PEPFAR USAID MOSAIC

The advertisement features a woman with her hair in a bun, wearing a white jacket, smiling broadly against a blue sky. The text is overlaid on the image. At the bottom, there are logos for PEPFAR, USAID, and MOSAIC.



# EH VOILÁ!

Tweak your design, gather feedback, and create variations as needed.

Keep it simple and stay within the guidance in the brand guidelines for best results.



**“Choosing PrEP means putting myself first!”**  
Ann, 20

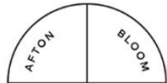
Ask your healthcare provider about PrEP for HIV prevention.

**PrEP IS CHOICE**  
#ichooseme

PEPFAR USAID MOSAIC

# ACKNOWLEDGMENTS

Learn more about PrEPisChoice by visiting [PrEPWatch: Communicating the PrEP Category to Adolescent Girls and Young Women](#)



MOSAIC is made possible by the generous support of the American people through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) and the U.S. Agency for International Development (USAID) cooperative agreement 7200AA21CA00011. The contents of this presentation are the responsibility of MOSAIC and do not necessarily reflect the views of PEPFAR, USAID, or the U.S. Government.

Photo Credit: MOSAIC Consortium

