About the slide master

The slide master is an element of the design template that stores information about the template, including font styles, placeholder sizes and positions, background design, and color schemes.

- Font styles for title, body, and footer text
- Placeholder positions for text and objects
- Bullet styles
- Background design and color scheme

The slide master's purpose is to let you make a global change — such as replacing the font style — and have that change reflected on all the slides in your presentation.

You would typically go to the slide master to do the following:

- Change the font or bullets
- Insert art — such as a logo — that you want to appear on multiple slides
- Change placeholder positions, size, and formatting

To see the slide master, you display master view. You can make changes to the slide master just as you would change any slide, except remember that the text on the master is only for styling; actual slide text, such as titles and lists, should be typed on the slide in normal view or, for headers and footers, in the Header and Footer dialog box.

When you change the slide master, changes you have made to individual slides are preserved.

A slide master is added to your presentation when you apply a design template. Usually, the template also contains a title master, on which you can make changes that apply to slides with a Title Slide layout.

Slide-title master pairs

The slide master and title master for a design template are called slide-title master pairs. They appear together in master view. Select one or the other master thumbnail to make changes to it.

- Slide-title master pair, with title master selected
  - You can change font styles for title, subtitle, and footer text
  - You can change placeholder properties for title, subtitle, and footers