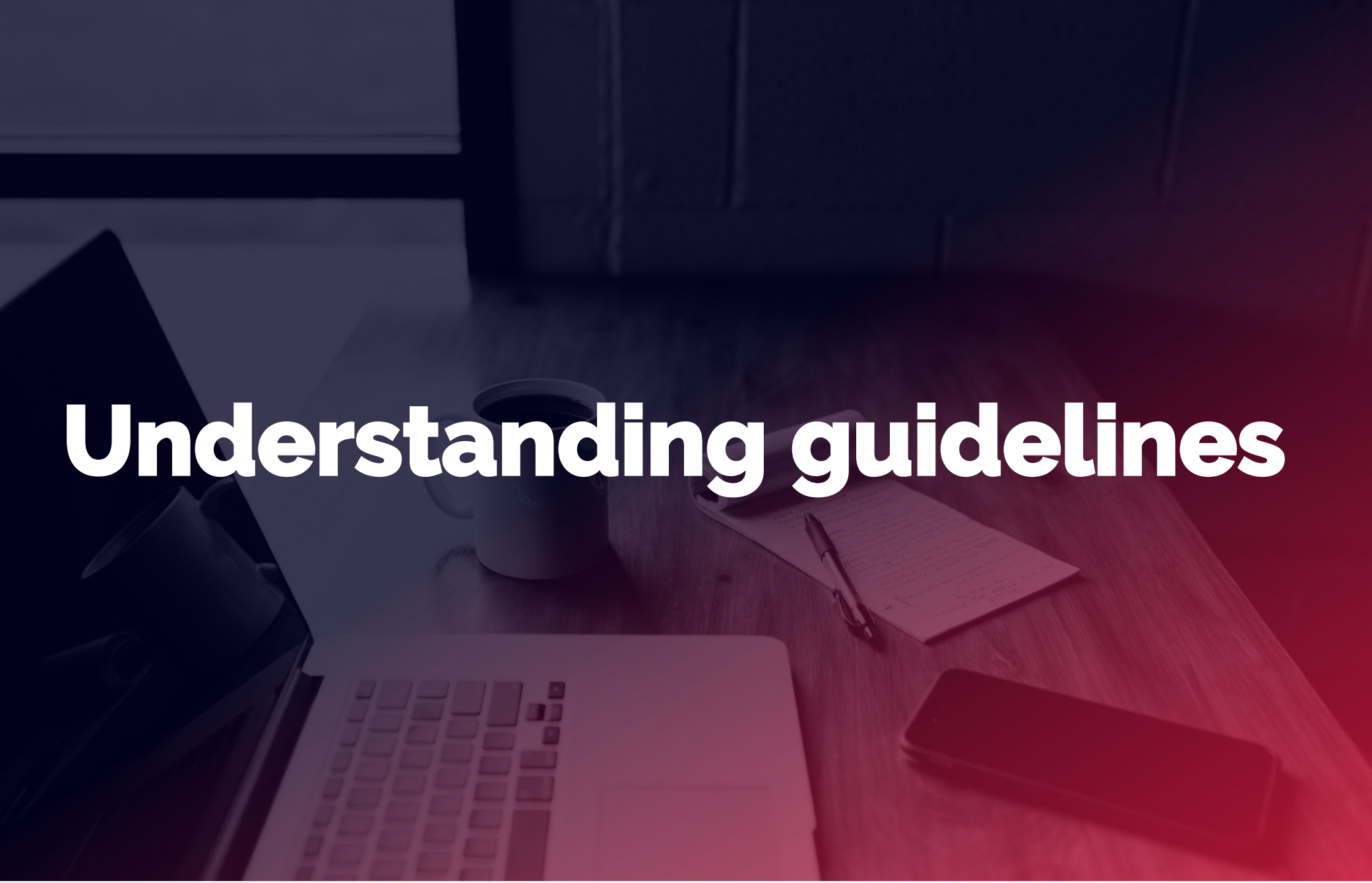
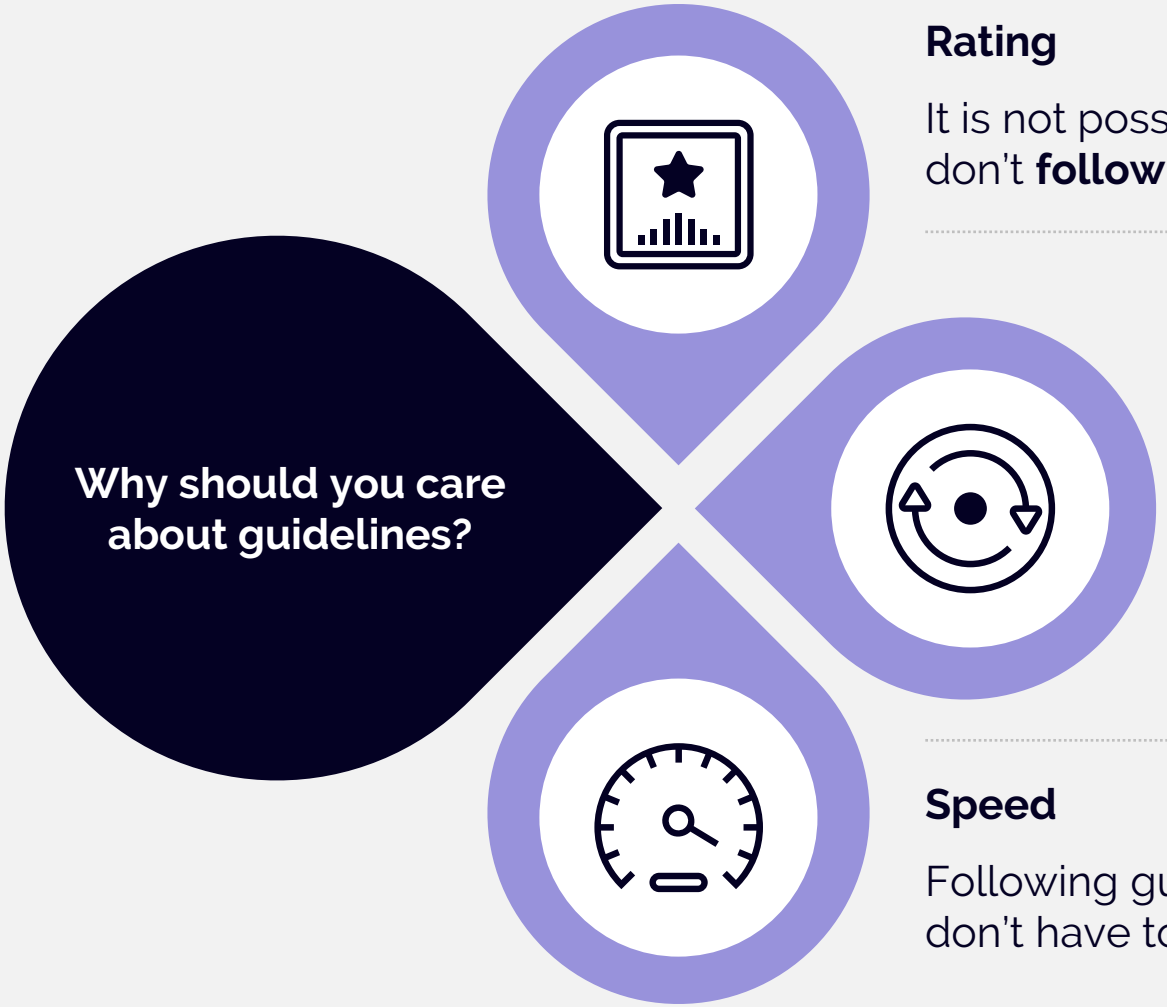


Understanding guidelines

Following guidelines is a prerequisite for a good rating



Rating

It is not possible to get a high rating if your slides don't **follow the client guidelines**

Less rework

If you implement guidelines from the start you will have **fever edits** from the admins (who check that everything follows guidelines)

Speed

Following guidelines **makes you faster** as you don't have to think about what style to follow

Clients want their companies to be represented consistently

Clients care

Clients care about their guidelines as they help them to be consistent across whole company and look professional and unified.

Consistency

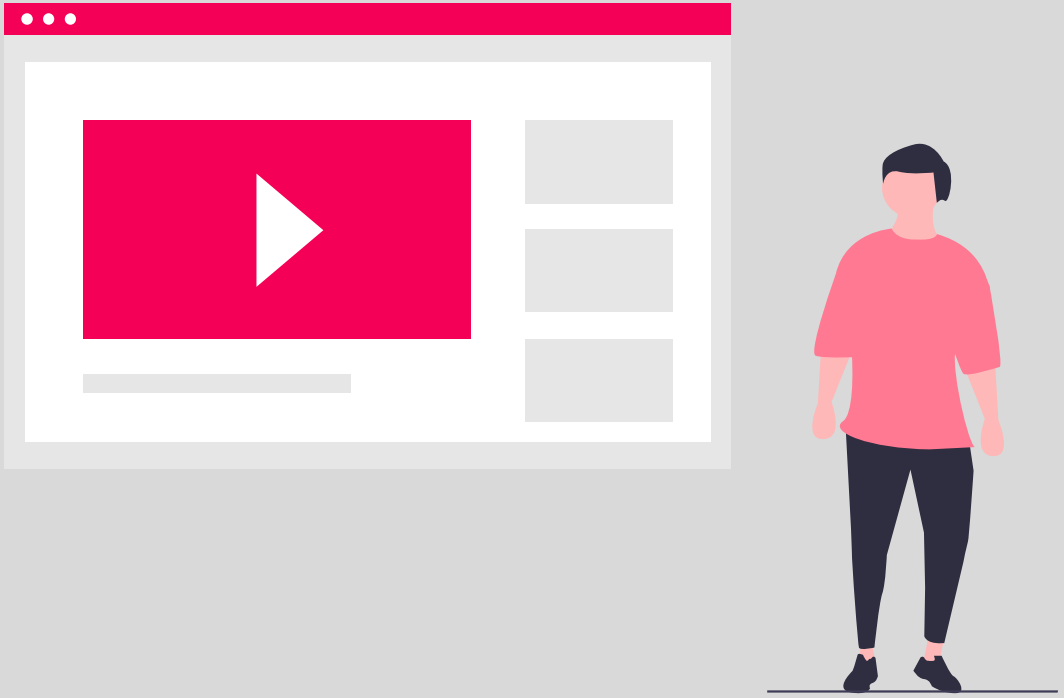
Clients pay us to have all their presentations '**on-brand**' – every single time.

Objectivity

Design is to a large extent subjective.
By having a set of rules we make it more objective and improve the chances of making something that client likes.

Learn more about understanding guidelines in our training video

CLICK IN HERE FOR VIDEO



Guidelines

Example 1

Nordic Consulting

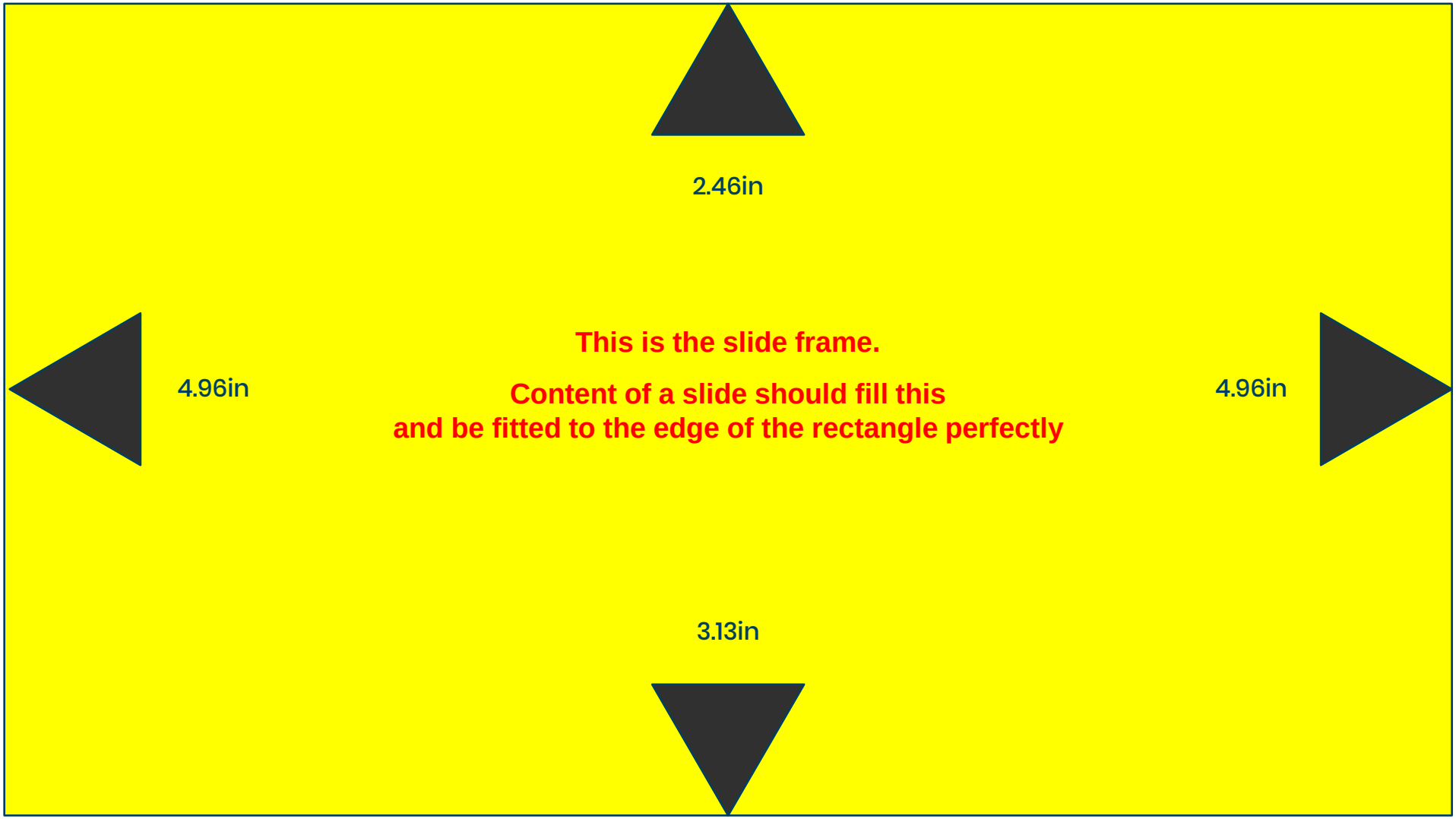
Innovation – productivity - optimization

Client guidelines example
Name of client: Nordic Consulting

Title goes here in Poppins Black size 24

Nordic Consulting

Subtitle goes here in Poppins Medium size 12



Source goes here in Poppins Medium size 9

Text boxes settings, font types and bullet points

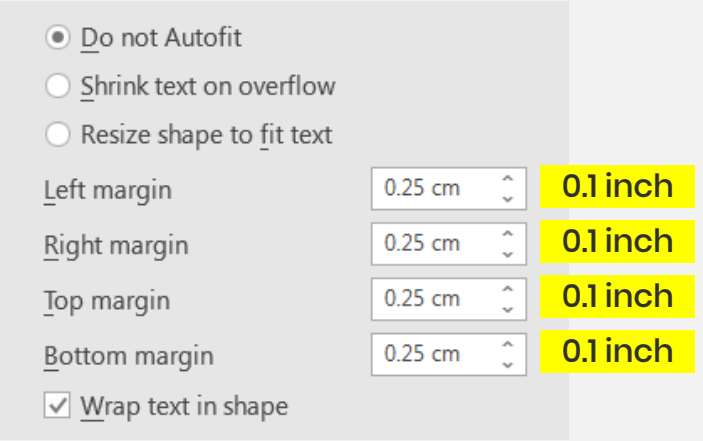
This is heading - Poppins medium , Bold

All body text is Poppins medium and color Dark Grey (R:48, G:48, B:48).

This is **highlighted text.**

Use only 1 font size per slide (maximum 2 as an exception.

Text box setting



Quote example

> *This is an example of somebody saying something smart. This is an example of somebody saying something smart.*

Person who said the quote

Bullet points settings

Follow these settings for bullet points:
Bullet point is square.

- 1st level bullet point setting
  - 2nd level bullet point setting
    - 3rd level bullet point setting

Colors

Main colors

RGB:
0,63,98

RGB:
3,85,109

RGB:
0,121,174

RGB:
25,147,203

RGB:
7,170,219

RGB:
242, 242, 242

Highlight

RGB:
230,20,215

Gradient

RGB:
0,63,98

RGB:
3,85,109

RGB:
0,121,174

RGB:
25,147,203

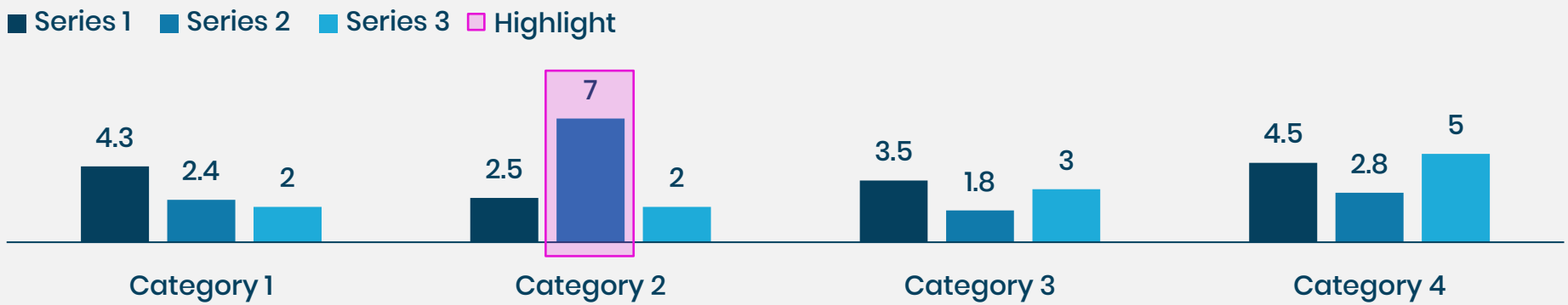
RGB:
7,170,219

Icons

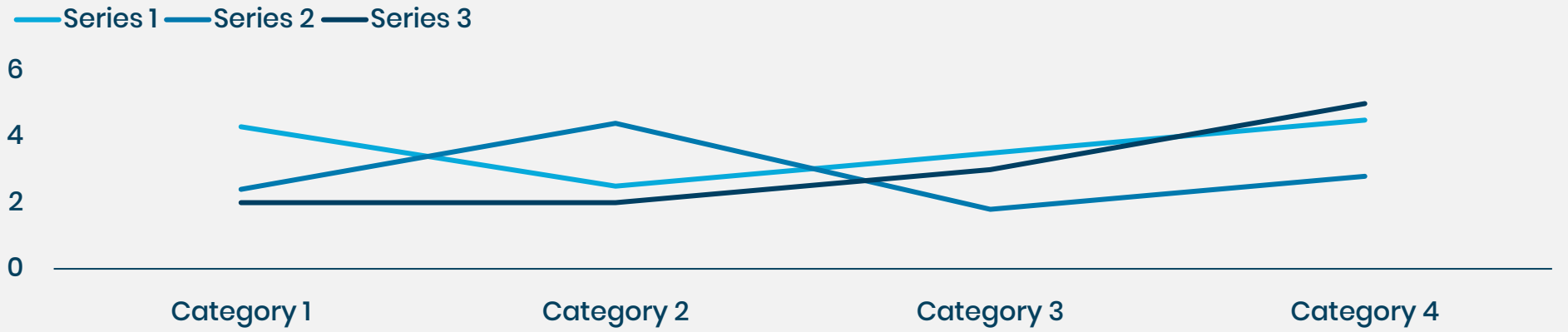
Icon style is lined

Graphs

Bar graph



Line graph



Nordic Consulting

Client´s inspiration slides

Client inspirational material 1/3

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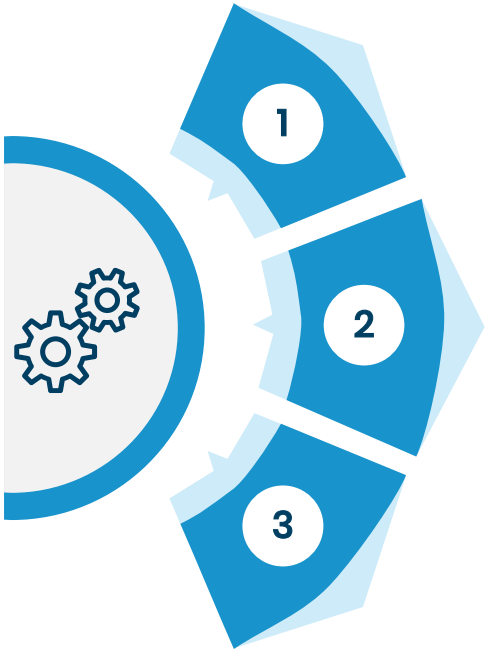

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Client inspirational material 2/3

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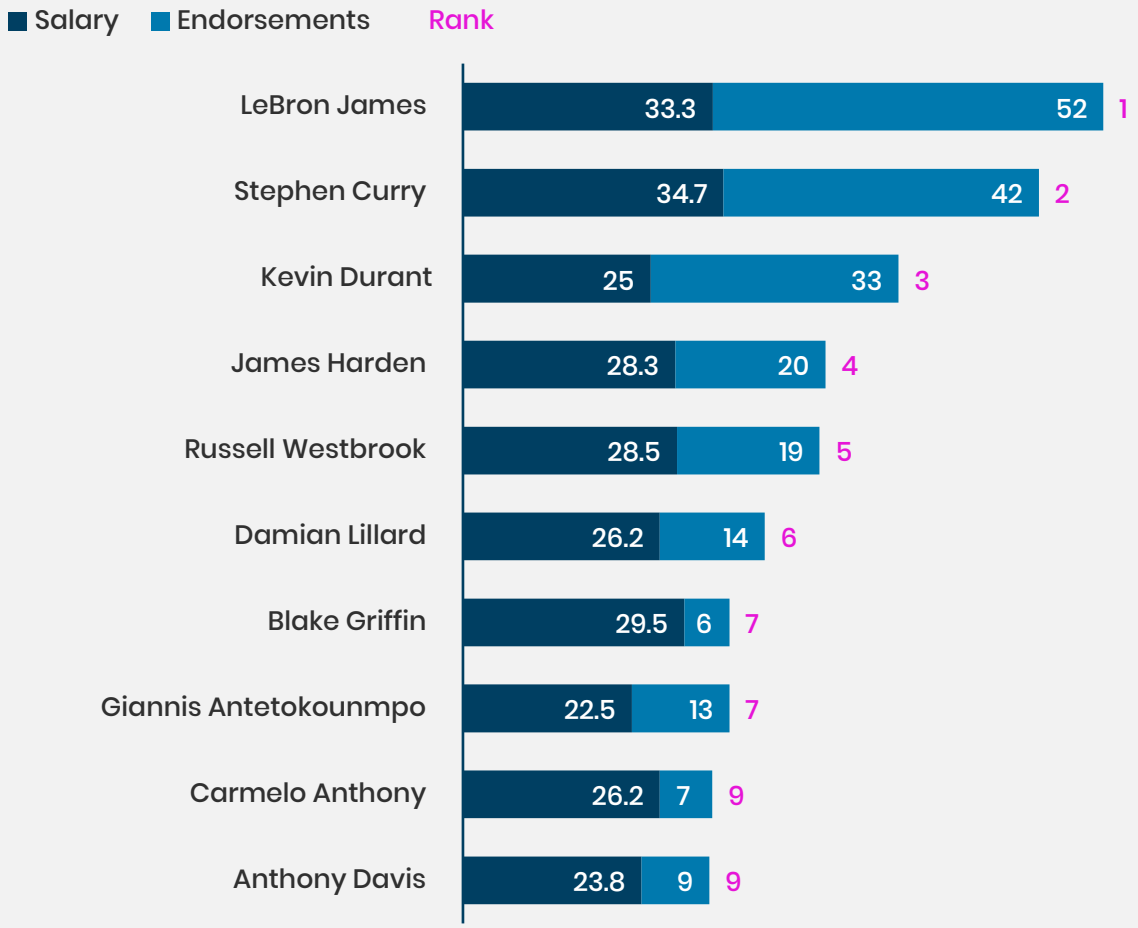
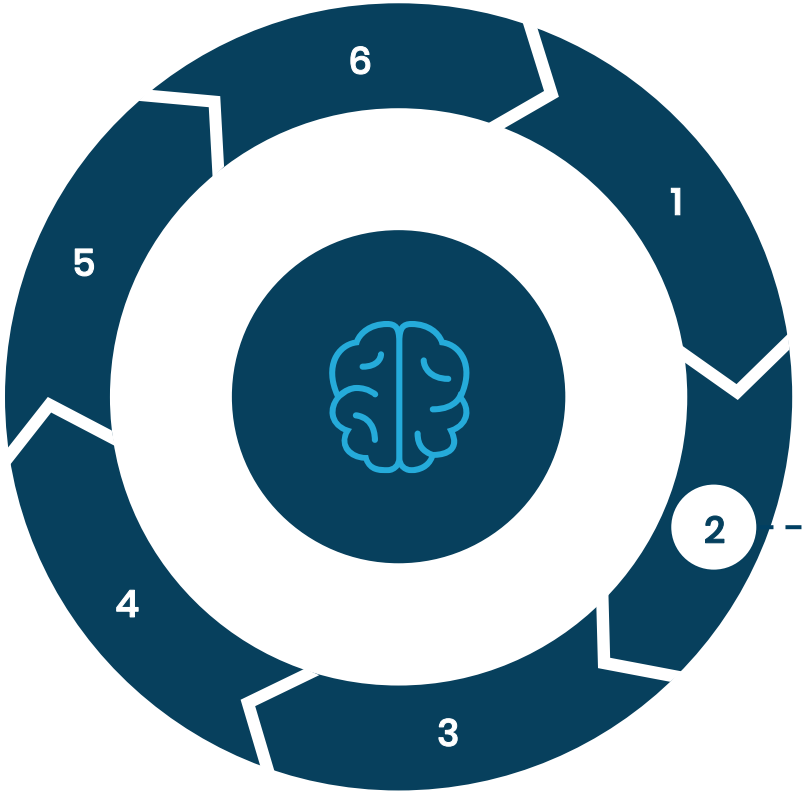


Client inspirational material 3/3

Nordic Consulting

Subtitle goes here in Poppins Medium size 12



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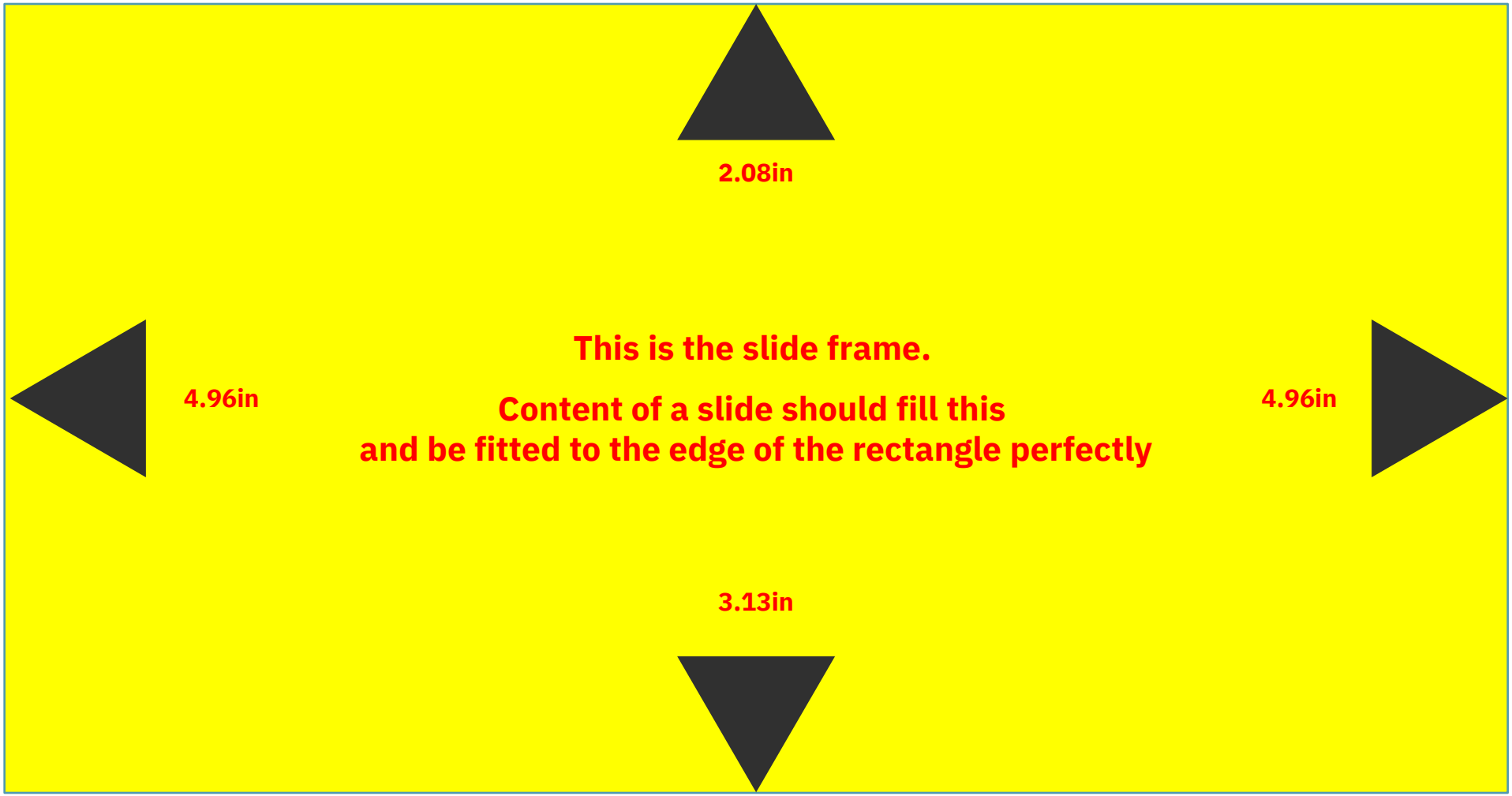
Guidelines

Example 2

Client guidelines example
Name of client: Executive Advisors

Title goes here in IBM SemiBold size 24



Text boxes settings, font types and bullet points

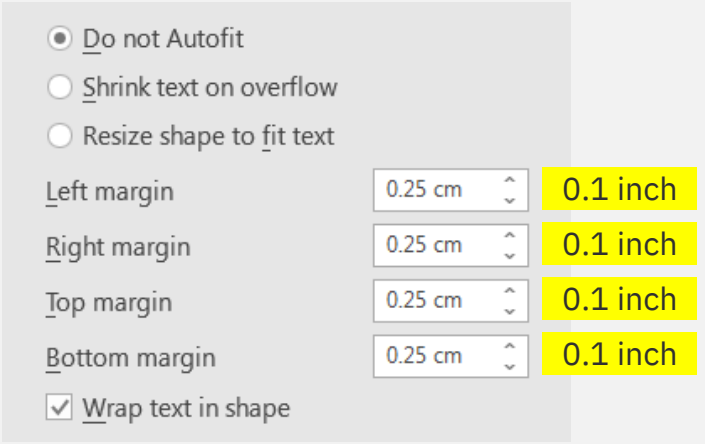
This is heading - IBM Plex Sans, Bold

All body text is IBM Plex Sans and color Aqua (R:80, G:154, B:175).

This is **highlighted text.**

Use only 1 font size per slide (maximum 2 as an exception.

Text box setting



Quote example

"This is an example of somebody saying something smart. This is an example of somebody saying something smart. "

Person who said the quote

Bullet points settings

Follow these settings for bullet points:
Bullet point is round.

- 1st level bullet point setting
  - 2nd level bullet point setting
    - 3rd level bullet point setting

Colors

Main colors

RGB
80, 154,
175

RGB
125, 216,
199

Highlight

RGB
97, 44,
131

Secondary colours

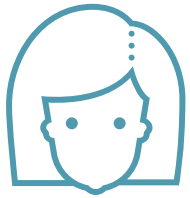
RGB
242, 242,
242

RGB
245, 255,
195

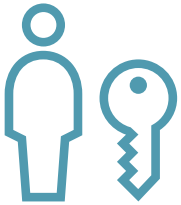
RGB
191, 191,
191

Icons

Line and dotted icons



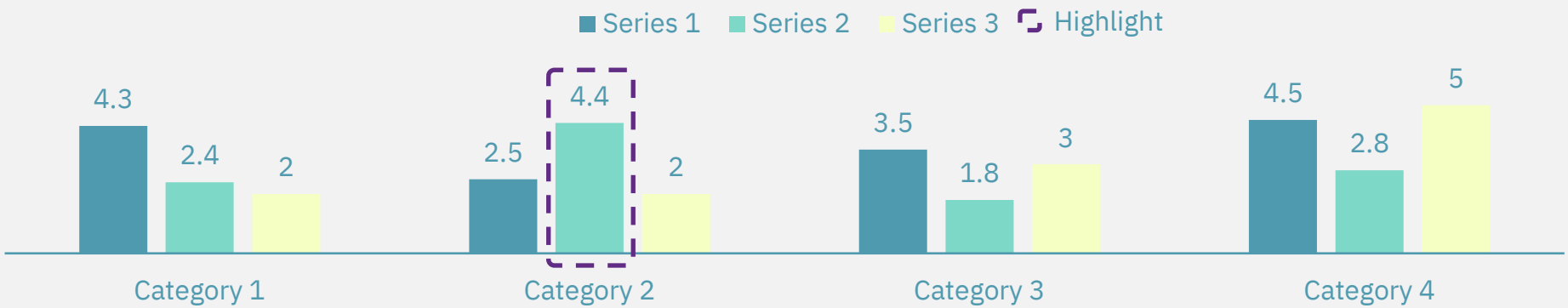
or thin line icons



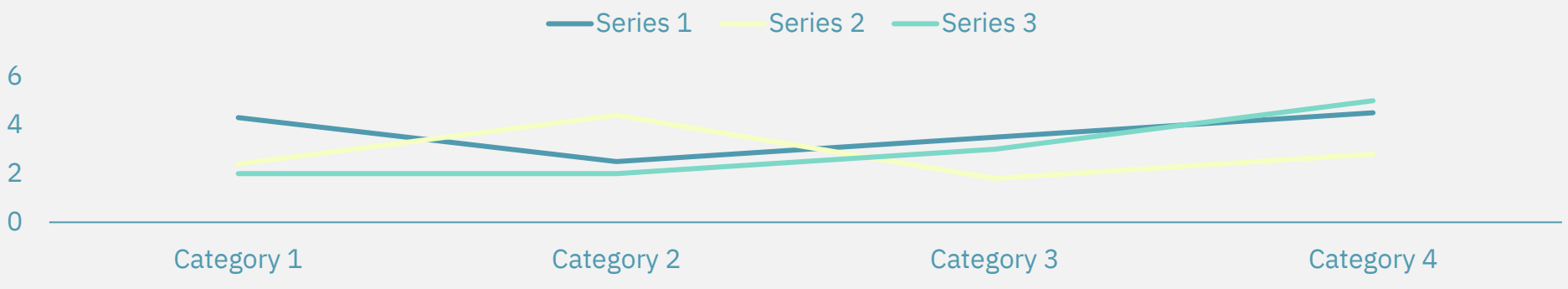
You have to keep only one consistent style throughout whole file!

Graphs

Bar graph



Line graph



Executive Advisors

Client´s inspiration slides

Client inspiration 1/4

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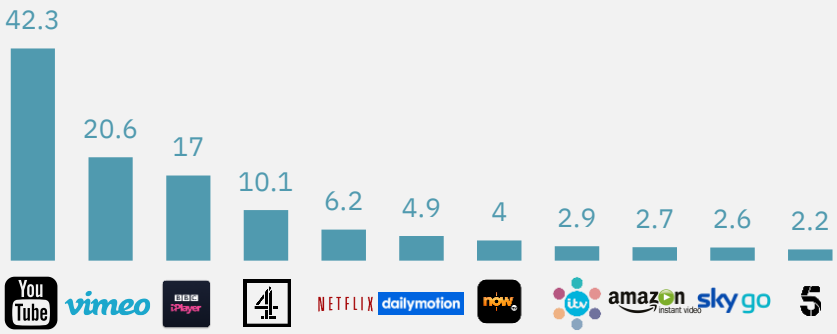

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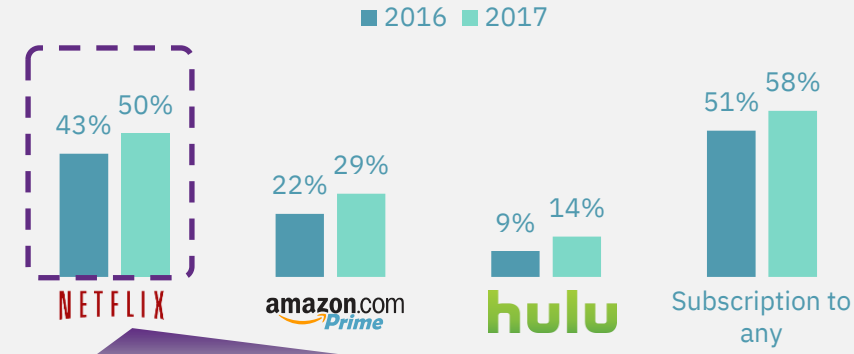

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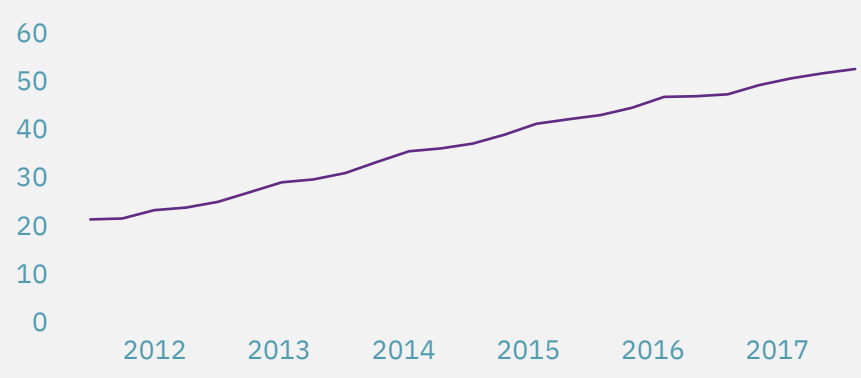
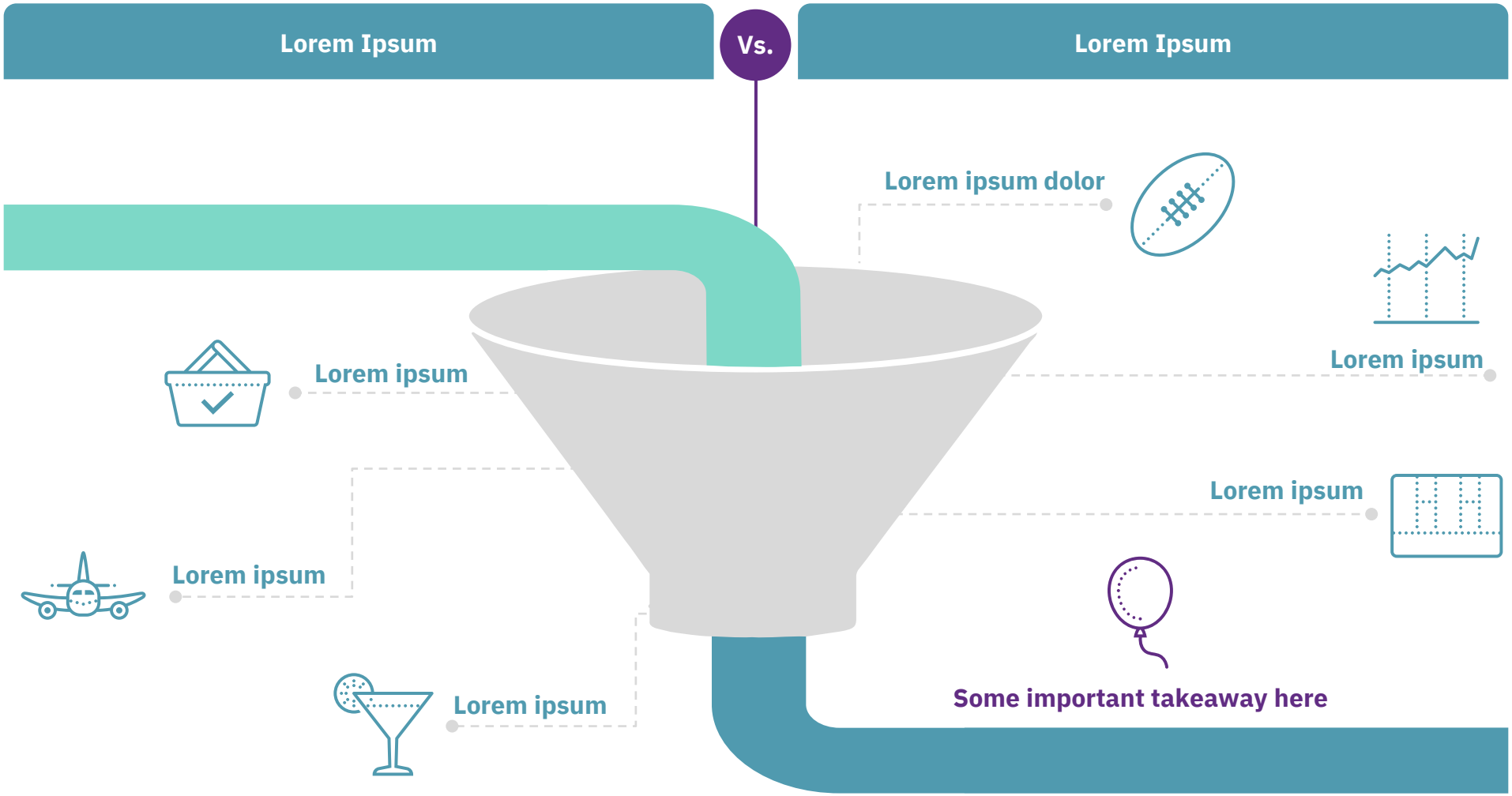
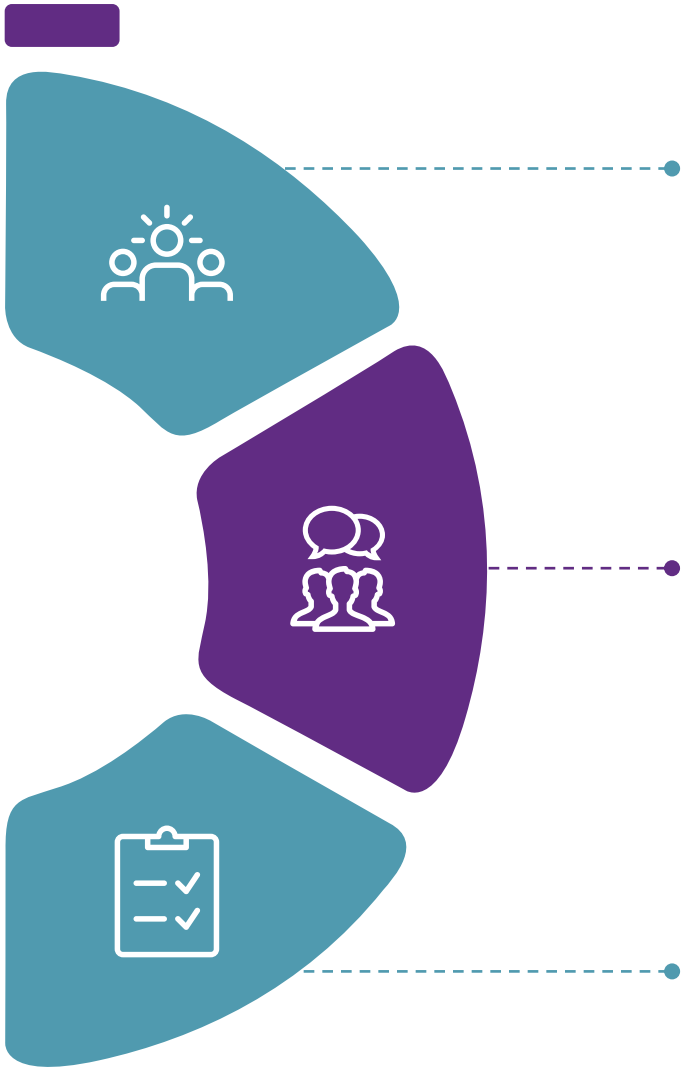


Client inspiration 2/4



Client inspiration 3/4



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Client inspiration 4/4

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