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

Why should you care about guidelines?
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.

**Why do we care about client guidelines?**
Learn more about understanding guidelines in our training video

CLICK IN HERE FOR VIDEO
Guidelines

Example 1
Innovation – productivity – optimization

Client guidelines example
Name of client: Nordic Consulting
This is the slide frame.

Content of a slide should fill this and be fitted to the edge of the rectangle perfectly.
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

- Do not AutoFit
- Shrink text on overflow
- Resize shape to fit text

| Left margin | 0.25 cm | 0.1 inch |
| Right margin | 0.25 cm | 0.1 inch |
| Top margin | 0.25 cm | 0.1 inch |
| Bottom margin | 0.25 cm | 0.1 inch |
- Wrap text in shape

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

Highlight

RGB: 230,20,215

RGB: 242, 242, 242

Gradient

RGB: 0,63,98
RGB: 3,85,109
RGB: 0,121,174
RGB: 25,147,203
RGB: 7,170,219
Icon style is lined
Graphs

Bar graph

- Series 1
- Series 2
- Series 3
- Highlight

<table>
<thead>
<tr>
<th>Category 1</th>
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<th>Category 3</th>
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Line graph

- Series 1
- Series 2
- Series 3

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<th>Category 1</th>
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Client´s inspiration slides
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<td>Stephen Curry</td>
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Guidelines

Example 2
Client guidelines example
Name of client: Executive Advisors
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.

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**

Text box setting

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
RGB 245, 255, 195
RGB 191, 191, 191

Highlight

RGB 97, 44, 131

Secondary colours

RGB 242, 242, 242
RGB 245, 255, 195
RGB 191, 191, 191
You have to keep only one consistent style throughout whole file!
Graphs

Bar graph

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Series 1 | Series 2 | Series 3

Line graph

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Series 1 | Series 2 | Series 3
Client’s inspiration slides
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