



What NOT to DO on KnowMore Platform



Our clients do not want us to use cliché and generic designs

Why should you
avoid cliché and
generic designs?



Clients pay us to create presentations that stand out and look **unique**



Generic illustrations do not follow the client **guidelines**



Clients want their presentations to look **up-to-date**



Clients pay us to do something they **can't do themselves**

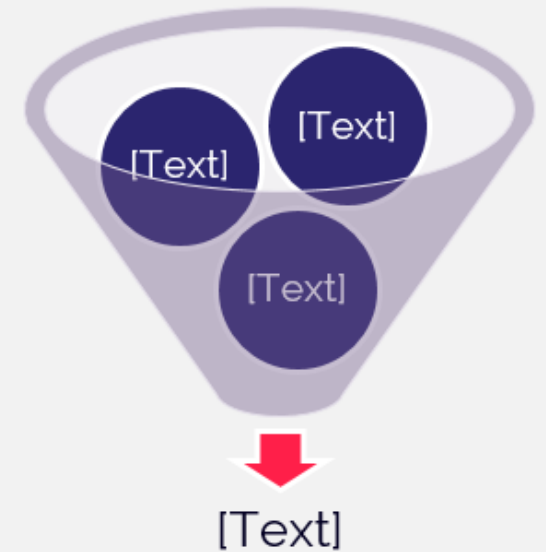
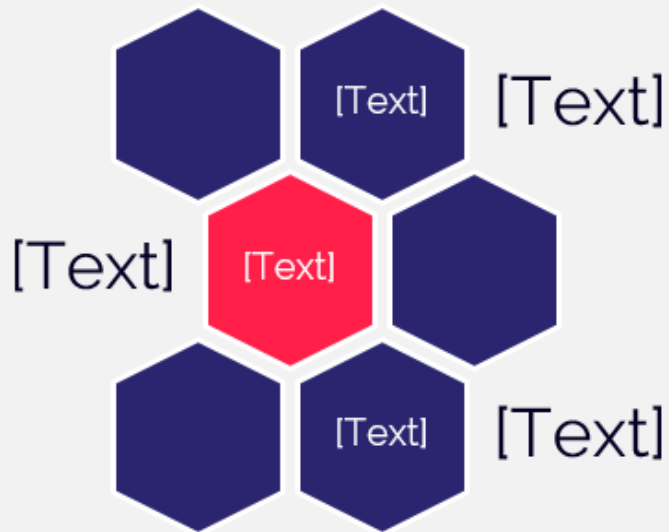
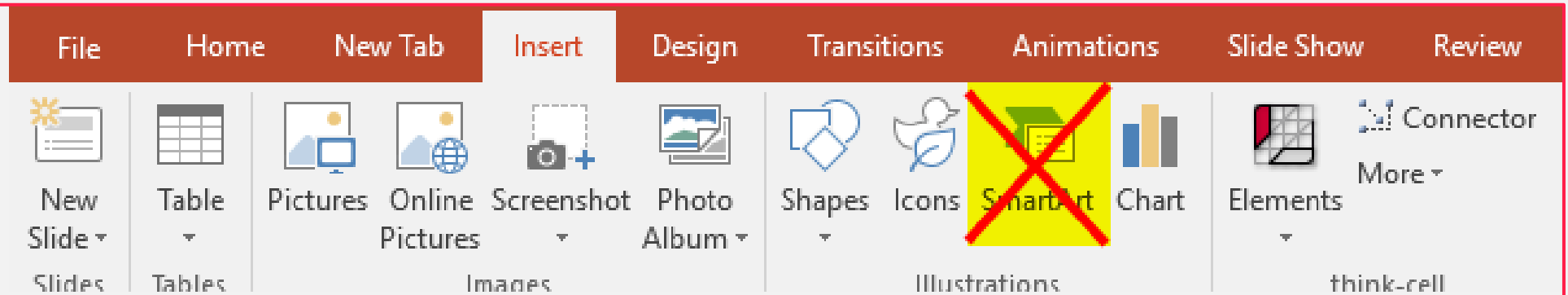
Don't use cliché, outdated pictures and clearly "Stock Photo" pictures



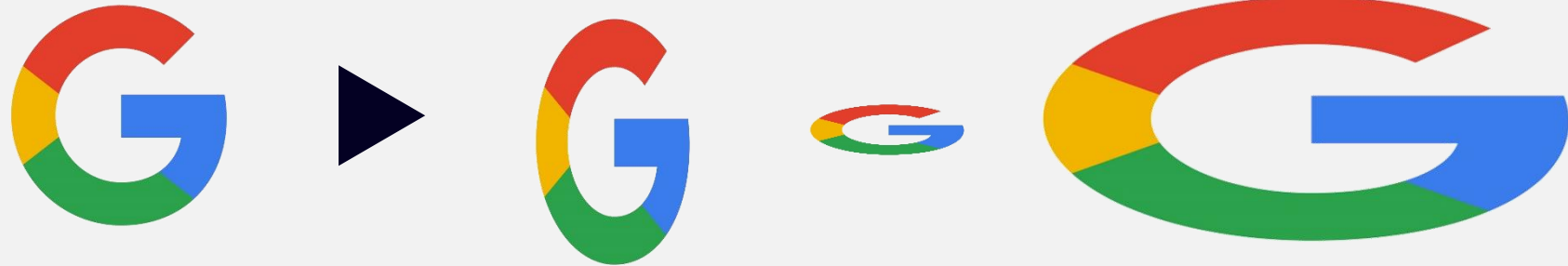
Don't use pictures and illustrations with a high number of contrast colors



Don't use SmartArt – unless instructions would say otherwise



Never stretch or shrink company logos or icons

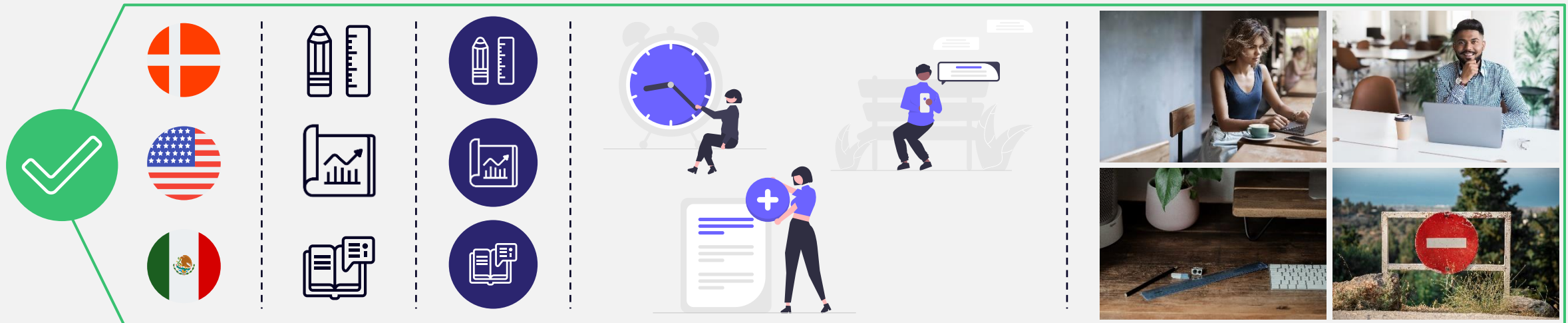


TIP: Hold Shift while resizing logos/icons to prevent them to stretch

Don't use logos which you can't make transparent (unless the logo is placed on a white background)



Don't mix style of icons, flags and other visual elements within one deck – keep consistency across the slides

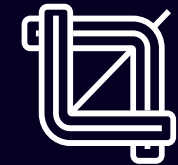


Never stretch or shrink images



TIP: Hold Shift while resizing pictures to prevent them to stretch

Key takeaway



Crop images instead of stretching them

Don't delete pictures that should not be replaced in clients' presentations e.g. Products, Employees photos, Company building photo etc.



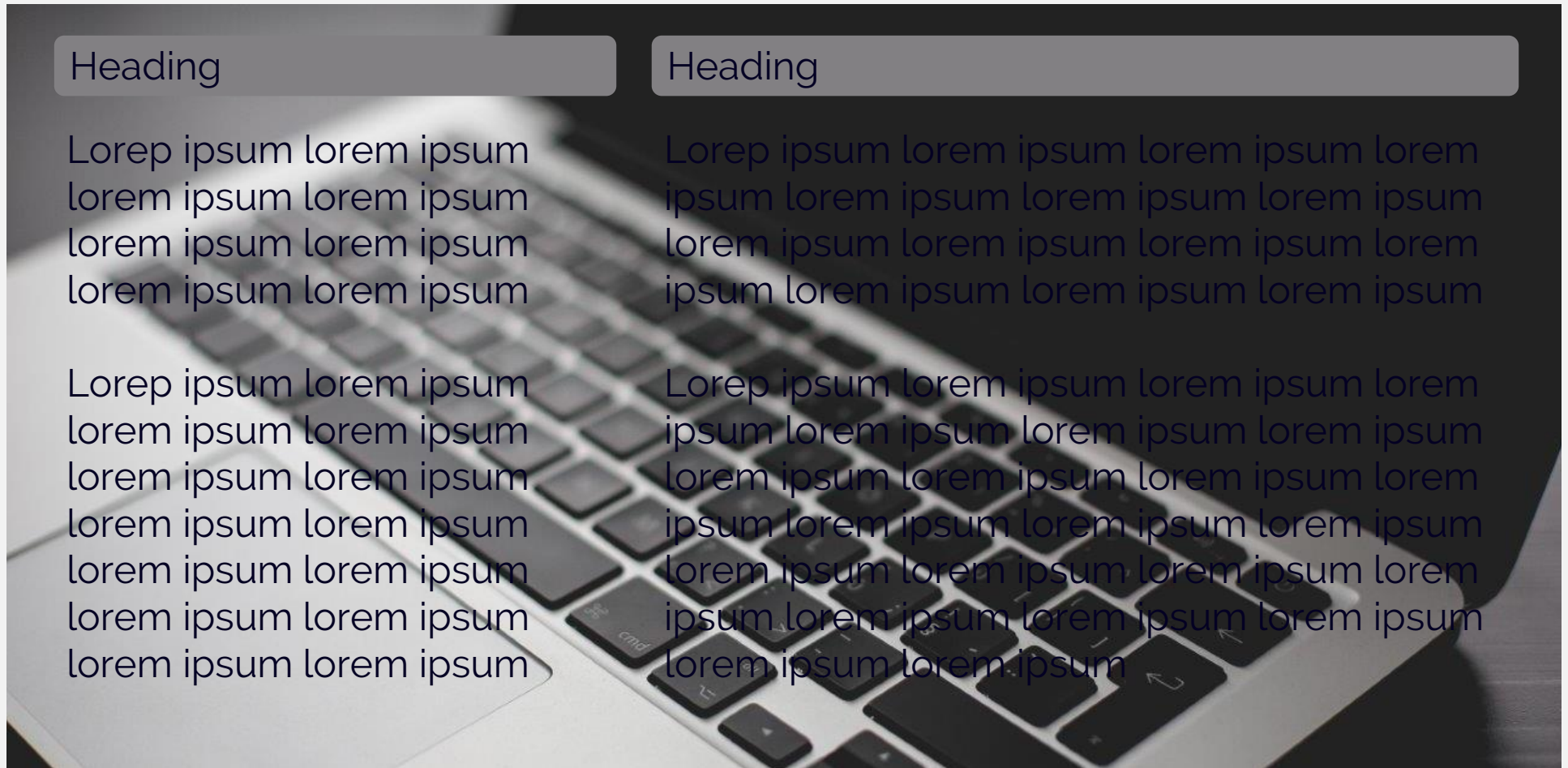
Product



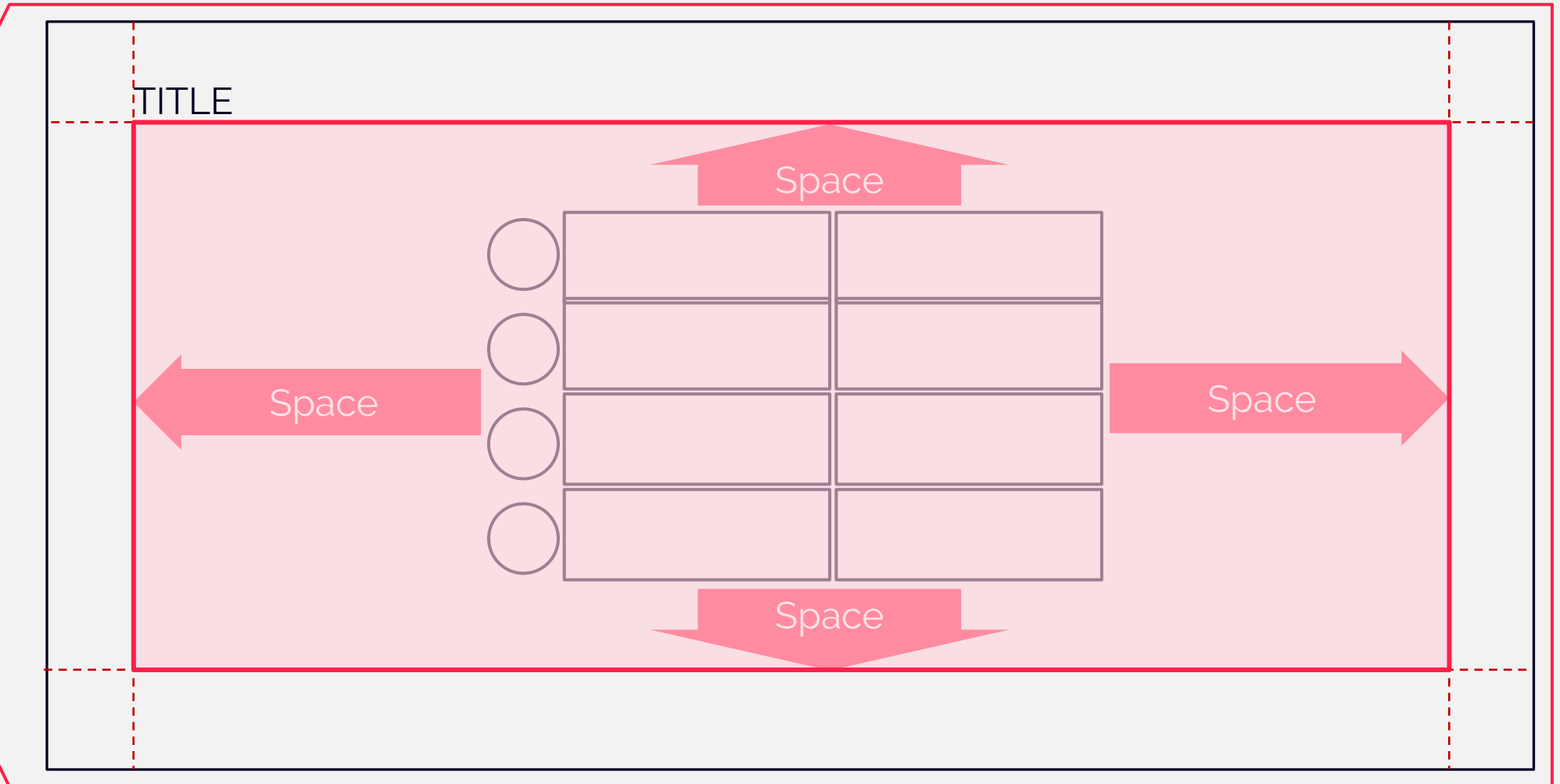
Icons



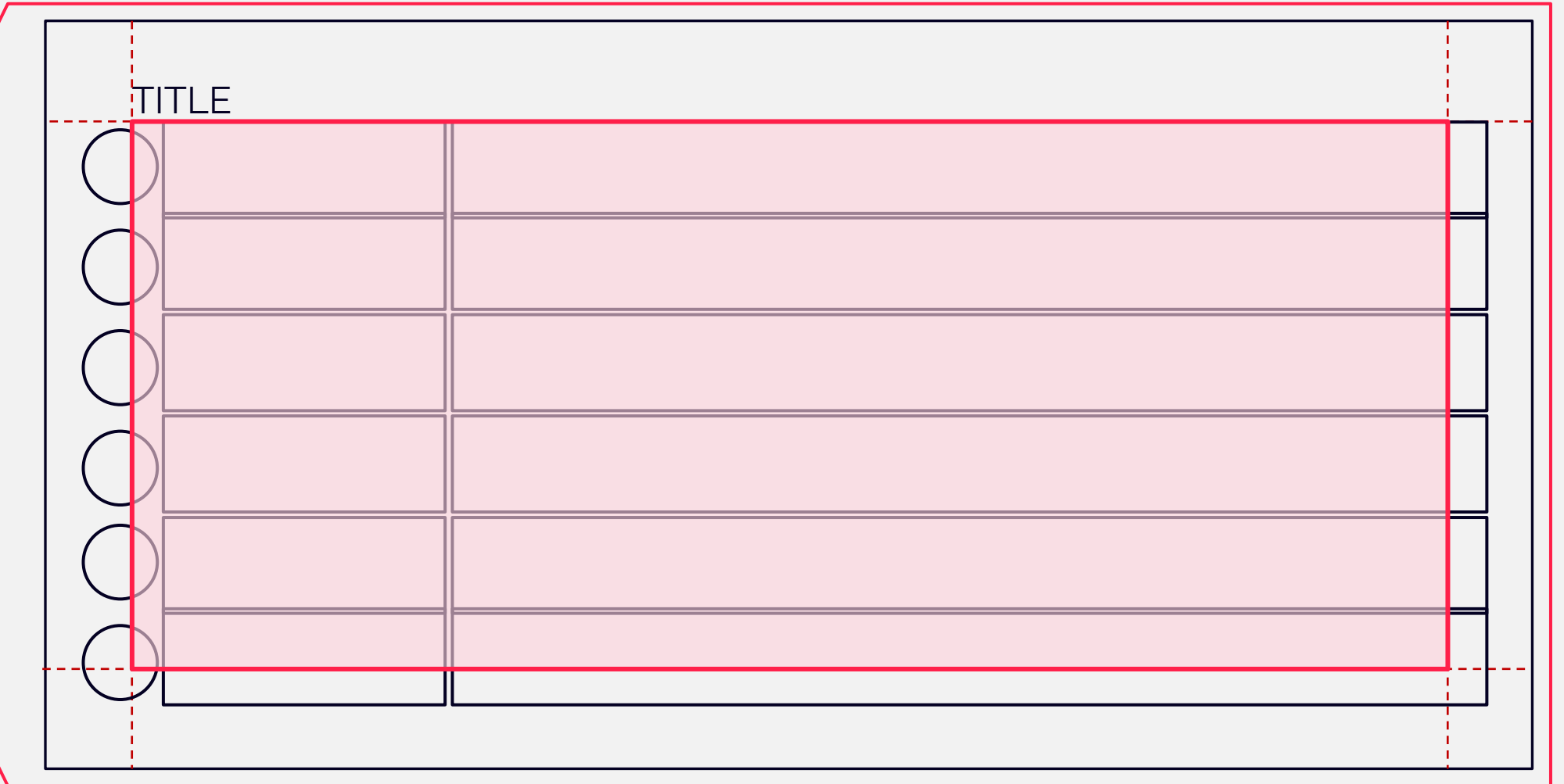
Don't use too low contrast between background and elements on top of it



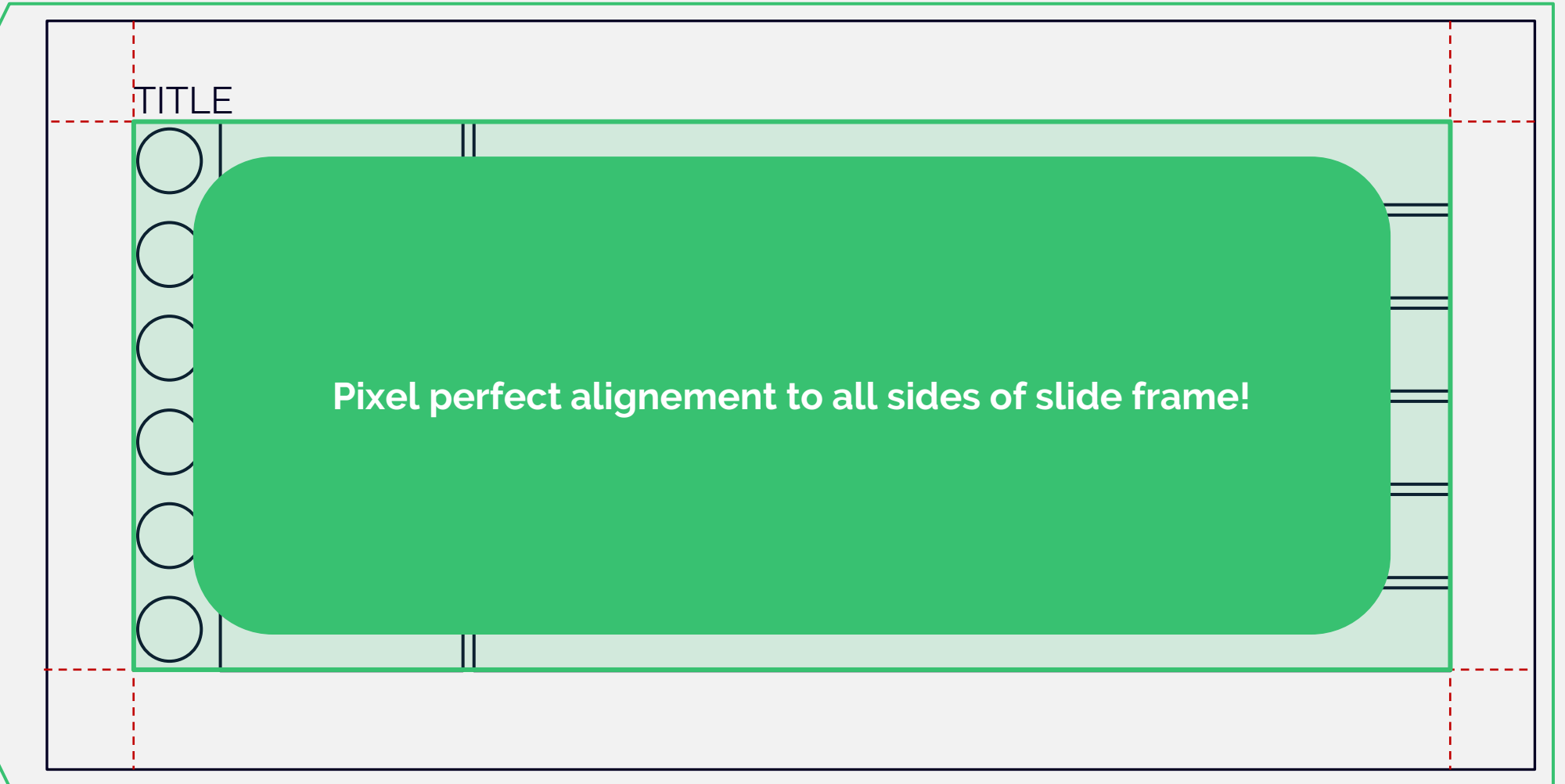
Don't cramp the slide, instead use entire space as long as it stays within slide frame



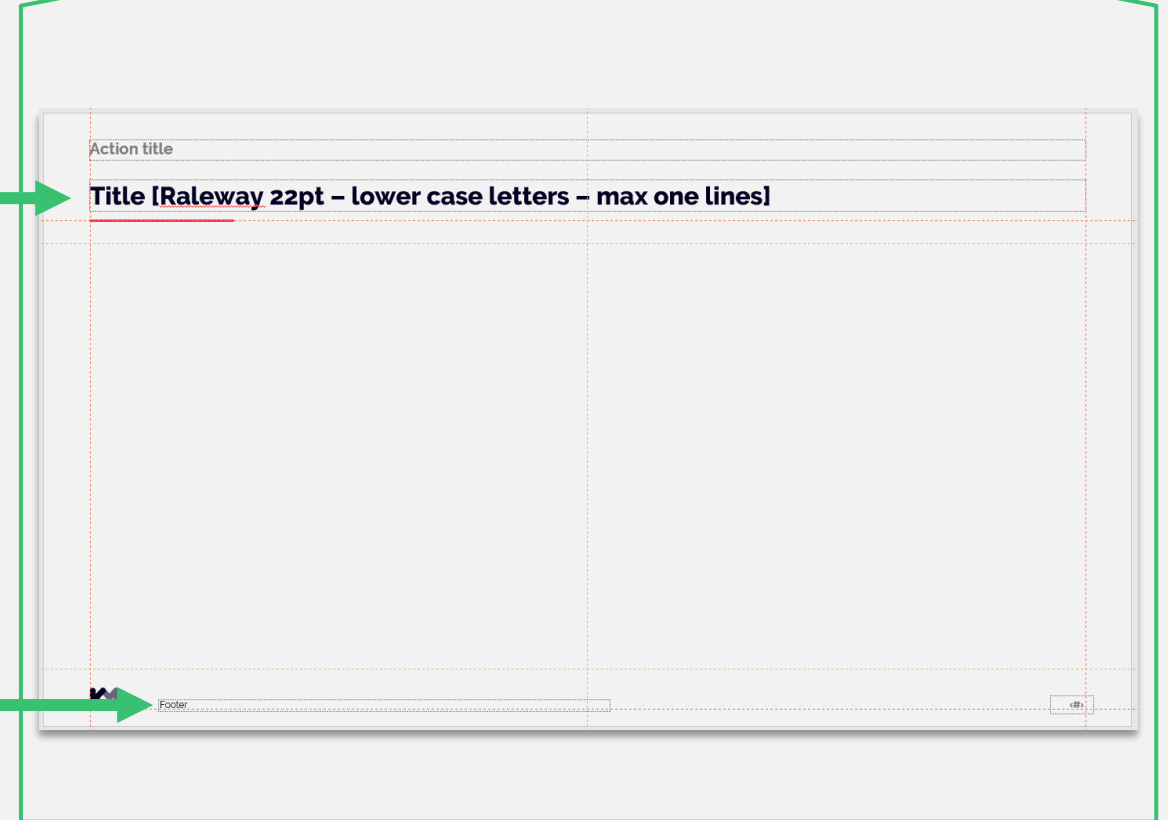
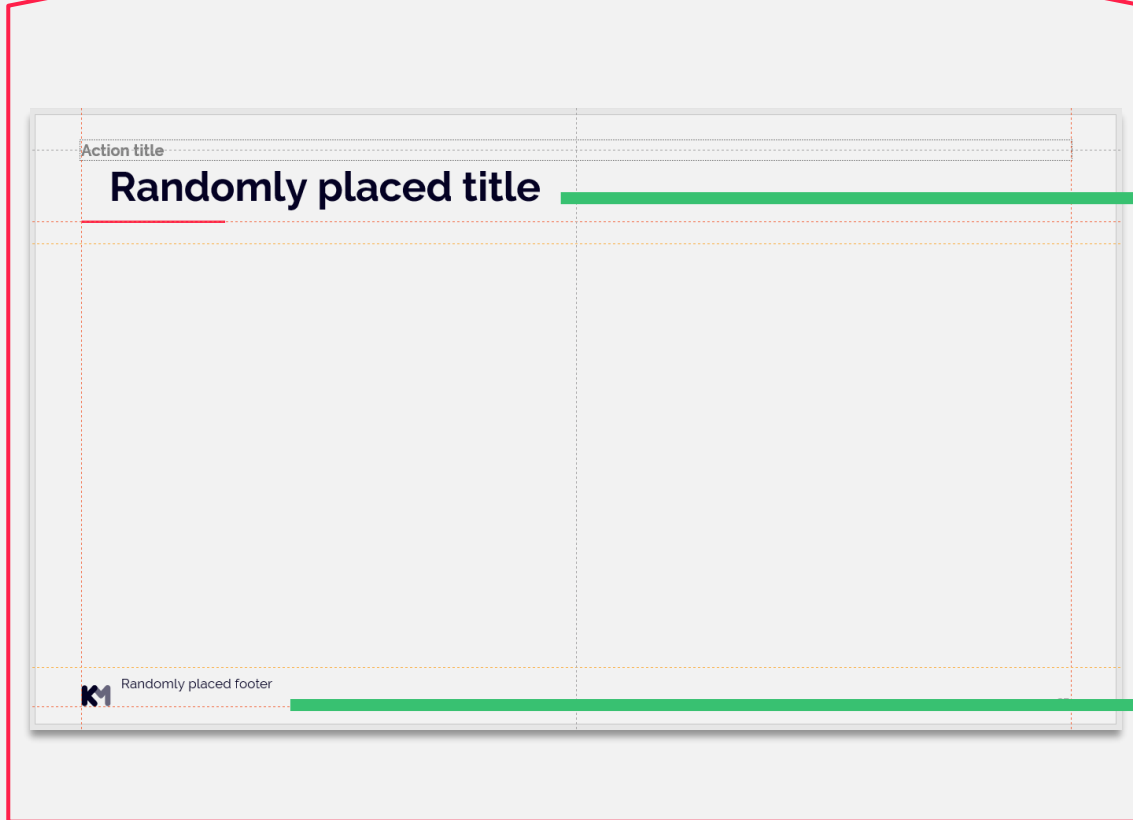
Don't place shapes/elements outside the slide frame



Don't place shapes/elements outside the slide frame



Don't place title, subtitle, footer and other texts randomly – respect placeholders of the template layouts



Don't steal the margin

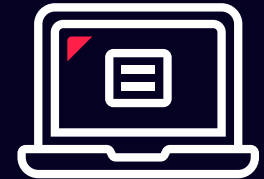


Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit



Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit

Key takeaway



Follow text box margin rules according to specific **client's guidelines** attached in the project you work at

Don't insert text on top of filled box, insert it directly to filled box



Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit



Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit

Only one filled box with text inside

Key takeaway

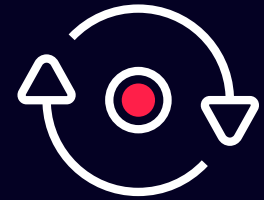


This is one of the most frequent mistakes done by designers in application phase. **Avoid this mistake** to increase your chance of passing the tests!

Don't place icons within shapes without having sufficient space between the icon and the border of the shape

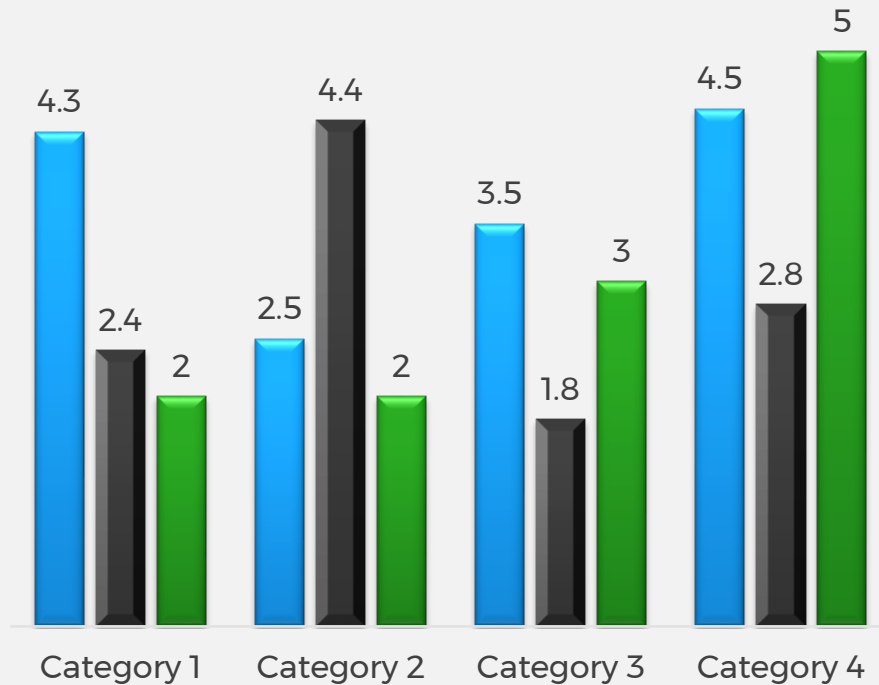


Key takeaway

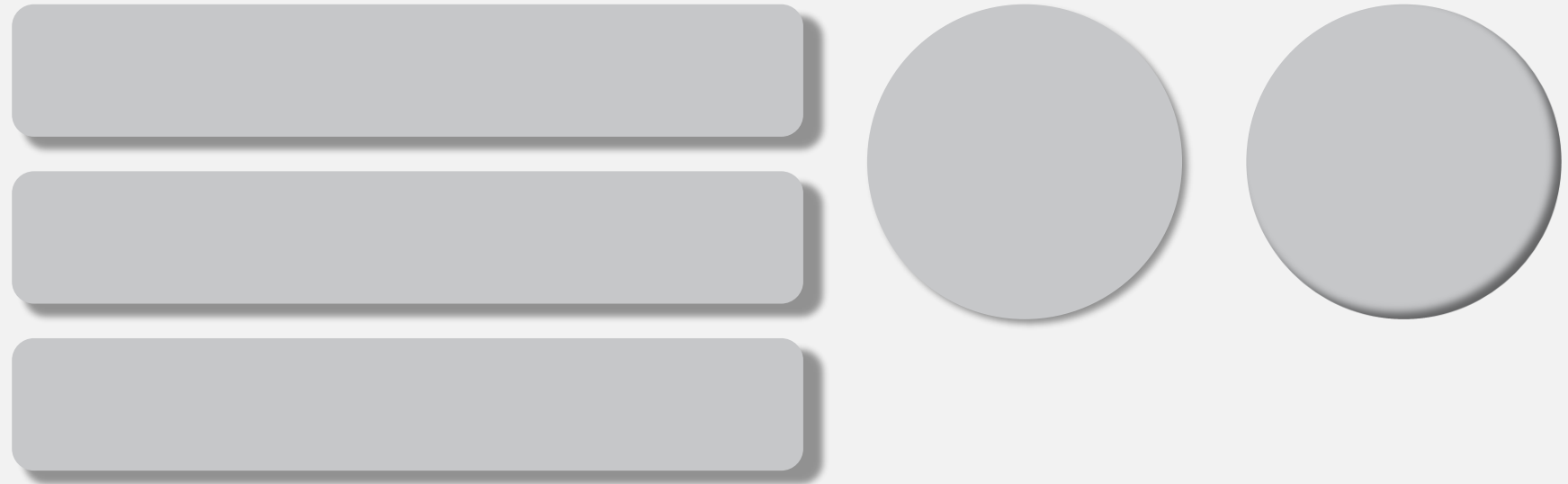


Icons have to be perfectly aligned in shapes they are placed into with sufficient margin. Icons also need to carefully follow clients' style of icon.

Don't use 3D effects (unless the client guideline states otherwise)

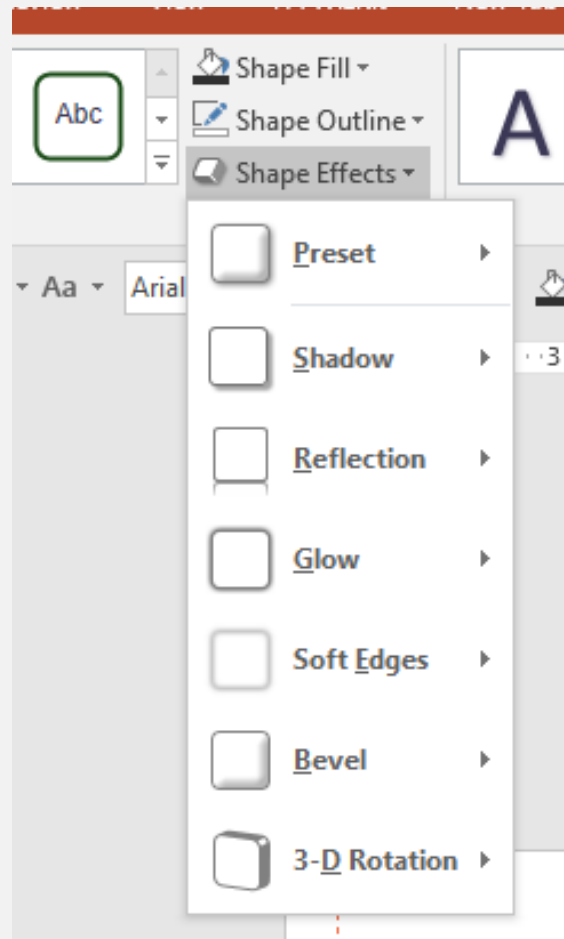


Don't use shadow effects (unless the client guideline states otherwise)

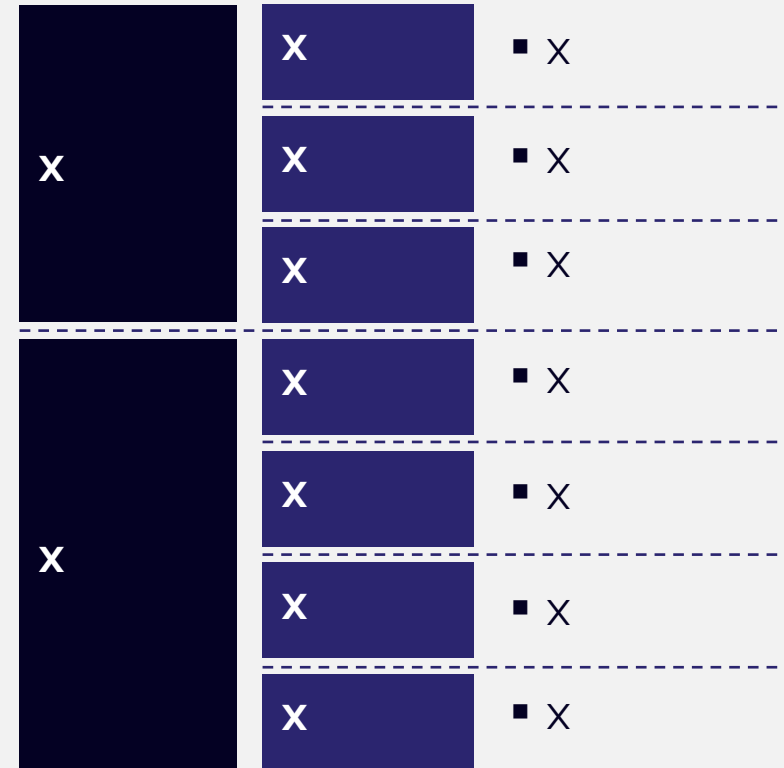
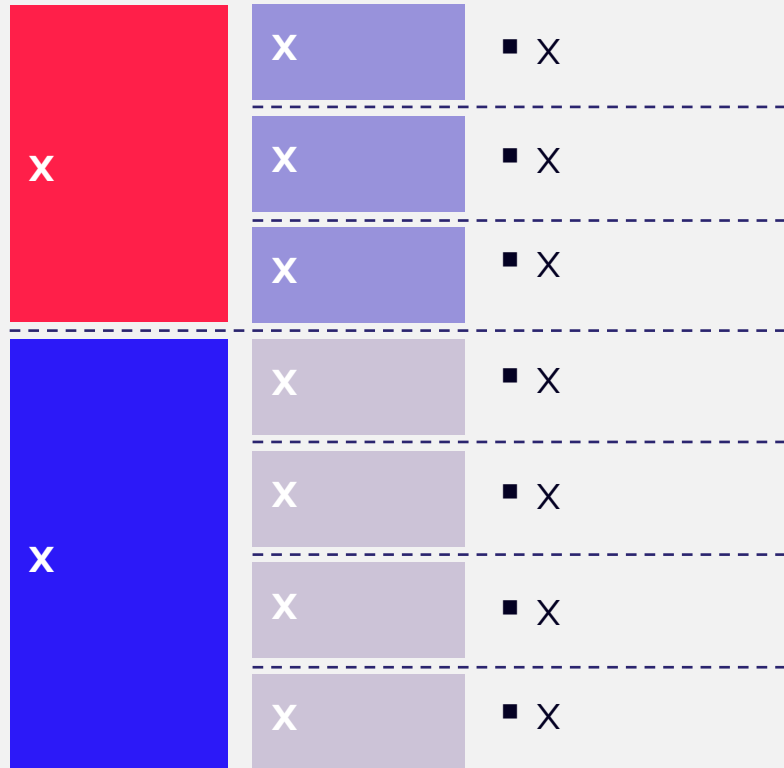


Lorem ipsum dolor sit amet, consectetur adipiscing elit
lorem ipsum dolor sit amet lorem ipsum dolor sit amet
lorem ipsum dolor sit amet

Don't use any shape effects as a general rule

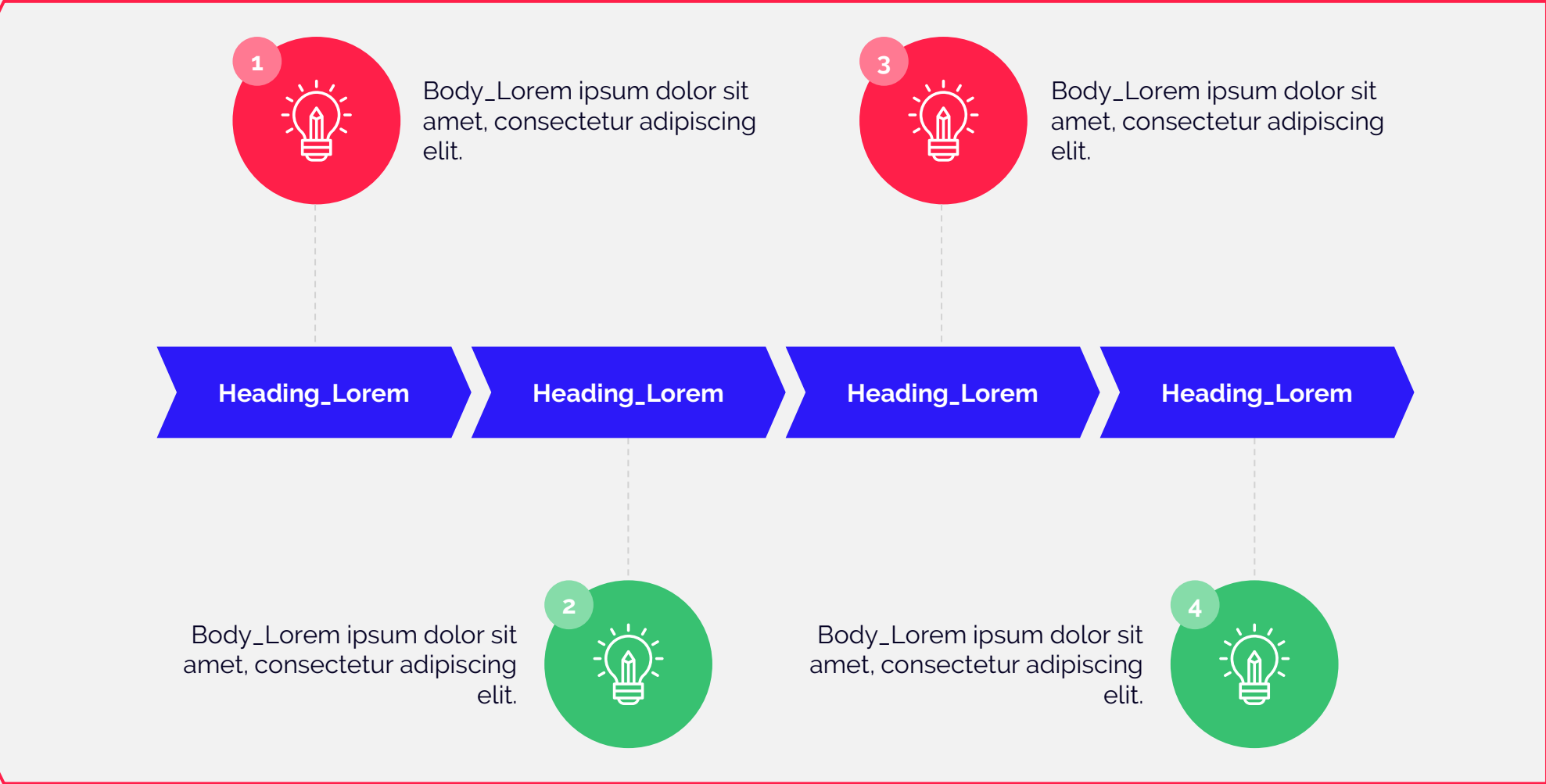


Don't use too many colours in one slide



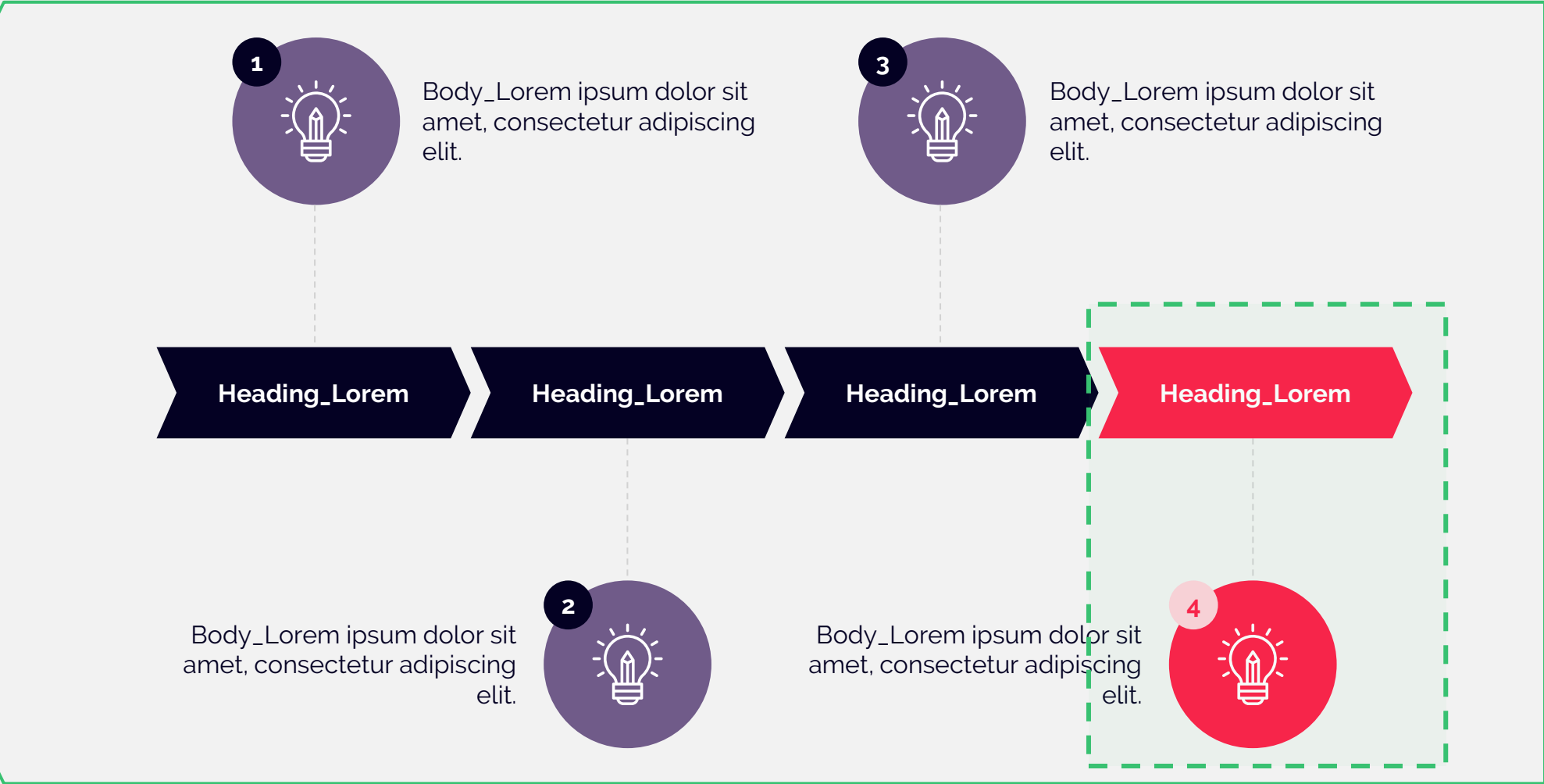
Don't use more than 1 contrast color

Where is the focus ?

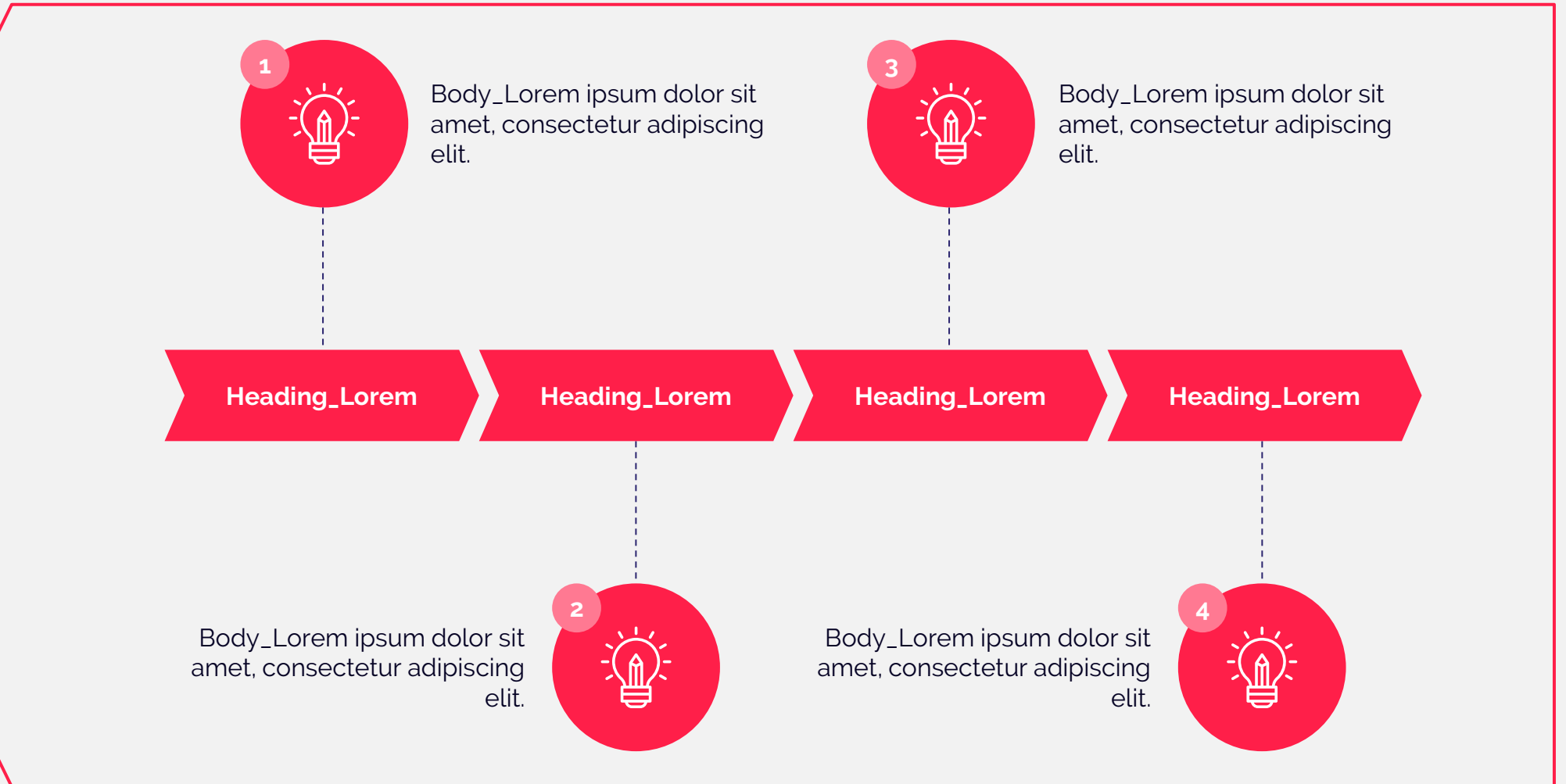


Don't use more than 1 contrast color

Where is the focus ?



Don't overuse the highlight color



Don't use too low contrast colors for text e.g. black on dark grey or white on light grey



Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet



Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet, consectetur adipiscing elit lorem ipsum dolor sit amet

Don't rotate text vertically as it makes it more difficult to read



This is important content from the client, and should be easy to read



This is important content from the client, and should be easy to read



Don't change the content by adding, deleting or splitting content apart

We NEVER change content and its meaning

Client's input

this is client's text that should not be changed. Please follow this: We do not fix content or grammar mistakes. We do not add or delete text. We are careful when splitting text to different boxes or paragraphs.



this is client's text that should not be changed. Please follow this: We do not fix content or grammar mistakes. We do not add or delete text. We are careful when splitting text to different boxes or paragraphs.



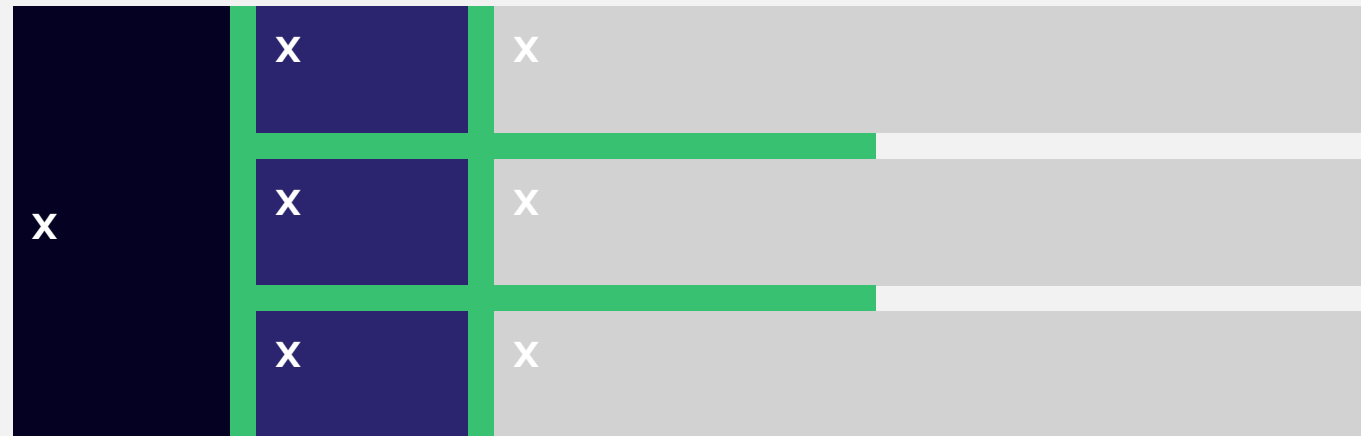
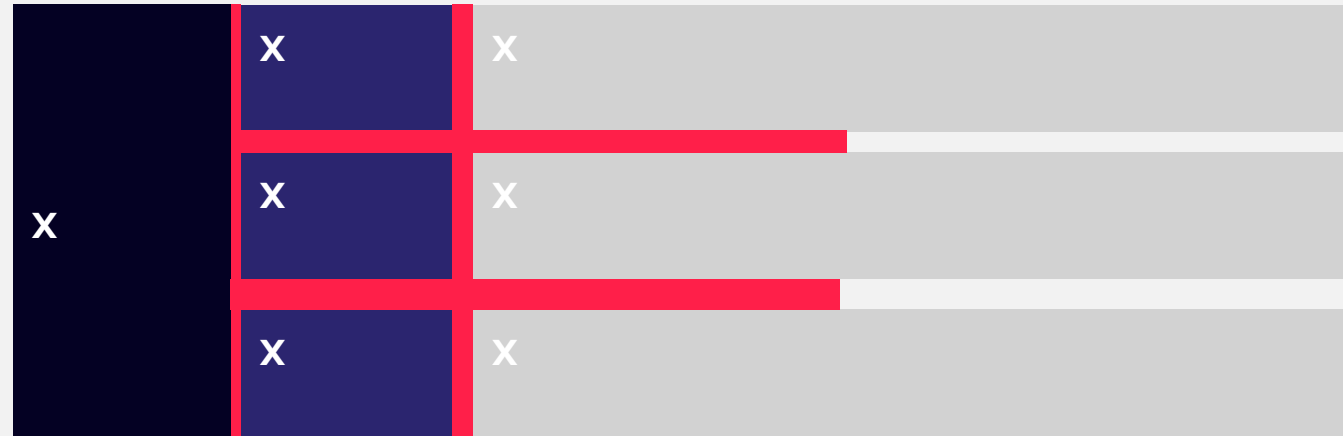
Note: slide contains multiple content mistakes in client's text

This is client's text that should not be changed.

Please follow this:

- We do not fix content or grammar mistakes.
- We do not add or delete text.
- We are careful when splitting text to different boxes or paragraphs.

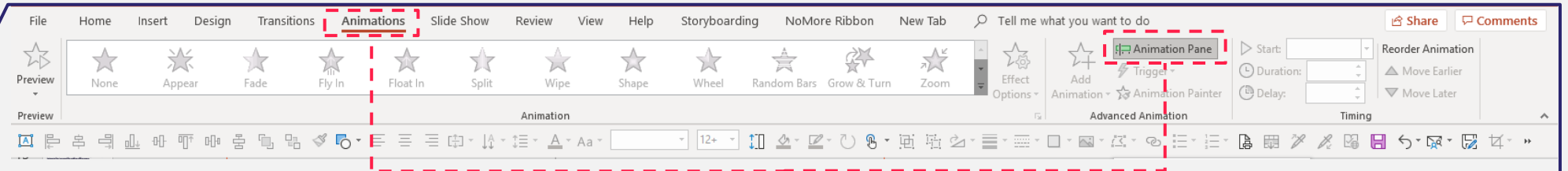
Don't leave different spacing between elements/shapes



Don't use too many 'strong' borders or different thickness borders

The image shows three wireframe examples within a red-bordered container. The top two examples are side-by-side, each containing a 'TITLE' field at the top, followed by three rows of content. Each row has a small square on the left (labeled 'A', 'B', and 'C' respectively) and a larger rectangular area on the right. The bottom example is a single wide box containing a 'TITLE' field at the top and a large empty area below. In all examples, the borders are thick and black, and there are many overlapping borders, illustrating the problem of using too many or different thickness borders.

Check client presentation for animations and keep it



Check if the presentation contains animations. Do not add or change animation effects without specific client instructions



Checklist for images, illustrations, icons and logos

- ✓ Don't use cliché, outdated pictures and clearly "Stock Photo" pictures
- ✓ No illustrations or pictures with a high number of contrast colors
- ✓ Never stretch or shrink company logos, icons and images
- ✓ Don't use logos you can't make transparent (unless the logo is on a white background)
- ✓ Don't mix style of icons, flags and other visual elements within one deck – keep consistency across the slides
- ✓ Don't delete important client images e.g. products, people, buildings etc.
- ✓ Check that you don't have too low contrast between text and image

Checklist for spacing

- ✓ Use the entire space within the slide frame and ensure pixel perfect alignment to the slide frame
- ✓ No shapes/elements outside the slide frame (unless client has stated otherwise or they are images allowed outside of the slide frame)
- ✓ Don't place icons within shapes without having sufficient space
- ✓ Don't steal the margin in textboxes – follow clients' guidelines rules

Checklist for effects



Do not add or change animation effects without specific client instructions



No 3D\shadow\reflection\bevel\glow effects (unless guidelines or project description states otherwise)

Checklist for colors



Do not use too many colors in one slide



Do not use more than 1 contrast color



Do not overuse the highlight color

Checklist for figures and shapes

- ✓ Don't use SmartArt – unless instructions say otherwise
- ✓ Don't rotate text vertically if not necessary
- ✓ Do not use too many 'strong' borders
- ✓ Insert text directly into filled shape – never on top of it in another text box
- ✓ Don't place title, subtitle, footer and other texts randomly – respect placeholders of the template layouts
- ✓ Don't change the content by adding, deleting or splitting content apart
We NEVER change content and its meaning



Thank you!

www.knowmoreplatform.com

