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?

1. Clients pay us to create presentations that stand out and look unique.
2. Generic illustrations do not follow the client guidelines.
3. Clients want their presentations to look up-to-date.
4. 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Don’t use cliché, outdated pictures and clearly "Stock Photo" pictures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.
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

Pixel perfect alignment to all sides of slide frame!
Don’t place title, subtitle, footer and other texts randomly – respect placeholders of the template layouts
Don’t steal the margin


Key takeaway

Follow 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

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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)

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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?


2. BodyLorem ipsum dolor sit amet, consectetur adipiscing elit.


Don’t use more than 1 contrast color

Where is the focus?

2. BodyLorem ipsum dolor sit amet, consectetur adipiscing elit.
Don’t overuse the highlight color

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

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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.

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
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!