



Design the KnowMore way



Design the KnowMore way



①

**We design within the rules
of clients' guidelines**

Designing according to guidelines will make everybody happy



Yourself

You can design faster based on rules and avoid rework of slides



Admin

The admins check if your design follows the guidelines. If your design is according to the guidelines you will get a good rating



Client

The clients like their guidelines because they give them consistency so they can present themselves professionally

All clients have a minimum number of guidelines you must follow



Slide frame



Bullet points style and settings



Layouts to use

TITLES
Subtitles
Headings

Titles, Subtitles and Headings



Font type and size



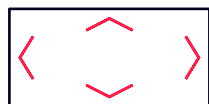
Box styles



Colors



Page numbers, notes and sources



Textbox margins



Chart formatting

and more ...

Some guidelines are more complex than others but we are always responsible for their correct implementation

You must study guidelines very carefully for good project outcome. Implementing guidelines is big part of your rating.

Working hours (hours to be paid to designer) in the project include time to study the guidelines. Therefore studying guidelines is core part of working on projects.



Let's take a look at short guidelines example.

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Title, subtitle, action title formatting
(Font size, type, colors)

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3

Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2
Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin: 0.2 cm
Right margin: 0.2 cm
Top margin: 0.1 cm
Bottom margin: 0.1 cm

Colour usage:

Main	Textbox	Highlight
Secondary	Secondary	
Secondary	Secondary	

KM Footer is in here size XX, font type XXXXXX

37

Some guidelines are more complex than others but we are always responsible for their correct implementation

You must study guidelines very carefully for good project outcome. Implementing guidelines is big part of your rating.

Sticker, tracker placement and formatting

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3

Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2
Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Category 1 Category 2 Category 3 Category 4

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

KM Footer is in here size XX, font type XXXXXX

37

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Slide frame

Action title is in here size XX, font type XXXXXX

Sticker

Title is in here size XX, font type XXXXXX

Heading

Subheading

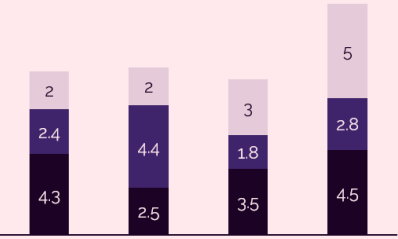
All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3



Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2
Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Category 1 Category 2 Category 3 Category 4

Colour usage:

Colour	Main	Textbox	Highlight
Dark Blue	Main	Textbox	Highlight
Medium Blue	Secondary	Secondary	Highlight
Light Blue	Secondary	Secondary	Highlight

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Footer is in here size XX, font type XXXXXX

37

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Heading, subheading, content box formatting

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
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This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3

Category	Series 1	Series 2	Series 3
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Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Category 1 Category 2 Category 3 Category 4

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Colour usage: Main Secondary Secondary

Textbox Highlight

KM Footer is in here size XX, font type XXXXXX

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General text formatting rules

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
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 - Bullet point level 3

Chart heading

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Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2
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Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Category 1 Category 2 Category 3 Category 4

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

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Bullet point formatting

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

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Minimum font size XXpt
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 - Bullet point level 3

Chart heading

Series 1 Series 2 Series 3

Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2
Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin: 0.2 cm
Right margin: 0.2 cm
Top margin: 0.1 cm
Bottom margin: 0.1 cm

Colour usage: Main, Secondary, Secondary

Textbox, Highlight

KM Footer is in here size XX, font type XXXXXX

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Textbox margins settings

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

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 - Bullet point level 3

Chart heading

Series 1 Series 2 Series 3

Category	Series 1	Series 2	Series 3
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Category 2	2.5	4.4	2
Category 3	3.5	1.8	3
Category 4	4.5	2.8	5

Category 1 Category 2 Category 3 Category 4

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

KM Footer is in here size XX, font type XXXXXX

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Colour usage

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
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 - Bullet point level 3

Chart heading

Series 1 Series 2 Series 3

Category	Series 1	Series 2	Series 3
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Category 4	4.5	2.8	5

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin: 0.2 cm

Right margin: 0.2 cm

Top margin: 0.1 cm

Bottom margin: 0.1 cm

Colour usage:

Main	Textbox	Highlight
Secondary	Secondary	
Secondary	Secondary	

KM Footer is in here size XX, font type XXXXXX

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Graph formatting

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3

Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2.0
Category 2	2.5	4.4	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0

Category 1 Category 2 Category 3 Category 4

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

KM Footer is in here size XX, font type XXXXXX

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Table formatting

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

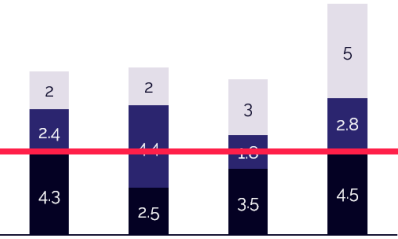
All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

This is bullet point setting example:

- Bullet point level 1
 - Bullet point level 2
 - Bullet point level 3

Chart heading

■ Series 1 ■ Series 2 ■ Series 3



Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Category 1 Category 2 Category 3 Category 4

Left margin 0.2 cm

Right margin 0.2 cm

Top margin 0.1 cm

Bottom margin 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

Secondary

Secondary

KM Footer is in here size XX, font type XXXXXX

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Icon style

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Chart heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
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This is bullet point setting example:

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 - Bullet point level 3

Series 1 Series 2 Series 3

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Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin: 0.2 cm

Right margin: 0.2 cm

Top margin: 0.1 cm

Bottom margin: 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

KM Footer is in here size XX, font type XXXXXX

37

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Footer format and slide number

Action title is in here size XX, font type XXXXXX

Title is in here size XX, font type XXXXXX

Sticker

Heading

Subheading

All text is font type XXXXXX
Minimum font size XXpt
This is **highlighted text**

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 - Bullet point level 3

Chart heading

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Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2.0
Category 2	2.5	4.4	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0

Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx
Xxx	Xxx	Xxx	Xxx

Left margin: 0.2 cm

Right margin: 0.2 cm

Top margin: 0.1 cm

Bottom margin: 0.1 cm

Colour usage:

Main

Secondary

Secondary

Textbox

Highlight

Footer is in here size XX, font type XXXXXX

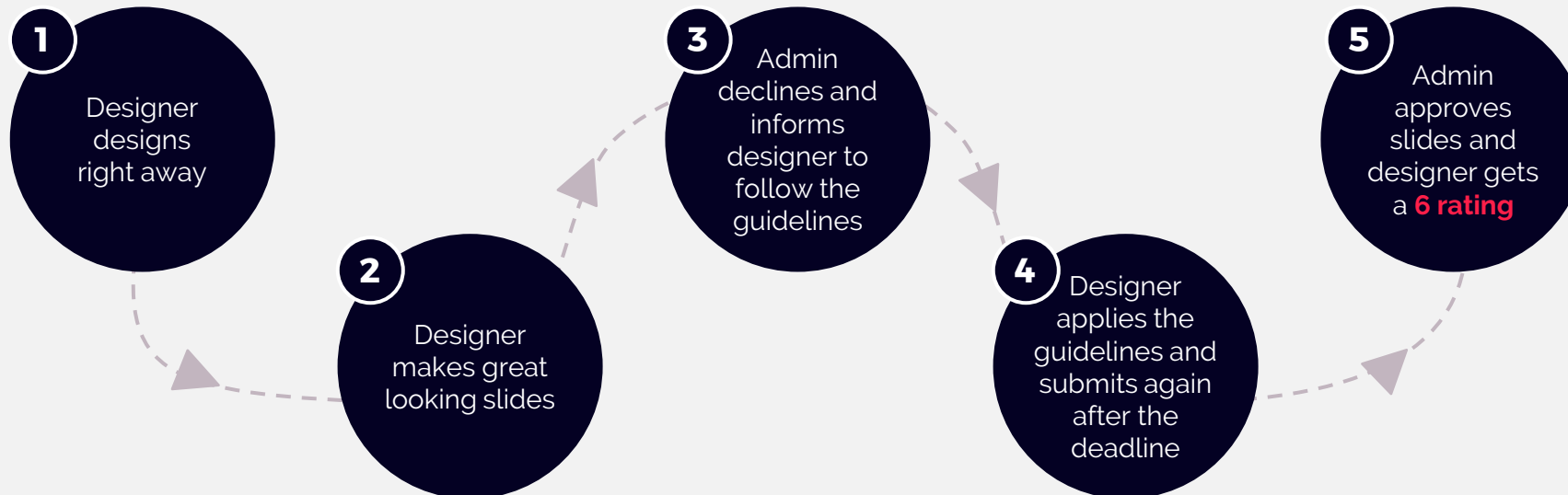
31

Study the guidelines before you begin designing to avoid rework

Scenario 1



Scenario 2



Key takeaway



You will have a **higher** effective hourly **salary** and better **rating** when you study the **guidelines before** starting to design

Remember to be creative within guidelines

Many designers fail because they focus on making very creative slides but they are not following the client's style and guidelines

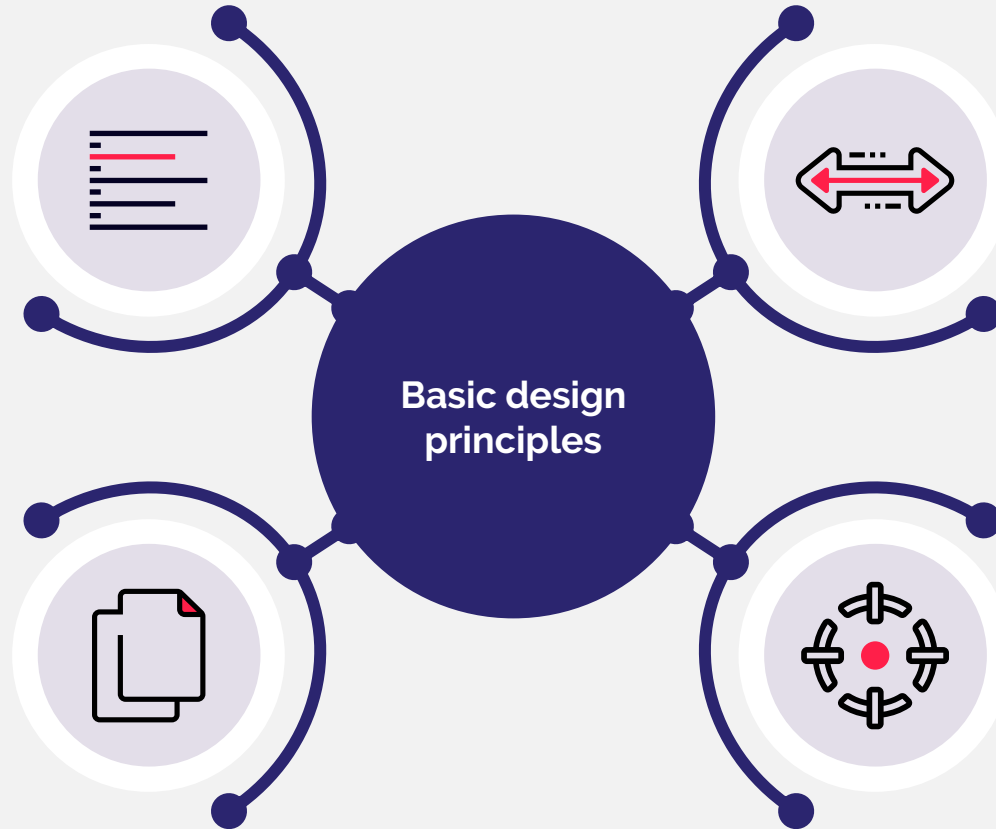
②

We apply
basic design principles

Basic design principles you're expected to know and follow

Alignment

Alignment is placement of elements according to invisible lines



Consistency

Consistency makes slides look professional and allows the audience to focus on the actual content

Spacing

Negative space is the area around your elements. It gives the eye a place to rest

Focus

Some elements are more important than others and should be treated as such

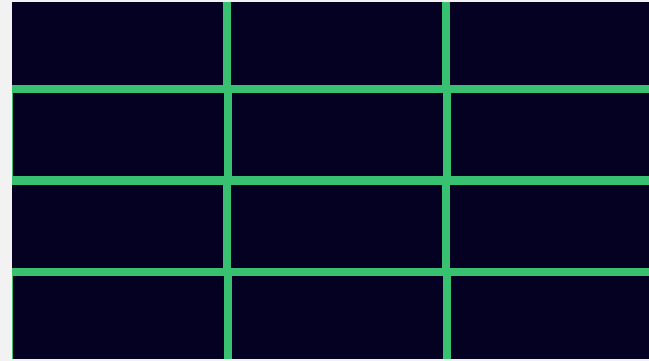
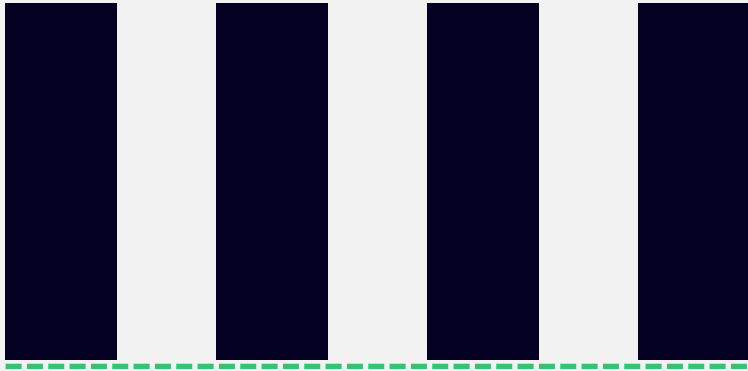
Key takeaway



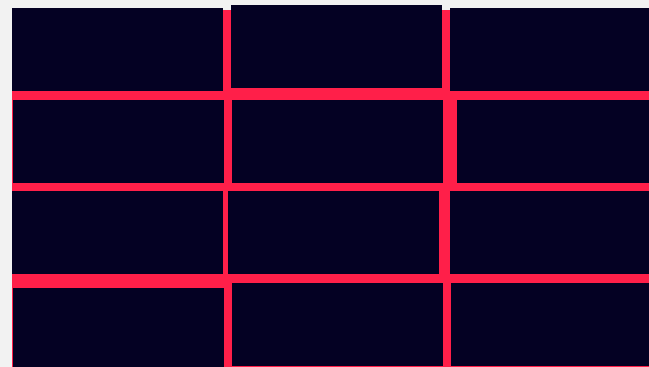
The basic design principles need to be followed on top of guidelines as a minimum requirement for a project to be approved

Alignment makes everything fall in line

Do



Don't




Key takeaway



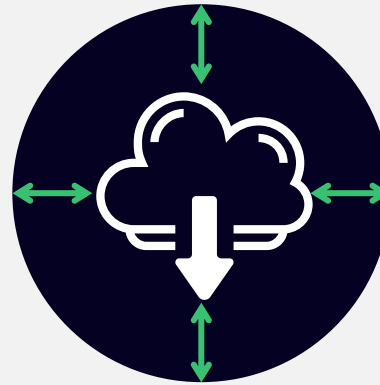
Always check alignment before you submit your slides
- admins or clients notice mistakes right away

Proper **spacing** makes the slide look harmonious

Do

 Keep spacing between your elements

Always follow guidelines for textbox margins



Don't

Don't steal the margin and cramp the slide

 No spacing



 No spacing

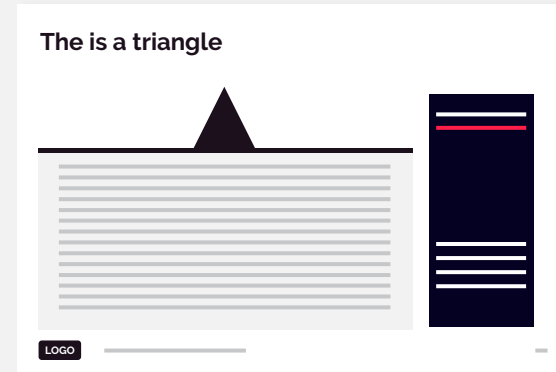
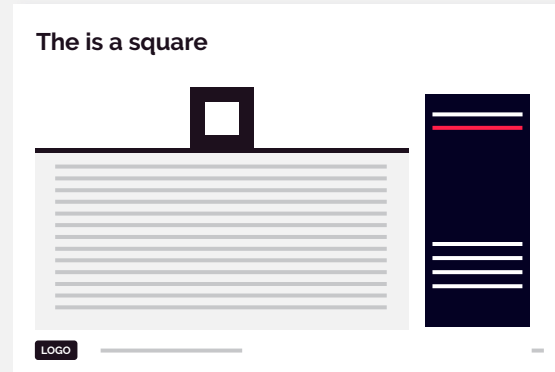
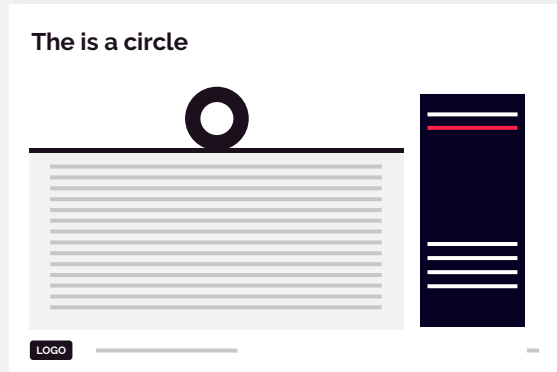
Key takeaway



Bring the slide to **presentation mode** and see if the spacing makes the slide pleasant for the eye.

If the slides are not **consistent**, the design does not matter

Do

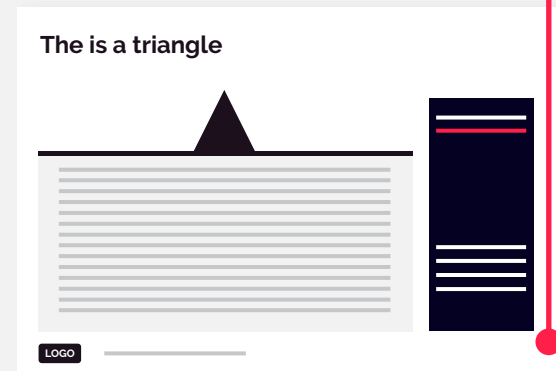
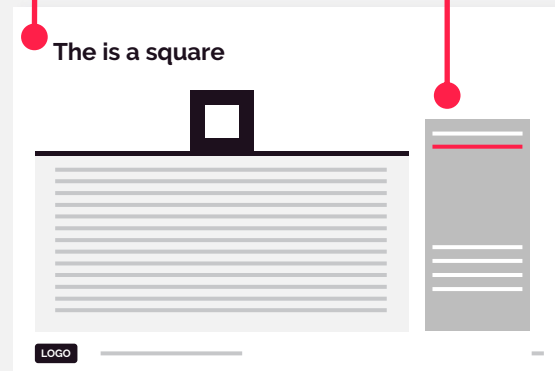
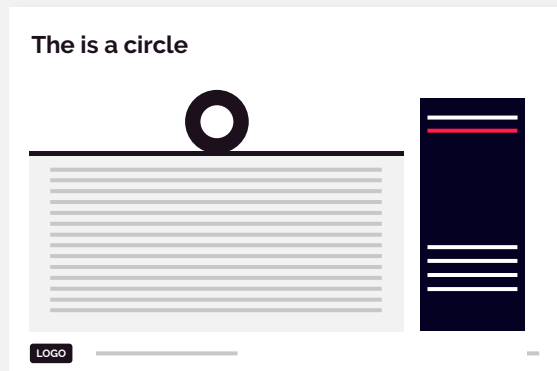


Don't

Title misplaced

Color and size is off

Slide number is missing



Key takeaway



When you are about to submit your slides, bring your PPT to presentation mode and flip through the slides to ensure all elements are displayed consistently throughout the deck

Focus: if everything is important, then nothing is

Do

This is the most important element

This is less important

This is less important

This is less important

Don't

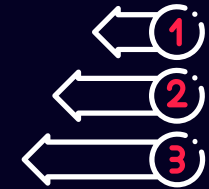
This is important

This is important

This is important

This is important

Key takeaway



Understanding and visualizing what is important on a slide helps comprehension of it

③

We do our best to
understand client's slides before
designing and we **never delete or**
change content

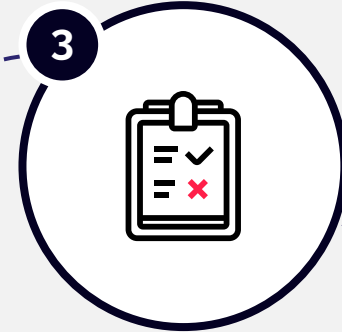
If the content is missing, the client will not return with more tasks



Clients spend many hours on analysis and the actual content



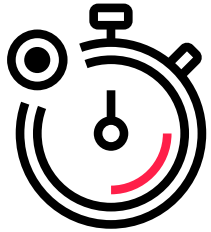
If any content is missing,
the hours used on analysis are wasted
- and the client will not return



To avoid this, doublecheck
your content (especially
when copy-pasting) and use
the content checker app

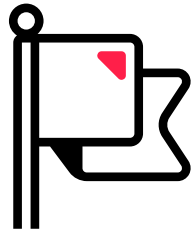
*The world's best designed slide
is worthless if
any of the client's content is
missing*

Icons don't just look nice – they make it easier to understand text



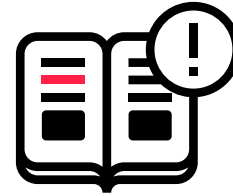
Why

Icons help the audience understand the message faster



Where

On slides where the content benefits from being visually summarised



How

Use one set/style of icons which are consistent from one page to the next

Key takeaway



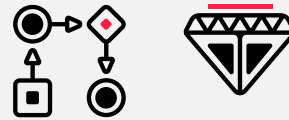
Icons should aid the audience in understanding the message faster – otherwise it's just adding noise

Use logic and consistency to get good results when adding icons

Do



Place icons before the text, so the icon aids the audience in understanding the message faster



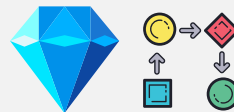
Stick to one style of icons to keep the design consistent



Use circles if you need to blow up the size of an icon

Don't

Don't place icons after or below text. The reason is that it does not help the audience understand faster as they have already read the text



Don't mix styles - stick to one line thickness



Don't just blow up icons. Big icons should have more details

④

**We learn and improve
continuously**

To be successful at KnowMore platform you have to be willing to learn and improve continuously

Becoming designer at KnowMore platform requires:



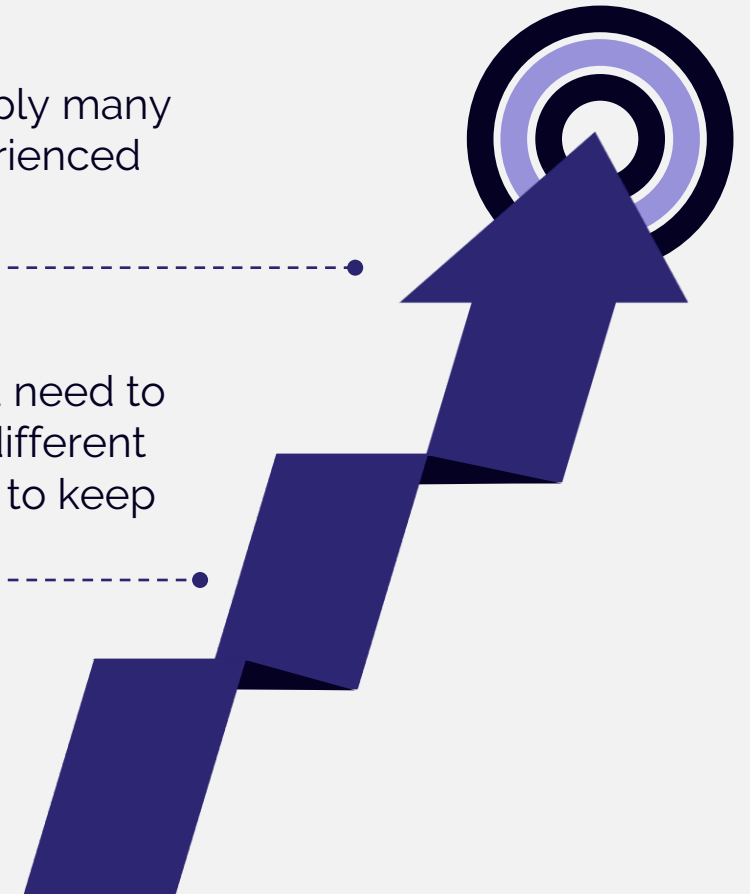
Preparation before applying. Since we design based on rules and apply many principles that might differ from other designing jobs even more experienced designers should go through our training materials carefully.



Once you become designer at KnowMore the **learning** continues. You need to learn how to work at our platform, get used to different guidelines in different projects and if you are newer to PowerPoint design you will also need to keep **improving your designing skills** and speed.



You need to be **independent in finding out solutions** – search in our resources independently to find answers, googling answers for standard questions (such as PowerPoint functions or similar) and only if you are not able to find the answer ask our admins.



Resources

These are the main resources of information you need to know about and get familiar with



Articles covering all important topics for designers who want to apply to work at KnowMore platform and designers who already work at the platform.



Training videos and documents created by our team so you can easily prepare for your PowerPoint design journey at KnowMore



All training videos we have are published at our YouTube channel and we are continuously adding new ones. Going through all these videos is one of the best preparations you can get for smooth start at our platform.

www.youtube.com/KnowMorePlatform

Resources

Additionally you can join as on following social media or contact us directly at our mail



Join community of our designers and get updated by our regular posts at KnowMore Facebook www.facebook.com/knowmoredk



You can as well join us at our LinkedIn webpage www.linkedin.com/company/knowmore-aps



In case of any questions you are not able to find answer for at our webpage, please contact us at info@knowmoreplatform.com



Thank you!

www.knowmoreplatform.com

