This template is to be presented

Welcome. Give your file a name.

↓

A presentation deck is to be talked through with the client

If you want to send a copy after, use the proposal template

These slides aren't designed to fit all your content on them, but to support you when you're presenting. We want people to be listening to what you're saying, not reading lots of text on the slide.

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FREESTYLE

The colour peephole for title slides

We only use this on title pages.

The title pages have a circle shape on them. To change the image, replace the image behind, which is full slide size, and in the circle shape. Don't move the circle shape. Line the circle image up by accessing the Crop view (double click on the circle for this). Then change the image behind to be dark and monochrome - select it, click 'Format options' in top menu, click 'Recolour' in the side panel (we used 'Light 10').

The colour peephole for title slides

Ask for help if you want.

Ask a designer to help if you're struggling - no shame it's a faff and it will take them seconds cos they're pros

If you just need it now and can't get designer help, delete the two shapes and use a full slide colour image that's dark enough to read the white text over the top

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An agenda slide

Section 1

Section 2

Section 3

Section 4

Section 5

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A section divider slide

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A subdivider slide

[What]   [You]   [Need]

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Freestyle colour swatches

→ For text and diagrams, we use our monochrome colour palette, which can be found in the swatch options under '**FREESTYLE 2022 - PROPOSAL**'.

→ If images blend or clash with our slide background, use a 1pt outline around it in our 50% Grey (see screenshot). We don't use lines, arrows or outlines thicker than 1pt for sophisticated look and feel.

Imagery and colour

Our brand colours are monochrome and flat (no textures or gradients). This acts as a palette cleanser so that when we use full colour imagery to support a recommendation, suggested solution or approach, it adds impact to what we're saying. So please use colour imagery sparingly.

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Full size image with short header

A sub header, text and image option

An option to write in paragraphs, numbered bullet points or arrow bullet points next to an image. Keep the image in line with the vertical line.

→   Here's a pic of Matt's happy face

→   In one of his many shackets

" A text and image option. You could use this as a quote page if you keep the quotation mark at the top. Just delete it if not. Keep the image in line with the vertical line.

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Paste words in without formatting

This will help you stick to the template and maintain the correct fonts, sizes and spacing across decks.

Use **CMD + SHIFT + V** on Mac, **Ctrl+Shift+V** on PC, or **right click and select 'Paste without formatting'**.

Don't expand a title to be the full slide width like this one

It looks less sophisticated, so we don't use full slide width titles. They can go over multiple lines, or you can use a subtitle if it's getting long.

If you have a title that is the full width of the slide, Lucie will be sad and she'll probably give you a disappointed face. **No one wants a disappointed face**.

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Shapes, diagrams and tables use our monochrome palette

Label

Label

Label

Label
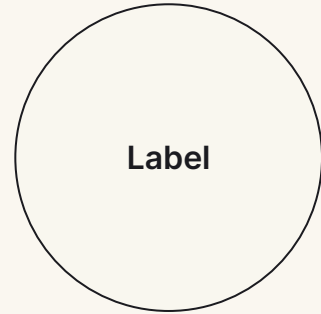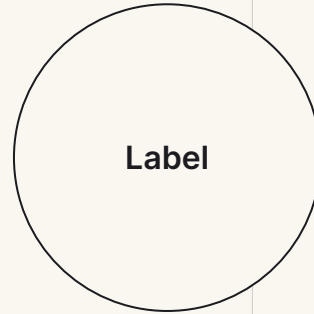
→ Monochrome colour palette

→ Dark grey fill and off-white text

→ Off-white fill with dark grey text and dark grey outline

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A heading

01

A big giant point that needs to be big and giant

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A heading

01   A point

02   Another point

03   You guessed it...

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A text based slide with title

Brief context to support your point. You can chat about this more when you present, so just summarise it here.

"A quote to illustrate your point here" - it doesn't have to be a quote, but this is a nice use. Bring attention to the whole paragraph or quote in semi-bold.

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This is to share some words and bring **attention to a couple of words in semi bold.**

Don't overdo it here. Remember you're presenting and people should be listening to you, not reading the slide. This is no more than a few lines or a small paragraph to make your point.

A simpler text based slide

With a subtitle

And an option to write in paragraphs, numbered bullet points or arrow bullet points. Use this however works best for what you need to communicate.

→ Point one
→ Point two

1. Point one
2. Point two

The simplest text based slide

Without a subtitle. Just straight into the good stuff.

You don't need to make up a sub header if it's not necessary.

A title to highlight a point we want to make

And the blurb that comes with it.

Keep this brief. You can expand as you talk. And you can use multiple slides for multiple points. This is for minimal supporting text on slide.

Large headline

And text side by side. This is for a small amount of words to support what you want to say.

Add in a sub header and line space at the top of this text box using semi bold if you want one. Keep it 16pt.

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A headline and slide for two to four highlight words

Contextual header if needed:

Thing 1
Thing 2
Thing 3
Thing 4

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14,400

Big figures can be pulled out

250%

For impactful statistics
with short copy underneath

An option for multiple columns and bullet points

Arrows

→   These should be automatically set up, but if not -

→   Select 'Special characters' under 'Insert'

→   Make sure 'Symbol' and 'Arrows' are selected from the drop down menus

→   Use the third arrow

Numbers

1.   If the order is important
2.   Go ahead and use numbers
3.   Like this
4.   If you want three columns there's a layout for that too

A big title in dark theme

Because you might want to end on something big and dark.

Thank you.

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