

Instructions for graphic designer

Title: Get Your Content Ready for AI

Dimensions: 33.5 inches (width) x 90 inches (height)

Design Overview:

Create a visually impactful and professional pop-up banner for a technology conference. The design should feature a sleek, modern look with a black background, vibrant gradient accents (pink, purple, orange, green), and engaging elements to highlight Precision Content's expertise in AI-ready content solutions.

Key Design Elements

See mock up drafts design on next slide for inspiration. We like “A”. The others are too busy. We’re looking for minimalist, but inspirational.

1.Headline

- Text: "Get Your Content Ready for the Future" -> (SEE NEXT SLIDE for COPY)
- Font: Bold sans-serif font, modern and clean (e.g., Poppins).
- Placement: Prominently at the top of the banner, aligned left.

2.Logo

- Use the Precision Content logo prominently at the top-left corner. (LOGOS Attached)
- Ensure it is crisp and clear to make it pop.

3.Visual Features

- Include dynamic geometric shapes (e.g., spheres and cubes), arranged vertically along the right side of the banner.
- Shapes should have a glowing gradient (pink, purple, orange, green) representing “chunks” of structured intelligent information flowing through the digital ecosystem.
- Add subtle futuristic elements, such as circuits or flowing patterns, to enhance the AI theme.

4.QR Code Section

- QR Code: Positioned prominently in the middle-right of the banner. (See QR code on slide 5)
- Caption: "Scan to unlock AI-ready structured content solutions" in a clean, sans-serif font, directly below the QR code.
- Use a glowing outline around the QR code to draw attention.

5.Supporting Text

- Place a business impact list in the bottom:
 - Prepare for the Future
 - Accelerate Time to Market
 - Enhance Customer Experience
 - Scale Globally
- Format as bullet points with small, matching gradient icons beside each point.

6.Footer

- Include website www.precisioncontent.com

Colors and Effects

•Primary Colors:

- See next slide

•Effects:

- Use light glows and shadows for depth.
- Apply soft gradients and metallic effects on icons and shapes to create a futuristic look.

Font Style

•Primary Font: Poppins

•Secondary Font: Light sans-serif for supporting text and QR code caption.

Overall Mood

•Modern, sleek, and high-tech. The banner should visually communicate innovation, professionalism, and AI-readiness.

Copy 1

Headline:

"Get Your Content Ready for the Future"

CTA 1:

"Scan to unlock AI-ready structured content solutions."

CTA 2:

"Partner with us to future-proof your content—start now."

Don't miss your opportunity to

- **Prepare for the Future**
- **Accelerate Time to Market**
- **Enhance Customer Experience**
- **Scale Globally**

Colours

Our colour palette is colourful and soft. A range of blues contrasts with bright warm colours. Our primary palette should be used to create a communication hierarchy and add emphasis within the copy. The bright colours of our accent palette are used to add friendliness to the system. The accent palette should be used in moderation, as accents only, never used with type.

Primary Palette



PMS 2747 C
HEX #19128F
RGB 25 / 18 / 143
CMKY 100 / 100 / 8 / 6



PMS 285 C
HEX #0375DE
RGB 3 / 117 / 222
CMKY 81 / 53 / 0 / 0



PMS 2592 C
HEX #8937C8
RGB 185 / 55 / 200
CMKY 42 / 84 / 0 / 0



PMS 426 C
HEX #1C1C1D
RGB 28 / 28 / 29
CMKY 73 / 67 / 64 / 76

Accent Palette



PMS 284 C
HEX #54A5ED
RGB 84 / 165 / 237
CMKY 61 / 24 / 0 / 0



PMS 339 C
HEX #0AC489
RGB 10 / 196 / 137
CMKY 72 / 0 / 64 / 0



PMS 1777 C
HEX #E76079
RGB 231 / 96 / 121
CMKY 4 / 77 / 36 / 0



PMS 1575 C
HEX #F79451
RGB 247 / 148 / 81
CMKY 0 / 50 / 75 / 0

QR code



Old banner

- Colours are good
- Image is boring.
- Want more exciting.

Is Your Content AI-Ready?

How to 10x your content's ROI with the power of structured content

DON'T LOSE YOUR OPPORTUNITY TO

- DECREASE TIME TO MARKET
- REDUCE SUPPORT COSTS
- IMPROVE CUSTOMER EXPERIENCE

REAL RESULTS

“After a few decades, most of us have little to no visibility into how much content we own through authoring, publishing, and reuse. With their expertise in Enterprise CCMSs and Content Ops, Precision Content has provided us with extensive insights to level up our content's performance.”

Eeshita Grover
Director Content Design and Strategy at Cisco

precision content

VISIT US AT
BOOTH NUMBER 22

SCAN HERE
GET YOUR FREE
AI-READINESS
ASSESSMENT

AI-Readiness Assessment