

# PowerPoint Template Briefing for OCENOX

## Purpose

To create a professional, consistent PowerPoint template in 16:9 format that adheres to OCENOX's corporate identity guidelines. This template will be used regularly for client presentations, project proposals, and internal communications.

## Template Requirements

1. Format: 16:9 widescreen format for modern display compatibility
2. Master slides to include:
  - Title slide with prominent logo placement
  - Section divider slides
  - Content slides with various layouts (text only, text with images, comparison layouts)
  - Data presentation slides (charts, tables, graphs)
  - Quote/testimonial slide
  - Contact/closing slide

## Brand Elements Integration

- Logo placement: Consistent positioning on all slides (preferably top left or bottom right)
- Use both logo variations appropriately (text under icon for title slides, text right of icon for content slides)
- Color scheme: Implement the OCENOX color palette throughout:
  - Primary Dark Gray (#404040) for main text and headers
  - Primary Blue (#295F7C) for accents and highlights
  - Highlight Blue (#3B8AB4) for call-outs and emphasis
- Typography: Montserrat font family exclusively, with appropriate size hierarchy:
  - Slide titles: Montserrat Bold
  - Headings: Montserrat SemiBold
  - Body text: Montserrat Regular
  - Captions/footnotes: Montserrat Light

## Design Elements

- Clean, minimalist design with ample white space
- Subtle background elements that evoke global connectivity and time zones
- Modern, professional look aligned with IT industry standards
- Consistent footer with slide numbers and optional space for confidentiality notices
- Custom bullet points and dividers using brand colors

## Technical Specifications

- Compatible with PowerPoint 2016 and newer versions
- Embedded Montserrat font or fallback instructions
- Editable text boxes and image placeholders
- Properly set up slide masters and layouts
- Optimized file size for easy sharing

## Deliverables

- .POTX template file
- Brief usage guidelines for the template
- Sample slides demonstrating various layouts and proper usage

This template should serve as the foundation for all OCENOX presentations, ensuring brand consistency while providing flexibility for various content needs.



## OCENOX Corporate Identity (CI)

### Company Overview

**OCENOX** is an IT company specializing in connecting projects with freelancers and service providers worldwide. Our focus is on offshoring, leveraging time zone differences—particularly how professionals from Australia and New Zealand can seamlessly work night shifts for European clients. The name **OCENOX** is derived from “Oceania” and “Nox” (Latin for “Night”), symbolizing our global reach and time zone advantage.

### Brand Essence

OCENOX stands for global connectivity, night work and offshore collaboration, and a commitment to professionalism and innovation.

### Visual Identity

#### Logo

Please see attached **OCENOX.png** and **OCENOX\_Logo\_Quer\_OrgSize.png**.

- The logo may be used with the text either **under** the icon or **to the right** of the icon, depending on the layout and context.
- The logo may be resized as needed for different applications, but the proportions must always be maintained.
- **Do not recolor the logo.** Only use the original colors as provided:
  - **Primary Dark Gray:** #404040
  - **Primary Blue:** #295F7C
- Maintain clear space around the logo for maximum visibility and impact.
- Use the logo on backgrounds that provide sufficient contrast for clarity.

#### Color Palette

Use the following brand colors consistently across all materials:

- **Primary Dark Gray:** #404040
- **Primary Blue:** #295F7C
- **Highlight Blue:** #3B8AB4

These colors are derived from the logo and should be used for backgrounds, accents, highlights, and other design elements to ensure a cohesive visual identity.

#### Typography

- **Primary Font:** Montserrat
  - Use Montserrat for all headings, subheadings, and body text across digital and print materials.
  - Montserrat reflects modernity, clarity, and professionalism.

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**Imagery & Iconography**

Use images and icons that evoke global networks, digital connectivity, and night-time productivity. Favor abstract, modern visuals over literal representations.

**Stationery & Digital Assets**

All business cards, letterheads, presentations, and digital assets should use the OCENOX logo, the specified color palette, and Montserrat font. Maintain generous white space and a clean, uncluttered layout.

**Brand Voice & Messaging**

- **Tone:** Professional, confident, and approachable.
- **Messaging:** Emphasize global reach, seamless collaboration, and the unique advantage of time zone optimization.