

Design Brief

NEXIS Management Pty Ltd – Microsoft WORD & PowerPoint Template



About Nexis

Nexis is a professional services business providing **strategy, governance and execution support** to Small and Medium business, Boards and executive teams.

Our positioning is: **“Connecting Strategy, Governance & Execution”**

We operate in high-trust, regulated environments. Our brand must be credible, calm and board-ready.

Project Scope

We require:

1. A **Word Doc template**
2. A **professional PowerPoint slide deck template**

Leveraging the Nexis logo colour, type font etc as the basis.

These assets will be used for board papers, cover letters, proposals, executive briefings and governance presentations.

Audience

Primary audience:

- Board Directors, Chairs, CEOs, General Managers

Design must appeal to **senior decision-makers**, not marketing teams.

Brand Personality

Nexis should feel:

- Trusted
- Confident
- Intelligent
- Structured
- Professional

Nexis should **not** feel:

- Trendy
- Playful
- Over-designed
- Sales-driven or “startup-like”

Think **top-tier advisory**, not creative agency.

Visual Direction

- Dark, corporate base (navy / charcoal / slate)
- Restrained accent colours
- Clean, modern sans-serif / calibri typography
- Strong readability for text-heavy slides
- Structured layouts with clear hierarchy and white space

Design must work in **real board presentations**, including printed packs. No stock images of people or animations/ cartoons.

Microsoft Word

Cover letter

- Use of logo. (Maybe split out NEXIS from the Logo so just the business name can also be used in isolation of our 'positioning'.
- Headers, footers, page numbering, date
- Font size for headings, spacing and indentation, bullet points etc.
- Just want a template that will provide consistency and look great and be aligned to the PPT look.

PowerPoint Template – Required Slides

Fully editable PowerPoint (.pptx) including:

- Cover slide
- Agenda
- Executive summary
- About Nexis Management, include short Bio and image of Principal, Executive Director.
- The Problem/Opportunity
- Objectives and success criteria
- Proposed solution
- Why this option
- Risk and mitigations
- Financial and resource impact / Financial summary
- Governance and accountability
- Implementation plan and timeline
- Decision Sought
- Questions and Answers
- Closing / Next steps

Diagram/Framework slide

Table slide

Slides must handle **dense content clearly** and be full editable and easy to reuse. Include simple infographics/icons so it's not all text based.

Success Criteria

We should be able to:

- Drop complex board content into the deck without redesign
- Present confidently to Chairs and Directors
- Use the template across multiple clients without it feeling generic

If noticed, the design should be noticed for **clarity**, not decoration.

Deliverables

Full editable

- PowerPoint template (.pptx)
- Word doc template