**Style guide for PPT and WORD**

**1. Powerpoint and Word Templates**

- Letter head

- Proposal template for Powerpoint

- Presentation template for Powerpoint

- Proposal Template for Word

- Report Template for Word

**Overall – the brand needs to look polished, sophisticated yet approachable. We like the use of Black and White images (or a similar filter) with a feature colour blue from our logo. We want as small design element that appears on each page. Using the blue HR Circle logo as a guide. We have all the images (all are mountain scenes).**

**Please note that we don’t want the documents to be too image heavy as they will need to be emailed to clients.**

**Please assume that all documents will be printed by our clients so they need to look good when printed.**

**The examples below show a PPT example from a client of ours, examples of ppt we like and what we are currently doing for our proposals. We are looking to take this to the next level.**

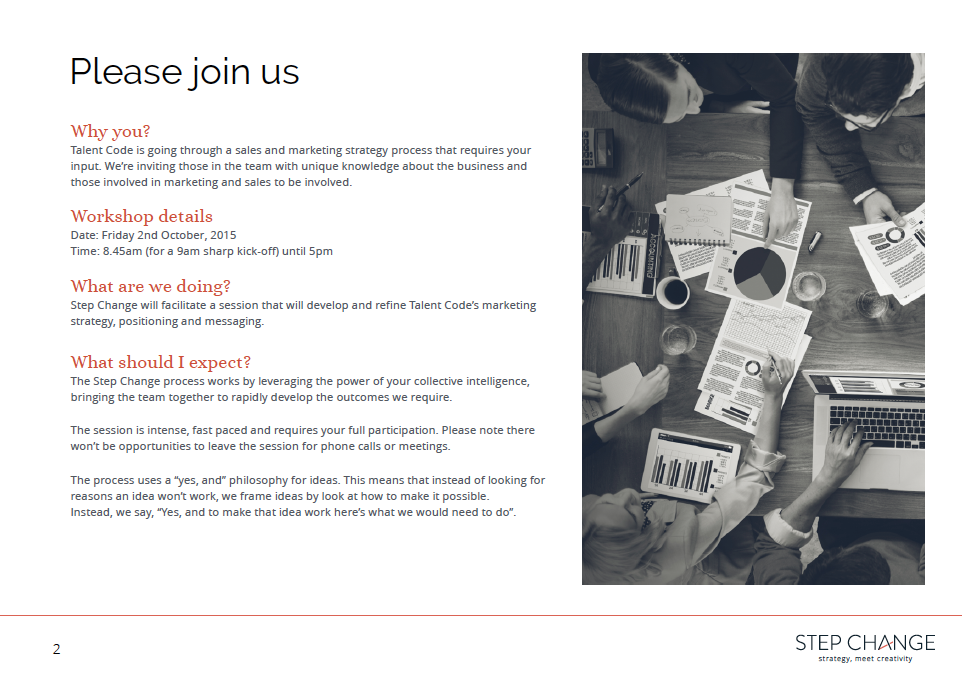
**Specific design features:**

* A design element that can go on each page (see Step Change example with coloured blocks in a line as an example)
* A style guide for tables, graphs and charts that fit in with the theme. We will need to know how to recreate these
* Some design images (see paper and pencil image next to “Strategy Executive” in the Step Change example below) that can go along side different areas of the document such as:

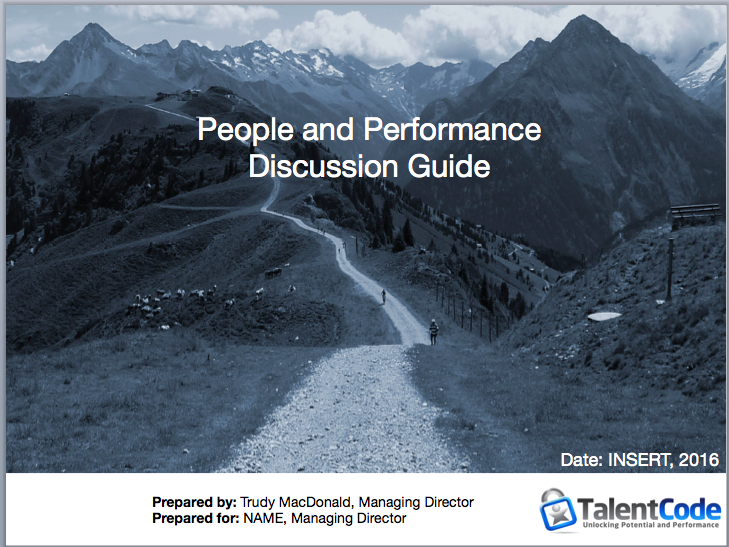
1. Tips
2. Pricing
3. Note
4. Step 1, Step 2, Step 3 etc
5. Bullet points
6. What we need from you
7. Next Steps

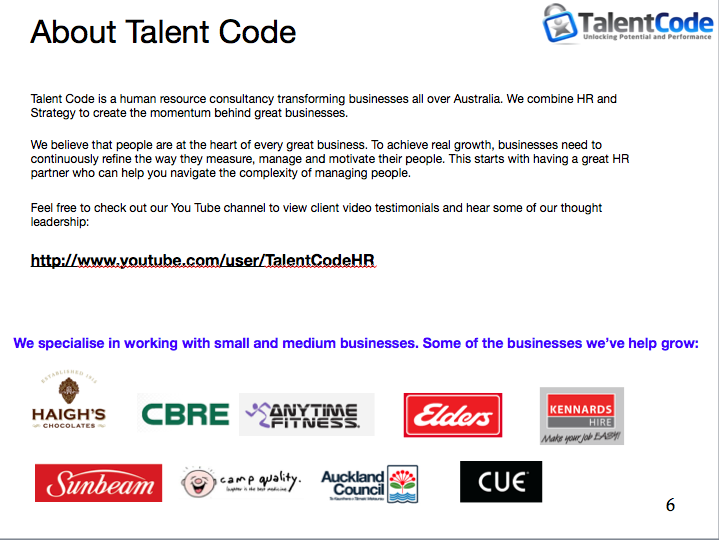
**Sample of PPT**

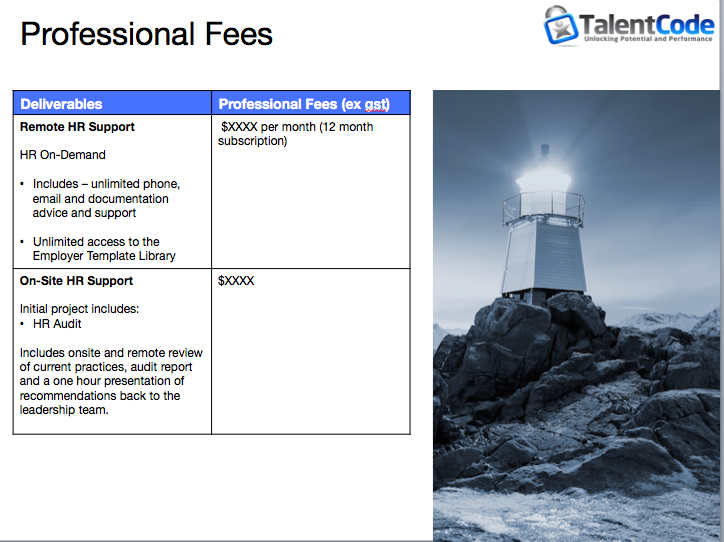
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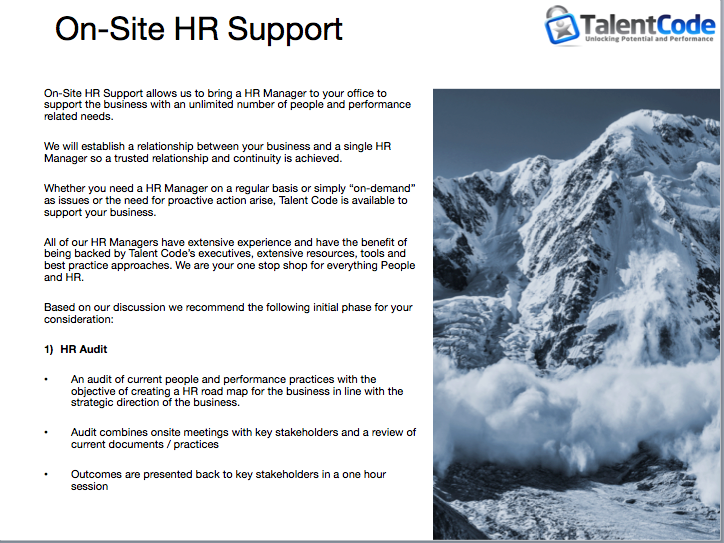


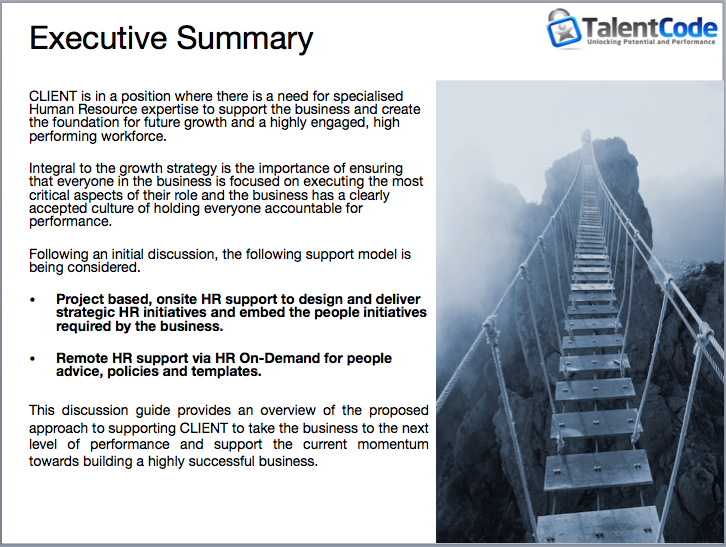














Third Party Documents for Inspiration



