The Smart Cities Council is an international organization that seeks to improve the livability, workability and sustainability of the world’s cities.

We seek a versatile PowerPoint design template with 10 slide types plus a “self-documenting” sample deck. Your design will be used in keynote speeches and workshops around the world.

After the contest is completed, we will ask the winning designer to add 10-20 additional slide types for $75 per slide. We also seek a long-term relationship whereby we can request “custom” slides and/or ask the designer to touch up the slides we build to make them better.

FILES. We have uploaded several files:

1. SMART CITIES COUNCIL DESIGN CONTEST NOTES.docx with full instructions.
2. SAMPLE SLIDES. Samples of slides we are currently using.
3. PALETTE. Shows our official colors.
4. LOGOS. Several individual files with different variations of our logo. Some with our motto, some without.

POWERPOINT TEMPLATE AND SLIDE TYPES. The template should include all 10 slide types, named using the first two words from the descriptions below.

1. PROGRESSIVE AGENDA. Agenda slide that will accommodate six sections. The slide should be designed so that it can be repeated periodically to show progress. For instance, the current section could be showed in bold; or in color; or be indicated by an arrow; or in some other fashion that shows the viewer where we are in the overall presentation.
2. FULL BLEED PICTURE WITH BANNERS. Full-bleed picture that can accommodate one to three banners on top. One of the banners should be suitable as a title. The banners can have a solid or a translucent background.
3. QUOTATION. A large or full-bleed picture with a place to include a quotation from a famous person.
4. TEXT HEAVY WITH COMPLEMENTARY PICTURE. A slide where the emphasis is on a series of bullet points, plus an accompanying picture to set the mood or show an example. The first-level phrases should NOT have a bullet point. The second-level phrases SHOULD have bullets. The slides should have a space for a title.
5. STATISTICS HEAVY. Similar to Text Heavy above, but with a way to emphasize key numbers within a phrase. We currently do this by making the numbers larger, bolder and a different color. This is not a request for a graph or chart. This is a slide where we need to show several bullets with several statistics all on the same page.
6. WORLD MAP. A world map suitable for showing (for instance) the location of smart cities around the world. Should include space for a title or description. Should include a sample callout and arrow that could be used to point to a city. Please use the callout to point to your own home town as an example.
7. TWO-COLUMN TABLE. Slide title plus two-column table with titles for each column. Optional: Space for a picture or graphic.
8. TWO PICTURES. Side-by-side with space to title each picture and to have at least one banner or call-out. Titles and banners can be solid background or translucent.
9. TIMELINE. To show key events during a six- or twelve-month period.
10. LINEAR PROCESS. A way to visually show 3-6 steps in a process.

SAMPLE SLIDE DECK. The “self-documenting” slide deck should use the template to show samples of all 10 slide types, with instructions on each slide to guide an intermediate user how to use that particular slide template to produce a slide. (For example, “Click inside the text box to…” or “Drag and drop a picture file to…”. You may choose where and how to include the “documentation,” whether as bullet points on the slide or instructions in the Notes section or callouts or any combination.

REQUIREMENTS. The design template should start with our existing logos and color palette. (We are open to adjusting colors slightly or adding a new accent color, but do not wish to start over). You should feel free to re-use any part of the existing design that you like. We are not interested in change for change’s sake.

All slides must be suitable for intermediate PowerPoint users. They cannot require complicated font changes or picture manipulations.

We require you to use one of the “standard” fonts that can be found on all computers. We do not want to use special fonts that we must purchase, or download, or embed.

STYLE PREFERENCES. We seek a simple, modern, “flat” design in tune with the latest design guidance from Apple and Google. No 3D fonts or graphs. No WordArt. No gleaming, metallic fonts. No montages. No complex backgrounds.

ADDITIONAL WORK. We will ask the winning designer to add another 10-20 slide types to the template and create a self-documenting sample slide for each one, for US$75 per slide type. For your reference (but not for this contest), we are likely to request these additional types:

* TOPIC CLUSTER. A visual way to show a topic and the related sub-topics.
* THREE-COLUMN TABLE.
* THREE PICTURES. With space to title each picture and a call-out style that can be used with or without an arrow.
* ITERATIVE PROCESS. A process of 3-6 steps that repeats or starts over.
* STATEMENT OR THEME. A slide that includes only text, from 5-15 words. Should imply importance.
* GRAPH OR CHART.
* NORTH AMERICA MAP.
* INDIA MAP.
* AUSTRALIA/NEW ZEALAND MAP.

We will also ask the designer to create a portrait version suitable for building sales prospectuses. We will pay $75 per slide type for a portrait template with 5-15 slide types, plus a self-documenting sample slide deck.