**Drawbridge Capital PowerPoint Design Project** March 12, 2019

**DESIGN NOTES**

1. This pitch book will be *printed not projected*. It must be clean, uncluttered and easy to read, with plenty of “white space.”

2. The audience will be financial professionals, institutions (foundations, endowments), high net worth individuals, and investment consultants. The look and feel should be very professional, not retail, not too “artsy.” We will be asking them to hire our firm to invest a significant amount of their money. Messages we want to subconsciously communicate: *Trust, Skill, Experienced, Independent, Disciplined, Successful, Confident.*

3. Our color scheme is dark blue and light blue, accented with dark and light gray. The final slide of the sample deck is an example of a color palette that we like, if the green were blue. We would be fine with “one blue and neutral gray tones” if you think that design scheme works.

4. The sample deck has been drawn from several different sources as well as rough drafts. None of the slides should be taken as examples or suggestions for the design we want. They are all too plain and traditional and boring. We are **very open to your suggestions** for modern bridge design elements in header/footer sections and backgrounds to tilt the presentation away from traditional/boring/old-school (header bar followed by bullet points and tables), making the look more modern while still clean and professional.

5. Graphic elements (slides 4, 6, 9) and tables are only crude suggestions drawn by somebody with no artistic design skill. Please help us improve them, keeping things reasonably simple and easy to read.

6. Every slide except the title page should have the Drawbridge logo (the two triangles) somewhere like we show it in the top right corner. We want page numbers in the lower right and the copyright at the lower left.

7. If you want to vary the slide format, the logical sections that should be visually consistent are: slides 2 through 8 (or 2-5 and 6-8) then slides 9-15 with slide 16 as conclusion/summary, and the exhibits following as the final section.

8. Several slides have red text in a red box. These boxes are just explanatory design notes and obviously not part of the final slide.

9. Our final presentation including exhibits may have around 30 slides. We will use the slides you submit as templates for the additional content.