A clearer story.

Your project · Your audience
A pitch, proposal and brand system you can edit.

Make this deck yours.

30 layouts. Native text, charts, tables and diagrams. A 16:9 canvas.

01 / STYLE

Set your palette.

Use Design → Variants to change theme colors and fonts. Arial and Georgia are the supplied font pairing.

02 / CONTENT

Replace the examples.

Edit every title, label and sample figure. Right-click a native chart and choose Edit Data.

03 / EXPORT

Check the output.

Review line breaks, notes and chart labels in your version of PowerPoint before presenting.

Three ways to shape the story.

04–16

The pitch

A problem, a useful response, a workflow, evidence and a specific request.

17–23

The proposal

Scope, deliverables, roles, budget and the plan for doing the work.

24–30

The brand

Positioning, type, color and the visual rules that keep everything together.

We help [your audience] [complete a useful task] with [your product].

Be specific enough that someone can explain it to a colleague.

The problem worth solving.

What happens today

People assemble the same information across disconnected files.

Why it matters

Important context is hard to find when someone needs to make a decision.

Who needs this?

One audience. A real task. A clear definition of success.

AUDIENCE

Independent teams

Small groups sharing a project story without a dedicated presentation designer.

TASK

Make a decision

Bring scattered notes, diagrams and data into a clear discussion.

SUCCESS

A useful next step

Everyone understands the choice and knows what happens afterwards.

A simpler way forward.

01

Collect

Start with the facts and questions that matter.

02

Shape

Choose a structure that makes the work easy to follow.

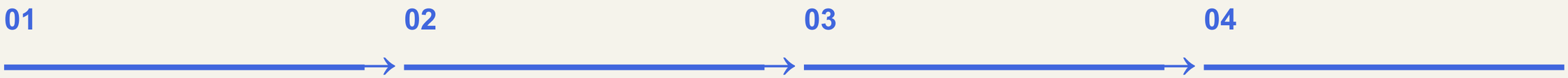
03

Share

Present the story and record the next decision.

From first input to useful output.

Show the path someone follows, rather than a list of abstract features.



Bring it in

Notes, research and source data.

Find the order

Group related ideas and remove noise.

Build the story

Use layouts that serve the content.

Move forward

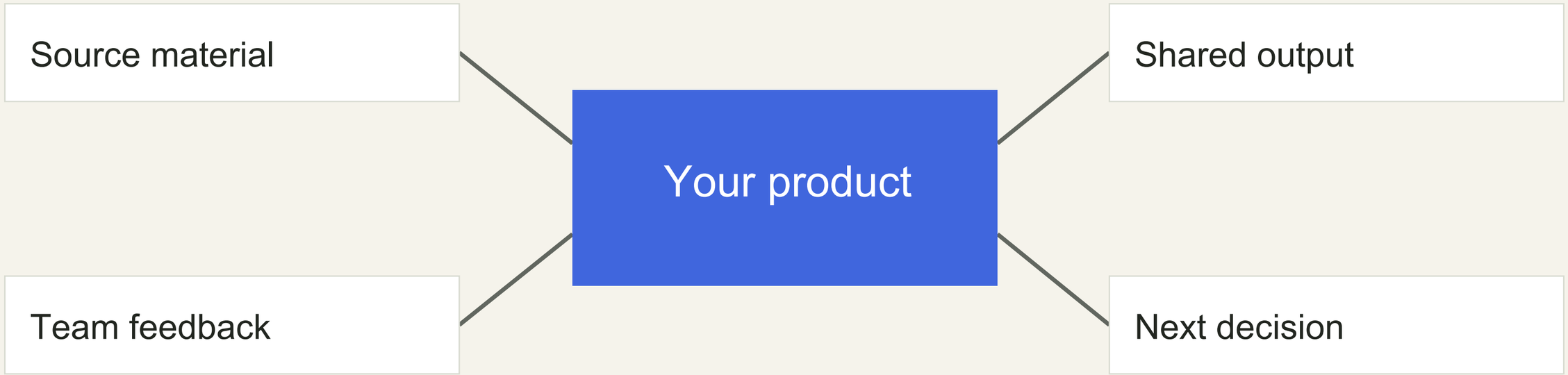
Share the decision and the next step.

What changes for the customer?

Task	Current approach	With your product
Find context	Search across files	One linked project story
Update a figure	Edit multiple copies	Keep one stated source
Present the work	Rebuild the layout	Use a clear starting point
Agree next steps	Follow up separately	Record the decision together

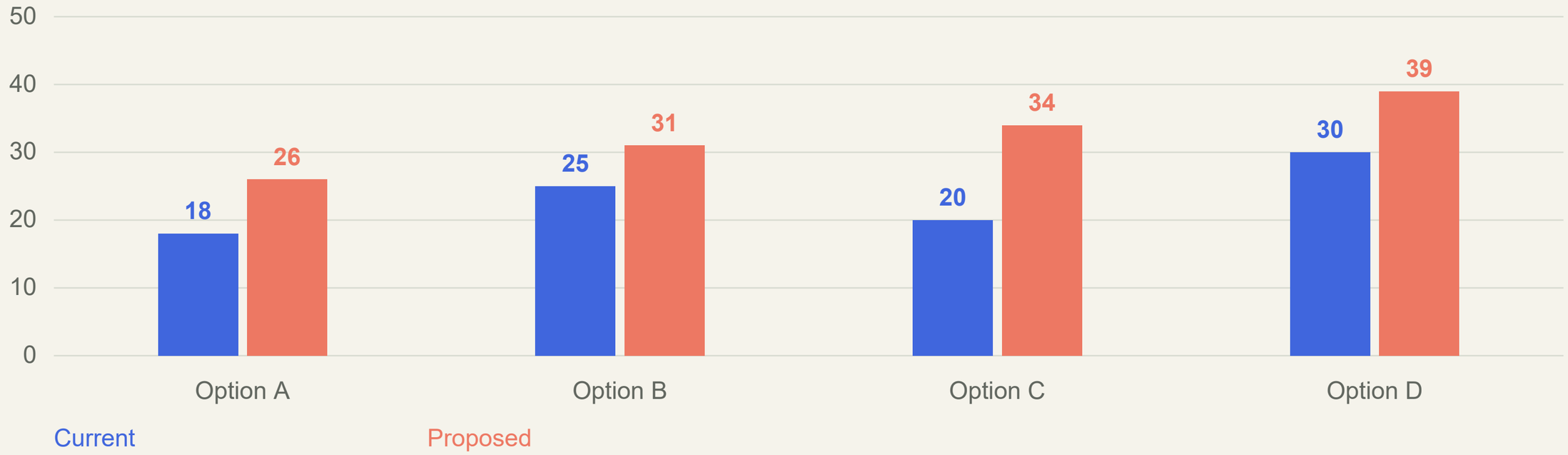
A system with a clear center.

Show what connects, and what each part is responsible for.



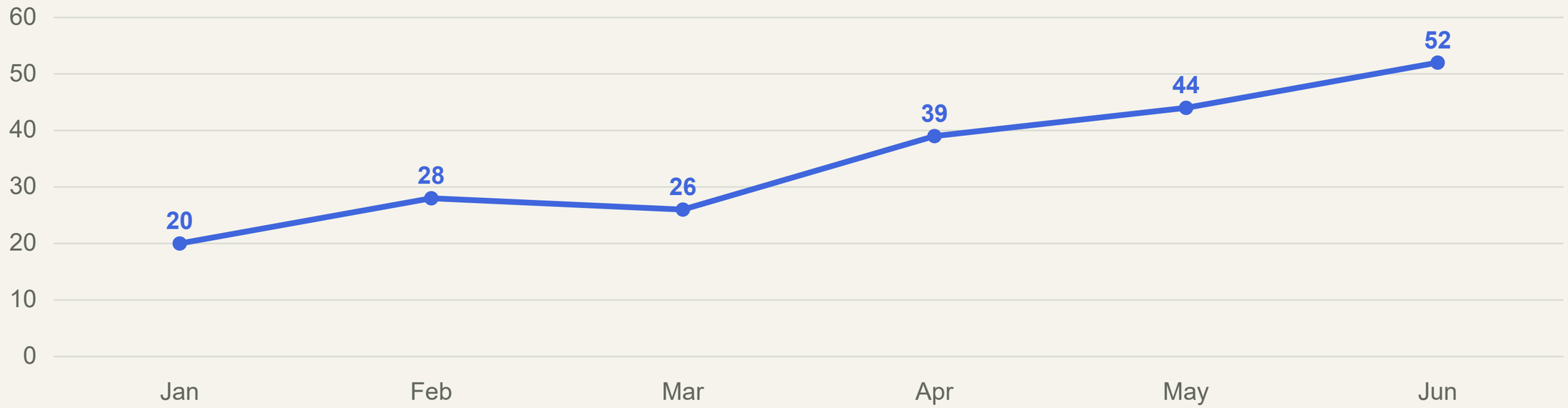
Compare the starting points.

Illustrative counts only — replace with your own measured data.



Show the change over time.

Example activity by month. These figures are fictional.



How the offer works.

Describe the customer, the useful outcome and the commercial basis.

Offer	Who it serves	What is included
Starter	A small first project	Core files and editing guide
Team	A shared working process	Reusable components and handover
Custom	A defined specialist need	A separately agreed scope

The next three milestones.

01 → 02 → 03

01 / Define

Agree the audience, use case and what a useful result looks like.

02 / Build

Create a small complete release and test the core workflow.

03 / Learn

Observe real use, fix friction and choose the next improvement.

The people doing the work.

Name the responsibility, then show the experience that supports it.

01

[Name]

Product lead

Sets the scope, connects the customer need and makes trade-offs.

02

[Name]

Design & delivery

Builds the visual system, checks the details and hands over the work.

A specific next step.

Agree a focused first project.

We need

A named decision maker.
Access to the source material.
A clear review date.

A SHARED PLAN FOR THE WORK

The proposal.

[Client] / [Project] / [Date]

What is in scope?

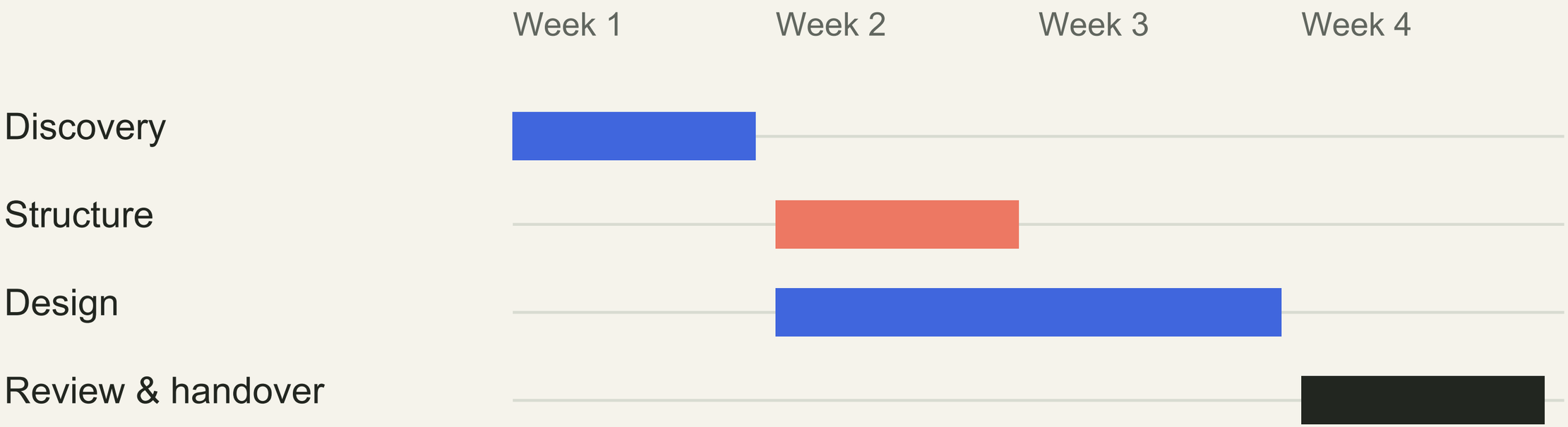
01	Discovery	Review the source material and define the audience.
02	Structure	Agree the story, page inventory and content priorities.
03	Design	Build the visual system and complete the agreed layouts.
04	Handover	Deliver editable files with practical editing instructions.

Deliverables and acceptance.

Deliverable	Acceptance check	Owner
Visual system	Approved type, palette and spacing	Design
Core layouts	Complete agreed page/slide inventory	Delivery
Source files	Open, edit and export successfully	Delivery
Editing guide	A new editor completes a sample task	Client review

A plan with review points.

Illustrative four-week plan. Confirm timing against the real scope.



A transparent project budget.

Fictional USD example. Replace scope, currency, tax and payment terms.

Work	Basis	Amount (USD)
Discovery & structure	Agreed project scope	2,500
Design & production	Agreed project scope	3,000
Review & handover	Agreed project scope	1,500
Example total	Before tax and expenses	7,000

Clear roles. Fewer surprises.

CLIENT

Context & decisions

Source content, brand information, one decision maker and consolidated feedback.

STUDIO

Design & delivery

A working visual system, complete files, quality checks and clear handover.

TOGETHER

Review & acceptance

A shared review schedule and a written definition of what is complete.

A case study with substance.

[Project name]

CONTEXT

The situation

What problem did the client need to solve, and under which constraints?

WORK

The response

What did the team actually build or change? Show the important choices.

RESULT

The evidence

What changed, how was it measured, and what remains uncertain?

A FEW RULES. ROOM TO MAKE IT YOURS.

The brand system.

Position the brand clearly.

For [audience], we are [category] that helps [useful outcome].

Support it with a concrete reason to believe.

A clear type hierarchy.

Georgia / the headline

Arial / the working voice

Use generous spacing. Keep one main point in view.
Edit the words before reducing the type.

A palette with useful roles.

Use ink and ivory as the foundation; accents identify what matters.



Ivory

#f5f3eb

Background

Ink

#222620

Primary text

Cobalt

#4066dd

Focus

Coral

#ed7863

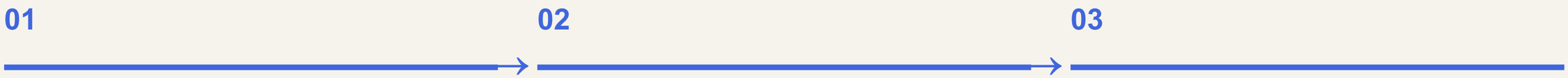
Warmth

Lime

#d9e795

Highlight

Diagrams that explain the work.



Sequence

Use a line to explain the path from input to outcome.

Responsibility

Separate the work by a clear owner or system boundary.

Evidence

Put values, units and the source next to the relevant comparison.

Close with the decision.

What we recommend

[A specific course of action]

What happens next

[Named owner]
[Concrete task]
[Review date]

Let’s make the next step clear.

[Name] / [Email or website]
[The action you want the audience to take]